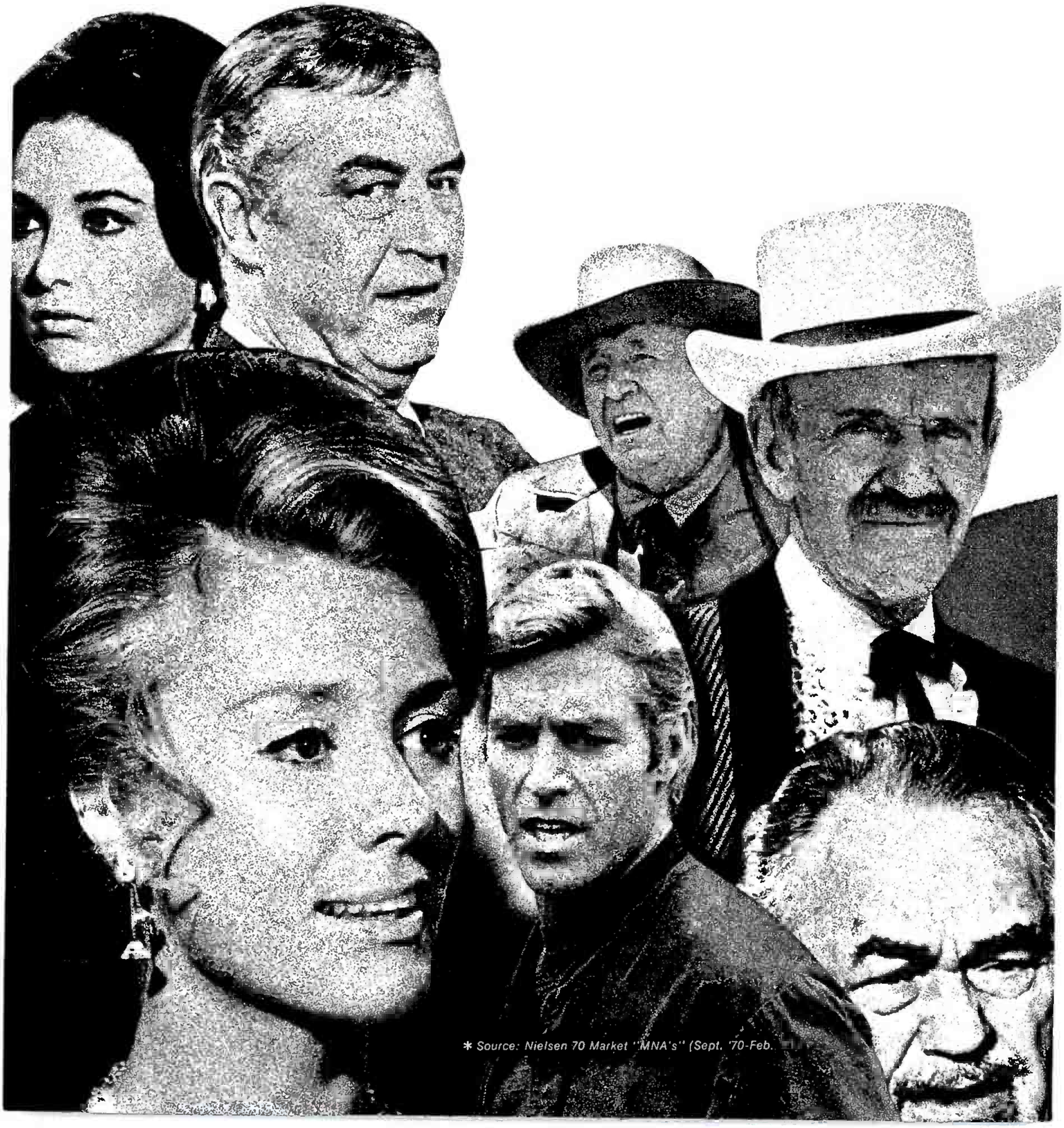
March15,1971:Our40thYear:$1.00

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®

Dramatic upturn in TV; network sales spree; action in spot
Huge loss of spot volume charged to short counts of audience
Future of box-office TV weighed after spectacular fight
It's 8-11 p.m. for networks next fall in arrangement with FCC

PRIME II



WeekInBrief

After slow first quarter, TV-network sales suddenly boom. Networks report that prime time in second quarter is virtually sold out, as prices rise 20-30%. Spot-TV orders also on upswing. See . . .

Feast in for famine at networks . . . 21

ABC, CBS and NBC television networks move toward common scheduling of 8-11 p.m. period beginning next fall, with FCC, on request, acting as standardization agent. FCC wants immediate network response on issue. See . . .

Gentlemen's agreement at 8-11 . . . 37

Estimated 1.35 million U.S. and Canadian fight fans saw Joe Frazier and Muhammad Ali in battle on closed-circuit TV. For all its financial success, network-TV officials show little concern. But what about the Super Bowl? See . . .

The bigger bout outside the ring . . . 42

Two organizations take FCC to court to challenge commission's rulings aimed at preserving amount of journalistic discretion broadcasters now have. Effectiveness of fairness doctrine is questioned. See . . .

In court: fairness vs. access . . . 44

Three weeks after broadcast, CBS's 'Selling of the Pentagon' continues to stir up mixed emotions. Many laud show while others, including House Armed Services Committee Chairman F. Edward Hebert, are outraged. See . . .

'Selling of the Pentagon': the aftermath . . . 46

Task force of communications industry representatives will meet this week in attempt to iron out bugs in Emergency Broadcasting System. Group's second meeting follows partial failure of system's notification circuits. See . . .

Task force fights bugs in EBS . . . 48

RCA enters communications satellite race with application for $198-million domestic system offering networks service at less than $40 million per year, about half of what networks spend currently for facilities. See . . .

RCA joins list of satellite hopefuls . . . 49

Broadcasting and CATV representatives, with seven FCC commissioners, debate fundamental issues confronting commission in effort to establish basic CATV policy. First panel discussion tackles channel access. See . . .

At FCC: a spectacular on cable TV . . . 50

NAB files study in FCC inquiry into joint ownership of newspapers and television hoping to prove common ownership of print and broadcast media plays little part in setting advertising charges for either. See . . .

NAB buttresses joint-ownership case . . . 53

Transaction in which Time Inc. proposed to sell five TV stations and eight radio outlets to McGraw-Hill is revised to exclude radio transfers. New agreement, involving $69.3-million sale of TV only, is worked out. See . . .

Time, McGraw-Hill revise sale plans . . . 57

Departments

AT DEADLINE . . . 9
BROADCAST ADVERTISING . . . 21
CHANGING HANDS . . . 54
CHANGING FORMATS . . . 43
CLOSED CIRCUIT . . . 7
DATEBOOK . . . 16
EDITORIALS . . . 78
EQUIPMENT & ENGINEERING . . 48
FATES & FORTUNES . . . 64
FOCUS ON FINANCE . . . 58
FOR THE RECORD . . . 66
INTERNATIONAL . . . 64
LEAD STORY . . . 21
THE MEDIA . . . 50
MONDAY MEMO . . . 18
OPEN MIKE . . . 15
PROGRAMING . . . 37
PROMOTION . . . 62
WEEK'S HEADLINERS . . . 10
WEEK'S PROFILE . . . 77

Broadcasting

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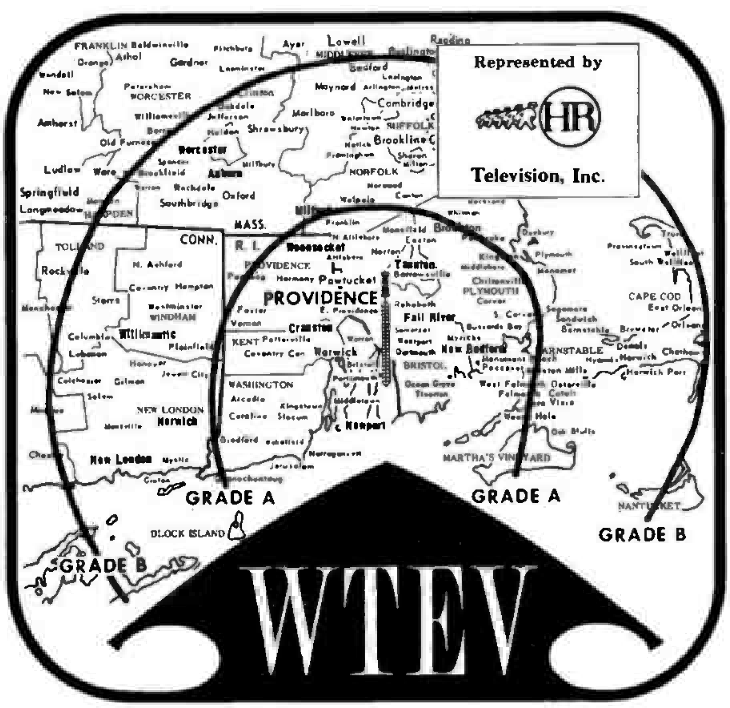


The WTEV audience growth is strong, healthy. Three important factors stand back of this climb.* First, the station's modern facilities and its new 1,049-foot tower assure expanded reach in the greater Providence area. Second, its effective programming which is developed specifically for this area. And finally, its dedication to public service for the many communities it serves.

UP 31% - 7:30 pm - 11:00 pm - Sun. thru Sat.
UP 14% - 9:00 am - Midnight - Sat. thru Sun.

**Based on Nov. 1970 Neilsen estimates compared with Nov. 1968, subject to inherent limitations of sampling techniques and other qualifications issued by Neilsen, available on request.*

WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts
Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area

Channel 6

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

Does majority count?

With FCC looking into possibilities of setting guidelines for children's TV programing, Television Information Office commissioned Roper Organization Inc. to do nationwide public-opinion study. Research specifically explored opinions on commercials in children's programing, since Action for Children's Television has asked commission to ban all such advertising. Roper results reportedly show that ACT's views represent no more than fragment of national opinion on subject. Results are due out this week.

Ties that bind

All in all it was best kind of news for TV networks when buying demand took off in last fortnight (see page 21). But there was agony along with ecstasy. Much of networks' available time had already been sold at bargain rates and was not pre-emptible. Thus networks had to turn away higher priced business to accommodate cheaper commitments.

Rambling wrecks?

Engineering assistants to members of FCC appear to be on way out. Three commissioners—H. Rex Lee, Nicholas Johnson, and Thomas Houser—have no technical aides, and Chairman Dean Burch feels he doesn't need one. C. Phyll Horne is transferring from chairman's staff to Office of Chief Engineer, though not necessarily to become deputy chief when incumbent, Raymond E. Spence, moves into vacant chief engineer's slot, as expected.

Most disconcerting to engineers, both inside and outside FCC, is decision of newest commissioner—Chicago attorney Houser—to forego engineering assistant when he has just been designated spectrum-management member. That is calculated to make him liaison with Dr. Clay T. Whitehead, who, as chief of Office of Telecommunications Policy at White House, has broad delegation of authority over spectrum management, and who, in eyes of concerned observers, seems to be extending his parameters to degree of impinging upon FCC's jurisdiction. This hasn't gone unnoticed on Capitol Hill.

Economic agents

Is basic engineering at FCC giving ground to what is loosely called economics, but is more like speech-writing and press-agentry? You can get support for that notion because of what's taking place at commissioners' executive-staff level (see above). Charles Lichenstein, new writer for Chairman Dean Burch at Civil Service Grade 15, which runs from mid-$20,000 to $30,000 per year, is logged as economist. Commissioners H. Rex Lee and Nicholas Johnson have staff members billed as economists, and Commissioner Houser has disclosed intention to name one.

Little off the top

Just two weeks away from 49th annual convention in Chicago, anxious members of National Association of Broadcasters are looking for "restructuring" mandated by board of directors last January when three new executive vice presidencies were created. Critics on board of directors observe that, so far, two new vice presidents named (one by reappointment) have added new executive layer, with no offsetting severances.

Announcement by Paul Haney, EVP, of retention of John Couric as vice president in his public-relations department (BROADCASTING, March 1, 8) has caused some executive-committee consternation, but from inside comes word that designation may be temporary and that Mr. Couric may soon announce new affiliation. Other new vice president is Roy Elson, assigned to government relations (BROADCASTING, March 8).

Final Sunday

Despite flurry of uncertainty and debate as deadline approached (BROADCASTING, March 1), it seems generally agreed standard broadcast-billing month for spot TV and radio will go into effect in form originally proposed: with final Sunday of each month treated as end of month for billing purposes. Al Masini of Tele-Rep, who had appealed for consideration of alternate plan—having each quarter arbitrarily made up of two four-week months followed by five-week month—said response was good and that many broadcasters and reps agreed his plan would make bookkeeping simpler and easier. But they also felt, he said, that it was too late to attempt change without endangering basic concept of standardization.

Top-50 and number of other leading agencies, most reps, more than 200 TV stations and unspecified number of radio stations have indicated support of final-Sunday plan, which goes into effect—for those set to start at once—on March 28. Independently, Institute of Broadcasting Financial Management surveyed its members and reported that of 161 replying—each representing from one to several stations—80 said they were using standard cycle, 54 plan to use it, 18 will not and nine were undecided. Objective is to simplify billing and collecting for spot broadcasting.

Empire building

Thomas P. F. Hoving's National Citizens Committee for Broadcasting, which moved its base of operations from New York to Washington in mid-January, is considering setting up and affiliating with nationwide network of citizen groups interested in what one NCCB official calls "broadcast reform." No final decisions have been made, but current thinking in NCCB's paid staff is to scour list of 20,000 supporters for individuals who appear to have qualifications for establishing local groups, then encouraging them to do just that. NCCB would serve as coordinating agency, providing information and making experts available for consultation.

Tentative step toward coordinating work of groups in field has already been taken. Representatives of various citizens groups met with NCCB officials two months ago. They felt mechanism was needed to inform groups what others in field are doing.

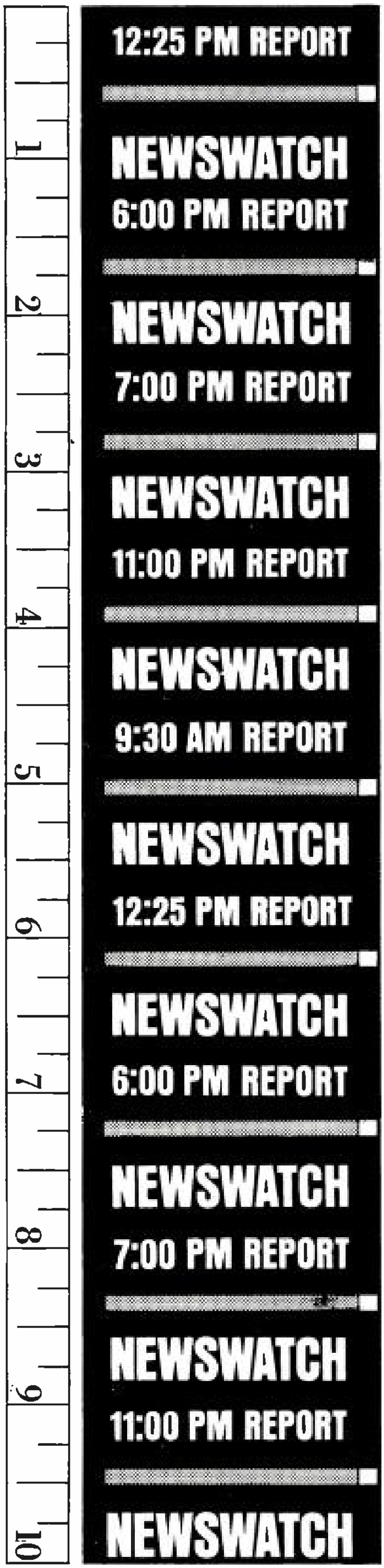
In or out

Broadcasters who heard FCC Commissioner Robert Wells at Texas Broadcasters Association convention in Dallas on March 7 are still thinking over his unvarnished answer to questions about regulatory and minority-group pressures. Commented FCC's only former broadcaster member: "If you are not satisfied with getting more pressure from minority groups or more regulation by government, see your broker."

Friends and strangers

Several public-interest lawyers, who in representation of citizens groups frequently find themselves lined up against broadcasters, are planning to go to court in broadcasters' behalf. Lawyers, including Tracy Westen, one-time legal assistant to FCC Commissioner Nicholas Johnson, will seek order blocking implementation of FCC policy against drug-oriented song lyrics (BROADCASTING, March 8). They feel that policy violates First Amendment.

One way to measure the depth of WMAR-TV local news coverage . . .



OUR ON-AIR NEWS FILM FOOTAGE

In-depth film coverage has always been a fundamental policy of the Channel 2 News Department. No "rip-and-read" here! Eight news cameramen, backed by nine reporters, cover Baltimore–Maryland news 'round-the-clock! During January, 1971 over 10.8 miles of color news film were shot and processed. Skillful, concise editing resulted in 3.2 miles of on-air film. Yes, the Channel 2 news staff goes where the action is . . . and so do the viewers of our 37 newscasts every week!

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WMAR-TV

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Represented Nationally by KATZ TELEVISION

CATV panels in full swing

Broadcast and CATV spokesmen continued to slug it out Friday (March 12) in panel sessions FCC is sponsoring in effort to illuminate its proposals for overhaul of CATV policy (see page 50).

In morning and afternoon sessions, broadcasters hurled familiar charges that CATV gets subsidy in use it makes of broadcast signals and that it threatens to put free broadcasting out of business. CATV interests, with some support from nonpartisan spokesmen, say fears are unfounded and that CATV has service public wants.

At one point, Commissioner Robert E. Lee indicated commission may adopt licensing plan as means of holding CATV systems to promises—of diversity of programing, of public access, two-way services—they have been making.

Monroe Rifkin, American TV & Communications Corp., and Barry Zorthian, Time-Life Broadcast Inc., which is selling its television properties and planning to develop its CATV interests (see page 57), said it would be "feasible" to condition importation of distant signals on services.

Mr. Rifkin and Mr. Zorthian said distant signals were needed to afford CATV systems economic base on which to develop full potential of service. And Mr. Zorthian, citing experience of Time-Life stations in competing with CATV systems in San Diego and Bakersfield, both California, said CATV danger is greatly overrated.

This was seconded by Dr. Leland L. Johnson, Rand Corp., at least for major market stations. He said that CATV's economic threat is in smaller markets, served by two or three stations and where audience fragmentation would be a serious problem.

Small-market operators Richard D. Dudley, of Forward Communications Corp., Dale G. Moore, Moore Stations, and Bruce A. Hebenstreit, New Mexico Broadcasting Co., expressed their concern over small-market CATV penetration in afternoon panel.

Jack Harris, president of KPRC-TV Houston and president of Association of Maximum Service Telecasters, offered plan AMST and National Association of Broadcasters have suggested previously, as "an accommodation which neither broadcasting nor CATV would consider ideal": Permit CATV systems within 35 miles of stations in top 100 markets to import as many distant signals as needed to provide three network services, one independent commercial station and one noncommercial station.

Chairman Burch saw plan as "hurting the most" stations in two-station markets, which would find themselves faced with competition from distant network station. Mr. Harris conceded that "some of our constituents will be hurt."

Official word: 8-11 p.m.

Three networks next fall will begin prime-time programing at 8 p.m., except on Tuesdays and Sundays, when they will start at 7:30 p.m.

Three networks informed FCC Chairman Dean Burch of their scheduling plans on Friday (March 12) in response to letter he handed their representatives on Thursday. He had suggested desirability of uniform 8-11 p.m. schedule as means of meeting requirements of prime-time access rule that bars market stations from taking more than three hours of programing between 7 and 11 p.m. (see page 37).

Unwillingness on part of networks to give each other competitive edge of early starting period is reason for 7:30 starts on Tuesdays and Sundays. Commission last month waived rule to permit NBC to program three and one-half hours on Sunday nights, and network plans to start at 7:30 (BROADCASTING, Feb. 22). Last week, commission gave same waiver to ABC, to permit it to begin programing Tuesdays at 7:30 p.m. (see page 40).

CBS, in its letter to Chairman Burch, said that, in view of NBC's plans, it intends to begin three hours prime-time programing at 7:30 p.m. on Sundays. And, because of waiver given ABC, CBS added, it will start programing Tuesday nights at 7:30 for as long as "waiver remains in effect and is implemented."

NBC also cited "changed competitive situation" resulting from waiver given ABC as reason for opening at 7:30 p.m. instead of 8 p.m. on Tuesday.

ABC, in its letter, indicated only that it intended to begin prime time at 8 o'clock every night but Tuesday. However, it was understood that, since NBC and CBS plan to begin prime time on Sunday at 7:30, ABC will start then also.

WU augments satellite plan

Western Union was scheduled to file today (March 15) amended domestic satellite application that for first time provides for six West Coast receive-only earth stations, plus associated terrestrial microwave relay links to feed TV network programs to affiliates there.

New filing also provides for Hawaii earth station for TV and other uses, also with microwave relay adjuncts.

Western Union notes also that it has been discussing joint usage of satellites and earth stations with RCA Global Communications, although no firm commitment has been reached. RCA Global Communications filed its domestic satellite proposals last week (see page 49).

For West Coast, Western Union plans to provide three channels of "studio-to-studio" service from New York

Can radio sell the SST?

American Committee for an Effective SST is using radio as part of its campaign to win authorization of funds for supersonic transport plane. Committee—comprising representatives of aerospace and other industries as well as affected labor unions—has prepared commercials through Ehrlich-Linkins, Washington, and sent them to businesses throughout country. Businessmen are asked to help get spots placed on radio stations.

Some spots use dialogue to equate opposition to SST with opposition to earlier inventions such as telegraph, and denounce as "myth" widely held contention that SST would contribute to pollution. They conclude by urging citizens to write congressional leaders to urge authorization of SST. That question is expected to come before Senate late this month.

Based on initial attempts to place spots in Washington area, committee spokesman said, broadcasters have considerable apprehension about fairness obligation that would result from broadcast of controversial spots. However, some Washington-area stations have accepted them: WAVA-AM-FM Arlington, Va.; WWDC-AM-FM and WGMS-AM-FM, both Washington; WJMD(FM) Bethesda, and WQMR(AM) Silver Spring, both Maryland. Spokesman said it is still too early to tell what response will be from other parts of country. He professed no knowledge of what committee has spent on program.

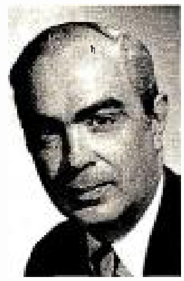
More "At Deadline" on page 10

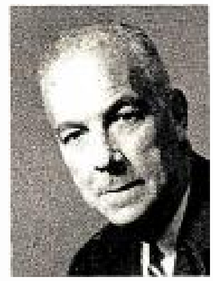
Week's Headliners


Mr. Block


Mr. Gillespie


Mr. Arbib


Mr. Gilson


Mr. Hardin

Williard Block, VP, international sales, Viacom Enterprises, worldwide program syndication unit of CBS/Viacom Group, elected VP, general manager of Viacom Enterprises, succeeding **Ralph M. Baruch,** newly elected president of CBS/Viacom (BROADCASTING, March 8). Other changes at Viacom Enterprises: **Jules V. Arbib,** director of licensing and merchandising, named VP, domestic marketing; **Frederick Gilson,** director international sales, named VP for international sales. **Henry Gillespie,** director of domestic sales, named VP for domestic syndication; **James T. Victory,** VP, domestic sales, has resigned and will announce future plans shortly.

John A. Hardin, financial advisor and manager of personal investments, elected president, Mutual Broadcasting Corp., and chairman of its subsidiaries, Mutual Broadcasting System, Mutual Sports and MURAM Inc. (story, page 54).

Art Tatham resigns as chairman of executive committee of Tatham-Laird & Kudner, Chicago, and sells part of stock to his associates. He continues active in agency as director until 1973 retirement. **Charles Standen,** board chairman since retirement of Kenneth Laird in 1969, becomes executive committee chairman and chief executive officer. **Paul Schlesinger,** president, moves up to chairman. **Jerome Birn,** executive VP-head of New York office, elected president of agency.

Don Tennant, formerly executive VP-director of creative services, Leo Burnett Co., Chicago, elected board chairman and director of creative services at Clinton E. Frank, there. As chairman of Frank he succeeds **Hill Blackett Jr.,** released by agency after policy disagreement.

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

to 11 receive-only earth stations and associated microwave links to connect up to 38 TV network affiliates. Initially, however, only six earth stations to feed 14 affiliates are planned: near Redding-Chico, Calif.; Medford and Eugene, both Oregon; Yakima, Seattle-Tacoma and Spokane, all Washington.

Western Union also said it is preparing proposals for complete nationwide TV service and also for additional channels on "as-available" basis.

Basic Western Union system is still same as proposed last year: three satellites, each with 12 transponders, plus seven transmit-receive stations (near New York, Atlanta, Dallas, Chicago, Los Angeles and Portland, Ore.) connecting to 31 terrestrial microwave relay stations tying in to company's existing 7,900-mile transcontinental facilities.

'Sports Illustrated'—TV style

New half-hour 26-week sports series, tentatively titled *The Wonderful World of Sports Illustrated,* under sponsorship of Chevrolet division, General Motors Corp., Detroit, was announced Friday (March 12) by Time-Life Films, producer of series. Programs will reflect concept of *Sports Illustrated* magazine, featuring variety of sporting events.

Chevrolet, through Campbell-Ewald, Detroit, plans to place program in prime time on tradeout basis, retaining two one-minute spots with remaining time available for local sale by station. Advertiser would obtain clearances in top 50 markets for mid-September start. Time-Life Films will then syndicate series in balance of U.S. markets and overseas.

Spending bills move on

After meeting in executive session late last week, Senate Communications Subcommittee approved for full Commerce-Committee consideration three principal political-spending bills.

However, spokesman said subcommittee made no specific recommendations to parent committee.

Bills referred to Commerce were S. 1 sponsored by Senators Mike Gravel (D-Alaska), James B. Pearson (R-Kan.) and others; S. 382 by subcommittee Chairman John O. Pastore (D-R.I.), and Senators Mike Mansfield (D-Mont.) and Howard W. Cannon (D-Nev.), and S. 956 principally sponsored by Senators Hugh Scott (R-Pa.) and Charles McC. Mathias (R-Md.).

Committee is scheduled to consider three measures in executive session tomorrow (March 16).

Northeast merger collapses

Northwest Airlines has exercised its option to terminate proposed merger with financially troubled Northeast Airlines, which is 86%-owned by Storer Broadcasting Co.

Northwest spokesman said that airline had halted merger because of condition imposed by Civil Aeronautics Board when it granted approval of transaction last December. CAB granted merger on condition that Northwest, which would have been surviving company after closing, give up the air-carrier route between Miami and Los Angeles. Northwest had hoped to continue that run after absorbing Northeast; route is currently assigned to latter airline. And Northwest had previously indicated that it would not go through with merger unless CAB allowed route to be continued.

Northeast spokesmen said last week that airline "will promptly sit down with all other interested parties" in negotiations for possible merger with another concern. Delta Airlines was specifically named as one possibility.

Ward's in a position to make things happen.

A lot of action in the Dallas-Fort Worth television market moves across Ward Huey's desk. If you are considering a highly effective television flight in Dallas-Fort Worth, contact Ward for reservations. Ward can make it happen. He's WFAA-TV's General Sales Manager.

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11.

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WKBW, Buffalo, N.Y.
KRNT, Des Moines, Iowa
WHO, Des Moines, Iowa
KRED, Eureka, Calif.
KMJ, Fresno, Calif.
WNOX, Knoxville, Tenn.
KNX, Los Angeles, Calif.
KFI, Los Angeles, Calif.
WOMT, Manitowoc, Wisc.
WREC, Memphis, Tenn.
WCCO, Minneapolis, Minn.
WOW, Omaha, Neb.
KDKA, Pittsburgh, Pa.
KROC, Rochester, Minn.
KFBK, Sacramento, Calif.
KCBS, San Francisco, Calif.
WGY, Schenectady, N.Y.
KMA, Shenandoah, Iowa
KWKH, Shreveport, La.
KXLY, Spokane, Wash.
WRC, Washington, D.C.

Were you able to recognize all those youngsters in the photos above? They're left to right:

1. Jack Benny, Andy Devine, Blanche Stewart, Don Wilson, Mary Livingstone, Kenny Baker & Phil Harris. **2.** Adelia St. John reporting on the Hindenburg Disaster. **3.** Cecil B. De Mille, Marlene Dietrich, Clark Gable & Jesse Lasky. **4.** "Fibber McGee & Molly." **5.** Orson Welles directing the Mercury Theatre. **6.** Cecil B. De Mille. **7.** Frank McHugh, Pat O'Brien, Dick Powell & Robert Armstrong. **8.** Amos & Andy. **9.** Walter Huston, Nan Sunderland & Cecil B. De Mille. **10.** Mark Warnow directs "Forty-five minutes in Hollywood." **11.** George Jessel, Martha Raye, Parkyakarkus & Al Jolson.

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Bill Merritt, *Western sales manager.*
Sandra Klausner, *assistant.*

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933, Telecast* in 1953 and Television* in 1961. Broadcasting-Telecasting* was introduced in 1946.
*Reg. U.S. Patent Office.

OpenMike®

In defense of new calendar

EDITOR: Your March 1 issue reports on Tele-Rep's aversion to the newly adopted "Final Sunday" solution to the spot billing problem. AAAA, SRA and TVB working committees have been tackling this problem for the past year and all steps leading up to acceptance of the standard have been fully covered in the trade press. Now it suddenly appears that Tele-Rep's second guessing.

It should be recognized that no change can satisfy all parties. Comparisons of one year with another are extremely important, particularly in this business, but comparisons must always be analyzed. Easter falls in April this year, whereas a year ago it was in March; cigarettes were in last year, out this year; 1968 was a national election year whereas 1969 was only local, etc. The point is that to be meaningful, any comparison must compare like items. To get likes, more often than not a reconciliation of some sort is required.

Changing the number of days in a month becomes an accounting problem and not an unworkable one. Harrington, Righter & Parsons' comparisons of 1971 with 1970 will be "adjusted" to the final Sunday period for station, salesman, agency and advertiser on all computer as well as manually prepared reports. This will not require substantial reworking each year, as indicated by Tele-Rep. It also will not affect HRP's original yearly figures, since adjustments have always been recorded in the month of adjustment and not rolled back to broadcast month.

All interested parties agreed it was important to get *a standard*. The belated Tele-Rep solution could easily set back the progress which has thus far been made in standardization. If Tele-Rep feels it must "rework" its figures every year, so be it. We at HRP can live with the Final Sunday.

So far, 21 out of 22 HRP-represented television stations are converting to the new Final Sunday billing month and standard broadcast week.—*Richard J. Passanant, assistant treasurer, Harrington, Righter & Parsons Inc., New York.*

The EBS fiasco

EDITOR: The recent malfunctioning of the Emergency Broadcast System (BROADCASTING, March 1) should be the stimulus that results in the abandonment of much of the present EBS procedure. A nation's communications system is one of its prime assets in time of emergency. I believe the requirement that many stations shut down in an emergency is now obsolete. We are a National Defense Emergency Authorization station and would remain on anyway—but shouldn't everyone? — *Don Michel, president and general manager,* WRAJ-AM-FM *Anna, Ill.*

EDITOR: The complete failure of EBS when an alert was flashed provides fair warning. To the extent that this civil defense plan [may be] crucial to protect even a small part of the population, it is time for a review of the whole plan.

I have worked for a TV operation where the wire machine was simply switched off from Friday until Monday, since there were no weekend newscasts. In other newsrooms, one could not have found an authenticating code for EBS for a $50 cash prize. Automation of stations and remote control of transmitters make the effectiveness of a sudden command to leave the air even shakier, or subject to sabotage.

It is plain that EBS as now set up is not reliable. One solution might be a nationwide telephone alert, to tie in the main control board of every station so as to reach emergency facilities in any area instantly. Whatever the answer may be, last month's flop reveals that we do not have it now.—*Paul Bailey Mason, Devon, Pa.*

EDITOR: Nothing but good can come of the confusion generated by the false alert. . . . One thing we found out: The system works. All systems were alerted at the same time and that is what the system was designed to do. The fact that the alert was the result of an error does not alter the situation. The problem lies in what the stations do with the information after they receive it.

It would be interesting to know how many stations followed the correct procedures, how many ignored the test, how many did not have authenticator lists posted, how many had qualified persons working that could cope with the situation. . . . The problem appears to be posting the material from the FCC and expecting people to read it. They just don't. They have to be told what to do.—*Vincent L. Hoffart, engineering director,* KJRB(AM) *Spokane, Wash.*

EDITOR: As an announcer who was on duty and responsible for an AM-FM that received the emergency alert, I offer these comments. First, I assumed the alarm bells were the regular test and did not check the UPI wire until I heard our NBC 10 a.m. newscast reporting the error. Second, the EBS audio monitor would have been a backup to any emergency announcement from UPI.—*R. Alan Campbell,* WFLN-AM-FM *Philadelphia.*

Correcting the line-up

EDITOR: In the Feb. 22 issue, Girard Bank was listed as a sponsor of Philadelphia Phillies baseball for 1971 with Lewis & Gilman as agency. The agency of record is Aitkin/Kynett.—*Ron Sherwood, account executive,* WPHL-TV *Philadelphia.*

Datebook®

A calendar of important meetings and events in communications

■Indicates first or revised listing.

March

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—Workshop, sponsored by *Association of National Advertisers,* on changing service requirements of advertisers and how they are being met. Plaza hotel, New York.

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

March 19—New deadline for reply comments on FCC's proposal to bring TV translator rules in line with recently adopted FM translator rules. Previous deadline was March 4.

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

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

March 23—Conference on effective use of outside media services for planning and buying, New York chapter of *American Marketing Association.* Americana hotel, New York.

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 28-30—Spring meeting, *Pacific Northwest Cable Television Association.* Rodeway inn, Boise, Idaho.

March 29—FCC deadline for ABC, CBS and NBC to submit statements of intent to apply for satellite system (Doc. 16495).

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

March 30—Public hearing of *Canadian Radio-Television Commission* on proposed reorganization of Famous Players Canadian Corp. Skyline hotel, Ottawa.

April

April 1—New deadline set by *FCC* for origination of programing by CATV systems with 3,500 or

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.

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more subscribers. Previous deadline was Jan. 1.

April 2—New deadline for comments on FCC's proposal to require standardized program logging of CATV cablecast programing. Previous deadline was Feb. 22.

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.

April 7-9—Annual convention, *Texas CATV Association*. Marriott hotel, Dallas.

■April 8—Annual stockholders meeting of *Avco Corp*. Avco Everett Research Laboratory, Everett, Mass.

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 13—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). Previous deadline was March 30.

■April 13—Eighth annual *Publicists Guild* awards luncheon. Century Plaza hotel, Los Angeles.

April 13—FCC deadline for networks' affiliates associations to apply for prototype receive-only earth station (Doc. 16495). Previous deadline was March 30.

April 13—FCC deadline for Western Tele-Communication Inc. to file for earth stations to be operated with systems proposed by other applicants. Previous deadline was March 30.

■April 13-15—Meeting, *Kentucky CATV Association*. Continental inn, Lexington.

April 15—New deadline for reply comments on FCC's proposal to require standardized program logging of CATV cablecast programing. Previous deadline was March 4.

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 20—Annual stockholders meeting of *Liberty Corp*. Liberty Life Building, Greenville, S.C.

■April 21—Annual meeting, *General Telephone and Electronics Co*. Keeneland Association Sales pavillion, Lexington, Ky.

April 21—*George Foster Peabody Broadcasting Awards* presentation and *Broadcast Pioneers* luncheon. Pierre hotel, New York.

April 21-23—Meeting on CATV program origination, *National Cable Television Association*. Palmer house, Chicago.

April 21-23—Meeting, *Ohio CATV Association*. Sheraton Columbus hotel, Columbus.

April 22-23—Board meeting, *National Cable Television Association*. Arizona Biltmore, Phoenix.

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

How to sell public transportation to weary commuters

How does a public agency providing the principal means of public transportation in Los Angeles, Orange, Riverside and San Bernardino counties—California's most populous four-county area—use a tried and true tool of private enterprise to maintain existing levels of patronage and hold the revenue line?

More to the point, how does it reach these goals in the face of a low fare structure unchanged since 1967, a critical cost-wage squeeze, and sharply escalating operating costs?

The Southern California Rapid Transit District found the answer to these urgent questions to be a coordinated advertising, promotional and public information program that zeroes in on the unique mobility problems of present and potential transit customers. We have also found that the broadcast media do this job more efficiently and at lower cost in relation to the size of audience reached.

Probably the most pressing of Southern California's unique transit problems is the almost paralyzing traffic congestion on freeways and other main thoroughfares during peak morning-evening commuter hours in Los Angeles county, where the vast majority of our patrons live and work. From their standpoint, getting there isn't half the fun.

Add the vast travel distances, fuel costs, depreciation and maintenance, and an average monthly parking fee in downtown Los Angeles of $17.50, and you begin to understand the dimensions of the motorists' problems.

Not everybody in Los Angeles county owns a car, of course. It only seems that way. While there are more than four million automobiles registered in the county, nearly 17% of its homes have no car, and almost 52% have only one car. More than a million people are totally dependent on the RTD for public transportation on any given working day.

Our strategy was simple, direct, and as proved later, effective: Let the "crush-hour" traffic help sell the district's services and promote the bus as everybody's always available "extra car." We would do this by pointing up the availability of the "extra car" when the family auto was in the repair shop; when other family members were using it; or when commuters got fed up with the expense and aggravation of being "freedom fighters of the freeways."

The RTD would also emphasize the ease, convenience, economy and beneficial effects on the nervous system, digestion, disposition and pocketbook that accrue to jaded motorists when they take the chauffeur-driven "extra car" instead of their own.

For the very first time, we began a heavy broadcast schedule in radio and television in addition to our regular newspaper and on-bus advertising. A series of five 20-second color spots—"Adventures on the Extra Car"—with a companion series of open-end 10-second hard-sell tags was prepared by our agency, Rullman & Munger, in January 1970.

The series features a theme based on the Keystone Cops of pre-World War I memory, with men and women in 1910 costume involved in comic "problem" situations with the family car. In fact, several of the permanent cast in these color spots—Eddie LeVeque, Harold R. May and others—were members of the original Keystone Cops.

One such spot—"The Elopement"—features a couple-to-be descending the familiar ladder to find that the old Model T mulishly refuses to start. Happy ending: The 1970 model "extra car" arrives in the final frames to rescue the stranded couple.

Another spot, "The Police," exhibits a brace of Keystone-type cops in deep transportation trouble in a balking flivver while the criminal escapes in a vintage piece of Detroit iron. Solution? "Extra car" supports its local police in the pursuit and final apprehension of the culprit.

The typical 10-second tag to each adventure strongly promotes the sale of prepaid monthly passes, tickets and tokens. Sound tracks of all spots were dubbed in Spanish for showing on stations with primarily Mexican-American audiences.

The radio portion of the campaign complements the video effort, except that "slice-of-life" situations are keyed to the seventies. Here, too, the approach is oriented towards transit problem-solving in a light, humorous vein.

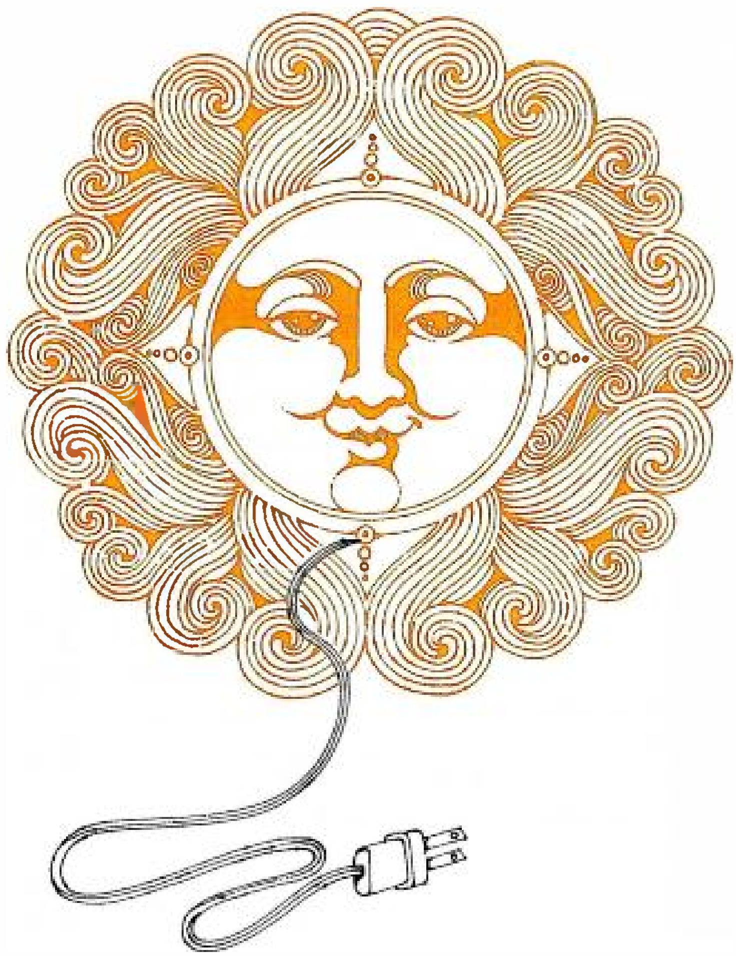
Every effort is made to communicate effectively via radio with our large Spanish-speaking population. Broadcast copy is submitted to Spanish audience stations for voice-over translation by staff announcers. Due consideration is also given to our station relations with black-oriented broadcast media. Commercial copy is submitted to them for revision and delivery by staff writers and announcers on a free and easy basis, with very few restrictions.

There is no question that our broadcast campaign has paid off at the fare box and has delivered measurable results in increased sales of prepaid monthly passes, tickets and tokens.

Also apparent, if not precisely measurable, are the enhancement and visibility of our public image. No longer are we looked upon as simply "the bus company" but as a viable, more convenient and much less costly alternative to the automobile in a metropolitan area where driving becomes daily more of a high-stress activity.

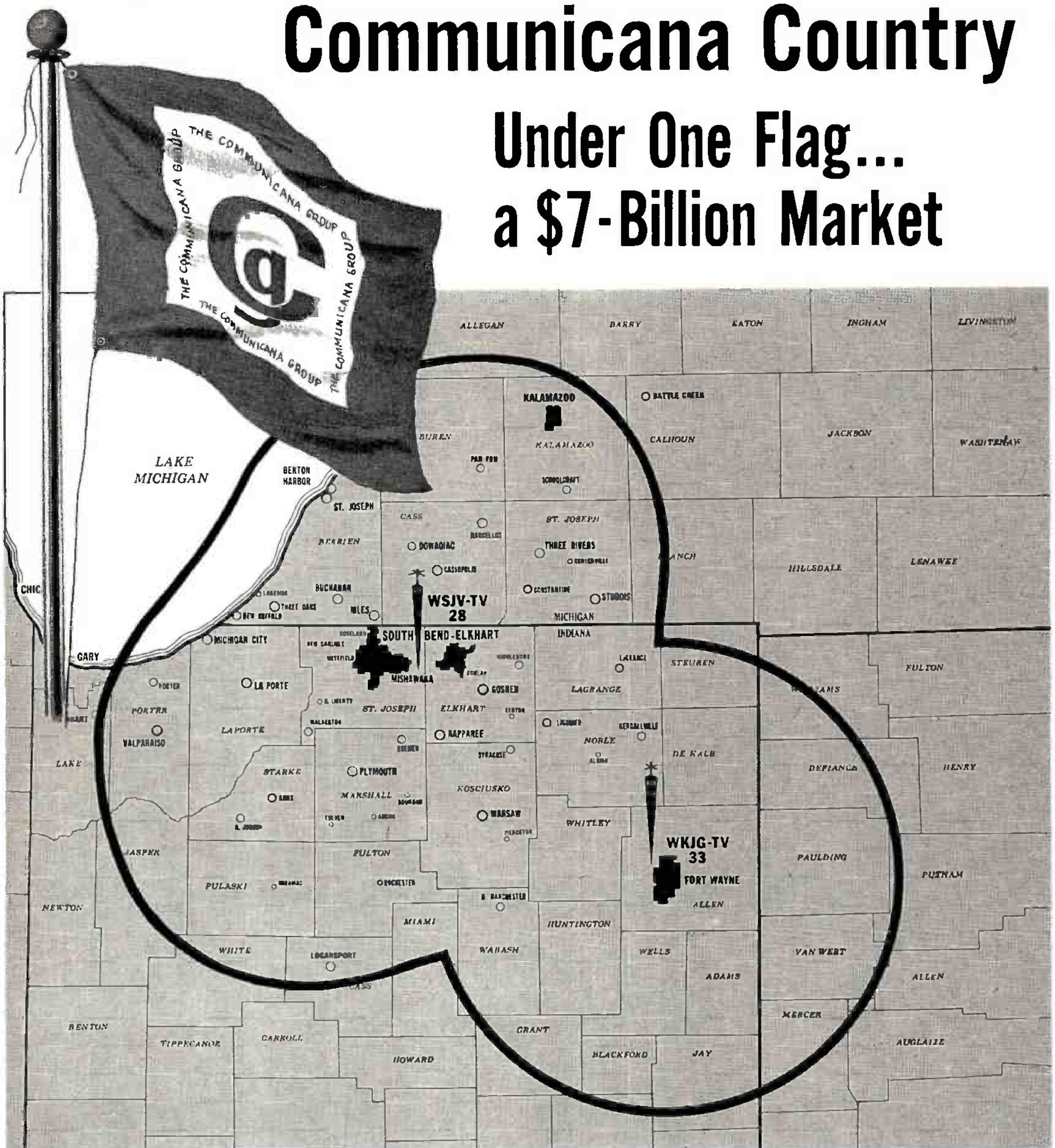
Thanks in major part to the radio and TV activities of the Southern California Rapid Transit District, these positive results were obtained in a sprawling, populous metropolitan area where, as the saying goes, an Angeleno won't go anywhere without his car—and an Angeleno goes everywhere!

William C. Weimer is director of public information for the Southern California Rapid Transit District. He joined the agency in 1946 as an operator, and was promoted to the district staff in 1962 as a community-relations representative. Before his appointment as director this year, he served as publications editor and advertising manager, where he co-ordinated and directed the Rapid Transit District's total advertising and public information programs.



Communicana Country

Under One Flag...
a $7-Billion Market



Grade B Contours are shown.

Communicana Country is:

- **BIG — 1970 Population — 2,385,000.**
- **RICH — 1969 Consumer Spendable Income — $7,206,635,000.**
- **ACTIVE — 1969 Total Retail Sales — $4,575,457,000.**

(Source — Market Data Division, SRDS)

THE COMMUNICANA GROUP · INDIANA COMMUNICATORS

wsjv 28 SOUTH BEND ELKHART   wkjg 33 FORT WAYNE

THE COMMUNICANA GROUP, JOHN F. DILLE, JR., PRESIDENT
The Communicana Group also includes WKJG-AM and FM, FT. Wayne;
WTRC and WFIM-FM, Elkhart; and the *Elkhart Truth* (Daily)

BLAIR TELEVISION

March15,1971;Vol.80,No.11

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Feast in for famine at the networks

Holdout advertisers back with a vengeance in historic sales turnaround; spot surging too

An avalanche of buying has turned the network-TV sales picture, barren in the first quarter, into a virtual prime-time sell-out for the second, with prices rising 20-30% or more on a torrent of orders exceeding $50 million in five days, $100 million in 10.

The buying was continuing last week, although little second-quarter time was left for sale, and—further to the good—was beginning to be clearly reflected in increased activity in spot television. Requests for spot availabilities were mounting and in some cases, as one rep put it, "taking off like gangbusters." For long-range significance, reps appeared no less pleased with the firming of network prices than with the stepped-up activity in spot avails.

Veteran sales executives at all three networks repeatedly said they had never seen a volume of sales orders to match the one that started overwhelming them since February. "Fantastic" and "unbelievable" were overworked descriptions, and one network sales chief, asked if those adjectives were apt, said: "It's much better than that."

Another network sales vice president said there was still more than enough prime-time money in the market last week to sell out all three networks completely for the quarter—with plenty left over to help shore up spot.

The outlook for the third quarter was described as good—some third-quarter network sales were being made—and the sudden surge in buying appeared to hold promise for a healthy fourth quarter as well. NBC-TV was already on the street with—and selling—its new fall schedule (see page 34); ABC-TV and NBC-TV were rushing to get theirs into the market this week (helped not inconsiderably by the FCC's prompting for a standardized 8-11 p.m. prime time; see page 37).

To illustrate the scope of the activity, a CBS-TV source said his sales people had been working with "over 100" prime-time prospects in the last couple of weeks. "In 1970", he said, "there were approximately 200 advertisers in prime time on the three networks combined. So we know from our own experience that more than half that many have been out there trying to buy for the second quarter."

Network and agency sources had no common explanation for the sudden burst from the doldrums and could not pinpoint its start. Most network sources thought it started between about Feb. 15 and Feb. 22, although an NBC spokesman said that, in retrospect, it appeared to have started Feb. 1. "But we didn't realize it at the time." No specific buy or group of buys could be singled out as marking the start. The most widely offered explanation was that advertisers had held back in January and early February, pushing prices down until, as one executive put it, "one day we opened the door and there everybody was, trying to get in."

> "One day we opened the door, and there everybody was, trying to get in."

Another sales chief described it this way: "In January, when we lost cigarette business, everybody was laying for us. Agencies were getting a lot of pressure from advertisers to 'stick it to those guys,' and they did. They beat us down. By about mid-February network prices were down to a level that apparently suited the advertisers—and then, starting about Feb. 22, the whole world opened up." The same source put the low point of network prime-time cost-per-thousand homes just before the break-out at about $3. By late last week, he said, it was "over $4."

Network sales had been a bid-and-asked market throughout January and even back into the fourth quarter of 1970, when the cigarette loss loomed as an imminent threat in an already depressed economy. Advertising agencies acknowledged last week that they had checked the networks virtually on a daily basis to see what spots were available, and at what price. Sometimes they bought; sometimes they passed in hope of a still better quotation a day or so later.

One agency executive said that he was able to buy prime-time network announcements in the first quarter at 15-30% below 1970 levels. Another reported he bought at rates 20-40% below last year's.

The success—and effect—of agency last-minute buying practices were pinpointed by a report from one network affiliate who said that in the first week of February alone, on as little as one day's notice, the network instructed him to schedule 15 last-minute commercials for previously ordered promotional spots. Among those last-minute buyers, he said, were Alberto-Culver, Procter & Gamble, Keebler, Mr. Bubble, S. C. Johnson & Sons, Ford Motor, American Home Products, Miles Laboratories, Norelco, Standard Brands, Carnation and Eastern Air Lines.

Several agency buyers, in trying to explain the sudden turnaround, said that while they had bought for some clients in the first quarter, they held back for others—either completely or in part—until marketing requirements dictated that they must buy. Some said they had been advising clients to keep their TV budgets "liquid" since about 18 months ago, keeping reserves ready to go either way, network or spot, whenever "timely opportunities" coincided with over-all marketing strategy.

Some reps, although heartened last week by the network surge—which traditionally is followed by a spot surge—feared that a significant portion of the new money had come out of spot budgets. Network sources, although acknowledging that "some" spot money might be involved, said that most of the orders represented budgets normally allocated to network in the past and that, in the words of one network authority, "spot will benefit more than suffer from the last two or three weeks." Another said that, based on the demand and the networks' inability to accommodate it all, "spot television has got to have a good second quarter."

Although most of the demand for network time was centered on prime periods, daytime too was beginning to feel the benefit, according to network spokesmen. Some agency sources said daytime had been "less discountable" than prime time anyway.

ABC said the top-10 commitments it received between Feb. 22 and March 5, each representing around $1 million or more, were Continental Baking, S. C. Johnson, Breck, Block Drug, International Playtex, American Home Products, Coca-Cola, Ralston, Gillette and General Cigar. These orders, ABC said, were spread over the second and third quarters and in some cases included fourth-quarter reservations. ABC declined to assign dollar figures to the buys, but some sources indicated that the larger budgets included more than $3 million for American Home Products and just under $2 million for S. C. Johnson.

NBC sources said that among the bigger advertisers contributing to their second-quarter splurge—and in some cases overlapping into the third quarter—were General Foods, Johnson & Johnson, AT&T, General Motors, Alberto-Culver, Lehn & Fink and Singer Co. S. C. Johnson was said to be one of those contributing to a rise in daytime billings.

CBS offered no list but a veteran sales source there said that "the second quarter is always good, but I've never seen one like this."

Station reps generally were encouraged by the network comeback, but some were wary. One, for instance, said his firm had been getting requests for "a lot of submissions" but that advertisers were "still slow in committing," which he thought might mean that advertisers think "prices might break again." But he also interpreted the network sales surge as indicating that "the great rush for bargains is over." He also said his firm conducted a survey after receiving "a flood of cancellations" in late January and early February and found that 30% of the money involved was being held in reserve and that of the other 70% six out of 10 advertisers diverted the money into network buys while the rest earmarked it for other purposes. But since then, he said, "there had been a slight upturn in spot."

Following are observation turned up in an informal check of agency executives:

Robert Liddel, senior vice president and director of media, Compton Advertising, reported that for the past 18 months his agency, on behalf of some of its clients, has kept part of the television advertising budget flexible so that advertisers could be moved into either network or spot TV so long as these buys were consistent with marketing strategy. He said the agency had implemented purchases on the networks during the first quarter after checking availabilities and offers because they "made sense from a marketing and an economic stance."

"What happened was that there weren't enough liquid advertisers moving into the first quarter, and with money to spend, advertisers started to move for the April-June period and

Cox says ARB damages business

It asserts local reports underestimate audience, lead to huge spot losses

Cox Broadcasting Corp. called upon the American Research Bureau last week to withdraw its November 1970 TV-market reports on grounds that they are costing spot television "millions of dollars in lost revenues" by understating spot and local TV audiences ("Closed Circuit," March 8).

James M. Rupp, marketing vice president of the group-station owner, also asked ARB to cease publishing further reports until it has "corrected" its methodology, and to advise its advertiser, agency and station clients to "stop using ARB data until further notice."

Mr. Rupp contended the ARB reports, used by most agencies in buying spot-TV time, show audiences on the average 20% smaller than reported by the Nielsen Television Index (NTI), used in buying and selling network-TV time. The effect, he said, has been to swing undetermined millions in billings from spot to network.

ARB spokesmen said they would have no comment pending a study of the analysis on which Mr. Rupp based his demand. They indicated, however, that they would not withdraw the November sweep reports or stop issuing new ones. Reports from the February-March sweep are due for release starting later this month.

Mr. Rupp distributed the analysis—a 24-page report titled "Are ARB Viewing Levels Destroying Spot Television?"—among leading advertisers and agencies, station representatives and group owners, and to the Broadcast Rating Council, Television Bureau of Advertising and the National Association of Broadcasters.

For the analysis Cox researchers totaled the viewing data in all of ARB's November sweep reports—some 220 in all—and compared the results with Nielsen's NTI/Network Audience Composition report for the same month. NIT/NAC was described as "the industry standard as a result of continuous checks with known census data and telephone-coincidental methodology comparisons to verify actual viewing levels."

The analysis summarized differences between the November 1970 reports of the two services (see box, "How ARB and Nielsen Differ").

What the analysis means, according to the Cox report, is that when costs-per-thousand are computed and the buyer is choosing between, say, a network game show and an afternoon spot buy "national spot in the case of women viewing is being undervalued by 29%." If the choice is between network evening news and an early-fringe spot buy, national spot is undervalued, the analysis continued, by 18% in the case of men viewers and 22% for women viewers. And in late night, spot comes up short by 28% in the case of men, 33% in the case of women.

Mr. Rupp noted that agencies establish cost-per-thousand guides and that meeting these can be made difficult or impossible in some cases if audiences are underestimated. His report offered the following as BBDO's 1970 C-P-M guide (but noted that BBDO's 1971 guide undoubtedly is lower because of softness in both the TV and national economy):

C-P-M FOR NETWORK TELEVISION

Daypart	*Households*	*Men*	*Women*
Prime	$4.45	$7.10	$5.60
Daytime	1.75	8.75	2.15
Early Fringe (News)	3.10	5.00	3.85
Late Fringe (*Tonight*)	4.25	6.95	5.30
(*Griffin*)	4.15	7.30	5.20

C-P-M FOR SPOT TELEVISION

	Households	*Men*	*Women*
Prime "20"	$3.50	$5.40	$4.40
Daytime "60"	2.40	9.00	3.00
Early-fringe "60"	3.35	5.30	4.60
Late-fringe "60"	3.65	5.50	4.40

When spot TV is bought by the rating point, underevaluation of the audience the inventory started to dry up," he observed. "Then prices started to rise to accommodate the demand. Buying network, in a way, is like trading on the commodity market. You are buying in futures and when all the trading is done in a short period of time, prices go up." Mr. Liddel said he believes that the second and fourth quarters of this year will be highly satisfactory and spot business will follow the network spurts.

A Benton & Bowles spokesman said advertisers waited out the first quarter because prices were too high. Then the situation reversed, and "bargains galore created a buying frenzy" at the networks. He indicated that the long-term result of the increased spending could cause a generally tight sales situation and cause many advertisers (1) to be nervous about firmer prices and (2) move earlier next year. The same observer felt that there would be an increase in spot sales because many advertisers haven't been able to place as many orders in network as they wanted.

Warren Bahr, executive vice president and director, media service, Young & Rubicam, attributed the network buying splurge largely to "money that had been held back by agencies during the first quarter." When a large number of them decided to buy simultaneously, he added, "they discovered that many of the choice positions had been bought and prices had moved upward sharply." Mr. Bahr projected that the second and fourth quarters of 1971 would benefit the network-TV economy but was less ebullient about the third quarter, although he felt it might equal or be slightly over the same period of 1970. The fourth quarter, he observed, should be bolstered by expanded automotive business and the decreased network inventory resulting from the FCC prime-time access rule. Mr. Bahr expected spot-TV business to increase also, adding: "Network TV is the umbrella. When it folds up, spot TV suffers too. When the umbrella is sturdy, it tends to protect spot too."

Peter Bardach, vice president and director of broadcasts, Foote, Cone & Belding, said that increased buying into network TV over the last few weeks was largely "coincidental." He said major clients who were holding back in a soft market two weeks ago all decided to "go to the market simultaneously" instead of over the usual period of two to three weeks. He felt that some money from spot budgets was made available for network and network funds held back during the first quarter were let loose. Mr. Bardach predicted that some unusually good spot-TV opportunities would open up because of the softness of the market and that many advertisers would remain flexible in their buying, shifting their budgets between network and spot as opportunities arise.

Sanford E. Reisenbach, senior vice president, media planning and operations director, Grey Advertising, said it is necessary in buying any media to be ready for change, and agencies were alert to the opportunities afforded by network TV in the first quarter. He felt another factor was that certain seasonal advertisers placed orders during the second quarter for Mother's Day, Father's Day and June graduations.

Richard N. McHugh, vice president and corporate director, network relations and programing, Needham, Harper & Steers, said the soft economy held out "excellent buying opportunities" on network TV during the first quarter, but the rush of orders for the second quarter resulted in a predictable rise in prices. He voiced the view that the

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can result in some stations and some spots being unfairly eliminated from consideration, the analysis continued.

The report acknowledged that there is no precise estimate of spot's losses to network, but said the 20% difference between ARB and NTI would translate to $343 million if applied to estimated 1970 network billings and to $248 million if applied to estimated 1970 spot billings.

"And, of course," the report added, "we haven't even taken into consideration the effect on $690 million in local spot revenue."

The analysis put 1970 TV revenues at $3.645 billion, with $1.715 billion in network, $1.240 billion in national spot and $690 million in local.

Although there are two services in use in spot buying and selling—Nielsen Station Index (NSI) as well as ARB—the Cox study said 79% of availabilities submissions requested by agencies in 1970 specified use of ARB data, as against 21% specifying NSI. A comparison of NSI November 1970 data with the Nielsen Television Index for that month found NSI figures also lower than NTI's, but the differences were "not as extreme" as those between ARB and NTI.

In prime time, the analysis said, where ARB reported 4% fewer households viewing, 12% fewer men and 11% fewer women, all as compared with NTI, NSI showed 1% fewer than NTI in each of those categories.

The study also presented three-year trend data as "indicative that some methodology modifications between 1968 and 1970 have had a negative effect on viewing data tabulated and reported by ARB as compared to both NTI and NSI."

It said these changes could involve such factors as diary editing, definition of "usable" diary, handling of multiset diaries, gathering of additional data such as product usage or sample balancing or weighting procedures.

In a letter to Dr. Peter Langhoff, president of ARB, Mr. Rupp, alluding to last year's ultimately quieted rebellion against an ARB rate increase, said the Cox stations finally renewed for 1970-71 "because of your decision to retain the services of Mr. James Seiler," former ARB owner and president.

Mr. Rupp said "the fact that Mr. Seiler didn't attend the recent ARB advisory committee meeting in Bermuda leads me to believe that ARB is either not interested or not capable of providing a reliable yardstick for the buying and selling of time to the television industry."

How ARB and Nielsen differ

Daypart	Network (NTI)	National Spot (ARB)	Difference Actual	%
Mon.-Fri. afternoon				
Households viewing	17,086,000	13,905,000	3,181,000	—19
Total women viewing	13,491,000	9,538,000	3,953,000	—29
Mon.-Fri. early fringe				
Households viewing	30,170,000	26,116,000	4,054,000	—13
Total men viewing	15,090,000	12,345,000	2,745,000	—18
Total women viewing	20,750,000	16,183,000	4,567,000	—22
Children viewing	13,640,000	9,859,000	3,781,000	—28
Mon.-Sun. prime time				
Households viewing	37,320,000	35,874,000	1,446,000	— 4
Total men viewing	24,380,000	21,446,000	2,934,000	—12
Total women viewing	31,209,000	27,738,000	3,471,000	—11
Mon.-Fri. late news				
Households viewing	25,180,000	22,222,000	2,958,000	—12
Total men viewing	16,165,000	13,925,000	2,240,000	—14
Total women viewing	20,669,000	16,608,000	4,061,000	—20
Mon.-Fri. late fringe				
Households viewing	13,760,000	9,938,000	3,822,000	—28
Total men viewing	7,790,000	5,648,000	2,142,000	—28
Total women viewing	10,700,000	7,198,000	3,502,000	—33

Cheer from another quarter

The three television network sales departments were not alone last week in their possession of glad tidings. Holders of stock in publicly-owned broadcasting companies could also take comfort in better times.

An examination of the 16 issues which make up the broadcast-only section of the BROADCASTING *stock index (see page 60) showed that all but two enjoyed significant price advances in the week ending March 10, and that six posted new highs for 1970-71.*

Measured in terms of last Wednesday's closing price against the lows for 1970-71, 15 of those 16 looked spectacular indeed.

	Closing March 10	Closing March 3	% Change in Week	% Change from 1970-71 Low
ABC	35¾	29⅛	+22.72	+ 82.11
ASi Communications	3⅜	3¼	+ 4.00	+ 93.14
Capital Cities	41¼	38½	+ 7.14	+111.53
CBS	39⅛	36	+ 8.69	+ 64.75
Corinthian	34⅝	33	+ 4.93	+ 76.41
Cox	27¾	24	+15.62	+170.73
Gross Telecasting	15½	13½	+14.81	+ 65.24
Metromedia	27⅞	23¾	+17.38	+185.94
Mooney	4⅛	4¾	−13.06	+ 3.25
Pacific & Southern	15½	14¾	+ 5.08	+181.81
Rahall Communications	20½	23¾	−13.70	+272.72
Reeves Telecom	3¾	3	+25.00	+ 88.50
Scripps-Howard	23¾	22	+ 7.95	+ 69.64
Sonderling	29½	28¼	+ 4.42	+187.80
Starr	13	10⅝	+22.29	+ 73.33
Taft	39	32¾	+19.08	+180.97

money alloted to network in the first quarter was not diverted from spot TV, generally speaking, although a minimal amount of funds considered for spot TV may have been channeled away from the medium.

Plans emphasize value of a retail media mix

The ABC-owned radio stations and Young & Rubicam introduced last week a new series of retail marketing plans, aimed at increasing radio's share of retail budgets.

The plans, called "Compass," were designed for the seven ABC-owned radio station markets, but were said to be applicable to all U.S. retail markets. They stress the importance of employing a media mix of both broadcast and print in retail advertising.

Michael Hauptman, manager of retail sales development and marketing at ABC, said that according to the National Association of Retail Merchants 93% of the average department store's advertising dollars were in print. Through "Compass," ABC hopes to convince retailers that a carefully planned media mix can provide a more effective and efficient advertising program.

Y&R was commissioned by ABC 17 months ago to create the plans. The agency developed a profile for a hypothetical department store and created three media plans, one using only newspapers, the second using newspapers and radio and third utilizing radio, television and print. The results of the study, according to Joseph Ostrow, senior vice president and director of media relation and planning for Y&R, showed that a media mix was superior to the use of a single medium.

ABC is developing a slide presentation for its salesmen to present to retailers in their markets beginning April 1 and will use the results of the Y&R study in support of their bid for inclusion of radio in the mix. As retailers accept the concept, plans will be made through their agencies to develop blueprints tailored to their individual markets.

Business briefly:

Cadillac Motor Division of General Motors Corp., Detroit, through MacManus, John & Adams Inc., Bloomfield Hills, Mich., and **Travelers Insurance Co.,** Hartford, Conn., through Carl Ally Inc., New York, will sponsor the closing rounds of the 35th Masters golf tournament on CBS-TV, Saturday, April 10 (5-6 p.m. EST) and Sunday, April 11 (4-5 p.m. EST). Broadcasts will cover the final two days of the four-day tournament, which is scheduled to be played at the Augusta (Ga.) National Golf Club.

International Harvester Co., Chicago, for its pickup and camping vehicles, plans to use spot TV in various key markets this spring in support of participation buys on ABC-TV and CBS-TV. Firm, through Shield Productions, Chicago, also has prepared new radio-TV commercials for local use by dealers. Agency is Young & Rubicam, Chicago.

Birds Eye division of General Foods Corp., White Plains, N.Y., through Young & Rubicam, New York, is launching a radio-and-TV network and spot campaign to introduce in the East and South, Thick 'n Frosty, a frozen concentrate for making milk shakes. The product was test marketed in the Seattle, Indianapolis and Albany, N.Y., areas in April 1970.

Plumrose Inc., Springfield, N.J., importer of Danish meat products, through Herbert Morris Inc., New York, is scheduling a spot-TV campaign in 34 major markets, which spotlights a vacation contest with 10 grand prize trips to Denmark.

Rheem Manufacturing Co., New York, through Rink Wells & Associates, Chicago, has purchased time on NBC Radio's *Monitor* and **Chevrolet division of General Motors Corp.,** through Campbell-Ewald Co., both Detroit, has bought time on *News on the Hour, Emphasis* and *Monitor.*

Hill examines bill to extend powers of FTC

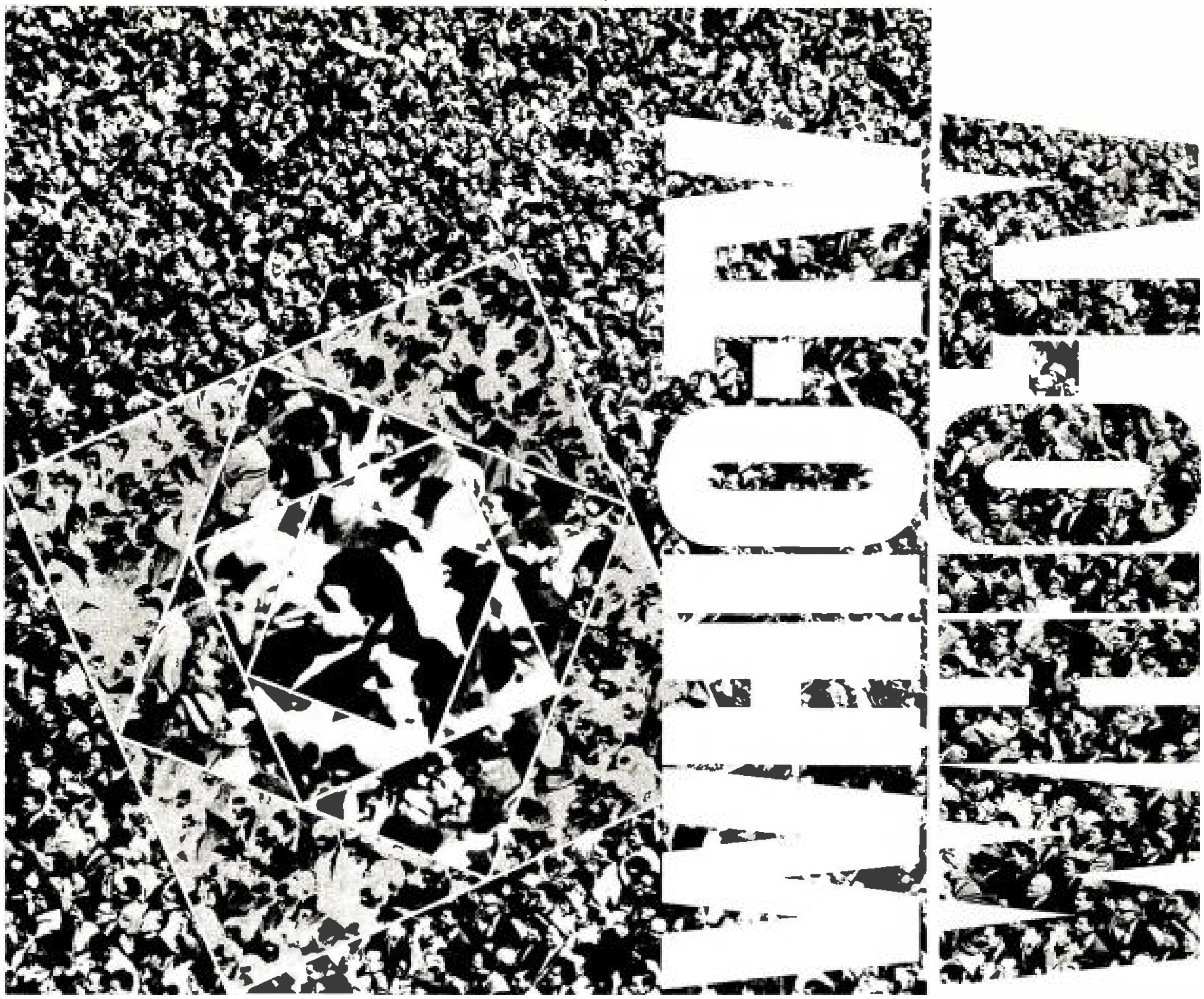
The Federal Trade Commission last week joined with consumer forces on Capitol Hill endorsing a bill to improve product warranties and strengthen the powers of the FTC.

At hearings on the bill last Tuesday (March 9) conducted by the Senate Commerce Committee's Consumer Subcommittee, FTC Chairman Miles W. Kirkpatrick said the bill has the commission's "strongest support". The measure (S. 986), introduced by subcommittee Chairman Frank E. Moss (D-Utah) and Warren G. Magnuson (D-Wash.), chairman of the full committee, would ensure that consumers receive complete disclosure of the terms and conditions of product and service guarantees. In addition, the bill would expand the FTC's geographic jurisdiction under the Federal Trade Commission Act to practices "affecting" commerce.

Chairman Kirkpatrick told the subcommittee that expansion of the FTC jurisdiction will enable it to "attack selected areas of significant hardcore fraud and deception. . . ."

However, he noted that the FTC would not use its proposed new powers "to act as a giant neighborhood law office for dealing with each 'individual' consumer grievance." This function, he said, must continue to be handled at the state, local and private level.

In addition, he protested a recommendation by a White House advisory group that the FTC's antitrust activities be transferred to a separate federal antitrust board. Consumer protection and antitrust enforcement are interlocking functions, the FTC chief maintained.



Reaching a vital market

Cities usually become great because they have something spectacular to offer. Dayton's strength is in the ideas of its people. Yesterday the city's people invented automobile starters, cash registers and airplanes. Today the city's people, technically skilled and highly motivated, are looking for new ways of bridging to tomorrow. All this work makes Dayton a rich metro area where a better idea is welcomed. It's a good market.

Nobody reaches this affluent market as effectively as WHIO-TV. In the ARB, Dayton, Ohio, November 1970, we lead the next largest station by 26% in Cume Households, Sunday-Saturday, Sign-On to Sign-Off. When you need the Dayton market, you need WHIO-TV.

A reflection of Dayton

WHIO Television

Represented by TeleRep

CBC A Communications Service of Cox Broadcasting Corporation

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.

COX BROADCASTING CORPORATION STATIONS: WHIO AM-FM-TV Dayton, WSB AM-FM-TV Atlanta, WSOC AM-FM-TV Charlotte, WIOD AM-FM Miami, WIIC-TV Pittsburgh, KTVU San Francisco-Oakland

More political-broadcast reformers

Kennedy introduces campaign-spending bill; Common Cause makes its ideas known

Two more proposals aimed at reforming campaign spending have appeared on Capitol Hill. One is a comprehensive bill introduced by Senator Edward M. Kennedy (D-Mass.). The other proposal is in the form of remarks submitted last week by Common Cause Chairman John Gardner to the Senate Communications Subcommittee.

The subcommittee, under the chairmanship of Senator John O. Pastore (D-R.I.), is in the process of distilling one political spending bill from the numerous and often conflicting recommendations made at its election-reform hearings earlier this month (BROADCASTING, March 8). The full Commerce Committee is scheduled to take up the issue when it meets in executive session tomorrow (March 16).

Senator Kennedy's bill (S. 1121) in effect formalizes the statements he made at the subcommittee hearings. The political-broadcasting section would repeal Section 315 for presidential elections and suspend it for the 1972 congressional and statewide elections. It also provides that political candidates may be charged no more than the lowest unit rate for broadcast time. And it limits campaign spending for broadcast time to seven cents per vote in general elections and three-and-a-half cents per vote in primaries. No ceilings are set for nonbroadcast spending.

The bill specifies that an individual cannot contribute more than $1,000 to a candidate (or to committees supporting the candidate) during a single year. The limit will apply to a candidate or his family from his own funds for his campaign.

In addition, it requires complete financial disclosure by candidates and grants tax credits to contributors to federal, state and local campaigns.

Co-sponsors of the Kennedy bill are Senators Claiborne Pell (D-R.I.) and Frank E. Moss (D-Utah).

In his statement to the subcommittee Mr. Gardner advocated repeal of Section 315 and said blocks of broadcast time should be provided free to federal-office candidates in general elections. These programs should include "substantial" live appearances by candidates, he said.

As other means of easing the financial burden on candidates, Mr. Gardner recommended encouraging numerous small contributions, reducing the prices of all media for political candidates and granting House and Senate candidates mailing franks in the 35-day period before both general and primary elections.

Mr. Gardner endorsed the proposal by Representative John B. Anderson (R-Ill.) that would place spending limitations of 30 cents per registered voter in House races, 20 cents in Senatorial races and 10 cents in presidential races. The ceilings would apply to TV and radio, newspapers and magazines, billboards, telephones and postage. However, Mr. Gardner added, no ceiling should be set lower than $40,000.

Reasonable ceilings on contributions, he said, would be $10,000 for presidential and vice-presidential campaigns, $5,000 for Senatorial campaigns and $2,500 for House campaigns.

Mr. Gardner said Common Cause supports the financial-disclosure proposal in the bill sponsored by Senators Mike Gravel (D-Alaska), James B. Pearson (R-Kan.) and others. The bill (S. 1) would require all political committees to register with an independent elections commission and to disclose fully all campaign receipts and expenditures.

Code asked to do more with a smaller budget

A special committee of the National Association of Broadcasters TV Code Review Board will meet in New York next week—and it appears the group will face a contradictory task. It is faced on the one hand with increased pressures to reduce the code authority's budget, and on the other with pressures stemming from increased consumer demands for a heavier hand on TV advertising.

The committee, to meet Wednesday (March 17) was appointed last December at the Florida meeting of the TV Code Review Board (BROADCASTING, Dec. 14, 1970). It consists of Thad Sandstrom, WIBW-TV Topeka, Kan., chairman; Max Bice, KTNT-TV Tacoma, Wash.; William Tankersley, CBS; Herminio Traviesas, NBC, and Alfred Schneider, ABC. Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairman of the TV Code Review Board, is a member ex officio.

One of the factors that caused the institution of the evaluation effort is the TV code budget—almost $500,000 for activities in New York, Washington and Hollywood utilizing 35 people. For the new fiscal year that ends March 31, the TV-code budget is expected to be almost $30,000 in the red. The code is

"Nothin' Like Us Ever Was"

was like nothing that ever happened in Chicago.

On January 27, WBBM-TV Chicago originated a one-hour primetime special called "Nothin' Like Us Ever Was."

The purpose was to explore the separate worlds of youth and their elders, and the relationship between the two in today's complex society. Not in shopworn "generation gap" cliches. But in fresh, meaningful images of the 70s.

Providing comment during the hour were four prominent social historians: Alvin Toffler, Kurt Vonnegut, Neil Postman and Margaret Mead.

Setting the show's mood of conflict and change was an original score by James P. Grady.

Viewer reaction was like nothin' that ever was in Chicago television.

Some 750,000 people watched the show, a dominant 35 percent share of audience.* Practically unheard of for any local program other than sports...the biggest audience of any locally produced special in years!

The press seconded the commotion. The *Chicago Daily News* cheered: "Nothin' like a local special...a good bit of work and will probably win several awards." Said The *Chicago Tribune:* "...deserves a local Emmy...the best local production in several years." And (weekly) *Variety* ranked it "...among the best Chicago specials of the season."

Giving equal time to the generations, and thus bringing home both sides of a touchy issue to young and old alike, is in the WBBM-TV tradition. As a longtime leader on the Chicago scene, we're establishment. But we swing, too.

WBBM-TV
CBS OWNED, CHANNEL 2, CHICAGO

*Special ARB coincidental study. Estimate subject to qualifications available on request.

WTIC-TV DIDN'T WANT THEM TO GO TO POT. OR HASH. OR JUNK. OR SPEED. THAT'S WHY THE STATION TAUGHT THEIR TEACHERS ABOUT DRUGS.

"He drops acid." "She's a junkie." "I shoot up." That's the way kids talk these days. They learn about drugs early. But what about their teachers? Where could they get the information needed to cope with student drug abuse?

Now, thanks to WTIC-TV, hundreds of thousands of youngsters have a complete course of study about drugs, from the fourth grade through high school. Called the Stamford Drug Curriculum, this pioneer study guide, 96 pages long, is the only one of its kind. When the station offered to print and distribute it to educators free of charge, from January through August of 1970, at a cost of $65,000, 18,000 requests poured in from 49 states and a dozen foreign countries.

That's some reach for a Hartford station. But WTIC-TV believed that by making this much-needed material available to teachers anywhere, countless kids will learn that drugs aren't playthings—and never turn on.

If you reported about the UN at any time during 1970, enter your story for Deadline Club's UN Award.

Five hundred dollars and a bronze statuette will be awarded for distinguished UN correspondence by the Deadline Club, New York Professional Chapter of Sigma Delta Chi. Deadline for entries is March 26, 1971. The winner will be announced on May 6, 1971.

Any person, group or publication assigned permanently or temporarily to cover a UN story is eligible. Journalists from any country may submit tear sheets, mounted clippings, scripts or memos describing available tapes or films. (An English translation, please, with entries in another language.)

Enter now for this important award which is sponsored again this year by International Telephone and Telegraph Corporation. Send entries to Deadline Club Awards, c/o Russell C. Tornabene, NBC News, 30 Rockefeller Plaza (Room 517), New York, N.Y. 10020.

Deadline Club Award statuette by Rube Goldberg.

UN Award Deadline: March 26, 1971
The Deadline Club of Sigma Delta Chi.

supported by subscribers, who pay their highest, one-time hourly rate (ranging from $350 to $1,400 per station), plus contributions of $30,000 each from the three TV networks.

Some broadcasters also feel that, although the broadcast code has worked effectively to remedy situations even before they have become public causes (men in white ban, toy guidelines, restrictions on endorsements by public and sports figures), little public approval has resulted.

In the offing, of course, is the proposed new advertising code being promoted by the American Advertising Federation (BROADCASTING, Feb. 8). Should that come into existence, the workload for the NAB code would ease. AAF officials have been conferring with other organizations the last few weeks and anticipate matters coming to a head in early spring.

Agency appointments:

- Toro Manufacturing Corp., Minneapolis, outdoor power equipment manufacturer, has appointed Post-Keyes-Gardner, Chicago, as its agency. Agency will handle advertising of turf products and Moist O'Matic divisions and new venture groups for 1971-72. Campbell-Mithun, Minneapolis agency, will continue to handle consumer product advertising.
- McDonald's Corp., Chicago, restaurant chain, has appointed Emery Advertising, Baltimore, as its agency for the Washington area. Emery presently handles McDonald's Maryland area account.
- Motorola Inc., Chicago, for its automotive sound products, has named Draper Daniels Inc. there as agency. Radio-TV will be used.

Local dealers and local advertising

Study shows that appliance and home-entertainment dealer down the block is a heavy user of TV

Sears, Roebuck's use of local TV advertising, big as it is and still growing, doesn't match that of local dealers in the promotion of appliances and home-entertainment products in 27 major markets.

That finding emerged last week in a new study by Nathan S. Lanning, manager of spot development for the Station Representatives Association. The study covered TV advertising of appliances and entertainment products in the 27 markets where the nation's top-50 department stores are located.

In 17 of those markets, Mr. Lanning reported, local dealers used TV more heavily to promote these products than did Sears, which in turn used television far more heavily than did the major department stores. In the 27 markets as a whole, the dealers underwrote more appliance and entertainment-product commercials than Sears and the leading department stores combined.

Mr. Lanning's count covered the commercial messages—mostly 60's and 30's—monitored by Broadcast Advertisers Reports for that product category in those markets for one week a month for six months (January-June, 1970).

During the six monitored weeks, Mr. Lanning said, 144 local dealers and chains placed 2,264 TV commercials for entertainment products and appliances while Sears placed 1,399 and the top-50 department stores, generally considered the best "show windows" for major brands, placed 237.

The results, he said, point up the need for manufacturers to have their own agencies create and place local commercials with store names integrated into the messages. This approach, he explained, gives the manufacturer control of his local expenditures as well as top-quality commercials.

It also gives the manufacturer control over claims and other elements for which appliance dealer advertising, particularly in newspapers, is frequently criticized, Mr. Lanning added.

Mr. Lanning said 31 of the 50 top-volume department stores had no appliance or entertainment-product spots on television during the monitored periods, while Sears was on the air with anywhere from three to 197 messages in all but three markets. Local dealers were also on the air in all but three markets, with from two to 242 commercials per market.

The study of appliance advertising followed one in which SRA found that the top-50 department stores were using TV advertising in general only a little more than half as much as the Sears stores in the 27 markets (BROADCASTING, Feb. 8).

Purex names two agencies

Purex has split its $4-million-plus advertising of grocery products between Erwin Wasey, Los Angeles, and Hoefer, Dieterich & Brown, San Francisco. They will divide the account about equally with the former handling Purex

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended Feb. 14, 1971 (net time talent charges in thousands of dollars)

Day parts	ABC Week ended Feb. 14	ABC Cume Jan. 1-Feb. 14	CBS Week ended Feb. 14	CBS Cume Jan. 1-Feb. 14	NBC Week ended Feb. 14	NBC Cume Jan. 1-Feb. 14	Total minutes week ended Feb. 14	Total dollars week ended Feb. 14	1971 total minutes	1971 total dollars
Monday-Friday Sign-on-10 a.m.	$	$ 16.0	$ 113.9	$ 726.1	$ 298.6	$ 1,440.8	68	$ 412.5	386	$ 2,182.9
Monday-Friday 10 a.m.-6 p.m.	1.676.9	8.594.2	3.267.4	20.266.6	1.861.7	11.066.9	914	6.806.0	4.938	39.927.7
Saturday-Sunday Sign-on-6 p.m.	1.366.1	8,121.7	1,135.9	8,497.7	550.8	7,084.1	276	3,052.8	1,732	23,703.5
Monday-Saturday 6 p.m.-7:30 p.m.	338.8	2,231.5	540.1	3,242.8	666.4	4,443.5	90	1,545.3	525	9,917.8
Sunday 6 p.m.-7:30 p.m.	—	564.5	267.3	2.486.9	341.6	1,611.4	20	608.9	124	4,662.8
Monday-Sunday 7:30-11 p.m.	5.570.8	34,352.8	7,421.6	38,399.7	7,207.0	45,661.5	445	20,199.4	2,749	118,414.0
Monday-Sunday 11 p.m.-Sign off	204.5	2.133.7	255.3	1,097.2	599.0	3.013.7	124	1,058.8	606	6,244.9
Total	**$ 9,157.1**	**$ 56,014.4**	**$13,001.5**	**$ 74,717.0**	**$11,525.1**	**$ 74,321.9**	**1,937**	**$33,683.7**	**11,060**	**$ 205,053.3**

Bleach, Liquid Trend and Dry Trend, among other products, while Hoefer gets Brillo soap pads, Instand and Gentle Fels and all Sweetheart products. Carson/Roberts/Inc., Los Angeles, resigned the Purex account when it merged with Ogilvy and Mather, New York, which has the Lever Bros. account.

KRLA admits, then deplores, 'hypoing'

Says it timed contest to show problem; now wants its ratings (and KHJ's) deleted

A radio broadcaster in the Los Angeles area who ran a contest during a rating survey wants his own ratings, and those of a competitor, deleted from the January-February survey books.

The broadcaster is Harold Mathews, station manager of KRLA(AM) Pasadena, Calif., which spent $27,000 on a promotion contest. Two weeks ago, Mr. Mathews issued a public announcement calling on all rating services to delete from the January-February reports not only his own station but also KHJ(AM) Los Angeles, KHJ, Mr. Mathews said, gave away $40,000 in a contest during the same time. KRLA sent a letter to American Research Bureau, Hooper and The Pulse Inc. asking that data for the two stations be deleted from the new books.

ARB and Pulse have already informed Mr. Mathews that it is too late to remove the information from their reports. Both also noted that reports of special contests or promotions held during rating weeks are regularly identified in their reports, when that information is called to their attention. Hooper officials said that promotions during rating surveys are usually flagged if they are aware of the promotions, but that in the January-February report for Los Angeles, already out, the two stations are not identified with promotions.

The Broadcast Rating Council is not involved in the Los Angeles matter, according to Kenneth Baker, executive director, except that one of its standards requires that special promotions during surveys be flagged by rating services if known. Both ARB and Pulse are members of the Rating Council.

Edward Downs, Federal Trade Commission attorney, said that agency is not involved at the present time in the KRLA-KHJ situation. The publicity generated by Mr. Mathews's advertisements may well assure that it comes to the attention of the FTC.

Hugh Wallace, general manager of KHJ, declined to comment further about the situation except to acknowledge that his station had given away $39,000 during its contest.

In his announcement, Mr. Mathews said, in part: "We at KRLA feel that the increasingly common practice of 'audience buying' as represented by our recent cash contest and the similar cash contest scheduled concurrently on KHJ was reprehensible both as to principle and practice. In fact, neither KRLA nor KHJ can reflect as typical the measurements in the January-February 1971 audience data. . ."

Mr. Mathews amplified his views last week: "What we really want," he said, "is an investigation of the practice of buying audiences or hypoing the ratings by the Federal Trade Commission. That was why we ran the contest in the first place. We feel that cash giveaways distort ratings to the point of being meaningless by buying audiences."

Mr. Mathews also mentioned that Lawrence Webb, executive vice president and general manager of KRLA, had written to the three rating services advising them that a cash giveaway contest was planned and that it would coincide with the next rating period. "We asked them for their thoughts," Mr. Mathews said, but none responded.

Mr. Mathews also claimed that KHJ started its contest the same day that KRLA did, doubling the daily prizes, from KRLA's $1,000 to $2,000. And, he added, when KRLA added $100 consolation prize, "so did they."

Whether the two stations will have gained or lost anything in terms of ratings during the period will not be known for at least another 10 days. The ARB Los Angeles book is expected to be mailed Thursday (March 18), while the Pulse book, because of format changes, may not be ready until mid-April.

A bigger role for TV in A&P's media mix

The Great Atlantic & Pacific Tea Co. is making heavy tracks in television advertising.

A&P's local and spot investment in television in 1970 totaled $3.7 million in 75 markets monitored by Broadcast Advertisers Reports (BAR), a 126% increase over 1969, when A&P spent $1.6 million ($1.5 million in 1968). The figures were released last week by the Television Bureau of Advertising.

In network A&P has been a heavy spender this year. It has placed $600,000 on NBC in daytime and prime time in the past few weeks.

A&P's major expenditures in 1970, according to TVB, came in the final quarter when it spent $1,446,200 compared with $398,500 for that period in 1969. During the 1970 quarter, A&P started its initial spot-TV campaign in 37 markets to support three products, turkeys, fruit cakes and coffee. Most of the push was concentrated in December when a combination of local and national placement was responsible for $784,700, more than four times the amount ($166,900) A&P spent in December 1969.

A&P's business is placed by three agencies: Gardner Advertising, New York; Vic Maitland, Fort Lauderdale, Fla., and Robert S. Block, Milwaukee.

TVB noted that John J. Cairns Jr., vice president-merchandising for the food chain, had indicated at the bureau's annual meeting last November that A&P's 32 divisions "equipped with a library of effective commercials serviced by capable agencies, and encouraged by headquarters, are more and more making television a basic part of their media plan." TVB said the chain's TV investments bear out Mr. Cairns's statement.

A&P's Cairns

Frank to acquire S.F. agency

Clinton E. Frank Inc., Chicago, has announced that the agency intends to acquire through merger and an exchange of stock the San Francisco agency of Gross, Pera & Rockey. GP&R will keep its own name and independent operation although it will become a part of Clinton E. Frank Inc./West Coast. Frank's third agency acquisition in recent months, the merger will add $8 million in new billings to Frank's total of $70 million at the end of 1970.

Falstaff back into baseball

Falstaff Brewing Corp., St. Louis, has announced its return to baseball broadcasting with a one-quarter sponsorship of the Chicago White Sox coverage on WFLD-TV Chicago. Other sponsors are not set (BROADCASTING, Feb. 22). The WFLD-TV package includes 129 games and was placed by Needham, Harper & Steers, Los Angeles. Several years ago, Falstaff sponsored the Atlanta Braves on a TV network in the Southeast.

Flip Wilson is hottest ticket

At $41,000 for a 30, returning hit leads price list on NBC-TV

Prices quoted last week for 1971-72 prime-time television advertising were slightly higher than those of the same time a year ago. The prices were NBC's, circulated with a "firm" fall schedule among advertising agencies.

ABC and CBS said they expected to announce their fall schedules this week.

NBC-TV was reported to have picked up several sales for the fall, including Metropolitan Life Insurance Co., Nabisco and Gulf in *Walt Disney*, Chevrolet in *Bonanza* and the new *Nichols*, and Procter & Gamble for all of the new James Stewart show.

Agencies could buy a prime-time 30-second commercial on NBC in next fall's schedule for as little as $23,000 or as much as $41,000 (*Flip Wilson*) for the fall-winter season.

The Flip Wilson show reportedly is demanding a price that is nearly double its quotation of last March when it was new and untried. Aside from this atypical situation, prices of most returning shows were quoted at either a few thousand above or at the same level. These included *Disney*, *Bonanza* and Saturday movie at about the same price for fall-winter; *Ironside*, *Bold Ones* and *Adam 12* up $2,000, $4,000 and $5,000 respectively.

Of returning shows, *Laugh In* was listed at $6,000 less and Monday movie at $1,000 less. (Last year's minute prices were halved to reflect—for the purpose of comparison—the 30-second commercial unit that is now basic.)

Except where noted, the following night-by-night prices quoted for NBC show, first, the price for a 30-second commercial in the fall-winter period (32 weeks); second, a 30 in the spring (10 weeks), and, third, a 30 in the summer (10 weeks):

Sunday—*Disney* (sold only in minutes at $61,500, $43,000, $35,000); *Bonanza* (sold only in minutes at $65,000, $48,000, $39,000); *Bold Ones*, $29,000, $25,000, $21,000. (The James Stewart program is a P&G show and not quoted.)

Monday—*Laugh In*, $28,000, $18,000, $15,000; Movie, $27,000, $21,000, $18,000.

Tuesday—*Ironside*, $28,000, $18,000, $15,000; *Sarge*, $27,000, $21,000, $18,000; *Marriage Can Be Fun*, $24,000, $21,000, $18,000.

Wednesday—*Adam 12*, $29,000, $19,000, $16,000; *Mystery Tonight*, $26,000, $20,000, $17,000; *Night Gallery*, $28,000, $24,000, $20,000.

Thursday—*Flip Wilson*, $41,000, $28,000, $20,000; *Nichols* (James Garner) (sold only in minutes at $65,000, $46,000, $38,000); *Dean Martin*, $28,000, $24,000, $20,000.

Friday—*The D.A.*, $23,000, $14,000, $12,000; *World Premiere*, $24,000, $17,000, $15,000.

Saturday—*The Partners*, $28,000, $16,000, $13,000; *The Good Life*, $24,000, $16,000, $14,000; Movie, $30,000, $23,000, $20,000.

The NBC schedule was changed only slightly from that reported earlier (BROADCASTING, March 8). The changes: *Laugh In* was retained on Monday as predicted and *World Premiere* moved from Monday to Friday in a swap with the movie; the title of the musical *The Americans* is now *Marriage Can Be Fun* on Tuesday, and *The Partners* and *The Good Life* were placed in that order in a flip-flop of the shows to lead off Saturday.

Computer service now supplies demographics

Broadcast Computer Services Inc., Colorado Springs, which has 10 radio-TV stations using its computerized availabilities and billing facilities, announced last week it will add demographic data to its breakouts.

James Vinall, president of Broadcast Computer, said that a demonstration of the new service will be held during the National Association of Broadcasters convention in Chicago March 28-31. He said stations may choose from a wide range of demographic requirements.

The latest station to sign for BCS's Automated Computerized Traffic Information Service, according to Mr. Vinall, is Avco's WLWT(TV) Cincinnati. The system will be operational at the ABC Radio network in about a month, he added. Among the functions of the service, Mr. Vinall said, is quick and accurate preparation of the daily log; billing for spots as they ran; keeping track of make-goods and preparation of speedy reports for station representatives.

Checking computerized billing and availabilities report supplied by Broadcast Computers Services, Colorado Springs, in New York office of H-R Television are (l to r) Elissa Lebeck, director of research and data processing; John McCorkle, manager, national division, and Harry Wise, president, H-R Television. KOOL-TV *Phoenix is a client of BCS and is represented nationally by H-R Television, which has its own computer setup.*

Those paid Army ads could be the last

Van Deerlin readies bill to ban government buys of broadcast time

The U.S. Army Recruiting Command is paying $10.6 million for what should be public-service announcements, according to Representative Lionel Van Deerlin (D-Calif.). And he plans to introduce legislation that would prohibit government agencies at all levels—federal, state and local—from purchasing radio and television time.

The Army's recruitment-ad campaign, which began March 1 and will run through June, was created by N. W. Ayer and Son, Philadelphia (BROADCASTING, Feb. 22). It utilizes radio-TV network and spot.

The bill itself is in the process of being drafted, a spokesman for Mr. Van Deerlin said, and the congressman plans to discuss it with Communications Subcommittee Chairman Torbert Macdonald (D-Mass.).

In remarks delivered on the House floor, Mr. Van Deerlin said he found "considerable irony" in the Army's advertising strategy. "Federal policy assumes that the airwaves belong to the public, but here the public is getting socked more than $10 million to enable a public agency to use the airwaves," he said.

He said figures from Ayer revealed that $5,815,000 of the $10.6 million will be spent for radio, $3 million for the three television networks and $1 million for local TV in eight cities. "Out of these budgets," he added, "the Army will pay $600,000 for the production costs of the television commercials, between $200,000 and $300,000 for producing the radio segments and the usual 15% commission to N. W. Ayer." Another $90,000 is earmarked for research on the impact of the ads, Mr. Van Deerlin said.

There are precedents for the Army paying production costs and agency fees for advertising, but "there is no reason the public should have to pay

for the on-air time for these public-service spots," he said.

Mr. Van Deerlin pointed out that radio and TV stations are required to make public-service time available. "As a former broadcaster, and present member of the Communications Subcommittee, I am deeply concerned about the implications of any effort to erode the public's access to the airwaves," he said.

In a letter to Secretary of Defense Melvin Laird, Mr. Van Deerlin urged the Army to produce its own radio and TV spots. He said that stations, "if properly approached," would schedule them without charge. "They might not always be scheduled in prime time," he said, "but the frequency of exposure and the savings in cost would more than compensate for such scheduling."

Representative Parren J. Mitchell (D-Md.) also told the House that the dangers of allowing government agencies to buy broadcast time "are simple, obvious and frightening . . . I can envision the day when the military would use its purchasing power to influence the activities of television stations throughout the nation. At the very least, a thousand opportunities and means for tampering with the media would be created," he warned.

Occidental Life takes plunge in TV

In its first use of television, the Occidental Life Insurance Co. of California, Los Angeles, will spend approximately $545,000 on ABC-TV in 1971 as a sponsor of sports programing, including basketball, college football and the ABC *Wide World of Sports* series.

Joint announcement of the purchase is being made today (March 15) by ABC-TV and Occidental, which said the TV buy is part of an $850,000 campaign that will include print advertising and a Canadian TV effort. James T. Shaw, vice president in charge of sales for ABC-TV, observed that Occidental has been "historically, an exclusively print advertiser," and predicted that the effectiveness of TV and the appeal of sports programing to the client's target audience, men, "will assure that this is the beginning of a long-term relationship." Another insurance company, Mutual of New York, a few weeks ago purchased a sports package on ABC-TV, a switch by that company from print to TV (BROADCASTING, March 1).

Ad tax termed 'regressive'

Peter W. Allport, president of the Association of National Advertisers, said last week the 6% tax on advertising proposed for New York by Mayor John V. Lindsay (BROADCASTING, March 8) would be "purely regressive" and in the long run would curtail tax revenues. It was explained by city officials that radio and TV stations would collect the 6% tax from its advertisers, based on that portion of its audience which is in New York.

Computerized service from California firm

Marketron Inc., Van Nuys, Calif., has begun marketing a new service which the company says can speed up the procedure of providing broadcast time salesman and station representatives with proposals and availabilities.

A computerized system gives printouts of a station's entire inventory and breakouts of the cost-per-thousand to reach a station's audience based on its own rate structure. For sales managers, the program can provide a "unit report" to determine where sales are concentrated or lagging, where in what lengths the salesman are selling and whether there is an overloading of national or local commercials.

Marketron supplies to subscribers some 19 demographic breakouts and provides television estimates on ratings for new programs. The ratings are based on previously published data for the time period and type of program. Jerome P. Cronin, president of Marketron, says the information can be prepared in four hours as opposed to the two weeks he says it would normally take.

The radio service offered by Marketron, now being used by KABC(AM), KHJ(AM), KOST(FM) all Los Angeles, and XETRA(AM) Tijuana, Mexico, offers reach and frequency charts and can compare schedule effectiveness using Brand Rating Index figures in addition to all the other data.

Off the air, out of the mail?

Senator Frank E. Moss (D-Utah), who led the successful fight to ban broadcast cigarette advertisements, last week introduced a bill (S. 1167) to prohibit the unsolicited mailing of cigarette samples.

Senator Moss, who was joined by 17 co-sponsors in introducing the legislation, noted in a Senate speech that since the Congressional ban on radio and TV cigarette advertising took effect Jan. 2, the tobacco companies "have engaged in promotion activities so excessive and bizarre that they offend common decency."

PBS agency-hunting again

Wells, Rich, Greene, New York, and Public Broadcasting Service, Washington, have mutually agreed to end their relationship. The agency took PBS as a client last August to develop a basic marketing and advertising program for the noncommercial TV network.

A PBS spokesman said last Wednesday (March 10): "We just mutually agreed to part friends. We felt it was a good time for us now to look for another agency. It was a decision we made. We just agreed to go elsewhere." A new agency had not been selected.

WBAP-AM-FM to Eastman

WBAP-AM-FM Fort Worth-Dallas, effective March 1, shifted its national sales representation to Robert E. Eastman and Co. AM station, which a year ago took over full-time operation on the 820 khz clear channel, had been represented by Christal Co. for its operation on both the clear channel with 50 kw and the 570 khz regional channel with 5 kw. WFAA-AM-FM Dallas, with which it had shared frequencies, became the sole occupant of regional channel.

The start in '71

Advertiser spending in network television last month declined 9% from the February 1970 level, according to an announcement last week by the Television Bureau of Advertising. But there was one bright ray: The February decrease was not so sharp as in January 1971 when the network total fell 15.4% from the January 1970 figure.

The TVB compilation, using Broadcast Advertisers Reports figures, shows that network-TV investments for January-February 1971 dropped 12.4% from the comparable figure of 1970.

Network television time and program billing estimates by day parts and by network (add $000)

	February 1970	February 1971	% Chg.	January-February 1970	January-February 1971	% Chg.
Daytime	$ 42.594.6	$ 40,230.9	— 5.5	$ 96,802.1	$ 86,074.0	—11.1
Mon.-Fri.	30,256.1	27,925.3	— 7.7	63,954.3	56,242.2	—12.1
Sat.-Sun.	12,338.5	12,305.6	— 0.3	32,847.8	29,831.8	— 9.2
Nighttime	102,757.0	92,020.1	—10.4	212,734.6	184,987.4	—13.0
Total	$145,351.6	$132,251.0	— 9.0	$309,536.7	$271,061.4	—12.4

	ABC	CBS	NBC	TOTAL
January	$36,761.5	$50,021.7	$52,027.2	$138,810.4
February	38,478.7	48,870.0	44,902.3	132,251.0
Year to date	$75,240.2	$98,891.7	$96,929.5	$271.061.4

Source: Broadcast Advertisers Reports (BAR), as released by Television Bureau of Advertising.

Gentlemen's agreement at 8-11

With the FCC as prompter and intermediary, TV networks opt for a standardized prime time

The three television networks late last week moved toward a common scheduling of the 8-11 p.m. period beginning next fall, with the FCC, on request, acting as the agent of standardization.

After private and individual exchanges with network representatives, the FCC on Thursday announced its endorsement of the 8-11 p.m. period as one that would "better serve the public interest" than the 7:30-10:30 p.m. period that the networks had been talking of programing. Under the new prime-time access rule, networks may supply no more than three hours of programing between 7 and 11 p.m.

The FCC's announcement was in exact accord with preferences stated by the networks during earlier talks with FCC officials, including Chairman Dean Burch. The FCC had been asked by CBS to act as an intermediary. Direct negotiations among the networks would have raised antitrust questions.

Despite the earlier agreements, however, a hitch developed after the FCC delivered its endorsement to network representatives in Washington. On the same afternoon it had granted ABC-TV's request for a waiver permitting that network to present three and a half hours of programing on Tuesday nights beginning at 7:30. The waiver was granted on condition that ABC-TV give up a half hour on some other night (see story, page 40).

NBC authorities bridled at letting ABC-TV get a half-hour jump one night a week, and CBS was said not to be happy with the prospect, either. NBC-TV already had received a similar waiver for Sunday nights but that, officials said, was on grounds that NBC's early Sunday-night line-up has long been designed for children and family audiences, not simply on ratings grounds.

The FCC letter to the networks, which was said to be without precedent, noted there had been reports of network plans to schedule 7:30-10:30. The commission said its conclusion that 8-11 p.m. would be better was based "on our present understanding of the apparent plans of independent producers and individual stations directed to the scheduling of nonnetwork programs in prime time as contemplated by our rule." In addition the FCC spoke of the impact on particular time zones.

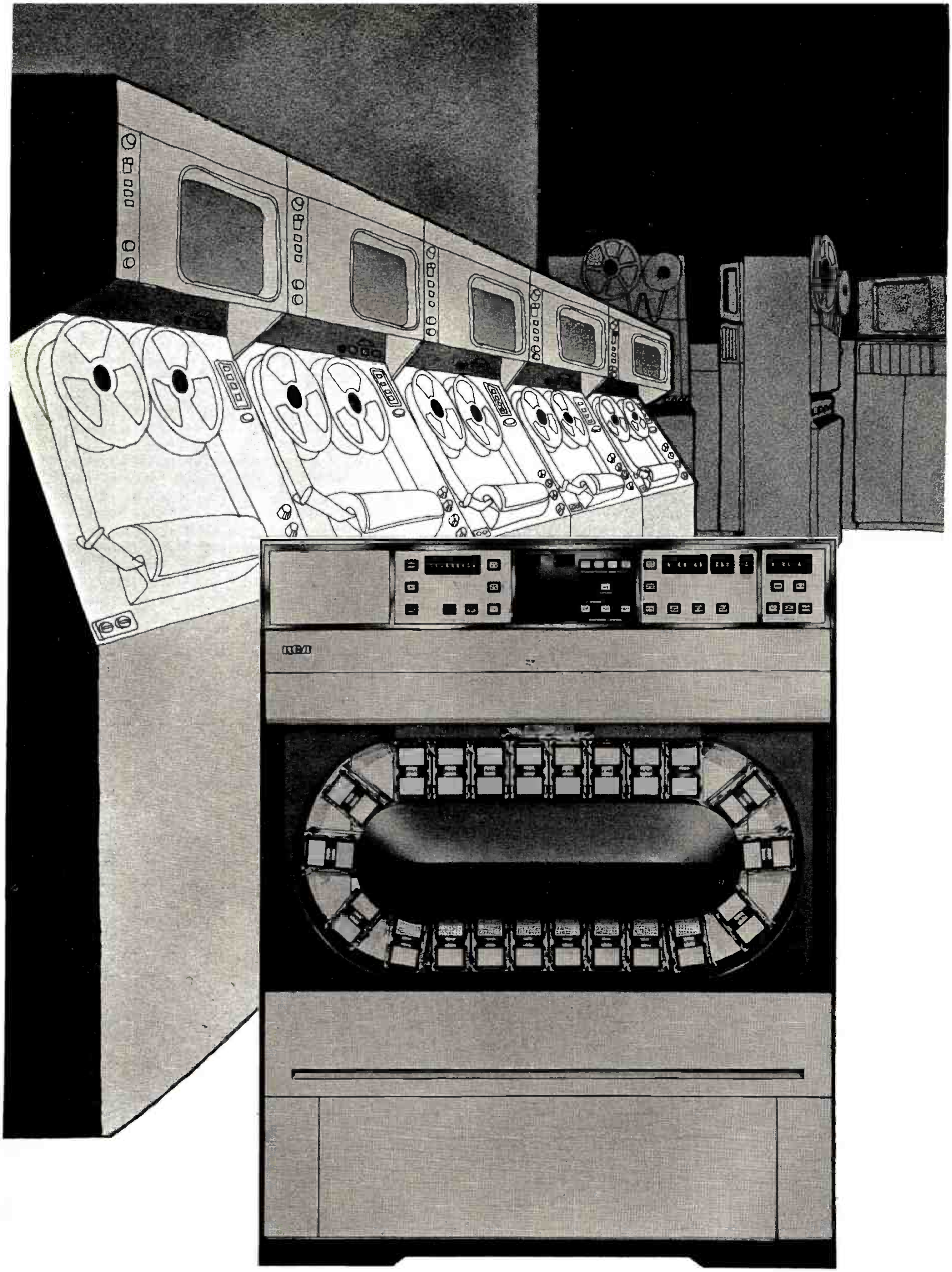
The commission asked the networks to respond to its letter within 24 hours. The haste was believed suggested by the networks' desire to reach final decisions on fall plans.

CBS sources said their proposal that the FCC suggest 8-11 for all networks was made informally to the commission by Richard Jencks, president of the CBS/Broadcast Group, primarily for three reasons:

- To eliminate potential jockeying among the networks as to their real start-time intentions and thus give both the networks and their affiliates some certainty as to which half-hours the stations will have to program under the access rule.
- To resolve the dilemma of stations in the central time zone, where a 7:30-10:30 NYT schedule would terminate network programing at 9:30 local time.
- To permit development of a better "program mix," apparently in the belief that many affiliates on the East and West Coasts in particular would fill a 10:30-11 gap by merely moving their late news up to 10:30 but would offer additional fare if given 7:30-8 p.m. to fill.

Observers noted that 10:30-11 normally produces higher network revenues than 7:30-8, but it was also felt that, as one non-CBS executive said, "there isn't that much difference."

For a given week last November, according to estimates compiled by Broadcast Advertisers Reports, the three-network average price for a minute in regularly scheduled 7:30-8 p.m.



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-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.

RCA

1)a 2)c 3)b 4)d 5)b 6)a,b&c 7)a

programing was $45,500, while the comparable figure for 10:30-11 was $47,500. Assuming three commercial minutes per half-hour, that would come to a three-network, 52-week total difference of about $6 million in favor of 10:30-11.

A uniform settling of the start-time question appeared likely to expedite completion of the CBS and ABC schedules. NBC was already on the street with one starting at 7:30 (see page 34) and the first, though unofficial, indications were that if 8-11 were decided upon, the line-up would be retained but the starting times delayed by half an hour. ABC and CBS authorities said they hoped to have their schedules out this week.

An even surer effect of an 8-11 decision would be the relief it would give Midwest affiliates, who have been exceptionally vehement—at all three networks—against the prospect of ending prime time at 9:30 on their clocks. As recently as the first of last week the NBC-TV Affiliates Board of Delegates, at a meeting with network officials to preview the fall line-up, again insisted that an 8-11 schedule would best serve both audience and station interests.

Harold Grams of KSD-TV St. Louis, chairman of the NBC-TV affiliates board, reported on the meeting to all NBC-TV affiliates last Tuesday (March 9) in a telegram that said:

"If for competitive reasons which are recognized as substantial, it is impractical to follow [8-11] scheduling, then as a last resort the board urged that a special accommodation be made for stations in the central time zone so that NBC network service does not end in that zone at 9:30 p.m. local time. One alternative would be a separate network feed to the central zone at 7-10 p.m. central time."

'Name' in syndication, finds top-market buyers

MCA TV is placing *The Name of The Game* feature-length, 90-minute programs into syndication and has completed sales in six major markets, it was announced last week by Keith Godfrey, vice president and director of sales.

The series, which consists of 76 episodes and currently is on NBC-TV, has been sold to WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, WJBK-TV Detroit and WAGA-TV Atlanta. Sales are for a fall start.

In addition, MCA TV is to decide shortly on placing 225 90-minute episodes of *The Virginians* into syndication next fall. The series has been on NBC-TV this season under the title of *The Men from Shiloh.*

ABC keeps 3½ hours on Tuesday nights

But FCC says it will not encourage similar waivers in the 1972 fall season

The FCC will allow ABC to send a full three-and-one-half hour schedule on Tuesday nights to its affiliates in the top-50 markets after the new prime-time access rule goes into effect on Oct. 1—but for one year only.

In granting the waiver to ABC last Wednesday (March 10), the commission stipulated that the network must give up a half-hour on some other night. The commission had granted a similar waiver to NBC for Sunday nights on Feb. 18 (BROADCASTING, Feb. 22). CBS has not requested such a waiver.

In requesting the waiver (BROADCASTING, March 8), ABC told the commission that Tuesday evening was its most successful. Noting that its Tuesday schedule is made up of programs one hour in length or longer, ABC said that it could not comply with the prime-time access rule without dropping one of its one-hour shows and replacing it with a shorter one, thus "disrupting audience interest and audience flow."

ABC said that the loss of cigarette revenue and the soft economy might cause it to suffer economic losses in operating the network—even more so than in the period of 1963-69, when it lost some $75 million. ABC told the commission that it is "extremely reluctant" to part with its present Tuesday night schedule "during a year of severe economic stress."

The waiver to ABC expires on Sept. 30, 1972. While the commission stated that the waiver during the "transitional period while new program sources are getting underway" will not interfere "unduly with the objectives of the [prime-time access] rules", it made it clear that it did not "favor waiver of these rules as a general matter."

The commission said that it "will not look with favor on similar waivers" after Oct. 1, 1972. It suggested that the networks and their affiliates arrange their schedules so that they will "conform to the exact provisions of the rule" a year after it takes effect.

Altered news programs for CBS fall line-up

CBS last week announced fall plans for CBS News-produced *60 Minutes* and *CBS Reports. CBS Reports* will become a once-a-month show, filling a two-hour period in prime time on Thursday; *60 Minutes* will be expanded from every other week to a weekly series, shifted from Tuesday to Sunday, 6-7 p.m. NYT.

In making the announcement, Robert D. Wood, CBS-TV president, and Richard S. Salant, CBS News president, expressed satisfaction in the plans for news programing. It was noted that *60 Minutes* will have an opening segment for hard news (probably about five minutes) followed by the usual magazine format. It also was said that the network will make additional evening time available during the season to help offset for pre-emptions in *CBS Reports* by such CBS-TV live sports coverage as professional football. Both shows are now accommodated in the Tuesday, 10-11 p.m. period.

WHAS-TV program sets off grand jury probe

When a two-man reporting team from WHAS-TV Louisville, Ky., last summer began investigating local vice conditions, they found more than enough muck to rake.

The documentary produced from their findings not only shocked most of the citizenry but produced reverberations throughout the city government. And the jolts have prompted the U.S. district attorney for the area to request permission from the U.S. attorney general's office to empanel a federal grand jury to investigate the situation.

The reporters, Clarence Jones and James Walker, spent eight months in an undercover operation investigating gambling and prostitution activities in Louisville. Their documentary was aired in two one-hour segments on Feb. 8-9 and repeated on Feb. 14-15. It contained films of alleged handbook and prostitution activity and an interview with the owner of an oft-raided club who told of protection payoffs to police.

WHAS-TV also aired on news programs a tape of an alleged conversation between the soon-to-be-retired chief of Louisville detectives and the same club operator. The conversation centered on how the club operator should deal with police after the detective's retirement. The same day the tape was aired, the detective was named as a one-man "vice squad" for the city by the commonwealth attorney.

Charges were brought against the detective and subsequently dropped since the tape was ruled inadmissible evidence. (The WHAS-TV reporters refused to divulge confidential sources of information.) But the appointment of the detective chief was withdrawn.

The February grand jury in Louisville conducted an inquiry into gambling and handed out indictments to eight gambling figures. The March grand jury was urged to continue the investigation, but balked until reporter James Walker discovered one of the jurors had been arrested three times in the past two years on handbook charges. That juror has since been replaced and the investigation will continue.

The reporters have agreed to testify before the grand juries on what they saw during their investigation, but continue to refuse to reveal confidential information sources.

Steelers will be back on WTAE next season

WTAE-AM-FM, the Hearst Corp. stations in Pittsburgh, have acquired the radio rights to the Pittsburgh Steeler professional football games for the 1971 season.

For the second straight year, WTAE-AM-FM will produce and feed all games, including the preseason exhibition schedule, to a 40-plus radio station network. Also featured will be pregame and post-game shows.

Two of last year's sponsors, Iron City Beer and Pittsburgh National Bank, have already signed on for the upcoming season, a station spokesman said.

CBS-TV report evokes ire of the President

The White House is up in arms over a CBS News report on television last week that identified Dr. James Fletcher, President Nixon's newly named space administrator, as an opponent of the Safeguard ABM system. The report also claimed that the President himself was distributed by the program.

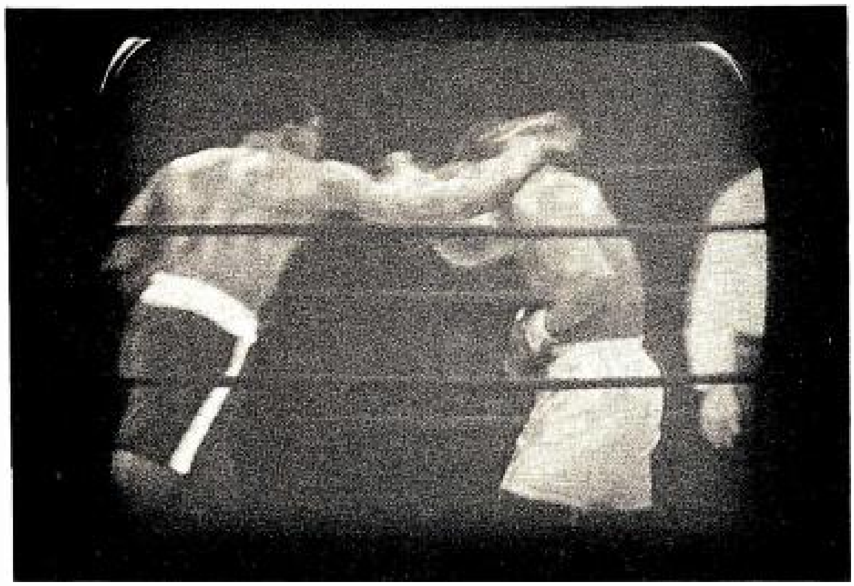
White House Press Secretary Ronald Ziegler told newsmen that the March 9 newcast by Daniel Schorr on the *CBS Evening News* was "totally without fact" and that the President was irritated by the report.

On the Wednesday evening, March 10 edition of the *Evening News*, CBS News correspondent George Herman discussed the controversial report with Dr. Fletcher, who is also president of the University of Utah. In that broadcast Dr. Fletcher said that he supported the President's position in the matter and that he has made no public statements on the ABM, since he does not consider himself an expert on it.

Mr. Schorr, who also appeared on the March 10 newscast, argued, "the account of the conversation with the President about the ABM was what Dr. Fletcher told me."

The bigger bout outside the ring

Networks stay cool about fight blackout but storm rages on



Some 6,000 boxing enthusiasts in New York viewed scenes like this of the title bout on a specially built 30x40-foot screen in Radio City Music Hall.

Closed-circuit TV coverage of the Joe Frazier-Muhammad Ali fight last week, for all its apparent financial success, did not appear to be giving network-TV officials much concern.

Unofficial estimates of the gross ranged from $16.5 million to $20 million and even $30 million, and loss of the spectacle by free television had a lot of people wringing their hands (see story below). But network authorities—asked to evaluate it as the start of a trend toward network TV's ultimate large-scale loss of many major events—didn't see it that way at all.

"A once-in-100-years happening," one network vice president said only half-jokingly, alluding to the event's billing as the fight of the century. But he acknowledged that "it could be" that closed-circuit TV one day might get pro football's Super Bowl and perhaps other events, provided they are spectacular enough.

Another vice president said sports was the one broadcast-program category that he had always thought might do well on cable or closed-circuit TV, because sports are "singular, popular and specialized." But he was not dismayed at the prospect. "For getting messages into 60-million homes simultaneously," he said, "broadcasting is the only way to do it. You could chip a lot of little chunks off broadcast TV and it would still be far and away the best."

E. William Henry, former FCC chairman whose Management Television Systems Inc. arranged the record-setting closed-circuit network of 362 theaters and auditoriums for the Frazier-Ali fight, said afterward that he'd like to get those Super Bowl rights eventually.

Pro football spokesmen didn't rule out the possibility but they didn't give Mr. Henry much encouragement, either, in response to reporters' questions. They said closed-circuit was a future possibility but that current network contracts run through 1973 and "we are very enthusiastic about free TV" and "don't envision any demeaning factors that would take TV away from our loyal fans."

They also recalled that a 1966 closed-circuit experiment involving a Green Bay Packers/Dallas Cowboys game was "a disaster" at the theater-TV gate.

A spokesman for the National Collegiate Athletic Association said NCAA is interested in full exposure of its teams on TV and could not foresee any plan to restrict college-football coverage. An official of the National Basketball Association was enthusiastic about the Frazier-Ali returns and said NBA might be interested in closed-circuit TV in the future but "we haven't given any serious thought to it." A representative of big-league baseball said flatly he felt the World Series "should stay on free television."

Uniform but unofficial estimates put the world-wide audience for the bout at 300-million persons. It was estimated that about 1.35 million saw it in theaters in the U.S. and Canada, the rest on home television in 42 countries around the world.

Mr. Henry, who said MTS's telephone bill for the 362-site network would be about $400,000, reported that technical trouble occurred at only four locations. At the Chicago Coliseum, a near riot occurred when equipment broke down before the fight started; at Hunter College auditorium in New York the screen went blank just before the eighth round; in Duluth, Minn., there was no picture but fans listened to the audio, and in Portland, Me., the projector was dead for 35 minutes before the fight began. Officials said refund slips were given in all cases. The closed-circuit presentation reportedly was insured for $18 million.

There was some talk about network-TV presentation of the video tape. ABC officials confirmed they had been interested in showing the fight on *Wide World of Sports* this past weekend but said talks stopped after the promoters asked $500,000 for the rights. An abbreviated version was scheduled to go into some motion-picture theaters around the country starting last Friday (March 12).

Although the networks took the blackout lightly, there was some serious infighting up to an hour before the first bell to allow broadcast news coverage of the event.

The promoters of the bout took Mutual Broadcasting System to court to prevent MBS from covering the fight with news-service reports from the Garden. The New York state supreme court ruled in Mutual's favor, stipulating that the radio network must broadcast at four-minute intervals that its announcers were not at ringside.

Failing in legal moves, the promoters demanded as late as an hour before round one that AP, UPI and Reuters news services refrain from distributing accounts of the match as it occurred.

That demand was rejected.

No neutral corners after the fight

TKO for free television rings bell for round after round of reaction

For all the action during the Joe Frazier - Muhammad Ali heavyweight championship fight held in Madison Square Garden last Monday night (March 8) there would seem to be even more reaction.

The exclusive closed-circuit television coverage of the bout enraged many who thought they should be able to see the

The controlled violence that was to appear on the closed-circuit screen didn't and uncontrolled fans did this to the Chicago Coliseum.

fight on commercial TV; elicited proposed legislation from Congress; and started a verbal battle between the National Association of Broadcasters and the National Cable Television Association.

NAB criticized the closed-circuit TV coverage and likened it to cable television.

"This fight, blacked out on free television and radio in America and around the world is a shocking example of what cable-pay television is all about," Paul Haney, NAB executive vice president for public relations, said last Monday (March 8). He continued:

"It would be the height of tragedy if Americans failed to learn a lesson from tonight's closed-circuit gouge. What if the World Series or the Super Bowl or championship basketball followed this shabby cable-pay television pattern?

The same wheeler-dealer interests promoting this effort tonight would, if they have their way, extract a fee from a man in front of a radio or television set in his own home a year or two down the road."

In reply to the NAB's offensive, NCTA President Donald V. Taverner said the NAB was "engaging in another devious generalization designed to hoodwink the public on an emotional issue." He accused the NAB of using terms such as "closed-circuit" and "pay-cable TV" interchangeably, where there exist "three different industries—the CATV industry, the broadcast pay-TV industry, and the closed-circuit TV industry." He added that the NAB "attempts to create the impression that pay-TV and CATV should be the whipping boys for the fight blackout" and asserted that the NAB should direct its remarks to the closed-circuit industry instead.

A number of newspaper columnists were also critical of the blackout. Jack Gould of *The New York Times* wrote before the fight: "The rich few will be able to afford the astronomical prices asked by theaters but millions of the poor will be left with only nostalgic memories of Joe Louis, Jersey Joe Walcott and Kid Gavilan." James Reston of the *Times* asked: "Why not the same grab for the pro football Super Bowl, the World Series, and all other big sports and theatrical productions?" And columnist Art Buchwald announced that promoters "have tied up the closed-circuit TV rights to World War III."

David Condon, sports columnist of the *Chicago Tribune*, charged "that someone in command of the closed circuit and ancilliary rights promotion has victimized the public."

Ron Powers, radio-TV columnist for the *Chicago Sun-Times*, warned that the promoters might even soon get control of the free broadcast media. He noted: "The arrogance with which the promoters have pushed first television, then radio out of championship-fight coverage shows they have a foothold in the media already."

The *Chicago Daily News*, in an editorial Thursday (March 11), headlined the event as a "dirty deal for the public" and expressed concern over the future of sports in America. It also warned that both CATV and pay TV could deprive the public of "the right to watch any of its favorite championship sports events."

In Congress there is at least one move afoot to resolve in favor of the broadcasters and the general public the controversy over the public's right to have access to sports via national TV and radio networks. Legislation to insure that right was proposed last week by Representative Charles W. Sandman Jr. (R-N.J.).

Mr. Sandman's bill, now in the drafting stage and scheduled for introduction by the end of the month, would amend the antitrust laws to require promoters to allow broadcast of certain major sports events.

The legislation also would require promoters to obtain a federal permit before advertising, selling admissions to, or holding major sports events. It would empower the FCC or another appropriate federal agency to issue the permit. However, before a promoter could obtain a permit, he would have to show that the TV and radio networks have had an opportunity to bid competitively for the broadcast rights, and that the highest bid, if any, has been accepted.

The events that must be made available for public broadcast under the proposed bill are the World Series and the final championship events in professional football, boxing, basketball and hockey.

Speaking on the floor of the House last Wednesday (March 10), Mr. Sandman cited "a clear and growing outcry for Congressional attention to what appears to be a trend toward discrimination against all but the affluent to witness major sporting events."

ChangingFormats

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

- WERD(AM) Atlanta—Radioad Inc., on Feb. 15, between 3 p.m. and 6 p.m., ceased broadcast of gospel music and began a telephone-talk program aimed at Negro listeners. The black-oriented station is on 860 khz, 1 kw day.
- KSDO-FM San Diego—Gordon Broadcasting of San Diego Inc. has switched from a classical-music format to country-and-western programing full time. Station is on 103.7 mhz, 36 kw horizontal and 20 kw vertical, with an antenna 580 feet above average terrain.
- WMIL-FM Milwaukee—Malrite of Wisconsin Inc., effective March 9, ceased duplication of its AM affiliate, which broadcasts country-and-western music 100%, and began programing easy listening music. WMIL-FM operates on 95.7 mhz with 25.5 kw and an antenna 280 feet above average terrain.
- KISW-FM Seattle—Seattle, Portland and Spokane Radio, on Feb. 15, changed from a classical-music format, which included opera, to progressive

rock. KISW-FM is on 99.9 mhz with 20 kw and an antenna 360 feet above average terrain.

■ WIAL(FM) Eau Claire, Wis.—WIAL Stereo Radio Inc., on Feb. 1, switched from a partially-automated middle-of-the-road/contemporary format to a "beautiful music" format, which features music of the 30's, 40's and 50's during the evening. A station spokesman said that talk would be minimized. WIAL is on 94.1 mhz with 100 kw and an antenna height of 360 feet above average terrain.

■ WENY-FM Elmira, N.Y.—The Green Group announced discontinuation of an experimental "progressive and underground rock" format which the station had been following Monday through Friday between 6 p.m. and midnight. The project, which had been instituted last November (BROADCASTING, Dec. 14, 1970), has been abandoned in favor of standard middle-of-the-road programing, which the station broadcasts throughout the remainder of the day. WENY-FM now broadcasts middle of the road full time. Station is on 92.7 mhz, with 700 w and an antenna height is 560 feet above average terrain.

■ WNVY(AM) Pensacola, Fla.—Pensacola Broadcasting Corp. has switched from an information/middle-of-the-road format to a modern country format. Station ended its affiliation with the CBS Radio about the same time. WNVY is on 1230 khz with 1 kw day and 250 w night.

■ WBRD-FM Bradenton, Fla.—Sunshine State Broadcasting Co., effective April 1, will alter its music format from easy listening to country and western. WBRD-FM is on 103.3 mhz, 26 kw, with an antenna height of 135 feet above average terrain.

■ WIVE-AM-FM Ashland, Va.—Christian Enterprises Inc. has increased its programing of gospel and religious music to cover 100% of the station's total broadcast time. Middle-of-the-road music had previously been programed 50%. The stations are simulcast 50%. WIVE is on 1430 khz with 1 kw day. WIVE-FM operates on 101.1 mhz, 3 kw, with an antenna 200 feet above average terrain.

■ KBKW(AM) Aberdeen, Wash.—Quincy Valley Broadcasting Inc., on March 2, commenced 100% broadcasting of country-and-western music. Station had previously been broadcasting country and western from 5:30 a.m. to 8:30 a.m. only, filling up the remainder of the day with middle of the road from 8:30 to 7 p.m., and rock and roll from 7 until sign-off at 11:30 p.m. KBKW is on 1450 khz with 1 kw day.

In court: fairness vs. access

A critical question is argued in appeal: Can microphone be closed to anybody?

What are the limits of the public's right of access to the broadcast media? Do spokesmen for various points of view have a First-Amendment right to use broadcast facilities, to speak in their own words, direct to the community? Or is the problem of access secondary to the larger public-interest question of how best to inform the public—and if so, is the FCC's fairness doctrine an adequate mechanism for attaining that goal?

These questions, on whose resolution the future course of broadcasting as a journalistic medium may hinge, were argued before the U.S. Court of Appeals in Washington last week in two cases. Both involved challenges to FCC rulings aimed at preserving the amount of journalistic discretion broadcasters now have.

In one, the Business Executives Move for Vietnam Peace is appealing a commission decision upholding WTOP(AM) Washington in its refusal to sell time to BEM for spot announcements it had prepared opposing the war. WTOP, which argued it has presented all shades of opinion on the war in its normal coverage, has a policy against selling time for the discussion of controversial issues of public importance.

The other involved an appeal by the Democratic National Committee of a commission order rejecting a request for a declaratory ruling that broadcasters may not arbitrarily refuse to sell time to "responsible entities," particularly political parties, for the presentation of their views on controversial issues. The commission, in the same order, however, granted DNC's request for a ruling that broadcasters may not arbitrarily refuse to sell the parties time for the solicitation of funds.

For years, the commission has been relying on the fairness doctrine as a means of requiring broadcasters to be fair in the presentation of controversial issues of public importance, even if it means making free time available for a response to arguments made in sponsored programs. It also advises broadcasters of their need to promote discussion of important issues.

Daniel Ohlbaum, FCC deputy general counsel, recited that background in representing the commission before the three-judge appellate court panel. He also noted that broadcasters are required to present spokesmen themselves —not merely a "homogenized" view of their position, one that has been "filtered" through the minds of station personnel.

But, he said, "the licensee must have the discretion to set his agenda, to decide what programing should be assigned to specific issues. . . . He must be able to decide what are the important issues." The broadcaster, he added, is the "trustee" selected by the commission to operate a station.

As to an individual's First-Amendment right of access to the airwaves, he said, that was settled, in the negative, by the Supreme Court 28 years ago in the NBC case. He said the court held that right could be denied on public-interest grounds without volating the First Amendment. "The commission has to lay down a policy that accords with the First Amendment," he said. "And it has done this, in the fairness doctrine."

But the attorneys for BEM and the DNC said that policies flatly barring the sale of time to spokesmen for particular views are arbitrary and violative of the First Amendment. The DNC also says it is unconstitutionally discriminatory—as well as "absurd"—to prohibit the sale of time for the solicitation of funds while permitting such a ban on the sale of time for the discussion of issues.

Neither BEM nor DNC argued for an unlimited First Amendment right to the airwaves—a position that, for BEM, appeared to mark a retreat from its position earlier in the proceeding. Mr. Asher said BEM wanted, in the case of WTOP, simply the right to compete for the purchase of a portion of the 30% of station time devoted to commercials. Mr. Califano said DNC is not seeking to discuss all issues on all stations: it merely wants a rule barring policy preventing the sale of any time for the discussion of issues.

To Mr. Asher, a court victory for BEM would result in "the healthiest possible thing" for the broadcasting industry—an opening of the doors to new issues, pinpointed by members of the public, not merely those selected for airing by broadcasters.

But the heart of the matter is appellants' contention that the fairness doctrine is not enough to assure their First-Amendment rights. "BEM wants the opportunity to get on the air in its own words, identifying itself as sponsor," said Thomas R. Asher, BEM counsel. "A key issue," said Joseph Califano Jr., counsel for the DNC, "is the right to discuss issues on our own terms."

And at least one member of the panel hearing the cases appeared to agree. "The fairness doctrine does not exhaust the licensee's duties under the First Amendment," Judge J. Skelly Wright said—not once but several times.

And in colloquy with Mr. Ohlbaum, he cited the networks' decision to sell time for controversial-issue discussion—spots, in the case of CBS—to rebut the commission's argument that according the public a right to buy such time would impose an undue burden on broadcasters. "The networks see no problem," he said.

But once access becomes "a matter of right," Mr. Ohlbaum said, new problems arise—among them, very likely, broadcasters' obligation to make free time available for response to sponsored programs. He also indicated that the appellants may be chasing a will-o'-the-wisp. If broadcasters are to find the time in their schedules to sell to those to express their views, while at the same time maintaining a program schedule, he noted, they will have to make "the same kind of judgment" they make now, under the fairness doctrine.

Another panel member, Carl McGowan, appeared to take a position more sympathetic to the commission than that of Judge Wright. At one point, in response to a charge by Mr. Asher that broadcasters exercise a "very heavy-handed censorship . . . that the commission condones," Judge McGowan said, "I agree that absolute discretion on the part of licensees to decide issues would be bad, but I don't think that's the case." The questioning of the third member of the panel, Spottswood W. Robinson III, indicated to at least some lawyers in the courtroom that he probably holds the swing vote in the case.

To attorneys for licensees who had intervened in the case, a court decision overturning the commission's actions could result not only in new headaches for broadcasters but in a distortion of the news given the public. Ernest Jennes, attorney for WTOP, foresaw "two fairness doctrines—one dealing with programing time, one with commercial time." If time is sold to one adherent, he said, then it would have to be sold to people with differing views.

And Roger Wollenberg, appearing for CBS, said that the commission, in denying the kind of ruling requested by the appellants, prohibits broadcast agendas from being set by the "affluent." That, he told the court, "is what is being urged upon you—an agenda being set by the affluent."

'Selling of the Pentagon': the aftermath

Amid cheers, boos and call for FCC action, Salant says documentary will run again soon

Vice President Spiro T. Agnew called it "disreputable." Thomas P. F. Hoving, chairman of the National Citizens Committee for Broadcasting, found it "remarkably courageous and timely." House Armed Services Committee Chairman F. Edward Hebert (D-La.), in a letter to FCC Chairman Dean Burch, said it was "distorted." CBS News President Richard S. Salant said he was "proud" of it. If anyone on the North American continent found it dull, that sentiment has gone unreported.

The subject of all this adjective-mongering is, of course, *The Selling of the Pentagon*. Three weeks after broadcast of the *CBS Reports* documentary, the controversy over its highly critical treatment of Pentagon public-relations and promotional activities has not begun to subside.

Chairman Hebert continues to lead the chorus of the outraged. In his letter to FCC Chairman Burch last week, the congressman charged that CBS has tampered with the truth by "rearranging" an interview. He asked whether this alleged distortion violates commission rules.

Specifically, Mr. Hebert said the CBS program contained a "distorted version" of an interview between narrator Roger Mudd and Daniel Z. Henkin, assistant secretary of defense for public affairs. He quoted a letter from Mr. Henkin, who said: "Needless to say, as a person who has spent his life in the news profession, I could not be pleased by the fact that the program's producer chose to rearrange my words . . . In one instance, CBS censored the first sentence of a reply I made and then put in two sentences which were lifted from my answer to a different question."

Mr. Hebert told Chairman Burch that, in his view, such practices violate the public-interest standard of the Communications Act. He asked what the commission plans to do and whether "the rearrangement and deletion of passages of a purportedly bona fide news interview is a permissible practice under the laws governing broadcasting."

It was Mr. Hebert who launched reaction to the program by calling it "vicious" the day after it was aired—before he had even seen it (BROADCASTING, March 1). He charged then that CBS News had used a tape it obtained from him under false pretenses. The tape showed Mr. Hebert interviewing a former U.S. prisoner of war. That incident was not mentioned in last week's letter to Chairman Burch.

Vice President Spiro Agnew, at a news conference last week in New Orleans, commended Mr. Hebert for his denunciation of the documentary. Mr. Agnew called it "a disreputable program."

The Vice President also said "the country would be very interested to know" why CBS has examined the Pentagon "but has no interest at all" in presenting the story on its own role in an abortive invasion of Haiti. That incident, which led the House Investigations Subcommittee to issue a scathing denunciation of CBS in a report last year (BROADCASTING, June 22, 1970), is now under FCC scrutiny.

Amid all the criticism, CBS found an unusual ally in Thomas P. F. Hoving, who congratulated CBS President Frank Stanton in a letter for the "remarkably courageous and timely documentary." And Warren Braren, executive director of the Hoving committee, wrote a letter to Chairman Hebert: "No matter how strongly you disagreed with the CBS program, we hope that you will publicly defend CBS's right to air programs with controversy, conviction and a point of view."

The final word went to CBS News President Richard Salant. Following the broadcast of Vice President Agnew's remarks last Tuesday (March 9) on the *CBS Morning News with John Hart*, Mr. Hart concluded the segment with: "This morning, CBS News President Richard Salant said he's proud of the program and that it will be broadcast again soon so the public can make its own judgment on it." That same day, Mr. Salant said the rebroadcast would probably be later this month.

Baker favors news tapes in Library of Congress

Legislation directing the Library of Congress to preserve nationally televised news and public-affairs programs was introduced last week by Senator Howard H. Baker (R-Tenn.).

The bill (S. 1169) is identical to a measure introduced by Senator Baker in the 91st Congress seeking to preserve news programs for purposes of study and research. That bill never came to a vote. Senator Baker had proposed that the Library of Congress "maintain an up-to-date file of tapes of every morning and evening network news show." He suggested that the tapes could be obtained from the networks and then returned after being copied. The tapes would be indexed and made available to the public at cost (BROADCASTING, Dec. 8, 1969).

"Television has become one of the major news forces of our age, and the failure to preserve a record of television news broadcasts is tragic," Senator Baker said last week. "No future historian could hope to write an accurate chronicle of this turbulent American era without television accounts of the fast-moving world events," he added.

The senator said his proposal is in no way meant to suggest that the federal government should "monitor" TV news programs for any "sinister purpose."

He pointed out that the Librarian of Congress has estimated that the cost of maintaining the project, once it is established, would amount to $162,100 a year.

The need for the legislation, he said, was first brought to his attention by Vanderbilt University at Nashville, where such a project on a smaller scale has been underway since August 1968. He said the university has done a "remarkable job" but lacks the resources and the facilities to undertake a program on a larger scale.

Soldiers seeing 'Selling'

The CBS News special *The Selling of the Pentagon*, is being sent to the more than 40 studio operations in the American Forces Radio and Television Service as part of the weekly television package. The program, according to Colonel Robert Cranston, commander, AFRTS-Los Angeles, is being sent "uncensored except for commercials."

Monster and movies syndicated by ABC

ABC Films has released for syndication 250 half-hour episodes of the *Dark Shadows* TV series and the Prime II package of 16 feature films, the company announced last week.

Kevin O'Sullivan, president, said that *Shadows* is ending a five-year run on ABC-TV daytime and about one-fourth of the programs produced are being offered initially to stations.

The feature package consists of motion pictures produced especially for television and carried on ABC-TV, and includes such titles as *Run, Simon, Run,* with Burt Reynolds and Inger Stevens; *The Old Man Who Cried Wolf*, with Edward G. Robinson and Diane Baker; *Love Hate Love*, with Ryan O'Neal and Lesley Ann Warren; *River of Gold*, with Ray Milland and Suzanne Pleshette, and *Black Water Gold*, with Ricardo Montalban.

Less duplication, more investigation

That's Fred Friendly's goal as he proposes one service for basic television news

The establishment of a nationwide electronic service that would provide joint coverage of noncompetitive events to TV networks and stations was proposed last week by Fred W. Friendly, TV consultant to the Ford Foundation.

Mr. Friendly, formerly president of CBS News, suggested in a guest lecture in journalism at the University of Michigan that this approach could free correspondents and camera crews for investigative assignments and generally contribute toward more effective use of television news funds and manpower.

He said the concept is not new. He compared it to the Associated Press; to the three networks' satellite-pool coverage of Apollo 14; the News Election Service and the daily, TV-news distribution facility of the European Broadcasting Union.

Mr. Friendly felt there would be a consortium of users for the proposed system, including the major commercial networks and independent commercial and noncommercial television outlets as well as United Press International-Television News and Viz News, a British news service. He suggested that these users could form a non-profit organization similar to the AP or the News Election Service.

Mr. Friendly's plan envisions the establishment of a common assignment desk, utilizing a combined resource of 15 crews to cover 20 or 25 different events each day. He claimed that networks today are covering an average of 10 to 12 stories a day because of limitations of equipment and manpower.

"Each news organization would be protected from the embarrassment of missing the routine story which suddenly becomes vital, and the American public, which is the truly important element, would have the advantage of broader coverage," Mr. Friendly said. "The various correspondents would be free to cover those events which they and their news editors considered newsworthy."

Richard Salant, CBS News president, said the proposal was "important and constructive" and urged that it be given "prompt and careful consideration." ABC News officials, however, found the plan "unworkable and impractical," saying it would reduce the number of news sources available to each news organization and thus be a "disservice to the public." NBC News declined comment. Mr. Salant amplified his remarks by noting that the proposal could free substantial money, manpower and energy—now used in what essentially are duplicating functions—for individual, original reporting. He added, however, that a plan of pooled coverage of prescheduled or set news events would have to permit each news organization the right to have its own reporter present and to obtain substantial portions of proceedings covered for "each to edit in its own judgment."

Program notes:

Change of face ▪ Two regulars on CBS-TV's *Mission: Impossible* won't be returning for the program's sixth season next fall. Leonard Nimoy, with the show for two years, and Lesley Warren, completing her first season, have both asked for and received a release from their Paramount contracts. CBS has approved the departure. Indications from Paramount, the producers of *Mission: Impossible*, are that a distaff regular will be chosen to replace Miss Warren before production begins again in the first week of May. Mr. Nimoy, who is reported to be preparing a two-hour movie for television that could serve as a pilot for another series, will most likely be replaced by guest stars instead of a regular performer.

From down under ▪ Los Angeles has added *The Terrific Adventures of the Terrible Ten*, an Australian-produced children's series, to its library of syndicated products. The 200 six-minute programs are being offered for integration into local children's shows.

Bureau closes ▪ Chris-Craft TV News Bureau will close its Washington office next month due to "depressed economic conditions." The bureau, which opened in late 1969, serves KCOP(TV) Los Angeles, KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis.

Lucky pair to syndication ▪ Alan Hamel Corp., Los Angeles, in association with Dick Clark Enterprises, there, will begin national syndication of *Lucky Pair*, half-hour game show. The program, with Dick Dawson as host and produced by Bob Barker Productions, Los Angeles, has been broadcast by KNXT(TV) Los Angeles the past two years.

Made in Japan ▪ NBC Enterprises, New York, will distribute a series of educational programs produced by the Japan Broadcasting Corp. to schools and educational institutions in the U.S. The films are from the traditional arts of Japan series. Details are available from Robert Allen, manager, NBC Educational Enterprises, New York.

Polling the polls ▪ The second *National Polling Day*, one-hour ABC-TV News special, has been scheduled for April 16, 10-11 p.m. NYT. "The Surprising American" is the topic of 3-M-sponsored telecast which will tabulate results of survey taken during 36 hours prior to broadcast. ABC newsman Frank Reynolds and pollster Louis Harris will again anchor the program.

Relocates ▪ Patchchord Productions, Los Angeles, producers of electronic music for recordings, commercials, TV

New horizons for No Soap

No Soap Radio Ltd., New York, which was formed slightly more than a year ago to produce radio commercials, is expanding into the area of radio program production.

Julian Cohen, president of No Soap, has reported that a major cosmetic company has underwritten the pilot of a daily, 15-minute show aimed at teenagers and young adults that would provide fashion news interspersed with rock music. He added that No Soap is developing for another advertiser a radio program centering around contemporary issues and spotlighting well-known individuals in various fields.

"We feel there is a dearth of innovative programing on radio and there are advertisers who feel the same way," Mr. Cohen said. "There is an opportunity for advertisers to use radio with programing and commercials tailored to the audience they want to reach."

Mr. Cohen said No Soap was started with a staff of three in January 1970 and now has nine full-time employes. It has produced radio commercials for Volvo, Wohl Shoes, Du Pont, Bigelow carpets, and Mrs. Filbert's margarine, and soundtracks for CBS-TV promotional films.

Julius Cohen, president (l.) and Daniel Aron, national sales manager of No Soap Radio Ltd., discuss a new advertising campaign in production company's townhouse studio in New York's Greenwich Village.

and motion pictures has moved to new offices and studios. New address is 808 North Roxbury Drive, Beverly Hills, Calif. Telephone: (213) 274-1495.

Cable experiment planned in Ohio

Elaborate programing devised for Columbus CATV by new Robert Pauley firm

Cablenet International Corp., New York, a new cable-TV programing service, was announced last week in New York along with plans for its first test-market operation starting May 1 on the Columbus (Ohio) cable TV system.

Robert Pauley, president of Cablenet and formerly president of the ABC Radio network, said the company would provide local, national and international programing, advice in total CATV system programing, general management services and engineering advice.

Cablenet, he said, could be expected to enter soon several new markets in cooperation with Coaxial Communications Inc., the Columbus system's owner and operator.

Hal Golden, formerly vice president of ABC Films, is vice president.

In Columbus, Cablenet will introduce what Mr. Pauley described as the "world's first two-way video system." The system will provide seven-day-a-week, 18-hour-a-day original programing on 11 channels, in addition to the five existing commercial and educational channels now carried by Columbus cable and will utilize 60 audio channels.

Mr. Pauley emphasized that Cablenet would not in any way try to compete with programing on local stations but would originate uncensored programs unavailable to the regular channels.

Subscribers will select the programs they want through a digital, alpha-numeric keyboard produced by Vicom Industries Inc., Ann Arbor, Mich.

Initially 100 subscribers will be served in the Columbus experiment over a three to four month period. The project will be expanded to 1,000 homes in nine months and 250,000 in five years, according to Cablenet.

Cablenet officials said it has already prepared 26 weeks of color TV programing and that the video channels would be programed demographically, providing local, national and international information on such subjects as sports, travel, culture, health, hobbies, "how to" shows, news and local events. Two of the channels will be programed all night and one will act as a guide to the programing.

Mr. Golden said the two-way video system was "unique" in that it offered the viewer a chance to actively participate in what was being programed. He said subscribers while at home would be able to participate in parent-teacher association meetings, TV game shows, or be tutored or be able to order food goods.

The 60 audio channels will also be separated demographically and will be used for all types of music, talk and service, entertainment, information, shopping services and tips.

Mr. Golden said that the new system would make ratings services "obsolete" because computers would be able to tell how many homes were watching what program at any given time during the day or night.

Messrs. Golden and Pauley emphasized that the programing possibilities were unlimited and completely flexible in accordance with the needs and wants of the community.

Equipment&Engineering

Task force fights bugs in EBS

Group tries to reform system following false alert, then malfunction March 6

A task force of communications industry representatives meets in Washington for three days this week (March 17-19) to tighten up the techniques used in alerting TV and radio stations in the Emergency Broadcasting System—following a failure in the notification circuits on Saturday, March 6, two weeks after the EBS false alarm late in February.

This will be the second meeting of the EBS revision working group of the broadcast services subcommittee of the National Industry Advisory Committee. The group met initially last month after the inadvertent EBS alert failed to activate many broadcast stations (BROADCASTING, March 1). Thomas H. Phelan of NBC is chairman of the unit.

At its first meeting, the NIAC committee authorized the broadcast desks of the Associated Press and United Press International to authenticate all emergency alert messages and not to move any EBS activation message unless confirmed by the White House. Originally, emergency action notifications were sent from the National Warning Center in Colorado to all broadcast stations automatically by way of the AP and UPI newswires. In last month's fiasco, the operator at the warning center inadvertently transmitted an actual EAN, rather than the test tape that was scheduled to be sent at the time.

The NIAC unit has also established a working group to analyze the answers to a questionnaire to all licensees sent out by FCC Defense Commissioner Robert Wells several days after the false alarm. Charles M. Stone, vice president for radio of the National Association of Broadcasters, is chairman of this group.

The failure on the March 6 morning test occurred over part of the UPI network when, according to a UPI spokesman, "somebody in Pittsburgh forgot to throw the right switch at the right time." Stations in Maryland, Delaware, New Jersey and Kentucky failed to receive the test EBS message, and those in Pennsylvania, West Virginia and Ohio received it about seven minutes late.

The March 6 breakdown was said to be the first under the new system, according to Kenneth W. Miller, chief of the FCC's Emergency Communications Division.

The technique of alerting stations by way of the AP and UPI is one of three methods that have been established. The other two consist of alerts from network headquarters to their affiliates, and having all stations monitor key network affiliate stations in their areas. All official emergency activation messages must originate from the White House.

Trend foreseen toward more FM-equipped sets

Manufacturers of TV and radio receivers are opposed to any legislation that would force them to include FM in all radio sets. Anyway, they say, close to 60% of all radio sets now include FM —and if the trend continues all radio sets will have FM capability in a few more years.

This was the view expressed by Jack H. Wayman, vice president of the Consumer Electronics Group at last week's spring conference of the Electronic Industries Association in Washington. He was backed in his assessment by members of the CEG board.

Among other items discussed at the EIA meeting were opposition to various legislative proposals in Congress, including those dealing with warranties, the establishment of a product-safety agency and of a consumer-protection agency, as well as class action bills. Also discussed was election of Donald Harper, executive vice president of Fisher Radio Co., to be chairman of the audio division of CEG, with E. P. Larmer of Ampex as vice chairman. At the present time, Mr. Wayman said last week, the video division of CEG, whose chairman is William E. Bose of Sylvania, has 15 members; the newly formed audio division, 23. Mr. Bose is also chairman of the parent CEG organization.

The EIA members also heard Clay T. Whitehead, director of the Office of Telecommunications Policy (see page 57).

RCA joins list of satellite hopefuls

Application foresees service to the networks for $40 million annually

RCA Global Communications Inc. filed an application with the FCC last week for a $198-million domestic-satellite communications system that would, it said, provide television and radio service to broadcast networks at less than $40 million a year—considered to be half of what is spent now by the networks using terrestrial facilities.

The RCA Global Communications filing proposed three network-TV channels initially, and six in the expanded system plus two for educational TV and one for instructional TV for Alaska, with another ITV channel partially reserved.

The full system, scheduled for 1977 if RCA can begin construction in 1974, would consist of two satellites in orbit (one a spare) plus a spare on the ground. The expanded system would add another operating satellite to those in orbit. Each satellite would have 12 transponders (of 40-mhz band width), capable of handling a single TV program or 1,000 voice circuits.

A principal element of the RCA application is the number of ground stations it proposes. Initially, it looks for 13 major earth stations, near New York, Washington, Chicago, Denver, Los Angeles, San Francisco, Seattle and Honolulu and five in Alaska (Anchorage, Fairbanks, Juneau, Ketchikan and Prudhoe Bay). A joint applicant is RCA Alaska Communications Inc.

Under its expanded version, RCA contemplates building 23 major transmit-receive earth stations, plus 370 receive-only earth stations. These would be owned by RCA because it will be possible to use them for multiple purposes, according to Howard R. Hawkins, president of the RCA division.

Not only would the RCA system carry TV channels, it was pointed out, but radio signals could be carried "piggy-back" on the TV transmissions. Each transponder, it was explained, could accommodate four 15-khz channels in addition to the TV channel. This would permit, it was noted, two stereo channels if desired.

The RCA application also suggested that two channels be made available to the Public Broadcast System for noncommercial educational TV programs, as well as special instructional-TV channels for Alaska. The PBS service, it said, would be sold at a reduced rate to be set by the FCC. Also, RCA said, cable TV would be able to use the circuits.

RCA said it needed annual revenues of $40.2 million for the first phase of operations and $100.6 million yearly for the full expanded service.

Mr. Hawkins termed "premature" a question whether RCA would move forward if it did not get the contract to provide TV network service. He said he would have to know what other systems the FCC authorized, their potentials, etc.

The RCA filing was the third in as many weeks; two weeks ago MCI-Lockheed put in its application and the week before that, the Communications Satellite Corp. filed. Earlier filings were those from Western Union (which is planning to revise its application this week), Hughes Aircraft and a joint Comsat-ATT proposal.

Reportedly due are applications from Fairchild-Hiller and Western Tele-Communications.

Corrector for color errors

Rank Precision Industries Inc., West Nyack, N.Y., has introduced a new system for preprogramed, automatic correction or color film errors. The system, composed of Rank Citel's new Colorgrade red, green and blue corrector and new Auto-Colorgrade punched-paper tape storage and readback unit, stores frame-by-frame color corrections for automatic use when the film is transmitted or transferred to video tape. Cost of the Colorgrade is $10,700, while the Auto-Colorgrade is priced at $15,100. For additional information on the system, write: Rank Precision Industries Inc., 260 North Route 303, West Nyack, N.Y. 10994.

At FCC: a spectacular on cable TV

In first of seminars before FCC takes action there's multitude of claims for channel access

Cable television technology has the potential of wiping out the "economics of scarcity" that has traditionally underlain FCC regulation of broadcasting. And "the economics of abundance" —of channels of comunications—that it promises can provide the answer not only to program diversity but also to the critical dilemma now confronting the commission, broadcasters and the public—how to answer the growing public demand for access to the media of communications. But there would be a price for broadcasters—commission permission to CATV systems to import distant signals into their markers.

These were the themes that dominated more than five hours of discussion last Thursday, as broadcasting and CATV-industry representatives, together with the seven FCC commissioners, probed and questioned one another and debated some of the fundamental issues confronting the commission in its effort to establish basic CATV policy.

It was the first of four days to be devoted to panel discussions, all of them being held in the cavernous auditorium of Washington's National Academy of Sciences to accommodate expected large audiences of public and industry representatives. The panels will be followed by four days of set-piece arguments by various spokesmen before the commission.

Public-interest representatives, like Albert H. Kramer of the Citizens Communications Center, a public-interest law firm; Ted Ledbetter, of Urban Communications Group, and the Rev. Everett C. Parker, director of the Office of Communication of the United Church of Christ, were insistent in their view that the public should be assured access to cable TV channels.

Mr. Kramer, who has represented a number of citizens groups before the commission and the courts in efforts to obtain time on broadcast stations, also said the commission should not only require CATV systems to provide channel capacity to meet demand—"it's not sufficient to rely on the working of the market place to create channel capcity" —but to confer a right of access on citizen groups. These groups, he said, "are not satisfied in getting what they want through the benevolence of a master or a *patron*."

Support for public access came also from the establishment. McGeorge Bundy, president of the Ford Foundation, called for "a plurality of access," and John Macy Jr., president of the Corp. for Public Broadcasting, said that up to half of the channel capacity of cable television should be devoted to public, noncommercial uses and that access to public channels should be assured "to local governments, public broadcasters, educators, community groups and others who wish to communicate with the public."

What's more, Mr. Macy offered a surprising suggestion meeting the expense he said would be involved in making the channels available. The five percent of net system subscription revenue that the commission has proposed for the support of public broadcasting generally, he said, should be dedicated solely for cable purposes."

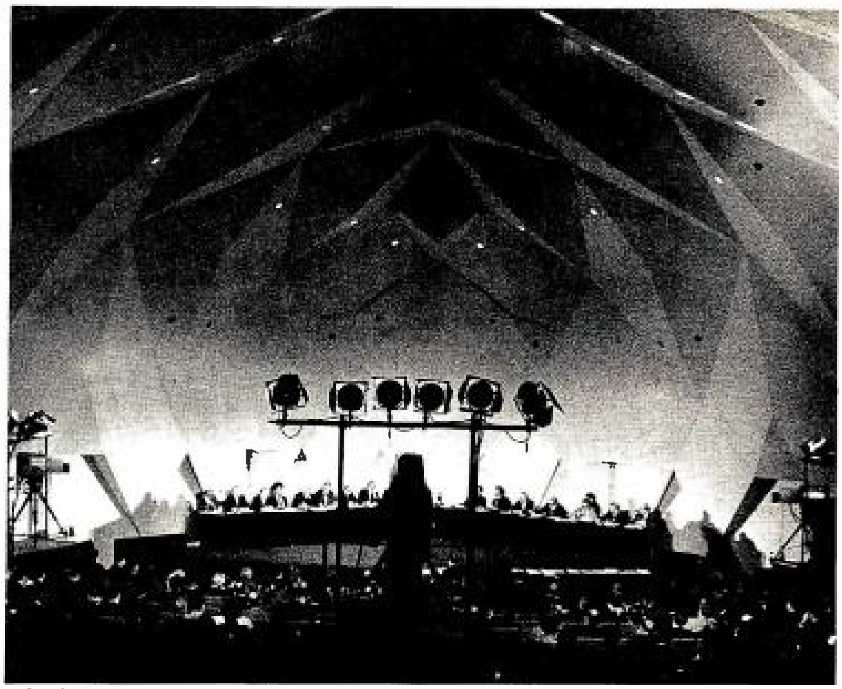
Irving B. Kahn, president of Teleprompter Corp., lived up to his billing Thursday as a spokesman for the CATV industry. He dominated the first of the FCC's panel discussions on CATV with his assertions of the benefits CATV technology can provide. His only concern was government: Let it "regulate," he said, "not constrict," CATV development.

The idea was not alluded to again. (In fact, the proposal for payment to CPB was itself hardly mentioned, even though it was one of the subjects listed for discussion in the Thursday afternoon panel.) Instead, FCC Chairman Dean Burch was interested in whether the importation of distant signals was essential to the viability of CATV systems. Three CATV industry representatives on the two panels that met Thursday—Irving B. Kahn, of Teleprompter Corp.; Alfred R. Stern, of Television Communications Corp. and Bruce Merrill, of Amoco Inc.—said they were, although Mr. Kahn, whose company operates without them in New York and Los Angeles, said he would not need them in the largest markets. And Mr. Stern presented a National Cable Television Association for the importation by CATV systems of four nonlocal independent signals (see page 51).

Once CATV systems were operating, he and Mr. Kahn said, the benefits that CATV technology can provide will be realized. Mr. Stern noted that his firm is building a $15-million CATV plant in Akron, Ohio, with a 64-channel capacity that would provide some two-way service and would constitute an important public resource."

Like Mr. Kahn, he said that channels should be made available for the public. And when John McCoy, of Storer Broadcasting Co., said there would not be enough programing available to fill the channels the CATV operators said would be available, Commissioner Nicholas Johnson called the statement "preposterous." He cited reports of specialized programing being done on Canadian CATV and said there is "a burgeoning of young filmmakers" who could provide material.

Mr. Kahn provided some specifics of the nonprogram services for which cable could be used. "The technology does exist to make possible satellite interconnection, two-way systems and subscriber response terminals to provide



The FCC opened the latest phase of its effort to develop basic CATV policy in strange, if appropriately modernistic, surroundings, and in full view of a nationwide television audience. The seven commissioners assembled on Thursday morning in the auditorium of Washington's National Academy of Sciences for the first of seven panel discussions with spokesmen for a variety of viewpoints. The proceedings are being fed by noncommercial WETA-TV *Washington to 130 Public Broadcasting Service stations.*

the often discussed new services of the communications era—shopping, banking, mail and newspaper delivery, burglar and fire alarms and so on. Such services," he added, "will begin to come into use in the almost immediate future."

Mr. Kahn, who along with his company is under indictment on charges—which he has denied—of bribing Johnstown, Pa., officials to obtain a 10-year cable franchise, dominated the morning panel, meeting head-on skepticism expressed as to the potential of CATV.

He said that "within the past 10 weeks," Teleprompter and one of its major stockholders, Hughes Aircraft Corp., have committed $14 million to develop the hardware that is not otherwise available for the services they want to provide.

Among the product he mentioned is an in-house terminal which would be used in providing two-way services. He said it would sell for about $150 and would make possible "the kind of services we're talking about," as well as reduce the cost of cable to subscribers. At one point, in answer to charges that cable is too expensive for the poor, he said the costs could be reduced from about $5 to $1 a month.

As Mr. Kahn saw it, technology was not the problem; it was regulation. He said the commission should not attempt to "divine as through a glass, darkly," how CATV will evolve and seek "to regulate additional channels into existence." He said the market place will determine channel capacity.

But it was the familiar gut issues of distant-signal importation and entertainment-program origination on which broadcast-industry representatives focused. Paul Comstock, executive vice president of the National Association of Broadcasters, said that CATV systems should be permitted to originate "public service and innovative programs of any kind not now available over the air" and that "extra channels should be used for local expression, not for importation of signals from other cities."

He warned that if CATV systems originate the kind of programing now available, eventually "the most popular programs will be available only on the closed-circuit system—the wired pay television system." He cited the Joe Frazier-Muhammad Ali heavyweight championship fight as a "classic example." "If a clear national policy regarding free broadcasting is not established," he said, "a wired pay television system will eventually dominate television in the United States."

The bitterness many broadcasters feel about competing with CATV systems that import distant signals was expressed by David Baltimore, of WBRE-TV Wilkes-Barre, Pa. "CATV should be rolled back to the original concept as an antenna system," he said. "Let cable provide its own programing from scratch. Let them not build for free on the efforts of those they compete with. Let them put up or shut up."

One point on which CATV and broadcast interests agreed was the infeasibility of the commmission's proposal to permit CATV systems to import distant signals on condition they delete the commercials and make the vacated time available for sale by local UHF systems. Both George Bartlett, NAB vice president of engineering, and Mr. Baltimore said it was unworkable and impractical. They also opposed it on principle as, in Mr. Bartlett's phrase, "repugnant to . . . our entire system of competitive enterprise and private property."

Mr. Merrill, in his prepared remarks, had said the plan is "technically feasible" and can be implemented "at a reasonable cost." But he said later that he doubted whether the local UHF stations could fill enough of the vacated time with commercials to make it worthwhile.

Only one commissioner, Thomas J. Houser, pursued the matter in his questioning. And after Mr. Bartlett and Mr. Baltimore said they would continue to oppose the plan even if it were demonstrated to be practical, he said, "I'm not defending the plan, I'm trying to determine how dead it is."

The panel discussions—which represent a unique approach by the commission into the problem of developing information it needs in a rulemaking proceeding—is getting nationwide attention on television. Noncommercial WETA-TV Washington is feeding the proceeding live to 130 Public Broadcasting Service stations.

Compromise solution offered by NCTA

Stern tells FCC panel of association's plan for cable regulation

The National Cable Television Association, at the onset of the FCC's panel discussions on massive CATV rule revisions last week, offered a new seven-point plan for CATV regulation "in the spirit of compromise."

Alfred R. Stern, president of group-system owner Television Communications Corp., former national chairman of the NCTA and now chairman of the association's copyright committee, appeared at the first afternoon panel session on behalf of NCTA. Mr. Stern specifically took issue with the proposed public-dividend plan—in which CATV's in the top-100 markets would pay 5% of their subscription revenues to the Corp. for Public Broadcasting—terming it "potentially unworkable" and seemingly "doomed".

NCTA's plan, he reported, would:

- Allow CATV systems to distribute, in addition to aural signals and all local commercial television signals, signals of four distant independent commercial television stations, two from instate if possible.
- Allow systems to distribute those educational signals to which the local ETV station does not object.
- Impose upon CATV systems the same "sports blackout" provision required of commercial television broadcasters.
- Require CATV systems to provide the public with access to unreserved cable channels on a nondiscriminatory, first-come, first-served, leased or public-access basis.
- Require CATV systems to further protect independent local UHF stations by providing that syndicated programs broadcast by such stations not be imported by CATV systems until they have been shown, in syndication, one time in the television market.
- Grant special relief to any television station which can demonstrate to the commission that the importation of nonlocal television signals by CATV systems threatens the provision of minimal commercial television broadcast service in a given market.
- Allow existing CATV systems to be "grandfathered" within their operating areas, with the provision that if a "grandfathered" system takes advantage of these proposed new rules, it abide by all of them.

Martin-Trigona strikes out again

The FCC last week dismissed as a "total failure" an attempt by Anthony R. Martin-Trigona to block the sale of three television stations involved in the $110-million transfer of broadcast properties from Triangle Publications Inc. to Capital Cities Broadcasting Corp.

Mr. Martin-Trigona had asked the commission to hold a hearing on the transaction because a government official "stands to benefit" from it. (He was apparently referring to Walter Annenberg, principal owner of Triangle and present U.S. ambassador to Great Britain.) The young lawyer sought denial of the transfer of WFIL-TV Philadelphia, WNHC-TV New Haven, Conn., and KFRE-TV Fresno, Calif.

However, the petition was judged inadequate in all particulars: According to the commission, it was filed six months too late, it was never served on

Capcities or Triangle, it failed to establish Mr. Martin-Trigona or his organization, Radio Free America, as a party of interest, and it lacked sufficient evidence to justify a hearing.

The Triangle - Capcities deal was unanimously approved by the commission on Feb. 24 (BROADCASTING, March 1). However, neither that action nor last week's decision exhausts all avenues open to Mr. Martin-Trigona—who has regularly and unsuccessfully filed petitions to deny license renewals and transfers over the past two years. He has also filed an appeal with the U. S. Court of Appeals for the District of Columbia, as well as brief letters to the Federal Trade Commission and the Department of Justice (BROADCASTING, March 1).

Group owner Nelskog adds Seattle consultancy

Wally Nelskog, West Coast station owner, has opened Wally Nelskog & Associates, a broadcast consulting firm in Seattle. Firm offers marketing and sales consultant services as well as automated programing packages for radio and TV.

Mr. Nelskog, who has been in broadcasting for 30 years, owns KFMX(FM) San Diego and KORD(AM) Pasco, Wash., and is president and general manager of KIXI(AM) Seattle.

Vice president in charge of sales and promotion of the new firm is Jerry Dennon, president of Jerden Industries, diversified company with broadcast interests. Production offices for Wally Nelskog & Associates are at 1200 Stewart Street. Sales offices are at Jerden Industries, 1810 Seventh Avenue.

'71 radio-TV directory is available this week

The 1971 BROADCASTING YEARBOOK is off the press and will be mailed this week.

The reference book, first published in 1935, contains complete information of all kinds on U. S. television, radio, and allied fields. Among the listings: complete directories of TV and radio stations, guide to products and equipment manufacturers, radio and television program producers and distributors, and advertisings; new population, marketing and audience data; figures on the dimensions of broadcasting (broadcast time sales since 1935, program analysis data, extent of broadcast editorializing, recent books about the business). Also included are FCC rules pertaining to broadcasting, a description of the evolution of broadcasting, prepared by the FCC, and information on how to apply for a broadcast station. Price of the book is $13.50.

NAB buttresses joint-ownership case

Study rebuts theory of higher ad prices for commonly owned newspaper and TV

The National Association of Broadcasters told the FCC last week that joint ownership of newspapers and TV plays little part in setting advertising charges for either medium. On the contrary, NAB research says, audience and circulation are the major factors in rate setting.

An NAB study, performed by RMC Inc., Bethesda, Md., at a cost of $24,000, was presented principally as a rebuttal of a 1970 report submitted to the commission by the Research Center for Economic Growth at Stanford University, Palo Alto, Calif. This found, among other things, that both media are able to charge "significantly higher" and anticompetitive rates for national advertising when they are jointly rather than separately owned (BROADCASTING, June 8, 1970).

Interestingly, the Stanford study was filed in response to the NAB-sponsored Litwin report that found that joint ownership has a beneficial effect on TV programing and newspaper quality (BROADCASTING, Aug. 11, 1969).

The RMC analysis, which has been underway since last December, is the second major study filed by NAB in the commission's inquiry into joint ownership. Two additional studies are anticipated: One is a comparison of newspaper lineage compared to the amount of time devoted by TV broadcasters to news, and the other is a report on historical trends in joint newspaper-broadcast ownership going back to the early days of radio in the 1920's. Early this year, NAB filed its first report, the Seiden study, that showed the myriad voices coming into TV markets from all sorts of media (BROADCASTING, Feb. 1).

The NAB is spending close to $250,000 on studies to rebut FCC leanings toward the imposition of a one-to-a-customer regulation, including divestiture over a five-year period of existing newspaper-TV ownerships. The NAB effort is under the direction of a special media structure and service group whose chairman is Douglas L. Manship, WBRZ(TV) and WJBO-AM-FM Baton Rouge. A special committee of the American Newspaper Publishers Association is attacking the proposals from that viewpoint; it is expected to file its rebuttals by mid-April.

The FCC already has retreated a step in its over-all one-to-a-customer suggestions. Early this month, it repealed the idea of forbidding AM-FM ownership in the same market (BROADCASTING, March 8).

The RMC report filed last week studied 546 TV stations to determine joint ownership effects, and 71 stations (the three largest stations in 24 markes) to determine vertical integration of stations and networks. It also studied 357 daily newspapers for the effect of joint ownership with TV, and 60 dailies to test the effect of joint operating agreements.

RMC, a division of Resource Management Corp., found that the most significant factors on TV-advertising rates were the size of the prime-time quarter-hour audience, and the population and the income of the market. For newspapers the most significant factors were the circulation of the newspaper and the population of its market. Joint ownership of TV and newspapers appeared among items identified as "insignificant factors."

In a word, according to RMC, the price behavior of TV stations under joint media ownership is not significantly different from the price behavior of TV stations not under joint ownership, and vice versa. And, according to Dr. Armando Lago of RMC, who was project director of the study, the same situation exists for joint ownership of TV and radio stations in the same market. The dominance of audience and/or circulation makes all other factors, such as joint ownership, "negligible," Dr. Lago said.

Back at NAB convention: astronaut Alan Shepard

Captain Alan B. Shepard Jr., commander of the Apollo 14 moon flight, will appear at the National Association of Broadcasters convention in Chicago March 29.

The event is billed as an "anniversary appearance." Captain Shepard appeared with the late President Kennedy at the 1961 NAB convention in Washington three days after his historic space flight (a first for an American). This time, he will appear at the opening assembly of the convention that takes place March 28-31 at the Conrad Hilton hotel in Chicago.

Announced as speakers for the engineering luncheons are Dr. Peter Goldmark, president and director of research, CBS Laboratories Inc., Monday (March 29), and Dr. Benjamin Adler, president, Polytechnic Institute of Brooklyn, N.Y., former president and principal owner of Adler Communications Laboratories Inc., New Rochelle, N.Y., Tuesday (March 30).

Hardin to wear one of Fraim's hats

Director of Mutual parent elected chief executive; chairmanship still open

John A. Hardin has been elected president and chief executive officer of Mutual Broadcasting Corp. succeeding John P. Fraim, who has resigned to devote more time to his responsibilities as chairman of People to People Inc. (BROADCASTING, March 8).

Mr. Hardin, who has been a director of Mutual since the purchase of the radio network from the 3M Co. in 1966, is a financial adviser and manager of personal investments. His office is in New York, where he is associated with Benjamin D. Gilbert, newly elected director of Mutual. Mr. Gilbert and his wife are purchasers of Mr. Fraim's interest in the company (BROADCASTING, Feb. 8, et seq.). The activities of Mr. Hardin and Mr. Gilbert include investments in gas, oil and real estate. The Gilberts live in Stamford, Conn., and Mr. Hardin's home is located in Montclair, N.J.

Mr. Hardin's business career began with Lybrand, Ross Brothers & Montgomery, New York, certified public accountants, where he served as a member of its senior staff from 1934 to 1941. He then became an officer of South American Gold and Platinum Co., which later merged into International Mining Corp., New York. Mr. Hardin left International Mining in 1958 to become a financial consultant and has been associated with Mr. Gilbert since 1963.

According to Mutual's announcement last week, Mr. Hardin will have active control of the three corporate subsidiaries: Mutual Broadcasting System, of which Victor C. Diehm is president and chief executive officer; Mutual Sports Inc., and MURAM Inc., a music-publishing enterprise. The last two subsidiaries are headed by Eugene H. Alnwick. At present, the post of chairman of Mutual Broadcasting Corp. has not been filled, though Mr. Hardin becomes chairman of the three subsidiaries.

In other actions: Richard A. Stark, a partner in the New York law firm of Milbank, Tweed, Hadley & McCloy, who succeeded attorney George C. McConnaughey as a director, was elected secretary of the corporation, and Thomas Williams was named assistant secretary. And corporate offices move from Los Angeles (which MBS will continue to use for its Western sales) to New York at 60 East 42d Street, where Messrs. Gilbert and Hardin have maintained their business headquarters. As previously reported (BROADCASTING, March 8), Leland M. Kaiser was re-elected to the board; Loren M. Berry, Henry W. Meers and J. G. Pew continue as directors, and Dudley J. Cox continues as corporate treasurer.

ChangingHands

Announced:

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

▪ WFBM-TV Indianapolis; KLZ-TV Denver; KOGO-TV San Diego; WOOD-TV Grand Rapids, Mich., and KERO-TV Bakersfield, Calif.: Sold by Time Inc. to McGraw-Hill Inc. for $69.3 million (story, page 57).

▪ KHVH-TV Honolulu and its satellites, KHVO(TV) Hilo and KMVI-TV Wailuku, both Hawaii: Sold by Western Television Inc. to Starr Broadcasting Group Inc. for sum in excess of $3 million (story, page 55).

▪ WBAX(AM) Wilkes-Barre, Pa.: Sold by P.A.L. Broadcasters Inc. to Merv Griffin for aggregate sum of approximately $500,000. Principals of P.A.L. are Frank Henry, James F. Ward, Paul Phillips and Willard Seymour. Mr. Henry is head of a Pennsylvania-based interstate bus company. Mr. Ward is general manager of WBAX and will continue in that capacity. Mr. Phillips owns a wholesale seafood business. Mr. Seymour is a broker with Carl M. Loeb & Co., New York. Mr. Griffin, star of the *Merv Griffin Show* on CBS-TV, also owns WENE(AM) and WMRV(FM), both Endicott, N.Y.; WWCO-AM-FM Waterbury, Conn., and WMID(AM) Atlantic City. WBAX is on 1240 khz with 1 kw day and 250 w night. Broker: Blackburn & Co.

▪ KIKZ(AM) Seminole, Tex.: Sold by Lon Williams to Michael Horne and Guy C. Russell for $65,000. Mr. Williams owns KORC(AM) Mineral Wells, Tex. Mr. Horne owns KXRJ(AM) Russellville and KWCB(AM) Searcy, both Arkansas. Mr. Russell is sales manager of KXRJ. KIKZ is a daytimer on 1250 khz with 1 kw. Broker: Hamilton Landis & Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 66).

▪ KBIL(AM) Liberty, Mo.: Sold by

George W. Bedlinger and others to Mack Sanders, James C. Treat, M. Crawford Clark and others for $250,000. Messrs. Sanders, Treat and Clark have interests in KFRM(AM) Salina, Kan.; KECK(AM) Lincoln, Neb., and KOOO(AM) Omaha, and are applicants for a new FM station in Wichita, Kan. Messrs. Sanders and Treat have interest in a radio-TV production company and Mr. Sanders has interest in applicant for a new AM at Shenandoah, Iowa. KBIL operates on 1140 khz with 500 w day.

■ WTRL(AM) Bradenton, Fla.: Sold by Jonathan Fletcher and others to J. McCarthy Miller, Boris Mitchell, William Tewell and others for $240,000. Mr. Fletcher owns 91% of KCBC(AM) Des Moines, Iowa. Messrs. Miller, Mitchell and Tewell own respective interests in WCOA-AM-FM Pensacola, Fla. Mr. Miller also owns 46% of Pensacola CATV system. WTRL is on 1490 khz with 250 w.

■ KBMY(AM) Billings, Mont.: Sold by Kenneth Nybo and others to Howard and Stanley Enstrom for $210,000. The Enstroms have various real estate interests in the Chicago area and are the applicants for a new AM station in Wheaton, Ill. Howard Enstrom is a radio consulting engineer and Stanley Enstrom owns commercial photography firm. Mr. Nybo has no other broadcast holdings. KBMY operates on 1240 khz with 1 kw day and 250 w night.

Cable television

■ Alpena, Mich. and Logan, W. Va.: Systems sold by General Electric Cablevision, multiple-CATV owner, to Cable Information Systems, multiple-CATV owner, for undisclosed amount. The Alpena system serves 6,200 subscribers and the Logan operation has 6,800 subscribers. CIS, through subsidiaries, owns and operates 13 cable systems with approximately 30,000 subscribers. Broker: Chapman Associates.

New TV station

■ *WNJT-TV Trenton, N.J.: Permittee New Jersey Public Broadcasting Authority plans to commence broadcasting on April 18. The new UHF facility on ch. 52 will broadcast with 1391.9 kw visual power, 31.43 kw aural power, and with an antenna 890 feet above average terrain.

WKBS-TV will join Bucks County test

The FCC last week granted permission to Bucks County Cable TV Inc., Falls township, Pa., to include WKBS-TV Philadelphia in the system's experimental commercial-substitution program (BROADCASTING, Jan. 25). The commission admitted that the UHF station had been "inadvertently omitted" from the list of stations originally authorized to participate in the experiment.

WKBS-TV will join two other Philadelphia UHF's, WPHL-TV and WTAF-TV, in providing Bucks County with local commercials to substitute into imported distant signals of four New York independent stations.

In the same action the commission also granted the cable system permission to carry signals of noncommercial WNET-TV New York on the condition that fund-raising appeals broadcast over that station be omitted and replaced with similar announcements from Philadelphia's noncommercial WHYY-TV and WUHY-TV.

Facility waste charged in plea for S.F. FM swap

Poor Peoples Radio Inc., licensee of noncommercial KFPR(FM) San Francisco, has asked the FCC to deny the license renewal of a San Francisco educational broadcaster. Poor Peoples Radio told the commission that it wants to file for the greater power and the frequency of noncommercial KALW(FM), licensed to the San Francisco United School District. KALW operates on 91.7 mhz with a power of 3.3 kw. KFPR is a class-D station on 89.5 mhz with 10 w.

Poor Peoples Radio contends that KALW is apparently used to "train DJ's," and that the station's few programs "are not topical in any way to the needs of the community."

The petitioner also said that the station operates for four hours daily and is silent on weekends, holidays and the summer months when school is not in session. "There is hardly an excuse for a station which has been on the air since 1940 to operate in such a manner," Poor Peoples Radio claimed.

The petitioner specifically seeks to "swap" facilities. Training radio station operators could be done "just as smoothly" with a class-D station, it was argued.

Hawaiian buy to expand Starr TV's to four

The Starr Broadcasting Group has agreed to purchase KHVH-TV Honolulu and its two satellite stations, KHVO(TV) Hilo and KMVI(TV) Hilo, both Hawaii, from Western Telestations Inc. The transaction is subject to FCC approval.

Sale price was not disclosed, but it is

estimated to be in excess of $3 million. KHVH-TV is an ABC-TV affiliate. Western Telestations' KHVH(AM) Honolulu is not included in the purchase.

Peter H. Starr is president of Starr Broadcasting, which is the licensee of KYOK(AM) Houston; WBOK(AM) New Orleans; KUDL-AM-FM Kansas City, Mo.; KEIR-FM Dallas; KXLR(AM) Little Rock, Ark., and KISD(AM) Sioux Falls, S.D. It also owns Arthus Publishing Corp., licensee of WCYB-TV Bristol, Tenn. Starr also has an application pending before the FCC to purchase WCAM(AM) Camden, N.J., from the city of Camden for $1.45 million.

Lawrence S. Berger is the president of Western Telestations.

KHVH-TV operates on channel 4, with 100 kw visual and 20 kw aural power. It has an antenna 140 feet above average terrain. KHVO (TV) is on channel 13, 2.34 kw visual and 490 w aural with an antenna height of 670 feet, and KMVI-TV is on channel 12, 27.5 kw visual and 4.36 kw aural with an antenna height of 5,910 feet.

Broker for the sale is Blackburn & Co.

WMAL-TV renewal appealed by blacks

Group charges FCC with 'gerrymandering' primary service area

A group of 15 Washington-area blacks last week went to court in an effort to overturn the FCC decision renewing the license of WMAL-TV there. In the process, they coined a phrase—"electronic gerrymandering."

That is what the group said the commission did in "retroactively" determining that WMAL-TV's primary service area includes the entire metropolitan area, with its largely white suburbs, rather than the "city of license," Washington, which is 70% black.

The group, in the notice of appeal it filed with the U.S. Court of Appeals in Washington, said that the "gerrymandering" makes it "far less likely that the station's programing will serve the needs and intents of the blacks." They also said that the service-area concept was "arbitrarily and capriciously applied for the first time in the nation's only major predominantly black city."

The 15 blacks, most of whom represent nonprofit groups in the city, petitioned the commission in September 1969 to deny the WMAL-TV license-renewal application, principally on grounds of alleged discrimination against blacks in programing and employment (BROADCASTING, Sept. 8, 1969).

The commission, in its order last month renewing the WMAL-TV license (BROADCASTING, Feb. 8), asserted that it has long held that stations located in a particular city must serve not only the needs of that city's population but the needs of those residing within the station's service area.

The commission also held that WMAL-TV has made "an earnest effort to contact every segment of the community it serves for the purpose of preparing program material designed to meet the needs and problems of that community."

Commission policy regarding broadcasters' responsibilities to outlying areas is indicated in the primer the commission issued last month as a means of advising licensees on how to go about ascertaining community problems, needs and interests (BROADCASTING, March 1).

In response to a question as to whether a renewal applicant should ascertain community problems outside the community of license, it says: "Yes. Of course, an applicant's principal obligation is to ascertain problems of his community of license. But he should also ascertain the problems of the other communities that he undertakes to serve. . . ."

In their notice of appeal, the blacks allege, in all, 16 errors of fact and law in the commission's order renewing the WMAL-TV license. Besides the charge of "electronic gerrymandering," one of the major ones is the commission's refusal to reject an ascertainment-of-problems statement that WMAL-TV filed as an amendment to its application in May 1970—long after all other pleadings in the case had been submitted—and that related to the station's performance after its license expired on Oct. 1, 1969.

In accepting the amendment, they said, the commission violated congressional intent, its own rules, and "any concept of fundamental fairness in administrative precedent requiring an applicant for license renewal to 'run on his record.' "

The court case initiated by the blacks is certain to be followed closely in the industry. WMAL-TV was one of the first

The selling by the President, 1971

The second of President Nixon's private audiences with executives of the major broadcast organizations took place last Tuesday (March 9). The guests: CBS officials (l to r) Robert D. Wood, president of the CBS Television Network; Richard W. Jencks, president of the CBS/Broadcast Group; William S. Paley, chairman, CBS Inc.; Frank Stanton, president, CBS Inc., and John A. Schneider, executive vice president, CBS Inc. Their time with the President: 90 minutes. Their conversation: off the record.

Also present for the White House meeting were Herbert G. Klein, director of communications for the executive branch; Charles Colson, a counsel to the President, and Ronald Ziegler, presidential press secretary. Richard S. Salant, president of CBS News, was invited but did not attend.

The present series of presidential meetings with communications executives began Jan. 28 with ABC. Next in line for the alphabetically-ordered but unannounced-in-advance dialogues with the media: NBC.

stations to be involved in the growing incidence of efforts on the part of citizen groups around the country to apply pressure at license-renewal time to bring about changes in stations' programing and hiring policies.

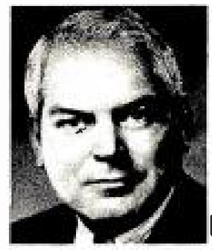
The controversy is the only one thus far to reach a commission decision. And the decision—unless overturned by the court—is likely to encourage broadcasters to resist citizen-group pressures.

3 new Republicans on Pastore subcommittee

Three Republican senators—Marlow W. Cook (Ky.), James B. Pearson (Kan.) and Ted Stevens (Alaska)—will serve on the Senate Communications Subcommittee for the first time in the 92nd Congress.

Subcommittee assignments announced last week by the Senate Commerce Committee listed these three men and holdovers Robert P. Griffin (R-Mich.) and Howard H. Baker (R-Tenn.) as the minority membership of the Communications unit. The new assignments mean that Democrats will have a 6-to-5 majority on the subcommittee in this Congress, compared to the 6-to-4 edge they commanded in the 91st Congress.

The Democratic membership on the subcommittee remains unchanged: Chairman John O. Pastore (R.I.) and Senators Vance Hartke (Ind.), Philip A. Hart (Mich.), Russell B. Long (La.), Frank E. Moss (Utah) and Howard W. Cannon (Nev.).



Mr. Cook

Mr. Stevens

Mr. Pearson

Time, McGraw-Hill revise sale plans

New deal, minus radio, comes in at $69.3 million; AM-FM sales in works

Time Inc. has agreed to sell its five television stations to McGraw-Hill Inc. for $69.3 million in cash and notes subject to certain adjustments. The sale was announced last week by the two companies ("Closed Circuit," March 8).

In separate transactions yet to be negotiated Time will sell its radio properties to other buyers.

The stations McGraw-Hill will acquire are WFBM-TV Indianapolis, KLZ-TV Denver, KOGO-TV San Diego and WOOD-TV Grand Rapids, Mich., all of which are VHF outlets, and KERO-TV Bakersfield, Calif., a UHF facility. No other Time Inc. broadcast properties, domestic or foreign, are included in the sale, which is subject to FCC approval.

Originally Time Inc. had completed an agreement in principle last October to sell its TV outlets as well as eight AM and FM stations to McGraw-Hill for $80.1 million (BROADCASTING, Nov. 2, 1970). Time Inc. pointed out that since the radio and TV properties were in the same markets, this transaction would have been contingent on McGraw-Hill's sale of the radio stations to comply with the FCC requirement that the same buyer not acquire TV and radio properties in the same market.

Andrew Heiskell, board chairman of Time, said that under the terms of the October memorandum "approval of the TV sale could have conceivably depended upon as many as eight separate sales of our radio stations." He added that "such a potential prolongation of the transaction not only disrupts the plans of the buyer and seller; it may moreover impair the morale of the broadcasting personnel involved."

Mr. Heiskell said that FCC regulations compel Time to choose between conventional television broadcasting and cable television within three years.

The sale to McGraw-Hill, he noted, "meets those requirements and provides us with a source of capital which we will use, in part, to develop our CATV holding and the video-cassette field."

Shelton Fischer, president of McGraw-Hill, said his company "has been interested in television for a number of years" and the acquisition "adds a new dimension to McGraw-Hill's capability."

Loss to black community feared in Durham sale

The proposed sale of WSRC-FM Durham, N.C., is "another rape of the black community by nonsensitive private business interests," according to a group of local residents who last week asked for an FCC hearing on the transfer.

Application for the sale of the station from Carolina Radio of Durham Inc. to WDBS Inc. for $60,000 was filed with the commission last December. The proposed buyer in its application notified the commission that it is a nonprofit organization which will receive funding from Duke University.

The group of 11 Durham residents last week pointed out that the facility has been the "soul voice" of the black community since 1954 and claimed that the prospective new owners will not cater to the black community. This, the group said, was because the station staff will consist mainly of white employes and students.

The group further maintains that the sale will adversely affect the present black workers at WSRC-FM, and that because black trade has been centered around this media, the transfer will act as "pecuniary adversity to black trade."

Regulation as cure instead of cause

Whitehead calls for policies allowing technologies to develop

Dr. Clay T. Whitehead, director of the Office of Telecommunications Policy, last week called for innovative approaches to communications problems through "regulation by policy." He was speaking before executives at the Electronic Industries Association's spring conference in Washington.

Dr. Whitehead said that today's rapid technological advances in communications have exceeded the regulatory concepts of the 1930's, when communications was limited to radio and telephone. What is now required are flexible policies which can keep pace with expanding technology, he said.

Seeking to avoid what he called "laissez-faire" interpretations, regulation by policy, said Dr. Whitehead, is regulation "in the sense that the government—strongly but in the least meddlesome way possible—lays out what is expected of industry, establishes the limitations beyond which industry may not go, and then leaves it to the industry and the public to find their own equilibrium." Dr. Whitehead added that government is able to correct discrepancies which function against public interests as they occur rather than foresee every possible abuse, and that the question was how, not whether, government should regulate.

Dr. Whitehead said that fundamental

regulatory theory should be examined in the light of new technology. Citing cable-TV, originally regarded in concept as a master antenna, Dr. Whitehead said that cable has "become a medium in its own right" which presently "disregards the rights of copyright owners" and the "reasonable expectations of broadcast-station licensees."

Pointing next to satellite communications as a second example of the technological-regulatory gap, Dr. Whitehead noted that for six years no one has "been permitted to establish a system to serve domestic communications." Dr. Whitehead negated economics, technology, and lack of public interest as the causes of this gap, but said the problem in developing diverse new specialized methods of communications rested with the government's present inability to set policy.

WHDH Inc. turns to appeals court

WHDH Inc., not willing to accept the FCC's rejection two weeks ago of its request to reopen the case in which the company lost its channel-5 Boston facility, last week urged the U.S. Court of Appeals in Washington to send the case back to the commission.

In its appeal motion, WHDH seeks the answer to the same question it posed in its petition to the commission: Whether the WHDH-TV decision was the product of "a majority of the four-man quorum of the commission" that participated (BROADCASTING, March 8).

WHDH based its request to the commission and the appeals court on a story in BROADCASTING indicating that former Commissioner James J. Wadsworth, a member of the majority in the 3-to-1 vote, had been persuaded by factors other than those cited in the decision (BROADCASTING, March 8, Dec. 28, 1970 - Jan. 4).

Media notes:

New name for CATV division ▪ The cable-television subsidiary of WGN Continental Broadcasting Co., Chicago, station-group operator, has been changed to WGN Electronic Systems Co. The name since 1963 had been WGN Televents Inc. CATV systems of the firm are in the upper peninsula of Michigan and Southern California and are being expanded.

New consultant ▪ Communications Management Services, New York, has been formed by Sheldon C. Singer and Thomas A. Howard to function as a marketing, program and management consultant in the broadcast field. Mr. Singer and Mr. Howard were vice president and director of broadcast services respectively, of RTV International, New York. Their clients are Broadcast Computer Services, Colorado Springs, and WRVR(FM) New York, which becomes a commercial operation on June 1.

PRO in St. Louis ▪ PRO Time Sales, New York, radio station representative, has opened an associate office in St. Louis, at Suite 2802, 400 Mansion House Center.

Pulling together ▪ A consolidation of Drake-Chenault Enterprises Inc., including American Independent Radio Inc. and Barton Industries along with all accounting functions, has been accomplished by the parent firm coincidental with the relocation of the corporate offices. New address of Drake-Chenault is 8399 Topanga Canyon Boulevard, Suite 300, Canoga Park, Calif. 91304. Telephone: (213) 883-7400.

Moves ▪ WZZM-FM-TV Grand Rapids, Mich., has moved to a new communications center at 645 Three Mile Road, N.W. there. Mailing address: Box Z, Grand Rapids 49501. Telephone: (616) 364-9551.

FocusOnFinance®

RCA reports a slow 1970

In a slackened economy long strike hurt company, according to Sarnoff

RCA apparently did not avoid the downward pull of last year's soft economy and has reported sales and profits off in 1970. Revenues for the firm dropped from $3.4 billion in 1969 to $3.3 billion and net income fell to $91.7 million in 1970, in contrast to the $159.8 million recorded the previous year.

In announcing the figures last Tuesday (March 9), RCA President and Chairman Robert W. Sarnoff attributed the losses to the sluggish national economy. "In our case," he added, "its effect was compounded by a costly 101-day strike."

He expressed optimism for 1971, but tied the firm's fiscal future also to the national monetary atmosphere.

The downhill slide of the company

Mr. Sarnoff

as a whole was reflected by NBC, RCA's wholly owned subsidiary. The network's sales and earnings were down in 1970 from the previous year, largely due to the general hesitancy of advertisers to make advance commitments, the company said. The ban on cigarette advertising, which went into effect at the beginning of this year, is expected to have a direct adverse effect on NBC sales and earnings in the current year, the firm added.

The company also said that sales in this country of its broadcast equipment were lower in 1970. RCA attributed the decline to broadcasters' reluctance to invest in new systems in the face of the shaky economy.

One division of the company, however, did not fall victim to the over-all economic decline—RCA Global Communications. RCA reported record sales and profits for the division in 1970, largely attributable to the acquisition of Alaska Communications System by RCA Alaska Communications, a subsidiary. (RCA Global filed an application with the FCC last week for a domestic-satellite system. See page 49).

For the year ended Dec. 31, 1970:

	1970	*1969*
Earned per share	$ 1.26	$ 2.27
Revenues	3,325,562,000	3,409,853,000
Net income	91,735,000	159,832,000
Assets at year-end	2,936,125,000	2,731,694,000

Firm plans purchase of Bell Television

Prudential Building Maintenance Corp., New York, has agreed in principle to buy Bell Television Inc. and its subsidiary, Holmes Protection Inc., a protection systems concern, both New York, through a stock exchange valued at about $20 million. The transaction is subject to shareholder approval of both companies. Included in the deal would be Comtel Inc., Bell's New York-based cable-television firm.

According to the proposed agreement, Bell shareholders would receive 0.4 share of Prudential common stock for each Bell share outstanding. The minority Holmes shareholders also would receive Prudential stock at an exchange ratio to be determined, a company spokesman said.

LIN has big change for the better in profits

LIN Broadcasting Corp., New York-based group broadcaster, reported a sharp increase in net income, to $1,-159,000, in contrast to the firm's loss of $6.5 million a year ago.

The company announced that broadcasting profits for 1970 were up 23% over the previous year.

LIN Broadcasting owns and operates WAND-TV Decatur, Ill.; WAVY-TV Norfolk, Va.; WIL-AM-FM St. Louis; KILT-AM-FM Houston; WBBF(AM) and WBFB(FM) Rochester, N.Y.; WAKY(AM) Louisville, Ky.; KEEL-AM-FM Shreveport, La., and KAAY(AM) Little Rock, Ark., and last month received FCC authorization for the purchase of WFIL-(AM) Philadelphia from Capital Cities Broadcasting Corp.

For the year ended Dec. 31, 1970:

	1970	*1969*
Earned per share	$ 0.52	$ (0.48)
Revenues	18,358,000	17,743,000
Net income	1,159,000	(6,520,000)
Average shares outstanding	2,246,350	2,217,885

SEC reports January stock trading by insiders

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for January (all common stock unless otherwise indicated):

- Avco Corp.—O. F. Grahme sold 500 shares, leaving him 1,893; his family owns 99 shares.
- Burnup & Sims (CATV)—C. W. Cox, through trading account, acquired 6,845 shares and disposed of 6,802, leaving him no holdings.
- Cablecom General Inc.—H. J. Delynn family sold $20,000 in 6½% convertible subordinate debentures, leaving none.
- Capital Cities Broadcasting Corp.—D. B. Burke bought 4,000 shares, giving him 30,250; C. W. Weaver bought 200 shares, giving him 202, and L. Pollock bought 4,000 shares, giving him 10,000.
- Chris Craft Industries Inc.—A. L. Hollander sold $35,000 in 6% convertible debentures, leaving him $960,000 worth of such stock.
- Columbia Cable Systems—Home Life Insurance Co. bought 186,363 shares of common stock issuable through conversion of $1,500,000 worth of 9% convertible subordinate debentures upon exercise of warrant.
- Commonwealth United—N. Dolon sold 17,300 shares and his wife sold 11,200 shares, leaving

both with no holdings.

■ Cowles Communications—R. S. Collins sold 200 shares, leaving 900; J. F. Harding sold 5,000 shares, leaving 9,450; and F. D. Thompson sold 500, leaving none.

■ Cox Cable Communications—M. Bartlett sold 100 shares, leaving him 500.

■ Creative Management Associates Inc.—L. M. Lewis bought 263 shares, giving him 3,323 shares; A. Rush sold 7,000 shares, leaving him 12,806.

■ Downe Communications—E. D. Lane bought 1,400 shares, giving him a total of 2,000.

■ Foote, Cone & Belding—F. E. Delano sold 16,800 shares, leaving him with 20,971.

■ Fuqua Industries Inc.—J. B. Fuqua bought $8,000 worth of 7⅝% convertible subordinate debentures in trust. H. M. Nowlan Jr. bought $5,000 worth of such stock.

■ Gannett Co.—G. C. Cobb bought 2,250 shares, giving him a total of 2,550; W. A. Stretch sold 1,500 and 2,000 shares separately, leaving him with balance of 5,050 shares; his family owns total of 450 shares.

■ General Electric—C. W. Bell bought 630 shares, giving him 1,194 shares personally. 36 shares in savings plan and 99 shares owned by his wife. F. B. Dent bought 100 shares, giving him 800 shares personally, plus 559 shares in trust. H. W. Guildthrope bought 2,323 shares, giving him 5,230; his wife owns 1,145 shares. C. J. Meloun bought 630 shares, giving him 1,392 personally and 31 shares in savings plan. P. E. Wallendorf bought 400 shares, giving him 3,115; his family owns 927 additional shares.

■ General Instrument—A. G. Erpf sold $100,000 worth of 5% convertible debentures, leaving him with $100,000 worth of such stock; his wife owns $15,000 worth of such stock.

■ General Tire & Rubber Co.—W. J. Gurtner bought 810 shares, through incentive plan, giving him 2,247. J. H. Miller bought 640 shares, giving him 1,936 and wife 154. M. J. Morgan bought 1,561 shares, giving him 6,019.

■ Gulf & Western Industries Inc.—Wife of O. C. Carmichael Jr. bought $200,000 worth of 5½% convertible subordinate debentures, giving her total of $3,200,000 worth of such stock. Mr. Carmichael owns $364,500 worth of such stock; trust holds $6,874,800 worth of stock; and foundation holds $1,895,300 worth.

■ Harris-Intertype—G. S. Dively bought 10,000 shares, giving him 55,628 shares. L. H. Hyde bought 1,000 shares, giving him 1,000; J. A. Boyd sold 1,000 shares of class A common stock, giving him 7,286 personally and 205 shares as custodian.

■ Kansas State Network Inc.—Wife of H. P.

The Broadcasting stock index

A weekly summary of market activity in the shares of 110 companies associated with broadcasting.

	Stock Symbol	Ex-change	Closing March 10	Closing March 3	Weekly % change	1970-71 High	1970-71 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	35¾	29⅛	+22.72	35¾	19⅝	7,073	$205,117
ASI Communications		O	3⅛	3¼	+ 4.00	7	1¾	1,789	5,152
Capital Cities	CCB	N	41¼	38½	+ 7.14	41¼	19½	6,061	220,499
CBS	CBS	N	39⅛	36	+ 8.69	49⅞	23¾	27,042	990,548
Corinthian	CRB	N	34⅝	33	+ 4.93	34⅝	19⅝	3,381	109,883
Cox	COX	N	27¾	24	+15.62	27¾	10¼	5,789	128,111
Gross Telecasting	GGG	A	15½	13½	+14.81	17¾	9⅜	803	11,041
Metromedia	MET	N	27⅞	23¾	+17.38	27⅞	9¾	5,734	137,616
Mooney		O	4⅛	4¾	−13.06	8¼	4	250	1,188
Pacific & Southern		O	15½	14¾	+ 5.08	20¼	5½	1,636	24,949
Rahall Communications		O	20½	23¾	−13.70	28½	5½	1,040	23,275
Reeves Telecom	RBT	A	3¾	3	+25.00	15⅞	2	2,288	7,733
Scripps-Howard		O	23¾	22	+ 7.95	25	14	2,589	55,016
Sonderling	SDB	A	29½	28¼	+ 4.42	34⅞	10¼	991	27,748
Starr	SBG	M	13	10⅝	+22.29	18¼	7½	461	5,302
Taft	TFB	N	39	32¾	+19.08	39	13⅞	3,712	128,547
							Total	**68,400**	**$2,081,725**
Broadcasting with other major interests									
Avco	AV	N	15	15	—	25¼	9	11,470	$182,144
Bartell Media	BMC	A	6⅞	7⅛	− 3.51	14	3¾	2,254	14,651
Boston Herald-Traveler		O	22	25	−12.00	44	24	574	13,776
Chris-Craft	CCN	N	8⅞	11	−19.28	11½	4⅝	3,804	32,829
Combined Communications		O	14½	14⅜	+ .83	17	5¾	1,945	27,483
Cowles Communications	CWL	N	9¾	10⅛	− 3.76	10⅞	3¼	3,969	37,229
Fuqua	FQA	N	21⅛	20	+ 5.65	31¾	7	6,401	132,053
Gannett	GCI	N	41	40⅞	+ .29	41	18½	7,117	275,784
General Tire	GY	N	24¾	23¾	+ 4.21	25	12¾	18,344	449,428
Gray Communications		O	7⅛	7	+ 1.85	7⅝	3¾	475	3,325
ISC Industries	ISC	A	7⅜	7¼	+ 1.79	7⅜	4½	1,628	10,582
Lamb Communications		O	2⅝	2⅝	—	6	2	475	1,249
Lee Enterprises	LNT	A	26¼	24¾	+ 6.06	26¼	12	1,957	45,990
Liberty Corp.	LC	N	23⅛	22⅝	+ 2.20	23⅛	13	6,744	151,740
LIN		O	12¼	12¼	—	12¼	3¼	2,244	21,879
Meredith Corp.	MDP	N	28⅜	28	+ 1.35	44⅝	18	2,744	71,344
Outlet Co	OTU	N	19½	17½	+11.42	18¾	10	1,342	22,814
Post Corp.		O	12	11¾	+ 2.12	17½	8	713	8,378
Ridder Publications		O	18	24¼	−25.78	24¼	9¼	6,217	145,353
Rollins	ROL	N	33	32½	+ 1.53	40⅜	19⅞	8,053	267,762
Rust Craft	RUS	A	33¾	32¾	+ 3.05	33¾	18½	1,159	38,247
Schering-Plough	PLO	N	70¼	69	+ 1.61	70¼	46	25,084	1,749,609
Storer	SBK	N	27⅛	22	+23.31	30¾	14	4,223	97,129
Time Inc.	TL	N	53½	46½	+15.05	53½	25¼	7,257	342,022
Trans-National Comm.		O	⅝	⅜	+65.78	4½	1/16	1,000	380
Turner Communications		O	2⅝	2¾	− 4.37	8¾	2¼	1,328	3,825
Wometco	WOM	N	22	19¼	+14.28	22	13¾	5,817	114,188
							Total	**134,338**	**$4,079,221**
CATV									
Ameco	ACO	A	10¾	8⅞	+19.44	16	4	1,200	$10,800
American Electronic Labs.	AEL	O	8¾	7½	+16.66	8¾	2⅛	1,620	12,555
American TV & Comm.		O	21½	18½	+16.21	24	10	2,042	36,246
Burnup & Sims		O	29¼	31	− 5.65	34	14	987	30,232
Cablecom-General	CCG	A	14½	13¼	+ 9.43	23⅞	7⅜	1,605	21,074
Cable Information Systems		O	4¾	3½	+35.71	5	¾	955	2,989
Citizens Financial Corp.	CPN	A	17½	15⅜	+13.78	17½	9¾	994	15,536
Columbia Cable		O	9⅞	10	− 1.20	15½	6¾	900	8,892
Communications Properties		O	8⅜	8⅜	—	10½	6	1,800	15,534
Cox Cable Communications		O	20½	20¼	+ 1.23	25	12	3,550	69,687
Cypress Communications		O	8¼	7¾	+ 6.45	17¾	6	1,679	12,173
Entron	ENT	A	4¼	3⅞	+ 9.53	8⅛	2⅜	1,320	4,950
General Instrument Corp.	GRL	N	24¼	22¼	+ 8.98	41⅛	11½	6,250	128,938
Sterling Communications		O	4¾	4⅝	+ 2.59	7¼	3	1,100	5,093
Tele-Communications		O	17¼	16¾	+ 2.98	17¼	8½	2,704	37,856
Teleprompter	TP	A	61	59¾	+ 2.09	133½	46	1,161	75,175
Television Communications		O	10⅜	10⅞	− 4.60	19¼	3¾	2,897	25,001
Viacom	VIA	N	19⅛	19⅜	− 1.29	20⅜	15½	3,760	76,629
Vikoa	VIK	A	12¼	11	+11.36	27½	6⅛	2,316	26,055
							Total	**38,840**	**$615,415**

Theis bought 500 shares, giving her 680; Mr. Theis owns 1,697 shares, his son owns 1,000 shares and Theis Packing Co. owns 2,700 shares.

■ Kaufman & Broad Inc. (CATV)—J. H. Golman sold 1,900 shares and 13,400 shares separately, leaving him 25,125 shares personally and 650 shares as custodian.

■ Kinney National Services—H. Chamberland sold 1,000 shares, leaving him 10,200. M. Feld bought 1,600 shares, giving him 13,775. M. J. Iglesias sold 3,000 shares, leaving him 10,682 shares personally and 4,000 shares in trust. H. L. Haft bought 250 shares of series A preferred stock, giving him 1,050 shares of such stock.

■ Lee Enterprises Inc.—D. K. Gottlieb sold 200 shares, leaving him 14,234 shares personally, 1,100 shares in trust and 11,772 held by family.

■ Liberty Corp.—J. F. Kane bought 100 shares, giving him 100.

■ 3M Co.—W. H. Abbott sold 500 shares, leaving him 19,402 shares. J. F. Whitcomb sold 500 shares, leaving him 14,627 shares and wife 888 shares.

■ Motorola Inc.—J. T. Hickey sold 500 shares, leaving him 2,500; his family sold 78 shares, leaving it 1,186, and his estate sold 1,000 shares, leaving it 7,000.

■ National General Corp.—S. Schulman bought 20,500 shares, giving him 153,051 shares; his wife owns 500 shares.

■ Plough Inc.—J. C. Dillon sold 200 shares, leaving him 18,310.

■ Post Corp.—J. V. Loewi, through Loewi & Co. trading account, bought 2,389 shares and sold 1,845 shares, leaving him 142 shares through trading account and 600 shares personally.

■ Republic Corp.—F. R. Moothart sold 15,000 shares, leaving him 15,000.

■ Television Communications Corp.—A. L. Fleischman bought 100 shares and 200 shares separately, giving him 700.

■ Zenith Radio Corp.—E. McCausland sold 1,650 shares, leaving him 3,860.

Committee will fight for control of Fox

Two dissident shareholders of Twentieth Century-Fox Corp. announced last week they intend to wage a proxy battle for control of the financially pinched mo-

	Stock Symbol	Exchange	Closing March 10	Closing March 3	Weekly % change	1970-71 High	1970-71 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programing									
Columbia Pictures	CPS	N	17	15⅜	+10.53	31½	8⅝	6,150	$96,125
Disney	DIS	N	108⅛	94⅝	+14.26	177⅝	89⅞	6,012	1,067,912
Filmways	FWY	A	10½	9¾	+ 7.69	18½	5⅞	1,754	19,084
Four Star International		O	1⅝	1⅝	—	4	1⅜	666	1,086
Gulf & Western	GW	N	25⅜	24⅝	+ 3.04	25⅜	9½	14,964	374,100
Kinney National	KNS	N	34¼	33¾	+ 1.48	36	20⅞	10,469	341,603
MCA	MCA	N	26¾	25	+ 7.00	27¼	11⅜	8,165	206,166
MGM	MGM	N	24¾	20¼	+22.22	29⅛	12⅛	5,883	126,485
Music Makers		O	2⅝	2⅞	— 8.69	9	2⅛	589	1,696
National General	NGC	N	26	23¼	+11.82	26	9	4,910	112,341
Tele-Tape Productions		O	2⅛	2	+ 6.50	6¾	1½	2,183	4,366
Transamerica	TA	N	17½	17⅛	+ 2.15	26¾	11⅜	63,630	1,097,618
20th Century Fox	TF	N	13¾	11⅜	+20.82	20½	8	8,562	99,576
Walter Reade Organization		O	4	3	+33.33	8⅝	2	2,414	7,242
Wrather Corp.	WCO	A	8⅛	7⅝	+ 9.82	10¾	4⅛	2,200	16,500
							Total	**138,551**	**$3,571,900**
Service									
John Blair	BJ	N	21⅛	18	+17.38	23½	10¼	2,583	$45,538
Comsat	CQ	N	71¾	69¾	+ 2.86	71¾	25	10,000	630,000
Creative Management	CMA	A	17¼	15¾	+ 9.52	17¼	10	1,102	17,500
Doyle Dane Bernbach		O	26¾	24	+11.45	26¾	13¼	1,919	47,265
Elkins Institute		O	11¾	10¾	+ 9.30	12¼	9	1,664	17,888
Foote Cone & Belding	FCB	N	9⅛	8⅞	+ 5.63	12½	7¼	2,175	20,402
Grey Advertising		O	16⅛	13¼	+21.73	16⅛	5¾	1,207	15,546
LaRoche, McCaffrey & McCall		O	13¾	14	— 1.79	17	8½	585	8,190
Marketing Resources & Applications		O	16¼	13½	+20.37	16¼	1	504	7,182
Movielab	MOV	A	3¼	3⅝	—10.47	7½	2	1,407	4,573
MPO Videotronics	MPO	A	7½	6⅞	+ 9.01	9⅞	4⅜	558	3,767
Nielsen		O	45	44	+ 2.27	45	26	5,299	233,156
Ogilvy & Mather		O	31	28⅜	+ 9.23	31	14½	1,029	27,526
PKL Co.	PKL	A	5⅝	5⅞	— 4.26	12⅝	2½	743	4,087
J. Walter Thompson	JWT	N	48	44	+ 9.09	48	21⅛	2,746	116,019
Transmedia International *		O	3⅛	3½	— 3.43	5¾	1¼	535	1,873
Wells Rich Greene	WRG	A	23⅛	23½	— .52	23⅞	5	1,581	37,596
							Total	**35,637**	**$1,238,108**
Manufacturing									
Admiral	ADL	N	12⅞	11⅛	+15.72	14⅞	6½	5,158	$56,738
Ampex	APX	N	22⅞	18¾	+22.02	48½	12½	10,874	209,325
CCA Electronics		O	2⅝	2⅝	—	5	1½	2,096	5,512
Collins Radio	CRI	N	18⅞	15¾	+19.87	37¼	9	2,966	48,230
Computer Equipment	CEC	A	5⅝	5¼	+ 7.23	12¼	3½	2,406	12,944
Conrac	CAX	N	24¼	23¼	+ 4.30	32¼	11	1,262	29,026
General Electric	GE	N	108⅝	108⅜	+ .23	108⅝	60¼	90,884	9,827,287
Harris-Intertype	HI	N	66	62¾	+ 5.17	75	36¼	6,308	397,404
Magnavox	MAG	N	44¼	40½	+ 9.25	44¼	22¼	16,674	679,466
3M	MMM	N	107	104⅛	+27.50	114¾	71	56,058	5,745,945
Motorola	MOT	N	67	65	+ 3.07	67	31	13,334	848,442
RCA	RCA	N	33¾	31⅞	+ 5.86	34⅝	18⅛	68,403	2,146,486
Reeves Industries	RSC	A	3⅞	3¾	+ 3.46	5¼	2½	3,458	13,417
Telemation		O	13¾	11¼	+22.22	24	8½	14,040	154,440
Westinghouse	WX	N	80	80⅜	— .48	80⅜	53¼	40,705	3,190,458
Zenith	ZE	N	46½	44⅛	+ 5.37	46½	22¼	19,020	829,842
							Total	**353,648**	**$24,195,052**
							Grand total	**769,414**	**$35,781,421**
Standard & Poor Industrial Average			**109.31**	**106.60**	**+ 2.54**				

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 Feb. 25. Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.
* New entry.

tion-picture and TV production-distribution company.

Calling themselves the Protective Committee for the Benefit of Twentieth Century-Fox, the insurgent stockholders, New York attorney Louis H. Powell and New York stock broker Charles M. Lewis, filed notice with the Securities and Exchange Commission and the New York Stock Exchange. They charged the present Fox management with "calamitous policies" and said they planned a proxy solicitation.

Mr. Powell is a partner in Regan, Goldfarb, Powell & Quinn, which represents Max Factor & Co., said to be a substantial investor in Fox. Mr. Lewis is a partner in Treves & Co., one of whose clients is Harry Brandt, well-known theatrical exhibitor, also reported to be a large Fox shareholder. Mr. Brandt was quoted last week as saying that he planned to back the insurgents, but Mr. Factor would only say that "we are not now connected with the new committee."

It was not known how many shares of stock the committee controlled, but in the past sources close to the group have claimed it represents more than 500,000 shares of 8.5 million outstanding shares of Fox.

Darryl F. Zanuck, board chairman of Fox, announced recently that Fox's 1970 pre-tax loss was likely to exceed the $65 million deficit before taxes on income and extraordinary items that were reported for 1969. He expressed optimism that the first quarter of 1971 would be profitable (BROADCASTING, March 8).

Financial notes:

■ General Telephone and Electronics Corp., New York, diverse communications company, will sell 4,500,000 shares of common stock through public sale. Maximum selling price per share will be $32.25. Proceeds will be used to pay off an outstanding debt of $54,000,000 as of Jan. 31. Remaining revenue will be available for general purposes.

■ Burnup & Sims Inc., West Palm Beach, Fla., diversified communications company, which constructs CATV systems and has minority interests in cable systems, has acquired Fitton & Pittman Inc., Cedartown, Ga., for an estimated $3 million. F&P provides installation and maintenance services for major telephone companies in South Carolina area.

Rollins revenues, profits up

Rollins Inc., Atlanta-based national environmental services company, reported record revenues and earnings for nine months ending Jan. 31:

	1971	*1970*
Earned per share	$ 0.82	$ 0.81
Revenues	92,959,604	89,771,011
Net income	6,668,911	6,563,971
Average shares outstanding	8,056,621	8,030,105

Note: Per-share figures based on average number shares of common stock outstanding during period as to net earnings after allowance for dividends on preferred stock. Figures have not been audited and are subject to adjustment at year's end.

Promotion

Christophers cite 13 in resumption of awards

Eleven television specials, one series and Xerox Corp., as underwriter of the *Civilisation* noncommercial-TV series, have been presented awards from The Christophers in New York. Criteria for their selection were "affirmation of the highest values of the human spirit, artistic and technical proficiency and a significant degree of public acceptance."

The network programs cited were ABC's *The Draft: Who Serves?, The Eye of the Storm* and *To All the World's Children;* CBS's *A Black View of South Africa, The Eskimo: Fight for Life* and *The Mystery of Pain;* NBC's *For the Love of Fred, Migrant: An NBC White Paper, A Storm in Summer* and *Trip To Nowhere: An NBC White Paper on Youth and Drugs,* and Public Broadcasting Service's *The Advocates.*

Promotion tips:

Syndicated drug series ■ *Drugs: A to Z,* WCBS-TV New York series written and narrated by Earl Ubell, is being syndicated and distributed in 50 markets throughout the U.S. by Prime TV Films Inc., New York. Also, the Department of the Army has acquired the 30-part series to be shown at Army installations in the U.S. and abroad.

Serving world peace ■ Noncommercial stations WNYC-AM-FM-TV New York, licensed to the Municipal Broadcasting System, have received special citations from the United Nations Office of Public Information for their coverage of the United Nations for over a quarter of a century. Also receiving a special citation was Seymour N. Siegel, director of communications of Municipal Broadcasting, on behalf of the city-owned stations.

Anemia campaign ■ WTIC-AM-FM-TV Hartford, Conn. is conducting a campaign to raise money for a center which will study Sickle Cell Anemia at Howard University, Washington. The hereditary disease, found almost exclusively among blacks, is presently incurable—killing half its victims before the age of 20. The proposed center will have three functions: research, treatment, and providing information. Interested parties may send contributions to Sickle Cell Center Howard University, c/o WTIC, 3 Constitution Plaza, Hartford, Conn. 06115.

Blakeslee Awards deadline ■ The American Heart Association, New York, last week announced May 1 as the deadline for entries in the annual competition for the Howard W. Blakeslee Awards, which honor outstanding reporting in the field of heart and blood vessel diseases. The awards, which carry an honorarium of $500 each, will be presented in the fall. Entry blanks and details on rules may be obtained from local Heart Associations. They may also be obtained from the American Heart Association.

BookNotes

"The Information Machines: Their Impact on Men and the Media," 1971, by Ben H. Bagdikian. Harper & Row, New York. 359 pp. $8.95.

"The future of communications technology" is the kind of subject that too often inspires either glassy-eyed visions of Utopia or the antiseptic, gadget-oriented forecasts of post-graduate robots. Happily, Ben Bagdikian has managed to avoid both extremes in this sober, comprehensive assessment of technological possibilities and their human implications.

Mr. Bagdikian, a veteran journalist presently serving as national affairs editor of the *Washington Post*, wrote "The Information Machines" during two years with the Rand Corp., during which time he collected so much material that his book almost defies summary. Generally, he tells news organizations to expect "a vast increase in the scope of their newsgathering, in the quantity and speed of their intake of information, radically new methods of storing and selecting from this expanded reservoir, and increasing versatility in presenting it to the consumer." More specifically, he foresees a blurring of the distinctions between print and broadcast news, with electronic dissemination of some printed material, and the use of computers, cables and satellites to offer the consumer a vastly expanded selection of fact and analysis.

But, as Mr. Bagdikian constantly reminds the reader, technology is one thing and its social use quite another. "Diversity and openness are not luxuries granted by an indulgent social system," he writes, "they are the difference between that system's living and dying. . . . The new technology must be put to uses that support the process of freedom rather than some single goal of monetary profit, or mechanical efficiency, or the indoctrination."

Although he foresees drastic changes in broadcasting, Mr. Bagdikian is no worshipper of cable or any other new technology. Indeed, he doubts that cable operators will improve upon the performance of today's television, absent any changes in the over-all communications system. "Electrons have no morals," he says, and innovation alone guarantees nothing.

On the way to these conclusions, Mr. Bagdikian occasionally shoots from the hip, as when he informs us that over-the-air broadcasting will move to wire "within this decade." By and large, however, even readers who disagree with some of Mr. Bagdikian's projections will find his book an absorbing, responsible study. His purpose is not so much to "predict" in a strict sense as to define the choices that will be offered in the next 30 years, and to remind us of the human concerns that ought to guide those choices.

"The Challenges of Change," 1971, by Walter Cronkite. Public Affairs Press, Washington. 113 pp. $3.75.

Actually a selection of Mr. Cronkite's speeches, the book contains nine chapters. Some fall under titles of such general interest as "Technological Prospects," which stems from his experiences as "reporter" for the CBS News series, *The 21st Century.*

Others are more specific — for example, "The Believability of Broadcasting" is his answer to the attacks by Vice President Spiro Agnew on broadcast journalism.

The introduction is by Irving Dilliard, Ferris professor of journalism, Princeton University.

"The Anatomy of a Television Commercial, The Story of Eastman Kodak's 'Yesterdays'," 1970, Edited and Introduced by Lincoln Diamant. Communication Arts Books, Hastings House, New York. 192 pp. $12.50.

The creation and production in 1966-67 of a two-minute Eastman Kodak TV commercial, "Yesterdays," are recounted by major participants.

The book, a text for students of the commercial and professionals working in this area, is amply illustrated. An appendix includes the transcript of questions and answers from a seven-week International Radio and Television Society panel-seminar discussion in 1969 on the making of the commercial, the original draft script by Ken Thoren and the final photo-script (the commercial was shown July 23, 1967).

This package is tied together by Mr. Diamant's running commentary. Net effect is a story on the visual inventive process of creating a commercial, which can be of more than incidental interest to readers outside the commercial-production field.

The author is qualified in the field: He is president of Spots Alive Inc., New York, a broadcast advertising firm; is a former advertising agency TV-commercial production executive and was creator-moderator of the IRTS panel-seminar on the anatomy of the Kodak commercial.

International

London firm sets up base in Elmsford, N.Y.

GEC-Marconi Electronics, London, has opened American headquarters in Elmsford, N.Y., for its Marconi Electronics Inc., which will provide marketing and product support for all of the company's present operations in the U.S.

Tom Mayer, managing director of Marconi Communications Systems, London, has been appointed president of the new film but will remain in England. Frank Cassidy, executive vice president of Marconi Philippines Inc., has been appointed to a similar post in Elmsford and made chief executive officer of the new firm.

American sales for Marconi Electronics in the U.S. in 1970 were estimated by the company at between $3-4 million.

Address of the new headquarters is 500 Executive Boulevard, Elmsford, N.Y. 10523. Telephone is: (914) 592-4810. The office is expected to be fully operational by April 1.

DES adds Belgian agency

DES-Dorland International, New York, last week announced the addition of Mens Conseils, Brussels, as the 13th member of its international advertising agency network. Mens Conseils billed approximately $2.1 million in 1970. Combined billings of the 13 agencies is an approximate $242.5 million.

Fates&Fortunes

Broadcast advertising

Malcolm Sullivan, management supervisor, J. Walter Thompson, Chicago office, elected senior VP.

Robert H. Huntington Jr., assistant secretary-treasurer, Compton Advertising, New York, named senior VP. **Alfred M. Utt,** head of domestic and international business development, and **Gerald H. Murphy,** management supervisor, Compton, also named senior VP's.

Louis J. Capozzoli, associate media director, Dancer-Fitzgerald-Sample, New York, named VP. **John H. Savage,** copy supervisor and producer, and **William N. Tollis,** art director and producer, also named VP's. **Jack Irving,** media buyer, appointed media supervisor. **Jon Williams** and **Robert Reed,** assistant account executives, appointed account executives.

Richard Busciglio, manager of TV programing; **Donald Wilson,** administrator of commercial production; **Constantine Camamis,** head of sales-promotion department and **John Conrad,** copy supervisor, all Cunningham & Walsh, New York, elected VP's. Mr. Busciglio is also appointed TV program director.

Michael E. Hvidonov, head of print-production department, LaRoche, McCaffrey & McCall, New York, named VP. **Robert R. Morris** and **William J. Vieser,** account supervisors, also named VP's.

John M. Kemper, VP-account supervisor, Lennen & Newell, Chicago, elected senior VP and member of executive committee.

Dick Scott, account executive, Clinton E. Frank, Chicago, named VP, account supervisor, Los Angeles office. **John Cox,** senior account executive, Los Angeles, named VP, account supervisor there. **Barry G. Olson,** creative supervisor, Los Angeles, named VP and creative supervisor, West Coast accounts. **Gerald Markowich,** manager, Ft. Lauderdale-Miami, named VP, account supervisor, New York.

Leslie W. Wallwork, director of syndication and associate media director, McCann-Erickson, Los Angeles, named VP.

Robert C. Doherty, senior VP for client services, John Rockwell & Associates, New York, elected executive VP. **Kenneth S. Olshan,** VP and management supervisor, elected senior VP. **W. Jack Mann,** associate research director, Ogilvy & Mather there, joins Rockwell as senior VP.

John C. Harding, account supervisor, Cargill, Wilson & Acree, Richmond Va., agency, elected VP.

John Register, senior VP, LaRoche, McCaffrey & McCall, New York, joins creative department, Geer, DuBois & Co., agency there in executive capacity.

Hector Hamilton, sales manager, KPOI-AM-FM Honolulu, named VP in charge of sales, KKUA(AM) there.

Richard H. Bolster, account executive, Major Market Radio, station representative, Chicago, joins ABC-FM Spot Sales there in same capacity.

John Benson and **Powell Johns,** brand supervisors, Leo Burnett, Chicago, appointed account supervisors.

Harry Warren Jr., VP and senior account supervisor, Lennen & Newell, New York, appointed account supervisor, Knox Reeves Advertising, Minneapolis.

Richard W. Linkul, territorial manager, The Paper-Mate Co., St. Louis, joins Gardner Advertising there as account executive.

Steven J. Powell, production manager, Gray & Kilgore, Detroit agency, joins Kenyon & Eckhardt there in same capacity.

Robert K. Gass, media supervisor, Young & Rubicam, New York, joins N. W. Ayer & Son there as associate media director.

George Lekas, TV producer, Compton Advertising, Chicago, joins Scott & Scott, agency there, as radio-TV creative director.

Thomas E. Guthrie, commercial manager, WPVL(AM) Painesville, Ohio, appointed general sales manager.

Brian D. Stone, sales and marketing manager, WCIB(FM) Falmouth, Mass., joins WCAS(AM) Cambridge, Mass., as sales manager. He succeeds **Tony Thompson,** appointed sales manager, KBSC-TV Corona, Calif. WCAS and KBSC-TV are both Kaiser Broadcasting stations.

James T. Rhodes, marketing director, Sea & Ski Corp., Reno, joins Gross, Pera & Rockey, San Francisco agency, as account executive.

Allen S. Feuer, general sales manager WKBF-TV Cleveland, moves to KBHK-TV San Francisco in same capacity. He is succeeded by **Thomas V. O'Connell,** WKBF-TV local sales manager.

Lee Larsen, station manager, KFMS(FM) San Francisco, joins KFRC-AM-FM there as national sales manager.

James M. Keating, account executive, WCAU(AM) Philadelphia, appointed WCAU-FM sales manager.

Chris Robinson, sales manager, KXYZ-AM-FM Houston, appointed general sales manager.

Stephen D. Seymour, general sales manager, WJZ-TV Baltimore, joins WBZ-TV Boston in same capacity. Mr. Seymour is succeeded by **Joel A. Segall,** sales manager, KYW-TV Philadelphia. All are Westinghouse Broadcasting stations.

Monas S. Bachman, national sales manager, WISN-TV Milwaukee, appointed general sales manager.

Joe DiMaggio, former New York Yankees baseball great, has joined Hughes Sports Network as VP in public relations. Mr. DiMaggio will appear at various sports events covered by Hughes but does not plan to make regular on-camera appearances.

Media

James F. Ackerman, senior VP, Economy Finance Corp., Indianapolis, named president, Communications Advisors, CATV consultants there. Firm is division of Communications Properties, group-CATV owner.

James L. Loper, executive vice president and general manager, noncommercial KCET(TV) Los Angeles, and **Lloyd Kaiser,** president of noncommercial WQED(TV) Pittsburgh, re-elected chairman and vice chairman respectively, Public Broadcasting Corp. board.

Roger Turner, general manager, WNAX(AM) Yankton, S.D., named executive VP, Park Broadcasting, licensee of WNAX-AM-FM-TV.

Sidney A. Grayson, former owner, KUBA(AM) Yuba City, Calif., appointed general manager, Grayson Television, licensee of KRAQ(TV) Sacramento.

Charles C. Monde, general manager, Amherst Cablevision, Amherst, N.Y., named VP and general manager.

Charles Olson, operations manager, KEMO-TV San Francisco, appointed station manager.

Walter P. Sheppard, general manager WRVR(FM) Riverhead, N.Y., joins noncommercial WITF-FM Hershey, Pa., as station manager.

Programing

Klaus Lehmann, general program associate, international division, TelCom, New York, program consultant and marketing firm, named VP. Mr. Lehmann succeeds **Vincente Ramos,** who with **Robert Rich,** former president of TelCom, forms Rich-Ramos Associates, also program consultant and marketing firm there.

Jim Murphy, production manager, WNEW-TV New York, appointed to newly created position of commercial-operations manager. He is succeeded by **Irving Schecter,** former film operations manager. **William Spitzer,** assistant production manager at station, appointed to newly created position of production coordinator.

Eleanor Ross, casting director, Grey Advertising, New York, will head Telpac Casting, New York firm which provides casting services for companies involved in feature-film production and TV programing.

Bruce Johansen, in European film production, joins KBSC-TV Corona, Calif., as operations manager.

Michael Seagly, production manager, WSPD-TV Toledo, Ohio, joins WSBK-TV Boston, in same capacity.

Stanley Swales, transcription librarian responsible for music selection, WWJ-AM-FM-TV Detroit, and 49-year broadcasting veteran, retires. Mr. Swales began his career with what is now WJLB(AM) Detroit. Mr. Swales joined WWJ stations in 1938. He has been active in many phases of program administration.

News

Joseph Benti, correspondent with CBS News, New York, joins KABC-TV Los Angeles as news anchorman.

Carlos M. Penabaz, UPI newsman, New York, appointed day editor, Latin American desk there. **Enrique L. Durand,** also Latin American desk newsman for UPI, appointed night editor, and **Norberto L. Svarzman,** Latin American desk, appointed overnight editor. **Royal A. Brightbill,** newsman, UPI, Charlotte, N.C., appointed manager of bureau.

Bev Smith, with news staff, WIIC-TV Pittsburgh, appointed consumer-affairs editor.

Tony Larson, news director, KOSI-AM-FM Aurora, Colo., elected president, Colorado Associated Press Broadcasters Association.

Jerry Condra, news director, KQTV(TV) St. Joseph, Mo., named president, Missouri Associated Press Broadcasters Association.

Promotion

Andrew E. Jackson, president and general manager, WMKG-TV Muskegon, Mich., appointed director of community relations, Capital Cities Broadcasting, New York.

Equipment & engineering

Walter E. Baxter, sales manager, Northeastern region, Kaiser CATV, Cherry Hill, N.J., office, appointed general sales manager, Phoenix headquarters. **James J. Taglia,** sales manager, Southeast region, Kaiser, Atlanta, appointed Eastern regional manager.

John J. Casey, director of plans and programs, Riker-Maxson Corp., New York communications group, joins CBS Electronic Video Recording division there as director of merchandising.

Cliff Ratcliff, director of engineering, Broadcast Electronics Inc., Silver Spring, Md., tape-cartridge equipment-manufacturing subsidiary of Filmways, named VP of engineering, secretary-treasurer and director of Broadcast Electronics.

Howard Daubenmeyer, chief engineer, WTRF-TV Wheeling, W. Va., appointed manager, CATV relations, and chief engineer, WTRF-FM. **Robert McFarland,** assistant chief engineer, WTRF-TV, appointed chief engineer.

Derald O. Cummings, senior electronic engineer, C-COR Electronics, CATV-equipment manufacturer, State College, Pa., appointed manager, research and development department.

Allied fields

Antonin Scalia, law professor, University of Virginia, appointed general counsel, Office of Telecommunications Policy, Washington.

Richard Hunt, methods manager for media-research division, A. C. Nielsen, Chicago, elected VP. **William R. Behanna,** with Nielsen Television Index services, named director of Nielsen press relations, New York.

Deaths

Barney Balaban, 83, honorary chairman of Paramount Pictures Corp., died at his home in Byram, Conn., on March 7 after brief illness. Mr. Balaban and family entered motion picture theater business in Chicago in 1907. Enterprise encompassed chain of 125 theaters in Midwest, Balaban & Katz. In 1926 Paramount Pictures bought control of chain, keeping Balabans in management. Mr. Balaban helped establish B&K's WBKB(TV) Chicago, in early days of TV. When ABC merged with Paramount, WBKB facilities were sold with call letters being retained for ABC's WENR-TV Chicago. Later change was made to WLS-TV. Mr. Balaban is survived by his wife, Tillie, one daughter and one son.

James T. McKnight, 46, regional manager for Far West, National Association of Broadcasters, Washington, died March 11 in Redding, Calif., of heart attack. Mr. McKnight, who joined NAB in 1960, began his broadcasting career in 1946 as announcer and salesman for KFRO(AM) Longview, Tex. He is survived by his wife, Joan, two daughters and one son.

Douglas E. Jones, 58, account executive, Alan Torbet Associates, New York, radio representatives, died Feb. 24 of apparent heart attack there. He had been with Torbet since 1962 and was formerly with H-R Representatives. He is survived by his brother, Donald, owner of WSGA(AM) Savannah, Ga.

W. T. Cruickshank, 73, Ontario radio pioneer, died Feb. 28 at Victoria hospital, London, Ont., after lengthy illness. Mr. Cruickshank was founder of CKNX(AM) Wingham, Ont., and was involved in early Canadian television. He is survived by his wife, Mabel, son and daughter.

ForTheRecord ®

As compiled by BROADCASTING, March 2 through March 9, and based on filings, authorization and other actions by the FCC.

New TV stations

Other action

■ Review board in St. Louis denied application by Continental Summit Television Corp. for fifth extension of time to construct KGSL-TV St. Louis, and CP and call letters for station cancelled in a decision by review board (Doc. 18999). Ann. March 2.

Existing TV stations

Other actions

■ Review board in San Diego granted petition by United States International University for reconsideration of review board decision of Oct. 30, 1970, which denied application by Jack O. Gross, t/a Gross Broadcasting Co., for extension of time to construct KJOG-TV San Diego (Doc. 18377). Action March 1.

■ Review board in Boston denied appeal by Community Broadcasting of Boston Inc. from hearing examiner's order setting aside community's notice to take deposition of the president of WHDH Inc. (former licensee of WHDH-TV Boston) in Boston TV proceeding (Docs. 18759-61). Action March 4.

Final actions

■ FCC denied petition by corporate broadcast owner D. H. Overmyer for reconsideration of order (Sept. 4, 1970) designating for hearing his applications for transfer of 80% of his 100% stock interest in permittees of five UHF TV's to U.S. Communications Corp. (Doc. 18950). Action March 3.

■ FCC granted community group, Colorado Com-

PROFESSIONAL CARDS

SERVICE DIRECTORY

Summary of broadcasting

Compiled by FCC, March 1, 1971

	Licensed	On Air STA*	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,314[1]	2	16	4,332[1]	58	4,390[1]
Commercial FM	2,179	0	32	2,211	125	2,336
Commercial TV-VHF	497	2	12	511[2]	13	524[2]
Commercial TV-UHF	167	0	18	185[2]	96	281[2]†
Total commercial TV	664	2	30	696	109	805
Educational FM	436	0	12	448	47	495
Educational TV-VHF	78	0	8	86	4	90
Educational TV-UHF	102	0	9	111	16	127
Total educational TV	180	0	17	197	20	217

* *Special Temporary Authorization.*
[1] *Includes 25 educational AM's on nonreserved channels.*
[2] *Indicates four educational stations on nonreserved channels.*
† *Does not include six commercial UHF TV's licensed but silent.*

mittee on the Mass Media and the Spanish Surnamed Inc., one-week extension of time to file petitions to deny license renewals of 46 Colorado TV's. Committee had asked for 60-day extension of time to file petitions to deny. Action March 3.

■ KDIN-TV Des Moines, Iowa—Broadcast Bureau granted CP to change ERP to vis. 269 kw; aur. 26.9 kw; trans. location to 1 mile south of Alleman, Iowa; change type trans. and type of ant.; ant. height 1,820 ft. Action March 2.

■ WHDH-TV Boston—FCC denied petition by WHDH Inc., former licensee of WHDH-TV Boston, asking FCC to direct its staff to seek remand from Court of Appeals of case involving decision of January 1969 awarding authority to operate on channel 5, Boston to Boston Broadcasters Inc. (BBI), and denying authorization to WHDH and others on comparative grounds (Docs. 8739, 11071, 15204-207). Action March 3.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX] and Forum Communications Inc.), TV proceeding, ordered that further detail relating to community problems issue and its hearing sequence to be taken up as prefatory matter on resumption date of hearing, April 12, and scheduled May 24 to be final date for exhibit exchanges and by separate action granted petition by WPIX Inc. for leave to amend its application to reflect correction of inadvertent error respecting programing time and percentages in its application (Docs. 18711-2). Action Feb. 25.

■ *WOSU-TV Columbus, Ohio—Broadcast Bureau granted CP to change ERP to vis. 977 kw; aur. 195 kw; trans. location to Ohio route #3 approximately 2 miles north of Westerville, Ohio; studio location to 2400 Olentangy River Road, Columbus; change type trans. and ant.; ant. height 1,080 ft. Action Feb. 26.

■ WCAU-TV Philadelphia—Broadcast Bureau granted CP to change ERP to vis. 186 kw; aur. 18.6 kw; change type ant. and make changes in ant. structure; ant. height 1,160 ft. Action Feb. 25.

■ KRSD-TV Rapid City, S.D.; KLZ-TV Denver —FCC in response to requests by The Heart of the Black Hills Stations (KRSD-TV), and Time-Life Broadcast Inc. (KLZ-TV) for declaratory ruling in dispute concerning payment by KRSD-TV for rebroadcast of KLZ-TV's CBS network programing, FCC notified stations that it "has long allowed the originating station to impose a fee for the grant of rebroadcast consent so long as that fee is based upon a reasonable share of the legitimate costs of the originating station. . ." FCC said it has interpreted "originating station" as station whose signal is actually being received by rebroadcasting station and not network that supplies basic programing. Action March 3.

■ KELO-TV Sioux Falls and KPLO-TV Reliance, both South Dakota—FCC granted request by Television-Radio Improvement Assn., local community group, for 30-day extension of time to file petitions to deny license renewal applications of Midcontinent Broadcasting Co. for its stations KELO-TV and KPLO-TV. Action March 3.

■ KCEN-TV Temple, Tex.—Broadcast Bureau granted CP to change type trans. Action Feb. 24.

■ WXOW-TV La Crosse, Wis.—FCC authorized operation of WXOW-TV La Crosse, by Horizons Communications Corporation of Wisconsin as satellite of commonly owned WKOW-TV Madison, Wis., until Sept. 1, 1972. Action March 3.

Call letter application

■ KFRE-TV Capital Cities Broadcasting Corp., Fresno, Calif. Requests KFSN-TV.

Call letter action

■ WAJA-TV Spanish International Communications Corp., Miami. Granted WLTV(TV).

Designated for hearing

■ WESH-TV Daytona Beach, Fla.—Broadcast Bureau designated for hearing mutually exclusive applications by Cowles Florida Broadcasting Inc., for renewal of license for its station WESH-TV and Central Florida Enterprises Inc., for CP for new TV at Daytona Beach. Cowles Florida Broadcasting's application to change facilities and trans. site of WESH-TV was included in the designation order. Action March 3.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of stations network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ WIBW-TV Topeka, Kan.—Contract dated Nov. 4, 1970, effective Nov. 1, 1970 to Nov. 1, 1972. Network rate, $563; compensation paid at 30% prime time.

■ WPHL-TV Philadelphia—Contract dated Jan. 6, replaces one dated Oct. 16, 1968; effective Sept. 3, 1970 to March 31, 1971. Network rate $400; compensation paid at 30% prime time.

CBS

■ Formula: Same as ABC.

■ KMSP-TV Minneapolis—Contract dated Nov. 9, 1970, effective Sept. 7, 1970 to Sept. 3, 1971. Network rate, $1,400.

■ KEPR-TV Pasco, Wash.—Contract dated Jan. 15, replaces one dated Nov. 15, 1966; effective Sept. 1, 1970 to June 14, 1972, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, $182; compensation paid at 32% prime time.

■ KIMA-TV Yakima, Wash.—Contract dated Jan. 15, replaces one dated Nov. 15, 1966; effective Sept. 1, 1970 to June 14, 1972 and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, $254; compensation paid at 32% prime time.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ WAGM-TV Presque Isle, Me.—Amendment dated Jan. 11, extends effective date of agreement from Feb. 1 to Feb. 1, 1973.

New AM stations

Final actions

■ FCC dismissed application by Martin Lake Broadcasting Co. for review of ruling by review board reversing hearing examiner and rejecting Martin's post-designation amendments showing change in corporate ownership in proceeding involving mutually exclusive applications for new AM's at Alexander City and Clanton, both Alabama, respectively (Docs. 18782, 18783). Action March 3.

■ FCC gave notice that initial decision released Dec. 30, 1970, proposing denial of application by Northwestern Communications Corp., Bentonville, Ark., for a new daytime AM became effective Feb. 23 in keeping with rules (Doc. 18869). Ann. March 4.

■ Calhoun, Ga.—FCC granted petition of John C. Roach, Calhoun, asking FCC to seek remand of appeal of decision denying application for AM CP, pending in U.S. Court of Appeals for District of Columbia Circuit. Action March 3.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Honesdale, Pa. (Wayne County Broadcasting Corp.), AM proceeding, upon request of Broadcast Bureau, changed certain procedural dates and changed hearing date from Mar. 5 to May 11 (Doc. 19038). Action March 3.

■ Hearing Examiner Charles J. Frederick in Youngstown, Ohio, and Ellwood City, Pa. (Media Inc. and Jud Inc.), AM proceeding, granted petition by Jud Inc. for leave to amend its application to reflect fact that Armstrong Utilities Inc. will soon commence CATV service in Center township, Pa. (Docs. 18768-9). Action Feb. 26.

■ Chief Hearing Examiner Arthur A. Gladstone in Alexander City and Clanton, both Alabama (Martin Lake Broadcasting Co. and Clanton Broadcasting Corp.), AM proceeding, granted motion by Clanton for enlargement of scope of field hearing to extent that receipt of such testimony in field is limited to witnesses who are not principals of either of applicants; and that testimony of such principals and testimony of all engineering matters be received at hearing in Washington and denied motion in all other respects; and further ordered that request that chief hearing examiner alter hearing schedule provided by hearing examiner be denied (Docs. 18782-3). Action March 3.

■ Chief Hearing Examiner Arthur A. Gladstone in Vancouver, Wash. (Cathryn C. Murphy), AM proceeding, transferred instant case from Hearing Examiner David I. Kraushaar to Hearing Examiner Millard F. French (Doc. 18672). Action March 3.

■ Hearing Examiner Isadore A. Honig in Jeannette, Pa. (Central Westmoreland Broadcasting Co.), AM proceeding, granted motion by applicant and received evidence; closed record and set certain procedural dates (Doc. 19042). Action March 2.

■ Acting Chief Hearing Examiner Jay A. Kyle in Brush, Colorado Springs and Boulder, all Colorado (Pettit Broadcasting Co., et al), AM proceeding, designated Hearing Examiner Lenore G. Ehrig to serve as presiding officer; scheduled prehearing conference for March 26 and hearing for April 26 (Docs. 19157-9). Action Feb. 25.

■ Hearing Examiner Chester F. Naumowicz in Indianapolis, Omaha and Vancouver, Wash. (Star Stations of Indiana Inc., et al.), AM and FM proceeding, granted petition by Indianapolis Broadcasting Inc. for leave to amend its application to reflect changes responsive to financial qualifications issue designated against practitioner (Docs. 19122-5). Action Feb. 24.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Juan, Puerto Rico (Radio San Juan Inc. [WRSJ]), AM proceeding, on informal request of applicant, continued conference scheduled for March 9 to March 12 (Doc. 17574). Action March 3.

Other actions

■ Review board in Costa Mesa-Newport Beach, Calif., granted petition by Orange Radio Inc. Fullerton, Calif. (Doc. 15755), for extension of time through March 10 to file responsive pleadings to petition filed by Western Broadcasting Corp., Pasadena (Doc. 15765), to enlarge issues, reopen record and remand for further hearing (Docs. 15752, et al.). Action March 3.

■ Review board in Indianapolis, Indianapolis Broadcasting Inc., AM-FM proceeding, dismissed petition by Indianapolis Broadcasting Inc. to enlarge issues in Star Stations renewal proceedings by adding suburban and comparative efforts issues. Action March 5.

■ Review board in Eupora, Miss., granted motion by Radio Tupelo, applicant for new AM at Tupelo, Miss., to add ant. system issue on application of Tri County Broadcasting Co., competing applicant for use of facilities at Eupora. Action March 1.

Call letter applications

■ Big County Radio Inc., Fairbanks, Alaska.

Requests KIAK(AM).

■ Wabash Radio Co., Wabash, Ind. Requests WAYT(AM).

Existing AM stations

Final actions

■ Broadcast Bureau announced that on April 13, following AM applications will be considered ready and available for processing: KPST Preston, Idaho; Voice of the Rockies Inc.; Has: 1340 kc, 250w, S.H., Req: 1340kc, 250w, 1kw-LS, S.H. KVIC Victoria, Tex.; Pioneer Broadcasting Co.; Has: 1340kc, 250w, U. Req: 1340kc, 250w, 1kw-LS, U. Action March 2.

■ KAWT Douglas, Ariz.—Broadcast Bureau granted CP to increase daytime power to 1 kw and install new daytime trans. Action Feb. 24.

■ KSCJ Sioux City, Iowa—Broadcast Bureau granted request for issuance of tax certificate, in keeping with Internal Revenue Code 26, in connection with assignment of license granted on Nov. 24, 1970. Action Feb. 25.

■ KELK Elko, Nev.—Broadcast Bureau granted CP to construct new ant. to replace ant. destroyed. Action Feb. 26.

■ WPUT Brewster, N.Y.—Broadcast Bureau granted CP to install new 250 w trans. for aux. use. Action Feb. 24.

■ KFLY-AM-FM Corvallis, Ore.—FCC granted KFLY Interim Broadcasters, joint venture by three competing applicants for KFLY-AM-FM, authority to continue operation of stations until termination of hearing on applications for regular authority. Action March 3.

■ KISN Vancouver, Wash.; KOIL-AM-FM Omaha, WIFE-AM-FM Indianapolis—FCC denied requests by Star Stations of Indiana (Docs. 19122-25) and Belk Broadcasting Co. of Florida Inc. (Doc. 19126) for access to statements, documents, writings or other materials contained in FCC Doc. 18807, "Inquiry into the Operations of Radio Stations KISN; KOIL-AM-FM; and WIFE-AM-FM". License renewal applications of Star Stations, WIFE-AM-FM; KOIL-AM-FM; and KISN have been set for separate hearing. Action March 3.

Initial decision

■ New McConnellsburg, Pa.—Hearing Examiner Isadore A. Honig proposed in initial decision grant of application of Town Radio Inc., licensee of WSHP, Shippensburg, Pa., for CP for new AM at McConnellsburg to operate daytime on 1530 kc with 1 kw (250 w, CH) (Doc. 19040). Ann. March 8.

Actions on motions

■ Hearing Examiner Chester F. Naumowicz in Gulfport, Miss., and Americus, Ga. (Charles W. Dowdy [WROA] and Sumter Broadcasting Co.), AM proceeding, set certain procedural dates and scheduled hearing for March 22 (Docs. 18941-2). Action Feb. 25.

■ Hearing Examiner Chester F. Naumowicz in Milton-Freewater, and Hermiston, both Oregon (Country Radio Broadcasting Inc. and Hermiston Broadcasting Company [KOHU]), AM proceeding, scheduled further prehearing conference for March 11 (Docs. 18965-6). Action Feb. 25.

■ Hearing Examiner Chester F. Naumowicz in San Juan, P.R. (Radio San Juan Inc. [WRSJ]), AM proceeding, scheduled a conference for March 9 (Doc. 17574). Action Feb. 25.

Fines

■ WDIC Clinchco, Va.—FCC notified Dickenson County Broadcasting Corp., licensee, that it has incurred apparent liability for forfeiture of $500 for willful or repeated violations of rules by failing to check calibration of remote antenna ammeter against antenna base and failing to inspect all transmitting equipment on five days of each week during Jan. 9, 1970, to Aug. 12, 1970. Action March 3.

Call letter application

■ Triangle Broadcasting Corp., Drew, Miss. Requests WDRU(AM).

Designated for hearing

■ WSNT Sandersville, Ga.—FCC set for hearing application of WSNT Inc., for renewal of license of WSNT. Action March 3.

New FM stations

Final actions

■ Louisville, Ga. — Peach Broadcasting Co. FCC granted 92.1 mhz, 3 kw. Ant. height above average terrain 200 ft. P.O. address: Middle Ground Road, Louisville 30434. Estimated construction cost $20,404; first-year operating cost $3,620; revenue $2,500. Principals: Ottis G. Stephens, sole owner. Mr. Stephens owns WPEH(AM) Louisville. Action Feb. 24.

■ Macon, Ga.—FCC granted petition filed by Middle Georgia Broadcasting Company, applicant for new FM at Macon asking that FCC request remand of Middle Georgia's license denial appeal from United States Court of Appeals for District of Columbia Circuit (Docs. 18278-9). Action March 3.

Initial decisions

■ Valdosta, Ga.—Christian Radio Fellowship Inc. Hearing Examiner Ernest Nash proposed grant of 101.1 mhz, ch. 266, 30 kw. Ant. height above average terrain 310.15 ft. P.O. address: Box 398, Orange Park, Fla. 32073. Estimated construction cost $41,275.71; first-year operating cost $20,500; revenue $20,000. Principals: Thomas Jackson Tidwell, president, and others. Applicant is nonprofit organization and therefore has no capital stock. Ann. March 3.

■ Sun Prairie, Wis.—Sun Broadcasting Inc. Chief Hearing Examiner Arthur A. Gladstone in initial decision proposed 92.1 mhz, 3 kw. Ant. height above average terrain 300 ft. P.O. address Route 1, Sun Prairie 53590. Estimated construction cost $36,012; first-year operating cost $42,790; revenue $54,000. Principals: Garvin Cremer, president, Mel Andre, vice president, and Carl J. Tutera, secretary-treasurer (each 33⅓%). Mr. Cremer is controlling stockholder of mail-order cheese business. Messrs. Andre and Tutera own 30% and 40%, respectively, of CP for new AM at Appleton, Wis. Mr. Tutera owns 20% of WBOO(AM) Baraboo, Wis. Action March 8.

Actions on motions

■ Hearing Examiner Millard F. French in Camarillo, Calif. (Camarillo Broadcasting Co. and Hot Air Radio), FM proceeding, on request of Broadcast Bureau continued hearing to April 5 (Docs. 18969-70). Action Feb. 25.

■ Hearing Examiner Millard F. French in Huntington, W. Va. (Mortenson Broadcasting Inc.), FM proceeding, granted petition by applicant for leave to amend its application to show acquisition by its principals of interests in two FM's (Doc. 18439). Action March 2.

■ Hearing Examiner Isadore A. Honig in Live Oak, Fla (WNER Radio Inc. and Live Oak Broadcasting Co.), FM proceeding, granted petition by Live Oak for leave to amend its application to submit current information concerning employment of Fred Hughes, one of its principals (Docs. 18975-6). Action Feb. 26.

■ Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York (Auburn Publishing Co., et al.), FM proceeding, scheduled hearing conference for March 9 (Docs. 18674-6). Action Feb. 26.

■ Hearing Examiner David I. Kraushaar in Omaha (Charles F. Heider and Pier San of Nebraska Inc.), FM proceeding, granted joint request of applicants and approved their agreement; dismissed with prejudice application of Charles F. Heider for CP for new FM in Omaha and retained in hearing application of Pier San of Nebraska Inc. (Docs. 19020-1). Action March 2.

■ Hearing Examiner Jay A. Kyle in Leisure City and Goulds, both Florida (Resort Broadcasting Co. and Fine Arts Broadcasting Co.), FM proceeding, on request of Fine Arts set certain procedural dates and scheduled hearing to convene at 3 p.m. on March 8 (Docs. 18956, 18958). Action Feb. 25.

■ Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio, Delaware-Gahanna FM Radio Broadcasting Station Inc.), FM proceeding, upon request of Broadcast Bureau, scheduled further hearing conference for March 8 (Docs. 18308, 18793). Action March 4.

■ Hearing Examiner Ernest Nash in Athens, Tenn. (Athens Broadcasting Co., 3 J's Broadcasting Co.), FM proceeding, to confirm actions taken and agreed upon at March 1 prehearing conference, set procedural dates; scheduled hearing to begin April 12 instead of March 29 (Docs. 17617-8). Action March 3.

■ Hearing Examiner Chester F. Naumowicz in Corona, San Bernardino and Upland, all California (Major Market Stations Inc. et al.), FM proceeding, scheduled a conference for March 11 (Docs. 19062-6). Action Feb. 25.

■ Hearing Examiner Chester F. Naumowicz in Titusville and Fort Pierce, both Florida (WRMF Inc. and St. Lucie Broadcasting Co.), AM proceeding, scheduled conference for March 9 (Docs. 19022-3). Action Feb. 25.

Call letter applications

■ KAMO Inc. Rogers, Ark. Requests KAMO-FM.

■ Francis C. Kegel, Riviera Beach, Fla. Requests WGMW(FM).

■ Coffee County Broadcasters Inc., Douglas, Ga. Requests WOKA-FM.

■ Douglas E. Eddy, Forest City, Iowa. Requests KWHC(FM).

■ Loyola University of Chicago, Chicago. Requests *WLVC-FM.

■ Edward W. Piszczek & Jerome K. Westerfield, Des Plaines, Ill. Requests WYEN(FM).

■ South Central Educational Broadcasters, Hershey, Pa. Requests *WITF-FM.

Call letter actions

■ Auburn University, Auburn, Ala. Granted *WEGL(FM).

■ Lighthouse Broadcasting Co., Jupiter, Fla. Granted WJTS-FM.

■ Watkins Glen-Montour Falls Broadcasting Corp., Montour Falls, N.Y. Granted WXXY(FM).

■ WHBL Inc., Sheboygan, Wis. Granted WHBL-FM.

Designated for hearing

■ Bangor, Me.—FCC set for hearing mutually exclusive applications of Bangor Broadcasting Corp. and Penobscot Broadcasting Corp. for CP for new FM's to operate on 92.9 mhz in Bangor. Action March 3.

Existing FM stations

Final actions

■ KVRH-FM Salida, Colo.—Broadcast Bureau grated mod. of CP to change trans. and ant.; make changes in ant. system; ant. height 70 ft. Action March 2.

■ WKWL(FM) Belvidere, Ill.—Broadcast Bureau granted request for subsidiary communications authorization on sub-carrier frequency of 67 khz. Action Feb. 25.

(Continued on page 76)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.
Situations Wanted 25¢ per word—$2.00 minimum.
Applicants: If tapes or films are submitted, please send $1.00 for each package to cover handling charge. **Forward remittance separately.** All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
Deadline for copy: Must be received by Monday for publication next Monday.
Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—$2.00 minimum.
All other classifications 35¢ per word—$4.00 minimum.
Display ads. Situations Wanted (Personal ads)—$25.00 per inch. All others—$40.00 per inch. 5" or over billed at run-of-book rate.—**Stations for Sale, Wanted to Buy Stations, Employment Agencies,** and **Business Opportunity** advertising require display space. **Agency commission** only on display space. **No charge** for blind box number.
Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted Management

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.

General Manager. Willing to purchase minority interest, and manage, an FM station in a metropolitan market. Box C-77, BROADCASTING.

Ownership—that's what the man selected will receive as general manager of our northeast station. Box C-78, BROADCASTING.

Michigan network fulltime station needs selling manager. Family held corporation willing to make stock options available to right party. Must be able to sell and build local sales force. Station is profitable now but full potential has not been reached. Send resume to Box C-89, BROADCASTING.

Aggressive Ohio group needs strong, sales-oriented manager for small AM-FM in one of northern Ohio's richest markets. Station grossing six figures but has staff and potential to do much better under qualified, take-charge manager. Many fringe benefits. Salary negotiable. Outstanding opportunity for self-starter. Send complete resume to Box C-178, BROADCASTING.

One of Indiana's top FM stations needs a dedicated pro to head up operation. Manager that knows sales, programing, public affairs/service, play-by-play and willing to become totally immersed in the affairs of our beautiful small community. Resume, references, photo and tape first letter. Replies confidential. Box C-206, BROADCASTING.

Sales manager. We're looking for the greatest young radio sales executive in the country. The man we want is a prime mover, a great personal salesman as well as a manager and motivator; he's also an expert in developing creative presentations, the use of every kind of sales, market and audience research, front-line sales supervision and promotion. He's prepared to give a boost to our already strong sales organization and, at the same time, to take an active role in community affairs and function as all round assistant to the General Manager. Here's the story on us: Our AM-FM operation has high quality programing, good ratings, great demographics, a record of producing results for advertisers and a reputation for being the cleanest operation in town. We're already established as a leader in our major western market but we intend to do even better. If you're the man we need we offer a real challenge, long hours and hard work . . . plus the satisfaction of solid accomplishment, a prestige association, salary of $20,000 to start with an incentive plan and a chance to move up. If you're the man send us your resume, picture and anything else we ought to know. All replies will be answered. Box C-217, BROADCASTING.

Las Vegas "Soul" station has immediate opening for a general sales manager. Must be able to reorganize sales staff, must have experience selling "soul" radio, must have a good track record. Man selected can be general manager within 12 months. Salary, commission, override. Interviews arranged either in Las Vegas or at NAB convention Chicago. Send complete resume plus recent photo to Cy Newman, President, KVOV Radio, 301 South Highland, Las Vegas, Nevada 89106.

Program director. University public FM. CPB qualified. 12 month contract starting July 1st. Salary $9,500+. Masters Degree preferred. Contact Jerry Gottschalk, WBGU Radio, Bowling Green, Ohio 43403. Bowling Green State University is an equal opportunity employer.

Sales

Join our sales staff. We're enthusiastic, ambitious, and successful. Requires successful track record or will consider training experienced announcer who wants to move up to sales. Midwest city under 40,000. Resume, photo. Box C-11, BROADCASTING.

Sales continued

Salesman opening in one of Tennessee's oldest stations under continuous ownership. Guaranteed salary plus commission, insurance and auto expense. Member of NAB, TAB and charter member of RAB. Plenty room for advancement, area's leading broadcaster. Send complete information in confidence. Box C-21, BROADCASTING.

Salesman. $10,000-$15,000 start. Reasonable potential $25,000 first year for go-getter. Large market—east. Market does estimated $12,000,000 local radio sales. Protected account list all qualified local radio advertisers who can afford station rates and who have good paying record. Should be self-starter, tenacious, smart, imaginative and willing to take direction. Pleasant family living. E.O.E. Send resume, references and current picture. Box C-62, BROADCASTING.

Salesman/announcer, MOR-AM. South Florida coast, salary, commission, gas. Submit resume, tape to Box C-156, BROADCASTING.

Southeast fulltime regional station needs salesman with ability, desire and willingness to work. Not interested in high pressure men. Excellent opportunity/small market. Write Box C-193, BROADCASTING.

Salesman. WFTL AM & FM has opening for commission salesman. Fulltime job—benefits, profit sharing. Seeking self-starter. Address all replies to Bill Sherry, sales manager, Box 1400, Ft. Lauderdale, Florida 33302.

Leading MOR and sports station in beautiful growth area needs salesman with management potential, stability and creativity. Good guarantee and commission structure. Call Manager, WJPF, Herrin, Illinois (618) 942-2181. Equal opportunity employer.

Broadcast equipment sales engineer: CCA Electronics is expanding and we have vacancies for the California, Arizona, Nevada and Utah territories as well as the Colorado, New Mexico and Texas territories. Applicants must be familiar with AM and FM broadcast equipment, have an interest in sales and be able to travel. Apply with resume to Robert Sidwell, Sales Manager, CCA Electronics, 716 Jersey Avenue, Gloucester City, N.J. 08030.

Announcers

Where have all the mature-voiced, pleasant personality, DJ's gone? If you like decent wages (up to $10,000 as starter for the right man), pleasant, suburban living (about 1 hour from NYC) love to do morning shows, are interested in a bright future with a growing organization, can read a commercial like a "pro", and are, in fact, a professional (age 30 or over), and with more than 5-years experience, then we have the job for you! You must have reasonable knowledge of music from the mid-30's to early 50's. Recent graduates, floaters, drunks, Prima Donnas, or other psychological problems—don't waste our time. Rush complete background and tape to Box C-43, BROADCASTING.

Top 40 D.J. East coast. Experienced with solid track record. Opening created by DJ being promoted to PD. Send tape, resume, references and picture. E.O.E. Box C-63, BROADCASTING.

Rock station—top ten market—looking for announcer with low key conversational delivery. Must have a strong understanding of rock music past and present —morning shift. Send low key conversational tapes only, and resume. Box C-68, BROADCASTING.

New Jersey good music station seeking a staff announcer-newsman. One year experience required, car necessary. Salary commensurate with ability. Send tape and resume to Box C-185, BROADCASTING.

Experienced announcer with first ticket for Carolina MOR fulltimer. Small college community. Box C-194, BROADCASTING.

Young contemporary announcer or newsman wanted. First phone, some experience. Midwest location. Tape and resume to: Box C-201, BROADCASTING.

Announcers: Experienced program director will have an excellent opportunity in Pauls Valley, Oklahoma. Salary negotiable. Contact George Wilburn, KVLH, Pauls Valley, Oklahoma.

Announcers continued

Modern country, 10 kw powerhouse offers good announcer with experience and first ticket (no maintenance) good pay, good conditions, house available. Great area to live. WAXU, Box 759, Lexington, Kentucky 502-863-1580.

Experienced with 3rd needed now—must be able to make personal audition, salary open. Send tape, photo, and resume with first letter, or call WGAW Radio, Gardner, Mass. 01440.

WEKT-FM stereo in Hammondsport, New York needs announcers with a good voice. We serve wine country U.S.A.

5 kw needs experienced, stable radio personality who can communicate with his audience in an MOR format. Send resume and tape to WHLW, Lakewood, N.J.

Wanted: Experienced, modern, country-western announcer, 1st class ticket for AM station. Need some sales experience. Salary open. Contact Joe Orr, WHVL, 717 Greenville Highway, Hendersonville, N.C. Phone 692-1600.

Technical

Chief engineer needed who knows AM directional, FM stereo, microwave for established AM, new FM. Send resume to Box B-46, BROADCASTING.

1st phone—assistant chief for daytime-directional 90 minutes from N.Y.C. Must have professional attitude, with desire to work and learn. Ground floor opportunity to assist with construction of 2 new stations, syndication studios, and automation systems. Will consider beginner with ability. Rush complete background to Box C-44, BROADCASTING.

Assistant chief engineer. Up to $12,000 start. East coast. Modern equipment. A good place to work. Box C-64, BROADCASTING.

Chief engineer. Permanent opportunity. Growing organization. Require experience and directional FM MX. Immediate opening. Salary reflects experience. Midwest Metro. All details and requirements first letter. Box C-114, BROADCASTING.

Chief engineer—Large group broadcaster needs aggressive, experienced chief for one of its radio properties in large east coast market. Will be responsible for engineering administration and operations. Salary commensurate with experience. Excellent company benefits. Reply in full confidence. Resume must include experience, past salary history and expected salary. Box C-148, BROADCASTING. An equal opportunity employer.

Chief engineer for New York AM-FM outlet. State years of experience. Box C-153, BROADCASTING.

Engineer with good credentials looking for permanent home in midwest can find it by writing Box C-161, BROADCASTING. Include resume.

Chief engineer, AM-FM. Top 40 market, east coast, Box C-203, BROADCASTING.

Chief engineer, WJPS, Evansville, Indiana needed immediately. Experience in proofs, maintenance, rule and reg necessity. Top money, benefits. Call 812—425-2221.

Hard working chief engineer who can do more than routine maintenance. Must know stereo, RCA 20E transmitter, and Schafer Automation. Stereo and SCA experience required. Great job in beautiful South Florida for right man. WMJR, 3101 N. Federal Highway, Ft. Lauderdale, Florida 33306. 305-564-7613.

News

Wanted: One bright, aggressive, young man who wants a job in radio news. Must be under 25 and single . . . or better yet, married with no children. No hangups. You'll work long hours for just enough to live on. In return I'll teach you everything I know about broadcast news. When you learn, in several months, you'll get a substantial raise and a permanent job if you want it. This is an AM-FM operation just outside NYC metro area. Experienced newsmen need not apply. Box C-197, BROADCASTING.

News continued

Farm director for big Iowa farm station. Must know agriculture. Must be top notch broadcaster. Plenty of opportunity. Plenty of hard work. Generous rewards. Send tape, complete resume and salary requests to Manager, KMA Radio, Shenandoah, Iowa 51601.

Newsman with first phone for new 500 DA-D in attractive suburbia 35 miles from Manhattan. Sincere communicators to develop and deliver local news in a right of middle format for an upper middle audience. Target June first. Copy sample, tape, photo, and letter to Bob Barry, WBRW, Box 1170, Somerville, N.J. 08876.

Full time newsman to write and deliver local and regional news for 5 kw. Send tape and resume to WHLW, Lakewood, N.J.

We need a third man for our news department. Must be willing to work evenings. Great opportunity. Send legitimate air-check and resume to News Director, WKNY, Kingston, New York 12401.

WTTF AM/FM in Tiffin, Ohio seeks an experienced newsman who can effectively gather, write and deliver community news. Excellent pay and benefit at progressive radio station in college community. Send resume, tape, picture to Tom Cahill, WTTF, P.O. Box 338, Tiffin, Ohio 44883.

Major Ohio market has excellent opportunity for an experienced newsman, or one with potential, in a heavy news operation. Call Paul Burke 513—224-1137.

Programing, Production, Others

We're looking for a creative continuity writer and production man. Contemporary thinker. Medium market. Tremendous opportunity for advancement. Box C-83, BROADCASTING.

Our new program director will be a pro. He'll keep our contemporary M-O-R bright and tight. He'll know how to bring it to #1 through music control, contests, promotions, and good direction. He'll take a shift, work with sales and management, know the community and enjoy our summer and winter weather. Resume and air check to Box C-181, BROADCASTING.

5 kw seeks professional broadcaster-production man to co-ordinate activities of programing department and present our pleasant adult sound on week-ends. Resume and tape to WHLW, Lakewood, N.J.

Situations Wanted Management

General manager: Experienced AM-FM and TV. Sober, reliable family man, 38. Twelve years experience. N.Y. or Pennsylvania. Box C-54, BROADCASTING.

General manager—good administrator, community-minded executive. Left comfortable major corporation for managerial challenge. Currently complete charge medium market daytimer. Built faltering operation to record gross. Background includes sales, programing, promotion, television, accounting. Degree, family, 17 years broadcast experience. Current owner selling property, will give top references. Give me responsibility with authority, you'll have quality product with outstanding P&L statement. $25M. Personal interview at NAB. Box C-103, BROADCASTING.

General manager—must see resume to appreciate. Box C-112, BROADCASTING.

Somewhere in the south, there's a radio station needing a general manager, salesman, promotional ability, programing administration. Present station from last to first in less than year and still # one. Seeking solid incentive and/or equity situation. Box C-145, BROADCASTING.

General manager, age 40. Seeks small growing corporation or locally owned station operation in Wyoming, Colorado, Utah, Oregon, Idaho or Montana, Nevada. Have successful background in creative sales, sales direction, promotion. Want opportunity to buy in within 1st year. 22 years experience, heavy in programing and sales. Presently employed as general manager can upgrade programing and sales local and national into good ratings and profit. Write to Box C-158, BROADCASTING.

22 years in the industry I love! General manager—radio-TV. Strong in sales. Hard working family man, 41, proven record, highest references. Presently employed, need more responsibility. Box C-169, BROADCASTING.

Young manager with energy to burn, proven record in sales, programing, promotion. Good man with people. Box C-204, BROADCASTING.

General manager—Top salesman seeks opportunity AM or FM. Any size market. Will invest substantial amount of cash. Box C-209, BROADCASTING.

Situations Wanted

Management continued

General manager—20 years at this level, seeks challenging opportunity. Experience in large and small markets. Active community affairs. Excellent sales record. Box C-213, BROADCASTING.

Wanted. Management with group or growing station small to medium market. Presently five figure salesman . . . AM, in small market. Experienced all phases including management, all formats, familiar with FCC license renewals, applications for CP's, can get the best effort possible from staff. Minimum $15,000 plus percentage of gross. South, southeast, or promising area. No salesman's job with title . . . must be supervisory. Box C-216, BROADCASTING.

I'll boost sagging morale, ratings, profits—in that order! Highly successful operations manager, 50,000 watts MOR, wants new challenge in management. Drive, integrity, personality. Call 713—668-8490 evenings—I'll get your message.

New owners—manager out. 20 years experience all phases—all size markets. Top ratings—top billing—top references. Family man, community minded, available now. Call (812) 466-2157.

Sales

Seasoned sales representative open to offer! Experienced in FM, AM, UHF, VHF! Presently AM sales manager. Box C-198, BROADCASTING.

Aggressive, experienced, salesman, 25, will relocate, college graduate, very creative, references. Box C-218, BROADCASTING.

Announcers

MOR, first, BA, small market, Calif., anywhere 315-478-8896. Box B-209, BROADCASTING.

Major market all-night announcer want better hours. Family, Pulse rated one. Box C-2, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box C-7, BROADCASTING.

Available immediately, recent graduate Don Martin School of Radio & TV. Have 1st phone, can run tight board, handle any format, news, sports, etc. Like sales & promo's. Mature and willing. Go anywhere for situation with potential. Call collect 213—657-5886 or write Box C-37, BROADCASTING.

DJ—copy—production, experienced, third, college, good voice . . . Box C-41, BROADCASTING.

Midwest-experience announcer with first phone, contemporary or MOR formats, PD potential, top references, medium or major markets only. Ray Dennis (302) 734-2926. Box C-84, BROADCASTING.

Experienced, articulate and black. For tape and resume Box C-105, BROADCASTING.

Progressive rock/folk first phone DJ announcer. Recently trained in performance, production, programing in New York City. Box C-115, BROADCASTING.

Six years experience, married, 25, currently at southern secondary. Minimum $150. Box C-130, BROADCASTING.

I want work. Educated, experienced; do news, production, copy, can do your sound. Have 3rd, will travel. Box C-136, BROADCASTING.

Responsibility wanted. 22, three years experience, journalism degree, ambitious, dedicated. Love sports and music. Box C-139, BROADCASTING.

Want dedication in your organization? Young, experienced personality with college degree is interested. Box C-140, BROADCASTING.

Creative first phone rock jock. Writes, produces good spots. Box C-143, BROADCASTING.

Young, hard working rock jock; 3 yrs. experience; format oriented—can project personality. Tight board; production, programing and news background. Married. Box C-147, BROADCASTING.

WCBS-FM, New York is losing its #1 mixing/production engineer who is flipping out because he's not on the air. Former air personality in Denver, Arizona and Virginia. Top 40 and soul experience. 1st phone, married. Top 50 markets only—(212) 799-5221. Box C-151, BROADCASTING.

Black jock, super beginner, third phone, soul, top 40, rock, will relocate anywhere. Box C-157, BROADCASTING.

Creative announcer able to handle an account. Make me an offer. Box C-163, BROADCASTING.

Fact: to have good business, you need good people. Experienced first phone. Box C-165, BROADCASTING.

Announcers continued

Free! Information leading to capture of experienced broadcaster with five years in business. Have done Jockwork (all formats), radio TV news, also radio production director. 26, am late starter in college. Require full time summer work/part time rest of year. Box C-166, BROADCASTING.

C/W jock yearns for warmer climate. Industrious, ambitious, knowledgable with easy-going style and third. 8 years experience. Need $700. Box C-167, BROADCASTING.

Good music, good news, good copy, good vintage. (817) 665-9418 or 665-2567. Box C-168, BROADCASTING.

DJ/PD/Talk show host who is nice to his audience, is not a "know-it-all". 30-years old, single, no floater, 3rd endorsed, 5-years experience MOR & rock. Knows music well. Midwest, medium market. No news or sales desired. Excellent references. Box C-172, BROADCASTING.

Having troubles getting top 40 listeners? Have the experience and the ability, Pulse rated #1 in N.E. regional market despite Brucie. Will relocate. Box C-173, BROADCASTING.

7 years experience in broadcasting, married, and ready to work for you. Prefer Rocky Mountain region but will consider all areas. 3rd endorsed. Heavy on news and production. Good deep voice and smooth delivery. Box C-176, BROADCASTING.

Bright, witty, good voice. Top 40 on up-tempo MOR. Two years experience, music director, college grad. Ohio area. Box C-180, BROADCASTING.

Look at this: MOR and C&W music background. Strong news—good production—sports, play-by-play. Box C-184, BROADCASTING.

Sports announcer New York market, air experience, can do basketball, color harness race calling, writer, producer. Box C-190, BROADCASTING.

A natural; rock jock with 14 months experience plus broadcasting school plus 3rd endorsed; available; South only. Box C-191, BROADCASTING.

First phone experienced announcer-newsman looking to move up. Have done air shift, extensive news, talk show and play-by-play. Age 27, married, a hard worker with intelligence, personality and know how. West coast preferred. Box C-195, BROADCASTING.

Put me on file for April . . . Time to step up, experience in all phases of radio . . . 1st-phone with background, make handy assistant chief, eager to learn more . . . Want to be groomed for pro top 40, excellent references, currently employed . . . All details in first letter, Northeast only. Box C-196, BROADCASTING.

1st phone experienced uptempo/rock, write copy. Prefer western states. Currently employed. Send for tape and aircheck. Box C-207, BROADCASTING.

Professional top 40 announcer with first phone. Good voice, numbers and heavy production. Music and sports director. Jimmie Spyder (509) 547-2139. Box C-212, BROADCASTING.

Professional! Trained in announcing and time sales. Worked as D.J. in the military. 3rd phone, bright, hard working and brimming with enthusiasm. Available 1 May anywhere! Box C-215, BROADCASTING.

Free, 80 hrs. air time: Rusty dj/newsman with first wants back in. SF Bay area only. (408) 736-7056.

PD, news director, dj, talk host. actor, 10 years pr; B.S. Speech; first phone. Gordon Michaels (414) 452-1376.

When numbers mean money—dial a pro. 219-743-4611.

College grad., radio & TV major; 4 years experience, MOR—top 40, third phone, single, draft exempt, 22, air check available—take me I'm yours. (213)-939-3660

Rocky Mountain area, intelligent, first phone announcer and newscaster. References, college, extremely personable. Jerry Bernstein, 2230 South 31st Street, Omaha, Nebraska.

Professionally trained announcer, 1st phone, 25, married, up-tempo, MOR. Dennis Carlson, 1552 North Lake, Pasadena, California 91104.

Young first phone, broadcast school grad., college and pro experience, announcer and news in top five market with leading contemporary. Creative production, will relocate any section for right opportunity with progressive station. Available immediately, tape resume and references available. Steve Crowley, 208 Fenno St., Wollaston, Mass. 02170, 617-471-4334.

Announcers continued

Announcer-newscaster. 18 years experience. The last nine years with major Ohio market station. Versatile. Best references. Good appearance. Family. Tom Edwards, 412 Overla Blvd., Englewood, Ohio 45322, phone 836-1376.

First phone, one and a half years air experience MOR. Family man looking for permanent position in Minnesota. Write H. Escherich, 3649 2nd Avenue South, Minneapolis, Minn. 55409. Call area code 612-825-2176.

Mature young announcer, some experience, single, college graduate, professionally trained, 3rd endorsed, draft exempt. Am ambitious, hard-working, dedicated, available immediately, willing to relocate, work any hours, salary open. James Lustig, 217 Chance Drive, Oceanside, New York 11572. (516) 764-2408.

Pro, with 3rd ticket; single; can handle rock or progressive format; looking on East Coast; Robert Olson, 4713 N. 16th Street, Arlington, Va.; 703-525-3216.

Radio announcer, first phone, six years experience in medium to large markets, C&W/MOR sales also. Available now. Pines, 1328 East 54, Brooklyn, New York, telephone 212-444-7117.

Six months experience, single, 1st phone, no maintenance, broadcasting school grad, south/southwest, prefer Texas. Available now, draft exempt. Call (209) 233-1430 or write Al Robbins, 924 W. Cambridge, Fresno, California 93705.

Unique talk show host—MOR dj northeast preferred but open minded, track record, references. Prefer interviews, success story transcends tapes. Call collect—M. Sandler, 292 Smith St., Perth Amboy, New Jersey (201) 442-3488.

1st phone announcer. 5 years metro experience. MOR, rock, news, production. 2 years college, married. Chuck Shramek, 1042 - 66th, Des Moines, 50311 (515) 279-1731.

Dependable (Black) announcer tight board, eighteen months' experience. Lawrence Trotter, 9436 Firth Blvd., Los Angeles, California.

Technical

1st phone—6 years experience—wants to grow. 25, family, aggressive, excellent references programing and production—$750 month. Currently morning man 50,000 watts. Prefer medium market midwest or west. Box C-175, BROADCASTING.

1st phone technician; veteran, 25, seven years experience in microwave, digital electronics. Seeks opportunity in broadcasting. Resume on request. Kenneth Finning, 156-11 Aguilar Ave., Flushing, N.Y. 11367.

First phone. Bill Wade School grad. Single. Willing to relocate. Up tempo or top 40 preferred. Tight board. Greg Faulkner 714-447-4775.

1st phone—with 50 kw automated in Texas, also FM c/w board shift. Want California or border Arizona. Larry Missey, Box 430, Aransas Pass, Texas 78336.

Situations Wanted News

Major markets: 13 years experience college graduate—good reader, writer—heavy on phone actualities. Box C-16, BROADCASTING.

California newsman 8 years seeks new spot in California medium market. Box C-149, BROADCASTING.

Newsman. Twelve years experience radio and TV. Specializing in editorials and commentary metro markets. National and local award winner. Box C-154, BROADCASTING.

I am seeking a position radio/tv news department where I can learn. Young, single, trained and experienced. Prefer New England/New York. Write Box C-170, BROADCASTING.

Currently news officer American Forces Korea Network. Leaving Korea and the Army this month. MA in broadcast journalism, BA in political science, extensive experience. Interested in challenging news position. Box C-177, BROADCASTING.

If you want a good outside reporter, I want a better job. Box C-200, BROADCASTING.

Newsman with first, trained, experienced, will relocate to south or midwest. Would like top forty format. Box C-205, BROADCASTING.

Professional newsman wants to return to Illinois. Major market experience and desire to dig. 203—677-7501.

Broadcast journalist, young, aggressive, college grad with honors, excellent commercial experience, loves work, real digger. Tel. 509-238-6373.

News continued

Experienced pro. Seeks challenge. Currently news director small market. Want medium to large market news slot, 27, vet, boss will recommend. Prefer Colorado, write Bill Croghan, Box 335, Canon City, Colorado, or call 275-9647 (home) or 275-7488 (work). A.C. 303.

Don't settle for second best! Experienced newsman seeks challenging position with medium or major market station. Can also handle talk show. Call Gene Steinberg, 803-556-0885.

Programing, Production, Others

Production—copy—Black jock 1st phone, experienced, (news). Box C-3, BROADCASTING.

June. Carolinas preferred. 1st phone, various interests, prefers no announcing. Anything considered. Age 31, married. Box C-80. BROADCASTING.

Talented rock PD, first ticket. Box C-144, BROADCASTING.

Program/operations management. Successful experience programing, production, promotion, all phases management, all areas air work. Hard work plus diversified background produces results for you. Box C-152, BROADCASTING.

Professional contemporary MOR dj, last 7 years in two major southern markets, ready for program director slot. First phone, 34, college, family, best of references. Box C-160, BROADCASTING.

Experienced male copywrite-production wants new position. Prefer N.E./N.Y. Write Box C-171, BROADCASTING.

Broadcasting-journalism graduate, 27, married, veteran. Experiences include: Announcing, copywriting, film, documentaries. Some television production. For resume, write: Box C-192, BROADCASTING.

First phone, currently employed with #one Ohio market, seeking program director's position at small-medium market. Married, stable, will consider Florida-Hawaii. Box C-208, BROADCASTING.

Looking for program director? Bob Raleigh 12 years experience, 7 years WWDC available now. Have ratings, will travel. All areas considered, prefer northeast. Box C-214, BROADCASTING.

Number one soul jock in the tenth largest market wants to become a programer. (504) 283-4182.

Morning man, married, college grad., music director . . . country, MOR, rock. Former news director, strong production, play-by-play. Phone talk show, Sales, call 412—547-4787.

Attractive female. 8 years experience radio and TV production on the air interviews, news, editing, actualities, good administrator. Seeks challenging employment. 212 TR 7-3244.

Copywriter—with voice first-rate. I'm single and willing to relocate. I'm a beginner but willing to learn. I really don't care how much I earn. Had broadcast training for a woman's show. Let me show you what I know. To get in touch send a letter, but if you call, that'd be better. Wendy McCroskey, #5 Ridge Court, Springfield, Ill. 217/523-5581.

TELEVISION

Help Wanted Announcers

Immediate opening for full-time staff booth announcer for color VHF station in southern New England. Minimum two years broadcast announcer experience, good on camera possibilities. Send resume, picture, salary requirements, audio tape, which cannot be returned, to Joe Jaworski, Production Manager, WNHC-TV, 135 College St., New Haven, Conn. 06510 (No phone calls please).

Programing, Production, Others

Wanted . . . experienced, creative continuity director for medium market. VHF network affiliate in one of the midwest's most aggressive full-color stations. Experience, supervisory ability and creativity essential. Send details and resume to Box C-75, BROADCASTING.

Producer/director for major northeast VHF. Looking for ambitious man on the way up. Must be experienced in all phases of control and studio operations. Send resume and salary requirements. Box C-109, BROADCASTING.

Wanted: Summer relief producer-director for top ten group owned station. Must be good news director. Have knowledge of sports. From April 1st to October 1st, chance for permanent employment. "Equal opportunity employer." Box C-182, BROADCASTING.

Immediate opening for experienced studio supervisor GE equipment in northeastern U.S. Four season recreation, good salary. Call Mr. Sequin (802) 655-2222.

Television

Situations Wanted Management

Young experienced operations, program man desires challenge. Excellent references. Box C-100, BROADCASTING.

CATV owner—are you ready for local origination in April? Nine years ITV-CCTV/broadcast veteran available to actively manage cable system. Experienced CCTV operations, programing, promotion and technical. M.S. R-TV. 37. Resume. Box C-155, BROADCASTING.

General manager—sales manager. Skillful independent operator, UHF or VHF. Cost conscious. Community minded, family man. Desire real challenge. Box C-187, BROADCASTING.

Announcers

All-around personality . . . news, sports, weather. Will specialize. Currently employed. Box C-111, BROADCASTING.

Experienced professional—news, reporting, weather, sports, MC, commercial announcer. Thirty, degree. Box C-126, BROADCASTING.

Technical

Experienced chief engineer—VHF-AM-FM, VTR, construction, operations, microwave, 10 years, will relocate. C.D. "Kit" Kittelson, 3549 Bangor, Irving, Texas 75060. Call 214—252-3421.

News

Professional TV journalist—10 years major market experience: Anchorman/reporter/cameraman. Produced documentaries. Newspaper, advertising, PR credits. VTR, film, resume available. Box C-22, BROADCASTING.

San Francisco radio newsman wants out of the smog and traffic and into medium market television. Viet vet with credible references. Reply Box C-85, BROADCASTING.

3 years experience Broadcast Journalism. Writing, film, sports, news-anchor. BA degree Communications. Presently in public relations. Want back into news, any market. Box C-135, BROADCASTING.

Things are rough all over—but there is always room for talent. Responsible, experienced news pro, J-school masters, leaving Army this summer. No reserves. Will go anywhere for good job. Resume/photo/references available. Box C-162, BROADCASTING.

Weatherman—Top rated professional wants out of major market into medium market preferably in west. Excellent on camera appearance and pleasant understandable presentation. Box C-199, BROADCASTING.

Strong anchorman-reporter; 10 years experience in two major markets; B.A. plus graduate study; 28 years old; top five market only. Box C-210, BROADCASTING.

Don't sacrifice personality for professionalism! Meteorologist with 2½ years experience as weekend man on number one rated news show in a top ten market is available for full time employment. AMS endorsement. Call 814-865-0478.

Weatherman. Presently employed in capitol city. 28 years old. Excellent on-camera appearance and delivery. Most important, I establish a rapport with viewers. VTR aircheck, resume available. Frank R. Florentine, 230 East Jefferson Road, Cheyenne, Wyoming 82001.

Programing, Production, Others

Director, switcher, first, studio-operations, B.A. anywhere. 315-478-8896. Box B-210, BROADCASTING.

Recent honors graduate of major university in R-TV-Film. Single and draft exempt. Primarily interested in shooting and/or editing film. Familiar with all film production equipment. Strong background in motion picture and still photography. Anywhere. Box C-125, BROADCASTING.

Director—stage manager—AD seeks position as director-production assistant. BFA. Five years experience. Last job with nationally syndicated variety show. Box C-164, BROADCASTING.

TV program director. Currently promotion manager ready for step up. Consider combo if conditions right. Heavy TV background. Box C-186, BROADCASTING.

Top 10 market experience 16mm photography/editing; videotape; remotes (2 years). Produced and directed. Seek smaller market with future. Box C-211, BROADCASTING.

Producer-director, 5 years experience, seeks PTV position. Available immediately. Call 617-969-4604.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: Used Ampex Editec Mark II. Contact collect: Chief Engineer, Area Code 812—422-1121.

Urgently wanted—Frequency and modulation monitor within range of Channel 21. Also slide projector for TP-11 multiplexer. Contact John Randolph, WANC-TV, Asheville, N.C. 704-254-4663.

FOR SALE Equipment

Heliax-styroflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

Save $$$ on Andrews Heliax fittings. We have excess stock on new couplers, flanges, adaptors with and without gas barriers. Phelps Dodge, Styroflex and Prodelein fittings also available. Box B-280, BROADCASTING.

For sale: Three (3) G.E. PE-250C updated color cameras in "Mint" condition, with CBS Labs Model 501 image enhancer, 100' cables, monitoring, encoders, and pan and tilt heads. Good sharp color pictures for a low price. Call Al Hillstrom, KOOL-TV (602)—271-2345.

Spare parts, tubes, etc., available for RCA BTF 20-C transmitter just taken out of service. Including many hard to get items. Write for list: WEAW, Evanston, Illinois 60202.

Cassette Blanks. Lowest price in nation. Best Quality for money. Try dozen C-60 postpaid, $7. Newsroom Brand—Look for our address under recording tape, this section.

G.E. PE-240 film island complete with Eastman multiplexer and Spindler dual drum slide projector. Chain has less than 100 hours of use. Last used inside mobile television van. Excellent condition. Can make a good deal. Contact: Howard Zuckerman—National Teleproductions Corp. Phone 317—257-1581.

For sale: 1 TV Slide Projector, GE type PF-3G, Model 4PF3; 2 TV Cameras, 3 lenses, image orthicon, type 2014 (Pye Inc-GPL) 3"; 4 Dumont TV cameras, 3 lenses, image orthicon; 2 Camera Control units; 2 Power Supply units; 2 Remote Control TV Cameras—pedestal; 3 Low Voltage Supply Units; 3 Image Orthicon Control Units; 1 Master Minitor Control unit. Ask for Dean S. Littwin, New York Institute of Technology, 135 West 70th St., New York City 10023. (212) 362-9577.

Recording Tape. Lowest price in nation. Best quality for money. Try dozen 7"-1200' for only $11 postpaid, money back guarantee. Newsroom Brand, 1602 Dunterry Place, McLean. Virginia 22101.

Precision Instrument #PI-3V CCTV 1" portable monochrome VTR. Complete with spare heads, manuals, maintenance records. Make offer, less shipping. Write: Box 2775, Northstar Center, Minneapolis 55402.

Gates-BC5C FM transmitter-stereo . . . Now in service, excellent condition. Make offer. WBUD, Trenton, N.J.

We've automated! Sale, Gateway-11 console, Gates custom cabinets with turn-tables, pre-amps, Gray damped arms, two Altec 539-A mikes with power supplies, SA-39 Limiter, 6' Gates equipment rack, Spotmaster playback cartridge, 1968 cost $4,300 . . . Best offer, or sell each. WTAI, Box 1560, Melbourne, Florida 32935.

Free-standing 365' Blaw-Knox Tower, dismantled. Make offer. Ray Penny, 4368 Strong, Riverside, California 92501.

Immediately available. 2 new Altec 650BL Cardoid Microphones, $50.00 each. Two Altec 181A Boom Mounts for above, $30.00 each. Two new Altec 686B Lav. Mikes, $50.00 each. Two rebuilt RCA TK-10 camera chains, reconditioned & repainted, complete except for tripods and pan heads, $2000.00 each. Two reconditioned 525 Waveform monitors, $550.00 each. Five 17" Conrac monitors w/cabinets, $125.00 each. One new Tektronix 535 Scope with plug-in's and large assortment of probes $600.00. For these and other bargains in used and surplus broadcast equipment write, wire or phone Ed Ries and Associates, 414 No. Alfred Street, Los Angeles, California 90048, (213) 651-5080.

Ampex designed Model 450 background music tape reproducers, both new and factory reconditioned models available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

One hundred 2400' reels, 3-M type 388 video tape. Very limited passes. Make offer, less shipping. Write: Box 2775, Northstar Center, Minneapolis, 55402.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. $10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"1971 tests-answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! $9.95. Command Productions, Box 26348, San Francisco 94126.

Wow! 25 pages best one liners only $3.00!! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Command Comedy . . . The "best" deejay comedy collection available anywhere! You must agree — or your money back! Volume 1 - $7.50. Command, Box 26348, San Francisco 94126.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312—944-3700.

"Klassroom KWIZ"—Produce local and live—high school TV quiz in your studio. Top-rated across country—proven format. Questions furnished. Details—Hayden Huddleston Productions, Shenandoah Building, Roanoke, Virginia 24011.

"Reminiscing in Old Time Radio". Two 60-minute specials available—actual voices and events last 50 years. Details contact: Hayden Huddleston Productions, Shenandoah Building, Roanoke, Virginia.

Your dollars worth: Twenty-five chapter radio series for consumers only. $2.00 per chapter. Aronson, 1530 Woodlake Drive, Atlanta, Georgia.

Ever wonder where you're at? Working NYC pros will evaluate your aircheck. Critique $10. Top quality dubs 3 for $12. Mediamaze, Box 91, Dobbs Ferry, N.Y.

Genuinely funny daily 5-minute radio program. NEWRADIO Productions, 303 E. Crawford, Elkhart, Indiana 46514.

INSTRUCTIONS

Advance beyond the FCC License level. Be a real engineer. Earn your degree (mostly by correspondence), accredited by the accrediting commission of the National Home Study Council. Be a real engineer with higher income, prestige, and security. Free catalog. Grantham School of Engineering, 1509 N. Western, Hollywood, California 90027.

First class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. ELKINS INSTITUTE**** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

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, News Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970

ELKINS* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

ELKINS* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

Instructions

continued

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.

ELKINS in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445

Announcing Programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. ELKINS in Dallas*** — Atlanta*** — Chicago*** — Houston** — Memphis* — Minneapolis* — Nashville* — New Orleans*** — San Francisco***.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates Apr. 14—July 7—Oct. 6. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

"1971 Tests-Answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! $9.95. Command Productions, Box 26348-R, San Francisco 94126.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

REI-FCC first class license in (5) weeks. Approved for veterans training—over 97% of REI graduates receive their first phone license. For instant information call toll free: 1-800—237-2251. Florida residents, Call: (813) 955-6922.

REI in sunny Sarasota, Fla. 1336 Main St. 33577. Phone: 813—955-6922.

REI in historic Fredericksburg, Va. 809 Carolina St., Phone: 703—373-1441.

REI in beautiful downtown Glendale, California 625 E. Colorado St. 91205, Phone: 213—244-6777.

REI in mid-America. 3123 Gillham Rd., Kansas City, Mo. 64109, Phone: 816—WE 1-5444.

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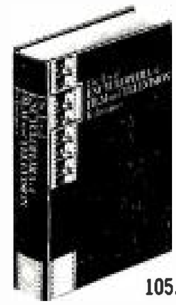

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(Continued from page 69)

■ WSPD-FM Toledo, Ohio—Broadcast Bureau permitted remote control. Action Feb 26.

■ WAMO-FM Pittsburgh — Broadcast Bureau granted CP to install trans.; ant.; ERP 72 kw; ant. height 430 ft.; remote control permitted from 1811 Boulevard of the Allies, Pittsburgh. Action Feb. 25.

Other actions

■ Hearing Examiner Chester F. Naumowicz in Albany, N.Y. (Regal Broadcasting Corp. [WHRL-FM] et al.), FM proceeding, scheduled conference for March 8 (Docs. 18210-2). Action Feb. 25.

■ Hearing Examiner Chester F. Naumowicz in Chattanooga, Tenn. (Jay Sadow (WRIP) and Rock City Broadcasting Inc.), AM proceeding, scheduled conference for March 8 (Docs. 18901-2). Action Feb. 25.

Call letter applications

■ WNHC-FM Metro Connecticut Media Corp., New Haven, Conn. Requests WPLR(FM).

■ Buddy Tucker Evangelistic Association, Cedar Rapids, Iowa. Requests KTOF(FM).

Call letter actions

■ WDEE-FM Bartell Broadcasting of Michigan Inc., Detroit. Granted WDRQ(FM).

■ WJHR(FM) Bartell Broadcasting of Florida, Miami. Granted WMYQ(FM).

■ WSPD-FM Susquehanna Broadcasting, Toledo, Ohio. Granted WLQR(FM).

Renewal of licenses, all stations

■ KOKA Shreveport, La.—FCC granted KOKA Broadcasting Co. one-year license renewal for KOKA, Shreveport. The renewal is effective until April 1, 1972. Action March 3.

■ WALA-TV, Mobile, Ala.—FCC granted application by Universal Communications Corporation for renewal of license for station WALA-TV. In same action, FCC dismissed petition to deny filed by several individuals and community groups who requested that station's renewal application be designated for hearing on grounds that licensee distorted or omitted news coverage of Mobile's black community; presented no programing of interest to black viewers; discriminated against blacks in its employment practices; failed to adequately survey the Mobile community, and made misrepresentations regarding its community survey. Action March 3.

■ Hearing Examiner Isadore A. Honig in Stamford, Conn. (Western Connecticut Broadcasting Co.), renewal of licenses of WSTC-AM-FM, granted request by Western Connecticut for permission to file appeal from examiner's adverse ruling on clarification of issues in memorandum opinion and order released February 22 (Doc. 19043). Action March 2.

■ Hearing Examiner Chester F. Naumowicz in Star Stations of Indiana Inc., renewal of licenses of WIFE-AM-FM Indianapolis et al., denied requests of applicants for issuance of subpoena duces tecum, filed on Feb. 25 directed to seven individuals (Docs. 19122-5). Action Feb. 26.

Modification of CP's, all stations

■ KWE-36 Berkeley, Calif.—Broadcast Bureau granted mod. of CP to extend completion date for instructional TV fixed station to Aug. 18. Action March 1.

■ KFTV(TV) Hanford, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 2. Action March 2.

■ WDO-21 Los Angeles—Cable Television Bureau granted mod. of CP to make changes in transmitting and receiving ant. systems of community ant. relay station. Action Feb. 24.

■ WDO-20 Los Angeles—Cable Television Bureau granted mod. of CP to make changes in receiving ant. systems of community antenna relay station. Action Feb. 24.

■ WFMT(FM) Chicago — Broadcast Bureau granted mod. of CP to change ant.; make changes in ant. system—ERP 15.5 kw, ant. height 1,170 ft.; remote control permitted. Action March 3.

■ K78CV Salina, Kan.—Broadcast Bureau granted mod. of CP to change frequency of UHF TV translator from chan. 78, to chan. 34 and to make changes in ant. system; change call sign to K34AA. Action March 2.

■ KOT-47 Boston—Broadcast Bureau granted mod. of CP to change location of trans. to Chapel Bridge Park, 55 Chapel Street, Newton, Mass. and change ant. system of instructional TV fixed station. Action March 1.

■ KO5EB Thompson Fall, Mont.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 2. Action March 2.

■ KZZ-23, 24 and 25 Elko & Wells, both Nevada —Cable Television Bureau granted mod. of CP to extend completion date of community antenna relay station to June 30. Action Feb. 24.

■ KZZ-22 Wells, Nev.—Cable Television Bureau granted mod. of CP which authorized new community antenna relay station for extension of completion date to June 30. Action Feb. 24.

■ *KENW-TV Portales, N.M.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 24. Action Feb. 24.

■ WO7BA Syracuse, Southwestern Section, Nedrow & Onondaga City, all New York—Broadcast Bureau granted mod. of CP to extend completion date of VHF TV translator to Sept. 2. Action March 2.

■ WSUR-TV Ponce, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 24. Action Feb. 24.

■ KVUE(TV) Austin, Tex.—Broadcast Bureau granted mod. of CP to change ERP to vis. 708 kw, aural 141 kw; studio location to Corner Steck Avenue & Shoal Creek Drive, Austin; change type trans. and ant.; granted mod. of CP to extend completion date to Sept. 2. Action March 2.

■ WHRO-TV Hampton-Norfolk, Va.—Broadcast Bureau granted mod. of CP to extend completion date of noncommercial TV to September 15. Action March 2.

■ *KHF-80 Milwaukee—Broadcast Bureau granted mod. of CP to change type trans. and make change in ant. system of instructional TV fixed station. Action March 1.

Other actions, all stations

■ FCC denied requests for mod. of annual employment report asking for exceptions or mods. for licensees in Puerto Rico, Virgin Islands and Guam. Action March 3.

Translator actions

■ KCI-53 Gadsden, Ala.—Broadcast Bureau granted CP to increase height of ant. of instructional TV fixed station. Action March 2.

■ Altoona, Pa.—FCC dismissed petition for reconsideration, filed by John R. Powley, applicant for CP for new UHF TV Altoona, directed against FCC action granting application by Rivoli Realty Co., licensee of WARD-TV Johnstown, Pa., for CP for new UHF translator to serve Altoona by rebroadcasting WARD-TV on ch. 47. Action March 3.

Ownership changes

Actions

■ KBMY(AM) Billings, Mont.—Broadcast Bureau granted assignment of license from Billings Broadcasting Co. to KBMY Broadcasting Co. for $210,000. Sellers: Kenneth Nybo, president-general manager, et al. Buyers: Howard L. and Stanley G. Enstrom (each 50%). Messrs. Enstrom own respective interests in building construction and commercial properties leasing firm and applicant for new AM at Wheaton, Ill. H. Enstrom is consulting engineer. S. Enstrom owns industrial and commercial photography firm. Action Feb. 19.

■ KFSB(AM) Joplin, Mo.—Broadcast Bureau granted assignment of license from Four States Broadcasters Inc. to J. R. Broadcasting Co. for total of $225,000 ($75,000 cash, $125,000 note and $25,000 consulting fee). Sellers: W. H. Clark, vice president, et al. Buyers: Richard D. Chegwin, president (75%), John C. David, vice president (25%). Mr. Chegwin is director of engineering and sales for KBYE(AM) Oklahoma City. Mr. David is promotion director and announcer for KOMA(AM) Oklahoma City. Action Feb. 25.

CATV

Final actions

■ FCC ruled that master antenna system (MATV) proposed for construction by Pennsylvania CATV, D and E Cable TV Inc., is not CATV within meaning of rules, and is therefore exempt from CATV rules. Action March 3.

■ KWE-23 Ketchikan, Alaska—Cable Television Bureau granted renewal of license for CATV relay-fixed point to point station to serve Ketchikan. Action Feb. 25.

■ Jonesboro, Ark. Jonesboro Cable TV Inc.—Cable Television Bureau granted renewal of license of KYP-25, relay-fixed station to serve Jonesboro. Action Feb. 25.

■ Bismarck & Mandon, both North Dakota. Meyer Broadcasting Co.—Cable Television Bureau granted renewal of license for CATV fixed station to serve Bismarck and Mandan, N.D. Action Feb. 25.

■ Coshocton and Cambridge, Ohio—FCC ordered Tower Communications Inc., owner and operator of CATV Coshocton and Cambridge to cease and desist from operation of its CATV in violation of program exclusivity requirement of rules (Docs. 18917-8). Action March 3.

■ Conway, S.C. Television Cable Co.—Cable Television Bureau granted renewal of license of CATV fixed station to serve community of Conway. Action Feb. 25.

■ KOU-47 and 85 Myrtle Beach, S.C.—Cable Television Bureau granted renewal of license for CATV fixed station to serve Myrtle Beach. Action Feb. 25.

■ Pharr, McAllen, Mission, Edinburg, San Juan, Alma, Weslaco, La Feria, Donna, Mercedes, Harlingen, San Benito, Raymondville, and Brownsville, all Texas—Cable Television Bureau granted Southwest CATV, Inc. renewal of licenses for CATV fixed stations to serve Pharr, McAllen, Mission, Edinburg, San Juan, Alamo, Weslaco, La Feria, Donna, Mercedes, Harlingen, San Benito, Raymondville, and Brownsville. Action Feb. 25.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Lewiston and Auburn, both Maine (Cable Vision Inc.), CATV proceeding, on request of Cable Vision changed certain procedural dates and postponed hearing until April 12 (Doc. 19109). Action Feb. 26.

■ Hearing Examiner Isadore A. Honig in Benton, Ky. (Benton Television Co.), CATV proceeding canceled March 2 hearing; discharged order to show cause issued by FCC against Benton Television and terminated this proceeding without issuance of cease and desist order; and denied requests of other participating parties for issuance of cease and desist order against Benton Television Co. (Doc. 19077). Action Feb. 26.

Other actions

■ FCC announced CATV annual fee computation form has been prepared to simplify calculations of annual fee of 30 cents per subscriber for each CATV, and is now available from FCC. In addition, FCC has extended time for filing CATV annual fee due for 1970 calendar year to May 1. Action March 3.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through March 9. 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*.

■ *El Segundo, Calif.*—City council has granted a franchise to Theta cable of California, Los Angeles, a subsidiary of Teleprompter Corp. (multiple-CATV owner), New York.

■ New Castle, Ind.—New Castle Cable Communications Inc., a subsidiary of Neptune Broadcasting Corp. (multiple-CATV owner), Steubenville, Ohio, has applied for a franchise.

■ Seaside Heights, N.J.—National Video Systems Inc., and Crosswicks Industries, Mt. Pleasant, N.J., have applied for a franchise.

■ Oyster Bay, N.Y.—All-Towns Cable TV Inc., a subsidiary of Teleprompter Corp. (multiple-CATV owner), New York, has applied for a franchise.

■ Southampton, N.Y.—Two firms have applied to the board of trustees for a franchise: Brookhaven Cable TV Inc., Long Island City, N.Y., and Telecable Communications Corp.

■ Westhampton Beach, N.Y.—Village board has received a franchise application from Brookhaven Cable TV Inc., Long Island City, N.Y.

■ *Wrightsville Beach, N.C.*—The board of aldermen has granted a 20-year franchise to Cable Television Co., a subsidiary of Entron (multiple-CATV owner), Silver Spring, Md.

■ Findlay, Ohio—Continental Cablevision of Ohio, a subsidiary of Continental Cablevision Inc. (multiple-CATV owner), Boston, has applied for a franchise.

Burt Harris: at home in two worlds

Week's Profile

Some broadcasters start their careers in the business. Others, like Burt Harris, take a while to get there. Mr. Harris was manager of a biscuit-company plant in Dallas, spent a brief period in food manufacturing, worked in liaison for a construction company, even syndicated wrestling films, before he went into broadcasting to stay with the purchase of KTWO-TV Casper, Wyo., in 1956.

Today, however, the youthful-looking Mr. Harris is very much a part of both television and CATV, as president of Harriscope Broadcasting Inc. and Cypress Communications Inc., both Los Angeles. Harriscope is licensee of KTWO-TV Casper; KFBB-TV Great Falls and KULR-TV Billings, both Montana; KBAK-TV Bakersfield, Calif.; owns 50% of WSNS-TV Chicago, and has interests in KGGM-AM-TV Albuquerque and KVSF(AM) Santa Fe, all New Mexico.

And Cypress Communications is now the fourth largest cable company in the country, with over 150,000 subscribers. Burt Harris has been involved in the business for less than a decade; he launched Harriscope Cable Inc. in 1964. But the merger of that company with Cypress in 1970 created one of the industry's giants.

His entrance into television in the mid-fifties came after a period of searching for the right field. "I spent 18 months examining various businesses before deciding on the TV industry," he says. "The potential was there, even though it was a losing proposition back then." In 1956 when he was flying to Montana on business, the plane made a stop in Casper, Wyo. He looked at the city, did some subsequent checking and decided it would be a perfect location for television. Later that year, KTWO-TV became the city's first TV station.

His later plunge into the cable field was another matter entirely. "I was afraid to go into cable TV," he says. "I thought it might be declared illegal and I wasn't prepared to risk the investment. Part of my nature involves being very close with the dollar." But once he had his foot in the door, expansion became mandatory. For Burt Harris, being meaningful in CATV meant being big and publicly owned.

Like many businessmen who have one foot in CATV and the other in conventional television, Mr. Harris sees the two services as complementary. "The cable is not going to put any TV stations out of business," he says. "It might create some problems for local operations in marginal markets, but I prefer to look at CATV as the expander of communications horizons and not the executioner."

He sees two-way communication as an exciting new phase in broadcasting's future, although he ventures no predictions on how it will arrive and at what cost. "I don't have all the answers," he says, "but even with the problems and the growing pains, CATV is the best potential industry in the United States. It has a lot of romance attached to it. The industry is in the public eye, its growth is really indeterminate and at present unlimited."

Burt Irving Harris-president Cypress Communications Corp. and Harriscope Broadcasting Corp., both Los Angeles; b. Aug. 21, 1922, St. Paul; U.S. Army, 1943-45; general manager, Dallas plant, Lone Star Bisquit Co., 1945-47; president, Harris Foods Inc., Dallas, 1947-48; office manager, controller and assistant secretary, Ashbach-Steenberg Construction Co., Exeter, Calif., 1948-50; business consultant, 1950-51; general manager, XELD-TV *Matamoros, Mex., 1952-53; founder and president, Harriscope Inc., Los Angeles film producer and distributor, 1953-56; built* KTWO-TV *Casper, Wyo., 1956; president Harriscope Broadcasting Corp., (formerly Harriscope Inc.), Los Angeles, 1962-present; founder and president, Harriscope Cable Corp., Los Angeles, 1965-70; became president, Cypress Communications Corp., Los Angeles, 1970, following merger of Cypress with Harriscope Cable; m. Shirley Kline of Minneapolis, May 21, 1944; children—Janie Hansen, 24, Burt Jr., 22, Melissa, 18, Natalie, 8; hobbies—golf, tennis, music.*

Mr. Harris adds that cable television has, by its very nature, the ability to serve areas and audiences of a limited, specialized nature — something broadcasting cannot do because of its economic base. Television must serve the mass audience, Mr. Harris notes, while cable TV can provide—in addition to more channels—programs that appeal to individual communities or small groups with specialized interests.

But he refuses to rate one kind of service over the other. "Both serve the public," Mr. Harris says, "and both can be economically viable."

Mr. Harris expects the FCC to be a tough watchdog of the industry but doesn't feel that regulation will stunt cable's growth. His one fear is the removal of the profit motive or the reduction of profit opportunities, to the detriment of CATV's progress.

When he speaks of broadcasting, Mr. Harris is less expansive, more a settled businessman. "Our experience in the small market [Casper] is what kept us from becoming a major factor in television today," he says. In its early days, he says, the Casper station lost $10-15,000 a month; "by the time we were ready to buy our second station in 1962 [KFBB-TV Great Falls] the prices had become so inflated that there was no way of getting into the larger markets."

And although he predicts enormous growth for cable, Mr. Harris is anything but a reckless CATV entrepreneur. He lives in the present. "Some business analysts," he notes, "have been saying our [Cypress] stock is not a good investment because it hasn't been jumping up and down like others in the field. My own philosophy is to devote my time to building the strength of the company and letting the stock take care of itself. Sure, our stock price has held fairly steady over the past year but that's because we have no franchises to build. The way the business stands now, however, there are more opportunities than money. We want to have the money to be able to build with when the time comes."

So although he looks to the future, as any businessman must, he does not become obsessed with it. "You can spin your wheels philosophizing," Mr. Harris says. "I prefer to go out and run my company."

When not running his company, Mr. Harris finds time to play golf and tennis every week, and plays piano about every other day ("very loudly"). He also serves as president of the American Technion Society, the fund-raising arm of the Technion Israel Institute of Technology ("the MIT of Israel," he says).

Editorials

Rising tide

The sudden upsurge of broadcast advertising sales in the past week or so comes as a needed restorative to the broadcasters' confidence. It confirms the essentiality of the broadcast media.

By nature of their business, broadcasters are sensitive to any decline in sales volume. Their inventory is perishable. The unoccupied commercial minute is gone forever once broadcast with a noncommercial content.

Still we wondered at the time, and wonder now, whether there was an excess of alarm when network and spot sales fell off in the first quarter. Some commercials may have been lost in the lean period, but the audience and all its values stayed right there.

Running for cover

Since the FCC proposed several weeks ago to impose minimum requirements on nonentertainment programing for television stations, we have heard disquieting hints that some broadcasters may welcome such controls. The thinking is that quotas of programing would be relatively easy to fulfill, at little competitive disadvantage if all stations had to indulge in small-audience programing, and that fulfillment would buy protection against challenges at license-renewal time.

When broadcasters begin to think that way, they have begun to think like public utilities and have forfeited their claims to independence as purveyors of enlightenment and entertainment. They cannot at one moment cry for the constitutional freedom of the broadcast press and at the next concede to the government the right to dictate programing.

This same sort of thinking was also at work last week in the efforts of television networks to attain a standardization of prime-time scheduling. As reported elsewhere in this issue, the FCC was being used as a conduit for delicate negotiations that the networks hoped would lead to a common 8-11 p.m. schedule next fall. Whatever future claims may be made for the competitive system of television broadcasting in this country, they will be discounted by the actions of last week.

Broadcasters as a whole must not take their cues from those who seek or willingly accept government shelter against outside challenge or inside competition. In the revisions of license renewal that the FCC has proposed (BROADCASTING, Feb. 22) resides the threat of the government's deepest incursion into program control. That threat must be resisted with all the resources at the broadcasters' command—including, surely, the recently expanded executive ranks of the National Association of Broadcasters.

Bad trip

In its notice holding broadcasters accountable if songs promoting illegal drugs get on the air, the FCC has once again lurched into an area marked off limits by the First Amendment. The several accompanying statements by individual commissioners only accentuated the violation. The saddest development of all is that this notice is apt to stand unchallenged by the broadcasters.

Let it be inserted here that this publication's position is not to be confused with an advocacy of the use or promotion of illegal drugs. Neither should the FCC's notice be mistaken for a meaningful act against the drug trade.

The point is that five members of the FCC have voted to suppress a type of music that they identify only in the vaguest terms. By what criteria is a song to be judged to "promote or glorify" the use of illegal drugs? Except for the assumption that Robert E. Lee's criteria would differ from Nicholas Johnson's, no guidance is provided.

Mr. Lee strongly hinted in a concurring statement that he wished the commission's notice had been harsher. Mr. Johnson, in a dissent, called the notice unconstitutional. At neither extreme was there displayed a decent understanding of the First Amendment.

Mr. Lee made no reference at all to the Constitution, which occasionally comes second to his personal concepts of morality. Mr. Johnson denounced the notice as an illegal control over the content of speech, but in the same dissent betrayed his incompetence to make that judgment. While criticizing his colleagues for suppressing drug-oriented songs, he chided them for ignoring lyrics pertaining to drinking or advertisements for analgesics. His dissent told more about Mr. Johnson's personal tastes than about the Bill of Rights.

Nor can H. Rex Lee or Thomas Houser be counted on to generate illumination of constitutional issues. Both expressed a desire for commission action on the advertising of perfectly legal drugs that they have decided, even if the constituted authorities have not, are harmful to the public. Indeed Mr. Houser vowed to take the lead in directing the FCC's attention toward proprietaries.

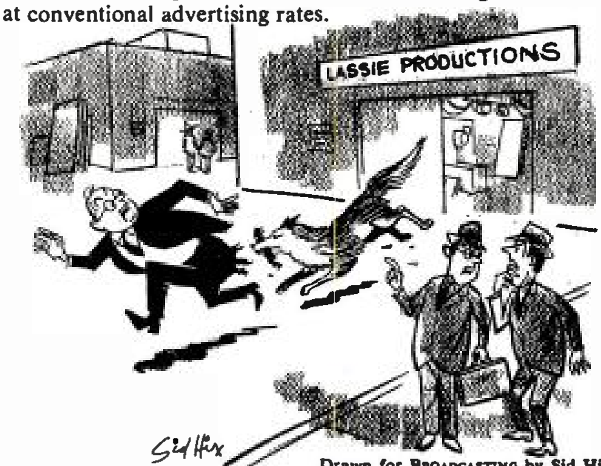
Another net loss of American values.

Only in America

In the annals of ballyhoo, the Joe Frazier-Muhammad Ali fight deserves at least a chapter of its own. An exploitation of that magnitude must be studied in detail by anyone who plans a career in gulling the public.

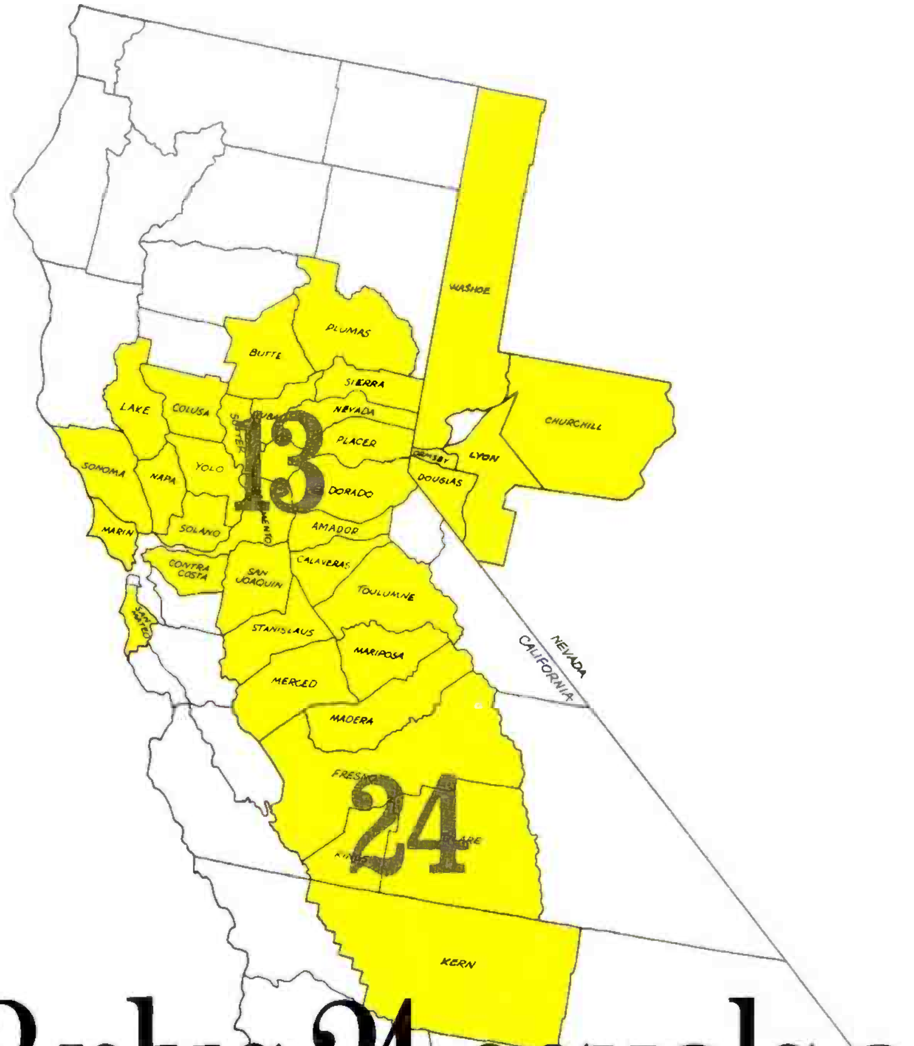
Some 300-million persons were said to have seen or heard live radio or television accounts of the fight, but only a fraction of them were in the U.S., the country of origin, where no broadcasts were available and box-office prices were out of sight. Only at the last moment did the promoters consent to overseas broadcasts to our armed forces. Was this the model for future sports events?

If there is a rematch under equally avaricious auspices we have a suggestion to the news media that were all but foreclosed from carrying timely accounts of last Monday's match. Advance promotion for the next one ought to be sold at conventional advertising rates.



Drawn for BROADCASTING by Sid Hix

"He must be the guy who canceled her show!"



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*Effective buying income, 1969, for the combined KMJ-TV 30-county market—($14,773,545,000.)
Sources: Sales Management, Survey of Buying Power, June 1970 • SRDS, December 1970
Television Factbook 1970-1971—counties in which the net weekly circulation is 5% or better.

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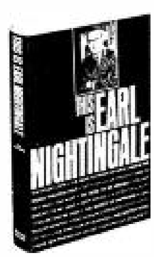

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Signature__________