



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

The squeeze is on for broadcast journalism
All doesn't seem lost as NAB convenes for its 49th
In perspective: whether it's tending in CATV regulation
How fall looks from spring for the television networks

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SERIAL ACQ SECTION



SCREEN GEMS

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GREAT MOVIES

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GREAT CARTOONS

Magilla Gorilla, Huck and Yogi, Quick Draw McGraw, etc.

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At the NAB Convention . . . Suite 600, Pick Congress Hotel



CENTURY BROADCAST COMMUNICATIONS 321 EAST 51 STREET NEW YORK, N.Y. 10022 212-755-6400

TO: THE STAFF

SUBJECT: 1971 NAB CONVENTION AD

Help, suggestions please! How can we convey in a single ad all that Century currently offers?

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This calls for a second ad

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- Name That Tune, TV's highest rated musical game show (43 share) is back, 5x a week with today's sounds and celebrities.

On once

3. Ready to buy half-hour strips for women's interest programs and franchising several formats to be produced locally.

4. Already an "old-established" firm, after only one year behind us and now loaded with quality products to meet advertiser and station requirements.

does my stomach know this

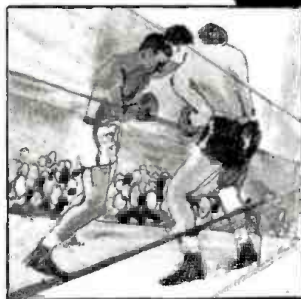
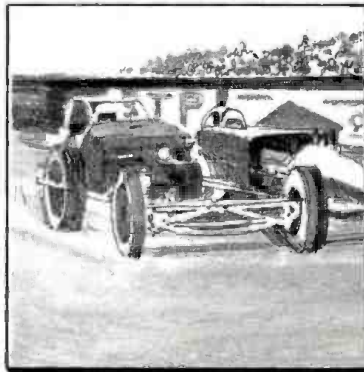
I'm for that!

*Re: above - why write about it? Let's talk it up---
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*Of course
bloodies start at
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American Telesports Network Delivers!

Comprehensive continuous
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- April 4—Miami Tennis Classic**
A World Championship of
Tennis Tournament
- April 24—Fight of the Month**
World Light Heavyweight
Championship
BqB Foster v. Ray Anderson
- May 2—Dallas Invitational Tennis**
A World Championship of
Tennis Tournament
- May*—Fight of the Month**
- June 6—Milwaukee 150**
A USAC Racing Championship
- June 13—Langhorne 150**
A USAC Racing Championship
- June*—Fight of the Month**
- June 19-20—The Springnationals
from Dallas, Texas**
An NHRA Racing Event
- July 10-11—Pocono 500**
A USAC Racing Championship

- July 18—Washington Presidential Cup**
A World Championship of
Tennis Tournament
- July 18—Michigan 200**
A USAC Racing Championship
- July*—Fight of the Month**
- July 8—Parkersburg 150**
A USAC Racing Championship

- August—Fight of the Month**
- Sept.*—Fight of the Month**
- Oct. 24—World Finals of Drag
Racing from Dallas, Texas**
An NHRA Event
- Oct.*—Fight of the Month**
- Nov. 26—\$100,000 Finals of the
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From Madison Square Garden**

Backed by top production talent and Transmedia's teleproduction fleet, the biggest and best equipped in the country... sold and distributed by Century (currently buying station time) — American Telesports Network brings a new dimension to sports telecasting.

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A Transmedia Company

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Exclusive distribution by **Century** Broadcast Communications Co., Inc.

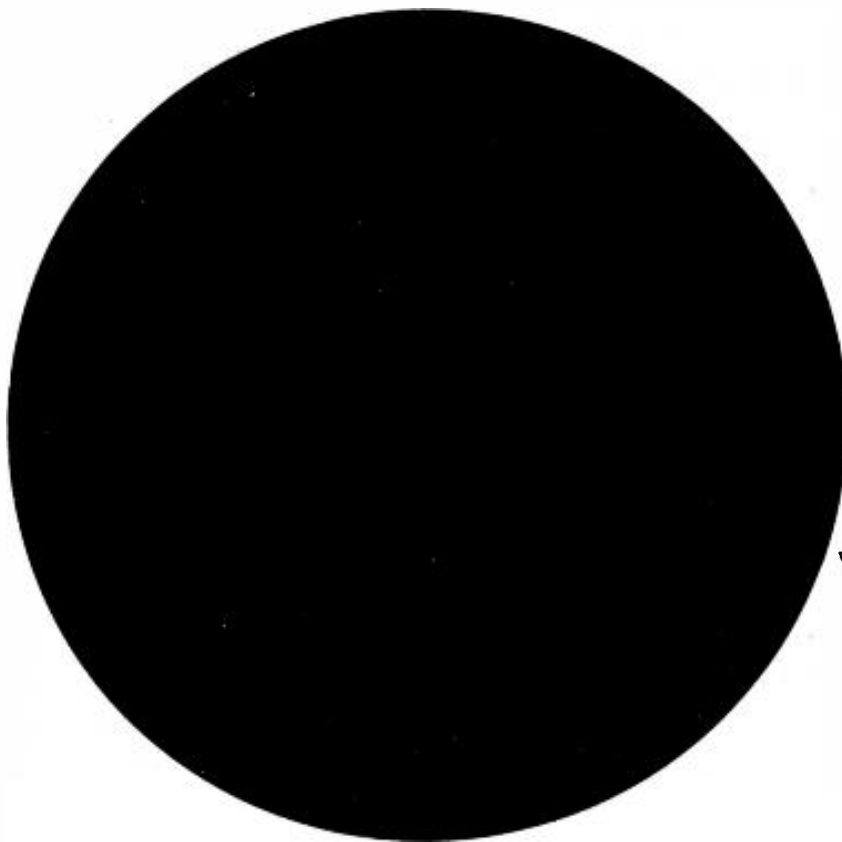
321 East 51st Street, New York 10022 • (212) 755-6400

*to be announced

Note: above dates refer to air dates

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(color from black & white film)



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American Broadcasting Companies, Inc.
and Technical Operations, Inc. .

As government officials step up attacks on network news and as network spokesmen begin to respond, President enters fray, with comment: 'While a picture doesn't lie,' it 'may not tell all the truth.' See . . .

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Network program executives all show confidence that their new fall schedules will offer diversity of choice while plugging up weaknesses and enhancing strong points. BROADCASTING surveys their strategies. See . . .

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Will CCTV be legislated out of sports? . . . 70

With four days of panel discussion and five days of oral argument over, FCC commissioners have heard full complement of emotions for and against massive CATV rules reorganization. But real arena may be on Hill. See . . .

Where all that cable talk may lead . . . 80

As NAB's 49th convention gets underway, clouds over Chicago do not seem as ominous for broadcasters as they did last year. While rocky road still lies ahead for industry, there's some reason for optimism. See . . .

A break in the clouds over Chicago . . . 86

According to a special study ordered by the National Association of Broadcasters, filed with FCC in one-to-a-market proceeding, newspaper ownership of broadcast stations is not increasing as some have feared. See . . .

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National Translator Association asks FCC to allow translators to operate with higher power, to use microwave relays and originate programs. Group urges revision of rules to give translators equal footing with cable. See . . .

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Broadcasting

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All the elements of success.

programming

**Prime I
Prime II
Dark Shadows
Fabulous 60's
Ben Casey
The Invaders
The Fugitive
N.Y.P.D.**

**10 Feature Films
16 Feature Films
Serialized Half-hours
10 Hour Specials
153 Hours
43 Hours
120 Hours
49 Half-hours**



**abc ABC
FILMS**

Combat	152 Hours
Rosey Grier Show	52 Half-hours
One Man Show	26 Half-hours
Harvey Cartoons	244 Cartoons
Africa	4 Hour Specials
Little Bit Of Irish	1 Hour Special
Safari	130 Hours/260 Half-hours

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Dean Burch
1969- CHAIRMAN



Robert Taylor Bartley
1952-



Robert Emmett Lee
1953-



Nicholas Johnson
1966-



H. Rex Lee
1968-



Robert Wells
1969-



Thomas J. Houser
1970-



Kenneth A. Cox
1963-1970



*Rosel Herschel Hyde
1946-1969



James J. Wadsworth
1965-1969



Lee Loevinger
1963-1968



*E. William Henry
1962-1966



*Frederick W. Ford
1957-1964



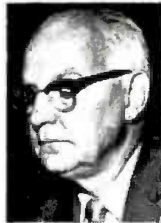
*Newton N. Minow
1961-1963



T. A. M. Craven
1937-1944/1956-1963



John S. Cross
1958-1962



Charles Henry King
1960-1961



*John C. Doerfler
1953-1960



Richard A. Mack
1955-1958**



*George C. McConaughy
1954-1957**



Edward Mount Webster
1947-1956



Frieda Barkin Hennock
1948-1955**



George Edward Sterling
1948-1954



*Paul Allee Walker
1934-1953**



Eugene H. Merrill
1952-1953



Robert Franklin Jones
1947-1952**



*Albert Wayne Coy
1947-1952**



Clifford J. Durr
1941-1948



Ray C. Wakefield
1941-1947**



*Ewell K. Jett
1944-1947**



*Charles R. Denny, Jr.
1945-1947



*Paul A. Porter
1944-1946



William H. Wills
1945-1946**



*James Lawrence Fly
1939-1944**



Norman S. Case
1934-1945**



George H. Payne
1934-1943**



Frederick I. Thompson
1939-1941**



Thad H. Brown
1934-1940**



*Eugene O. Sykes
1934-1939**



*Frank R. McNinch
1937-1939**



Irvin Stewart
1934-1937



*Anning S. Prall
1935-1937**



Hampson Gary
1934**

Federal Communications Commissioners July 10, 1934 to March 15, 1971

*Served as Chairman

**Deceased

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.

From another flank

CBS News's *The Selling of the Pentagon*, under heavy attack from Vice President Agnew and others (see page 35), may be in for FCC investigation. Harley Staggers (D-W.Va.), chairman of House Commerce Committee, and F. Edward Hebert (D-La.), chairman of House Armed Services Committee, have filed complaints at FCC. Both are said to have cited charge of Defense Department's Daniel Z. Henkin that his answers to questions were distorted by editing in CBS program. Both congressmen are also said to have referred to charge that colonel was quoted out of context.

Representative Hebert was first to take issue with program, day after its original broadcast, and has been in forefront of critics since. But last week's letter was first word from Representative Staggers—whose Investigations Subcommittee looked into earlier CBS News documentary, *Hunger in America*, and unfinished coverage of aborted Haitian invasion. Both earlier projects have been repeatedly cited by Vice President Agnew as examples of questionable journalism.

Touch-up

FCC is pondering best way to "clarify" its policy on broadcast of song lyrics "tending to promote or glorify the use of illegal drugs" (BROADCASTING, March 8). Commissioners are said to be disturbed over some consumer-press reporting they feel left impression commission would censor such lyrics. Commission wants to make clear that policy statement was intended simply to hold broadcasters responsible for knowing content of their broadcasts.

Question, however, has arisen as to form and content of clarification. Draft statement was on commission agenda last week, but commissioners could not agree on language. Now there appears to be growing sentiment to wait for petitions for reconsideration to provide vehicle for clarification of policy.

One button

When panel on Emergency Broadcasting System meets today at National Association of Broadcasters' convention in Chicago, broadcasters may be told that sole source of emergency alerts should be White House. This, according to special working group of FCC's National Industry Advisory Committee, is only way to prevent foul-up that occurred

last month when, instead of expected test message, actual alert was inadvertently transmitted from National Warning Center in Colorado Springs to TV and radio stations via Associated Press and United Press International (BROADCASTING, March 1 *et seq.*).

Old wounds

Makings of new showdown between TV broadcasters and American Research Bureau are becoming evident, though showdown time—August, when ARB's local audience-measurement contracts come up for renewal—is still months away. On surface, chief issues appear to be charges that ARB reports understate audiences (see page 50) and insistence of many broadcasters that ARB discontinue May sweeps, which they consider unnecessary and misused by agencies to depress prices. But as was case last summer when stations rebelled against ARB rate hike, number of other issues are also simmering, and they seem about same now as then: insistence that ARB prove out changes in methodology before putting them into effect, that it consult broadcasters and give heed to their needs, that it eliminate product-usage questions from diaries, among others.

Some major station owners say that before they ended last year's revolt and renewed for 1970-71 they were led to believe—but without being explicitly told—that several changes they wanted would be made, including elimination of May sweeps after this year, but that they have heard nothing from ARB along those lines since. Some are also incensed over what they consider put-up letters from some agencies stressing support of May sweeps. One long-time observer of such disputes says he has "never seen so many broadcasters up in arms."

Man in space

Robert C. Tyson, chairman of finance committee of U.S. Steel Corp., is slated to become chairman of American delegation to World Administrative Radio Conference in Geneva, with rank of ambassador. Delegation is expected to have two or more vice chairmen, one of whom, barring unexpected, will be FCC Commissioner Robert E. Lee.

Conference, which gets under way June 5 for about six weeks, will involve some 90 signatory nations. Primary agenda covers international spectrum allocations and regulations for satellite assignments and policing.

No relief

Broadcasters and others hoping to persuade FCC to change its mind on tough new schedule of fees it adopted last year (BROADCASTING, July 6, 1970) are said to be in for disappointment, when order disposing of petitions for reconsideration is released, probably this week. Commission last week reportedly voted down most requests for modification. In some respects, rules on fees have been made tougher. Payments for covenants not to compete and for consultancies will now have to be figured in as part of consideration on which 2% grant fee is based.

One problem that did not yield to new solution was how to find base against which to apply grant fee in assignment and transfers where amount of consideration is not specified in contract—when, for instance, stock transfer is involved. Decision reportedly is simply to determine station's fair market value.

Networks bow out

ABC, CBS and NBC are expected to tell FCC in joint filing today (March 29) that after detailed review of their program-distribution requirements and evaluation of number of satellite-system applications they are inclined toward using someone else's system, rather than putting up their own, if one or more can be developed to meet their needs for flexibility, economy, coverage. They have found that some plans seem more adaptable to their objectives than others, expect to continue study of some not yet fully refined and evaluated. They have not completely abandoned thought of applying for own dedicated system but would keep that alternative as ace in hole in case it turns out others cannot meet their needs.

Private pitches

FCC, which broke new ground with its panel sessions in CATV proceeding (see page 80) is ready to try another new technique of informing itself on complex and crucial issues. It has invited eight applicants for domestic communications-satellite systems to appear, individually in closed-door session, before FCC commissioners and staff to explain their applications. Individual sessions—scheduled to last less than hour each—are slated for April 9. Comments on technical and policy questions raised by commission, as well as on applications, are due April 15. But request for extension of deadline is considered likely.

Announcing the

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NOW IN NAB BOOTH 127,
EAST HALL**

(And try for a free
Sony Trinitron® TV set, too!)



CHROMA IIITM

Automatic broadcast color camera for field and studio

You can pull our new Chroma III off its studio tripod and take it to the sun-baked stadium or the wind-chilled ski slopes without making an adjustment. It's the most flexible—and the least temperamental—camera you've ever known.

Chroma III converts instantly to any operating mode. In the field it gives you full NTSC capability as a single unit, using standard coax. Change the cable and switch over to studio CCU, and it's back in multiple-camera operation.

Chroma III also lets you forget about temperature extremes, line voltage variations, daily re-registration, and other usual set-up adjustments.

This, in brief, is Chroma III:

■ **Excellent colorimetry**—through the most efficient, most color-faithful prism optics ever built for a color camera—the result of computer-aided design.

■ **Pushbutton set-up**—one man does it in seconds.

■ **Hands-off registration**—maintained automatically through precise, feedback-stabilized width / linearity / centering circuits.

■ **Built-in full-screen video level monitoring**—reads directly in IEEE units.

■ **Ultra-stable color encoder**—digital phase-shift circuitry and 50 dB carrier rejection under all environmental extremes.

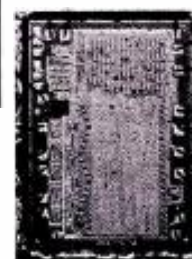
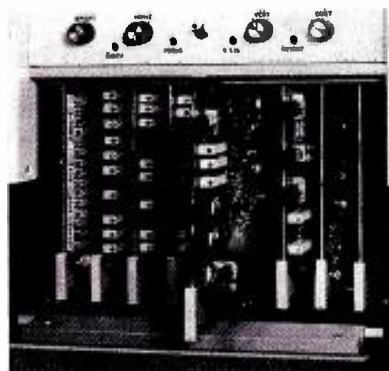
■ **Pushbutton white/black set**—instantaneously sets video level, pedestal level and color balance.

■ **Automatic servo iris**—with provision for local and remote override.

■ **Built-in digital sync generator**—for self-contained operation.

■ **Pushbutton digital shading**—establishes exact shading corrections.

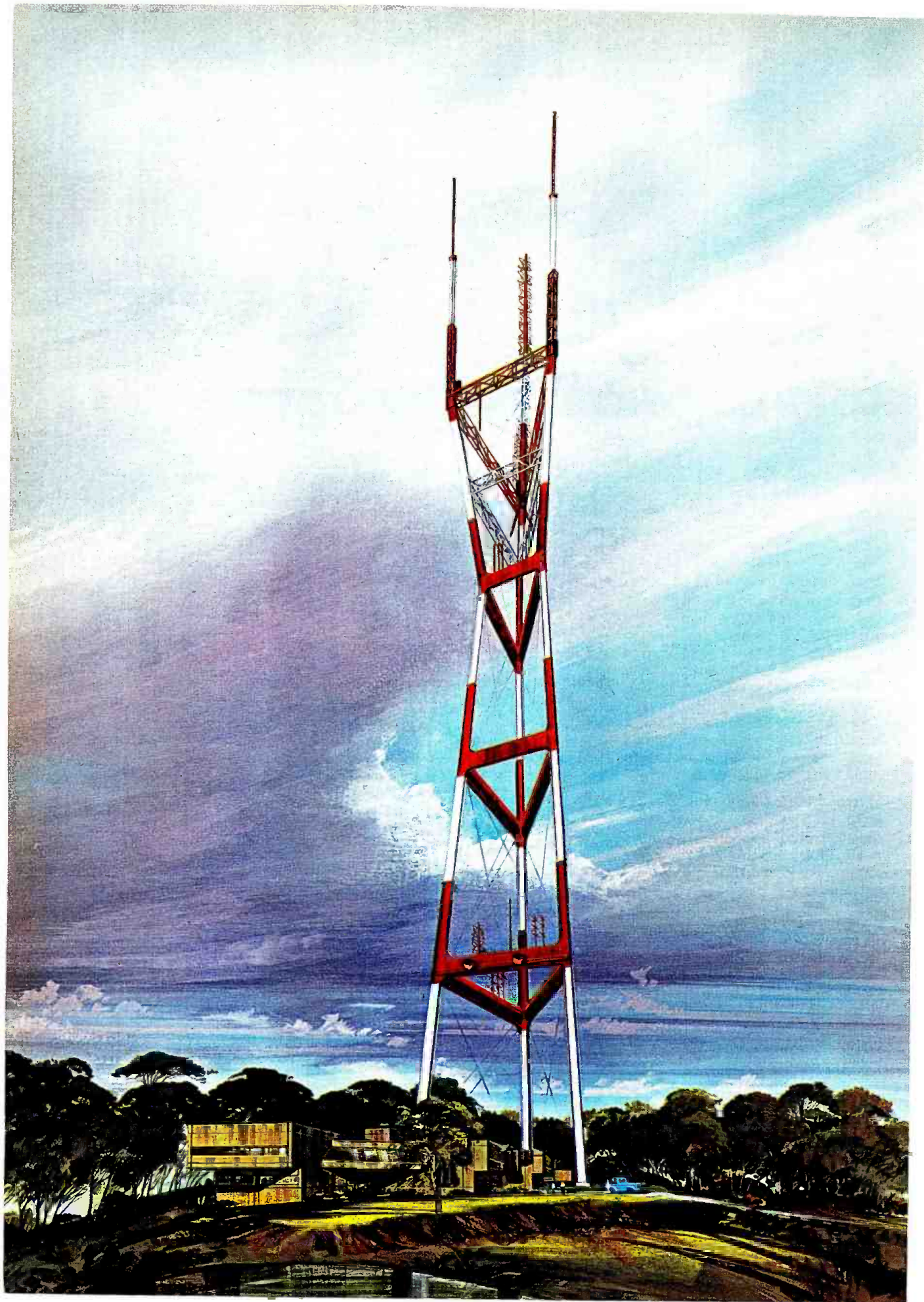
We've made the camera that our experience and field research have told us you want. These features just begin to tell the story—but we think you'll agree it's a great beginning. Stop by our booth at NAB and take a look at the future of broadcast color cameras today.



TELEMATION

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If you're not attending NAB, write for our six-page folder.



If you're going sky-high, there's only one way to go.

With Kline.

We're constructing the most important broadcast tower in the world, the Mount Sutro Tower in San Francisco.

The new tower, pictured on the opposite page and scheduled to be on-air for seven telecasters by early 1972, will bring a new dimension to broadcasting in the Bay Area.

The broadcasters who will share the new facility chose Kline for the tower, foundation and erection for one important reason: experience.

Our experience includes construction of the tallest man-made structure in the world, a 2063-foot tower for KTHI-TV in Fargo, N.D.

It's one of five 2000-footers we've erected.

In addition, we're fabricating for RCA the tower that will go atop the new World Trade Center in New York, replacing those now in service on the Empire State Building.

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Experience. It's the best teacher. And we'd like to put our experience to work for you. In design, in fabrication, and in erection.

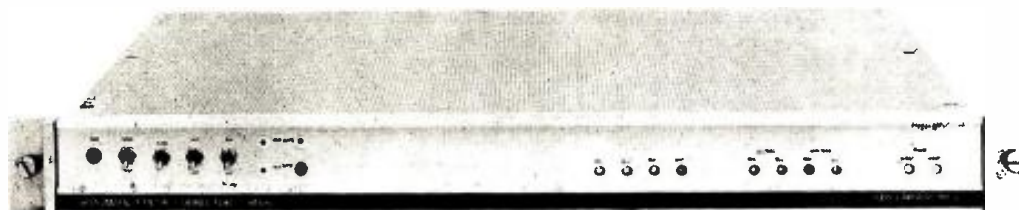
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the big edge for viewer ratings and advertising dollars. When it comes to color broadcasting, nothing can touch the new CBS Laboratories Automatic Color Corrector 6000.

CBS LABORATORIES

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Democrats again ask for network time

Democratic National Chairman Lawrence F. O'Brien asked ABC and NBC Friday (March 26) to provide free TV and radio time to Democratic Party spokesmen to balance free exposure given President Nixon in recent network broadcasts.

Mr. O'Brien asked ABC for one hour of prime evening time to match hour-long interview of President by Howard K. Smith on March 22. And he asked NBC for equivalent of two-hour *Today* program to balance conversation between Barbara Walters and President on March 15.

DNC chairman noted that NBC and CBS have also planned exclusive hour-long interviews with Mr. Nixon. He said he would request equal time when those programs have been aired.

Mr. O'Brien said Democratic Party "will pursue every course available to insure that it is not totally pre-empted from communicating on a mass-media basis with those Americans who want at least the opportunity to consider an alternative course to the one the nation is now following."

In announcing equal-time requests, Mr. O'Brien attacked administration on two related fronts.

He said President Nixon sent Vice President Spiro T. Agnew "on a campaign designed to intimidate the news media of the United States—in hopes, it would appear, that the press will pay less attention to the colossal failures of this administration at home and abroad."

And he made apparent reference to appearance of William Magruder (director of SST development in Department of Transportation) on *Dick Cavett Show* last week.

"The White House applied pressure in the crassest manner to insure that a spokesman for its prized SST project could appear on a late-evening talk program in a solo appearance, without having to face a leading opponent of the project. The network officials—ABC, in this case—capitulated.

What is different about these latest "scare tactics," he said, is that while administration is "baiting" media, Mr. Nixon is also accepting prime TV and radio time "in an effort, his associates tell us, to reveal to the American people still another 'new Nixon.'"

Mr. O'Brien said restoration of fairness is long past due and that his equal-time requests "will be a beginning of that critically needed process."

ABC said Friday it has not as yet replied to Mr. O'Brien's request, and NBC said it had not received it.

Lower defends Laos coverage

ABC News field correspondents, cameramen and sound men operating in Laos were given strong vote of confidence last week by their boss, ABC News President Elmer W. Lower, as part of detailed rebuttal he made to critics of television coverage there.

In speech prepared for delivery last Saturday (March 27) before dinner meeting in Chicago of Alpha Epsilon Rho, college radio-TV fraternity, Mr. Lower rejected charge of some military and political officials who have called TV coverage of Laos operation "unfair." He said restrictions placed on correspondents' freedom of movement to areas of action and orders forbidding helicopter pilots to discuss South Vietnamese troop activities with newsmen "edged dangerously close to the borderline of out-and-out censorship."

Mr. Lower quoted in his speech from reports by four ABC News correspondents covering Laos operation—Steve Bell, Don Farmer, James Giggans and Howard Tuckner—who mentioned restrictions imposed upon them and recounted how they had obtained information from South Vietnamese and American sources during periods when they were blocked from going into Laos itself.

Irony of it all

Newest employee-relations project at CBS is massive survey, by McKenzie & Co., management consultants, on attitudes toward company's career-development practices. New expenditure for personnel research is in contrast to recent deep retrenchment in personnel overhead. Nineteen-page questionnaire (with additional room for volunteered comments) was distributed Friday (March 26) to "exempt" employees—all above grades entitled to overtime. Questionnaires are to be answered anonymously, returned directly to McKenzie & Co.

NAFMB convenes, fireworks begin

TV broadcasters are not only ones worried about CATV. FM broadcasters are too.

Board of National Association of FM Broadcasters has voted to ask FCC for same carriage and duplication protection provisions as may be applied to television. Board took action at opening of NAFMB convention in Chicago Friday (March 26).

FM broadcasters were scheduled to hear Senator Frank E. Moss (D-Utah), author of all-channel radio bill (S. 217), which seeks to require that all radio receivers include FM band. In prepared statement Senator Moss said he sees FM as principal local service, with AM as regional and national service. He also said that broadcasting cannot continue under "forever-frozen frequency-allocation system."

Frequently emotional audience at opening NAFMB session Friday chided Detroit auto makers for allegedly dragging their feet in making technical improvements in FM car radios and bringing costs down to more realistic levels. Taking brunt of criticisms were H. G. Riggs, general manager of Delco Electronics Division of General Motors, and his chief engineer, James Guyton. Both predicted continuing expansion of auto FM sales.

Delco officials—also praised for their courage in facing station barbs (Ford radio executives had been invited but did not appear)—explained car AM-FM radios must be built to much more exacting standards than home sets. Cited were fluctuations in operating conditions such as power supply, temperatures and vibrations as well as mobile signal problems and proximity to ignition signal interference. Windshield antennas came in for much attack but Delco representatives pledged continuation of all possible cooperation with radio industry to solve problems.

Station spokesmen pleaded for more auto manufacturers and dealer promotion of car FM and expressed willingness to give every possible free on-air support to coordinated campaigns. They noted high local demands for \$29 Japanese FM converters for auto AM sets which drivers are installing themselves as evidence of great new marketing potential if Detroit would awaken to it.

Being circulated at NAFMB convention was petition asking FCC to rescind

More "At Deadline" on page 10

notice about music lyrics issued earlier this month (BROADCASTING, March 8) on grounds that compliance would be burdensome and virtually impossible. Petition is being sponsored by Neil Bogart, Buddah Records, New York.

Cavett the giant-killer?

Representative Clarence J. Brown (R-Ohio) has sided with Nixon Administration in charging that talk-show host Dick Cavett used "awesome" power of his network-TV position to influence outcome of congressional debate over supersonic transport plane.

In letter late last week to Mr. Cavett, Representative Brown—who appeared on program earlier this month to present case for SST in debate—said show had unfairly stacked its guest lists with opponents of SST. And when William Magruder (director of SST development in Department of Transportation) requested appearance on show, Mr. Brown said, he was first advised he could not do so unless SST opponent also appeared (see page 35).

"Only when the fairness doctrine . . . was raised did you permit him to use your forum [and] only after a less-than-objective introduction," Mr. Brown said.

Now that SST has been defeated, Mr. Brown said, "the problem that keeps nagging me is that you and your program and your network may have substantially influenced a narrowly decided issue."

Possible future course of action, Mr. Brown suggested, might be discussion of over-all fairness problem in "one program or one week of programs controlled by someone who has my concern about your exercise of this power." Mr. Brown is member of House Communications Subcommittee.

CBS buying hi-fi retailer

CBS plans to acquire assets of Pacific Electronics Inc., Emeryville, Calif., for undisclosed amount of cash.

Pacific Electronics is retail seller of hi-fi component systems and accessories. It and related companies operate five stores in San Francisco area and three in Los Angeles, under name Pacific Stereo.

Agreement on terms was in principle and subject to negotiation of definitive contract and approval by boards of CBS and selling companies.

Acquisition would bring retail establishments under CBS/Columbia group, whose president, Goddard Lieberson, announced proposed transaction jointly with two officials of Pacific Electronics companies: Charles Haist, chairman of board, and Thomas Andersen, president and chief executive officer.

Week's Headliners



Mr. Storer

George B. Storer Jr., former president of Storer Broadcasting Co., has been retained by Hughes Aircraft Co., Los Angeles ("Closed Circuit," March 22). He will be consultant on CATV and television development which includes Hughes proposed domestic communications satellite system (BROADCASTING, March 22). Mr. Storer was president of Storer Broadcasting, founded by his father, from 1961-65, and in 1966 was named board chairman for its Northeast Airlines. Four years ago, he left Storer to become yacht broker on West Coast. He has since resumed association with Storer as consultant to Northeast Airlines, duties he will retain in addition to his assignment at Hughes.

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

Wants it in writing

National Association of Broadcasters Friday (March 26) asked FCC to amend its primer on ascertainment of community needs to allow broadcasters to obtain public's views through use of questionnaires to be voluntarily returned by mail.

NAB also reiterated support for simplified requirement for renewal applicants—one which would merely require applicants to list 10 most important community problems with inclusion of broadcaster's programming aimed at treating problems.

Pastore's new witness list

Senate Commerce Committee late last week announced roster of witnesses scheduled to testify when Senator John O. Pastore's (D-R.I.) Communications Subcommittee reopens election-reform hearings this week (see page 49).

Opening witness Wednesday (March 31) will be representative of Justice Department, followed by Jerome Barron, professor at George Washington Uni-

versity Law School, and Ralph Winter, Yale Law School professor.

On Thursday (April 1) first witness will be David Adamany, professor at Wesleyan University, followed by Dr. Herbert Alexander, director of Citizens Research Foundation, Princeton, N.J., and Howard Penniman, professor at Georgetown University.

Alaska sizing up satellites

Alaska state house of representatives has scheduled hearings this week and next on domestic-satellite issue as it relates to Alaska's needs.

That was report Friday (March 26) from spokesman for Senator Mike Gravel (D-Alaska) who has coordinated hearings with state legislature.

Spokesman said object of hearings is examination of satellite proposals to enable state to file comments with FCC by May 12 deadline.

Who wronged whom?

Attorney Jack Cole, who was rebuked by FCC Chairman Dean Burch and other members of commission for comments he made at first day of oral argument on CATV rulemaking (BROADCASTING, March 22), has called on commissioners "to respectfully request that appropriate steps be taken to remedy wrong inflicted upon me."

Mr. Cole, in letter delivered to each of commissioners on March 25 and made available Friday (March 26), restated his exception to Chairman Burch's characterization of his testimony. Chairman had said testimony "strained the realms of advocacy" and "bordered on the slanderous." Commissioner Robert E. Lee suggested Mr. Cole had been insulting.

Mr. Cole rejected those characterizations, said they were unwarranted and that his conduct was within bounds of legitimate advocacy. He said commissioners' "unfortunate remarks" did him "grievous injustice . . . and should in all fairness be promptly corrected."

Mr. Cole, at oral argument week earlier, suggested that commission kept CATV development in state of freeze for past several years, and has not been fair in dealings with CATV industry.

Spotlight on tennis

American Teleports Network, subsidiary of Transmedia International Corp., New York, reported plans Friday (March 26) for live presentation of Miami Tennis Classic, from Hollywood, Fla., Sunday, April 4 (2-4 p.m. EST). ATN will also televise World Championship finals at Madison Square Garden in November. Century Broadcast Communications, which handles sales and distribution for ATN, is currently buying broadcast time for event for sale to advertisers.

New York Council for Civic Affairs Community Service Award

Presented to

WPIX TV

In frequent broadcasts and editorials, WPIX-TV called attention to the menace of "skid row" blood to the health of the community. This contributed significantly to the introduction of a regulation requiring appropriate examinations of the blood of all donors, thereby minimizing the risk of the spread of infectious disease through blood donations. WPIX-TV and its able staff merit the gratitude of the entire community.

February, 1971

Herman B. Glaser
chairman

Nobody does more for New York than we New Yorkers.

WPIX-TV NEW YORK



Living happily with spot-TV media controls

For years, we felt that the basic function of an advertising agency was to plan and create effective and efficient advertising, subject to our supervision. With skill. With taste. With a minimum of waste effort and misspent dollars. And with the creative spark that makes a consumer reach for our products.

We still feel this way.

We also felt, for years, that a basic agency function was to place Best Foods' advertising in agreed-on media. Our agencies took understandable pride in the media departments they had built up, and the people who staffed them.

We still have the utmost respect for the placement skills of agencies handling our advertising. But we've made major changes in the agency-client relationship in this area—a re-structuring of the "division of labor"—that were effective with the start of 1971.

The biggest single change in broadcast is that we have streamlined and consolidated our spot-television buying activity—a major part of our national advertising—with the assistance of an outside media control service. The pre-buying and post-buying functions of our agencies are now interlocked with a media control unit program, designed and maintained by our staff in cooperation with Timebuying Services, Inc.

Every single one of the thousands of TV spots that run each month for Best Foods products is now computer-checked in terms of what actually was invoiced (where, when, at what rating and audience, and for how much) against what was originally ordered. Because of time and manpower limitations, it is virtually impossible for even the most media-oriented agency to handle this task without the computer.

The media control program will supply us with verified and coordinated corporate and summary information never before available in the concise way the computer will deliver it. We received raw information before on our individual brands spot buys, but the new system will be putting it together in a way that would have required re-staffing our department if we attempted to do it internally.

We've been asked if this move was our answer to a "tight-money" economy. True enough, we are careful with our television dollars. But there is an enormous difference between being tight-fisted—which we aren't—and seek-

ing tight controls that assure wise, effective use of Best Foods' TV dollars.

Thus, we will know if we were actually billed what we ordered in spot TV, what we are paying for—and if not we'll see that we do get it!

To correct a misunderstanding regarding our operation with the new media control unit, it *won't* extract the control of TV buying—like some kind of electronic wisdom tooth—from our agencies.

The agencies—Lennen & Newell, SSC&B, Dancer-Fitzgerald-Sample and DeGarmo—will continue their vital role in both the planning and supervisory aspects of media buying.

We insist that *all* of the principal media planning in spot TV be done at the agency level.

Media planning can't be separated from the planning of marketing strategy. The last thing we're going to do is to hand someone a nice, tidy sum—like, say, \$500,000—and tell him: "Go see what you can buy for it these days in spot TV." The buyer under our spot control plan has to know what we want, whom we're trying to reach and why.

That's where our agencies come in.

Before any spot-broadcast schedule is purchased, we require that our agencies submit a "buying platform" to the product manager involved, and submit it at least six weeks in advance of air date. It must outline goals and basic data relating to audience, markets, message length, budget, schedule weight and other elements of the campaign.

To draft a meaningful buying platform, an agency media planner has to be very thoroughly involved in the marketing objectives for the Best Foods product. Far from being in some form of "Media Siberia," our agencies are working partners in the *planning* of spot

buying—a process that calls for all their media skills, as well as knowledge of our products' demographic and creative target stance.

We insist also that our agencies maintain a very close supervisory control over any outside buying service we might use, since we are not staffed up to provide such supervision at our divisional headquarters—nor do we wish to be. We also insist that agencies handle billing as it always has been handled, paying invoices submitted by stations and/or reps—supplying copies of station affidavits to TBS's media control group to be computer-checked against orders. Agencies will also supply updated schedules to the control group every 30 days—so that we'll know exactly what we've got, and so that we can inform our salesmen in the field of the spot-TV support they will have in their territories for their brands.

What we have done, actually, is to add a new, computer-equipped dimension to our spot-TV buying, in the form of our media control program. This check-and-balance system permits agencies to concentrate on the creative and planning aspects of campaigns, and to be free of the drudgery of manually checking what ran versus what was ordered.

We have no qualms about changing years of traditional ways of controlling media—especially spot TV. Especially when we glimpse new efficiencies, safeguards and counter checks that we believe will soon be standard procedure for any sizable spot advertiser. We owe it to ourselves, our stockholders and our customers to operate efficiently. We feel today we can live happily with an outside media control service—and with our agencies. We believe other major spot buyers will soon follow our lead.



Robert A. Dobbin is responsible for coordinating all advertising, including media, market research and promotional services—at Best Foods. Mr. Dobbin joined what was then Corn Products Co. in 1956 following CPC's acquisition of Kasco Mills, where he had been that company's first advertising manager. He subsequently served as a product manager and advertising manager of the Best Foods Division until 1963 when he was appointed to his present position: director of advertising and marketing services.



BENJI AND WALDO. STARS OF CHRISTMAS IS!

WOW!

**Sears, Coke, McDonald's,
BankAmericard, Holiday Inn,
Penney's, and Rexall**

all made CHRISTMAS IS! work for them.

Just because there are almost 300 days till
Christmas doesn't mean you shouldn't start
planning your holiday lineup today.

And especially when you can begin building with
no program charge for CHRISTMAS IS!

You'll see why this animated, half-hour, color
special is going fast when you glance at the
1970 results from the 188 markets that ran
CHRISTMAS IS!

Taking first with top ratings and shares to match
in *Atlanta*, 12 rating/35 share; *St. Louis*, 21/46;
Dallas-Fort Worth, 12/26; *Cleveland*, 18/37;
Fresno, 13/46; and the *Twin Cities*, 17/50.

Let's talk about CHRISTMAS IS! exclusively for
your market.

Write, wire, or call: Martin J. Neeb Jr.

Lutheran Television

210 North Broadway
St. Louis, Mo. 63102
314-231-6969



SOURCE: ARB ESTIMATES. SUBJECT TO
QUALIFICATIONS ON REQUEST

Fabulous Feature Films

Over the years MGM has made more big pictures, with more big stars, than anyone else in the business.

Pictures that people want to see because they tell a story as only a great Hollywood movie can.



It cost us \$19 million. But you can get it for less.

More than 1,200 of them, big and small, are available to you through the MGM Library of Great Films.

They're a lot easier to program, than to program against.

The Fearsome Foursome

From coast to coast, they're proving their awesome power. For instance, in

Boston, Daktari

doubled its sta-

tion's ratings

share, total

homes, and

total adults.

In Dayton,

Bronson

captured



Then Came Bronson. Daktari. The Man From U.N.C.L.E. Flipper.

more young adults than all three competitors combined.

In Minneapolis, St. Paul, UNCLE built adult audience 30% over its lead-in. And in Los Angeles, Flipper drew 70% more kids than its lead-in. (1)

Put some bone crushing power to work in your market, and make the competition...tremble.

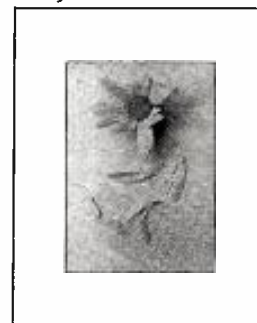
Somebody ate the daisies

Stations in New York, Philadelphia and Los Angeles have bought "Please Don't Eat the Daisies" for five runs.

In spite of the fact the series has already aired in those areas.

Twice.

And it's a pretty smart buy, because Daisies delivers more rating points, homes, and persons than any syndicated program on any New York station between 5 p.m. and 7 p.m.! (2)



"Please don't eat the daisies"

High Speed Living

This new syndicated show lets a man slip away into the pulse-pounding world of speed in the extreme.

High Speed Living is Craig Breedlove breaking the world speed record on the Bonneville salt flats...

Mario Andretti demonstrating what drove him so relentlessly to win at

Indianapolis...and the high speed

shopping.



The secret dream of every American male over 12.

thrills of sports like sky diving, jai alai, and ice sailing.

26 half-hour segments to give the American male a little something to dream about.

The first adult sports show

Can an athlete work successfully with teammates he detests? Can he drink and still do his job? How does he deal with the influences of gamblers?



"The object of the game is to cripple the other guy."

These are the kinds of questions Roman Gabriel & Merlin Olsen ask on *Man to Man*, the new sports show that doesn't pretend that athletes never grow up.

On each of 26 1/2 hour segments we pick people with something to say. And we make sure they say it.

The audience figures shown are estimates, subject to the limitations of the techniques and procedures of the service noted. Sources: (1) November '70 (ARB) (2) December '70 (ARB).

Wednesday Special

This season MGM Television has two network series on Wednesday nights.

The Courtship of Eddie's Father on ABC and *Medical Center* on CBS. Both in their second year.

Capitalist TV slips behind the Iron Curtain

The Russians bought *Daktari* as the first American TV series to appear on Soviet television.

They're watching it in Africa, too. And in 19 European countries.



There's nothing like a winter in Murmansk to make you really appreciate *Daktari*.

Our international syndications include series like *Flipper* and *The Man from U.N.C.L.E.* Specials like *Kifaru* and *The Wolf Men*. And, of course, the MGM Library of Great Films.



MGM Television

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better, reasonable. If you need
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and mail coupon.

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We don't have any "reel" time to.

I did it.

- ☐ We're already your customer. Hello anyway.
- ☐ I'm interested. Send more information.
- ☐ Contact us fast. We have a job ready to go.
- ☐ We're using someone else but we'll give you a chance.

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Company

Address



City/State/Zip

Phone

WTTW RECORDING SERVICES

5400 North St. Louis Avenue • Chicago, Illinois 60625

Datebook

A calendar of important meetings
and events in communications

■ Indicates first or revised listing.

March

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

■ March 29-30—Meeting, *New York State Cable Television Association*, Hyatt house, Albany.

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 programming by CATV systems with 3,500 or 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 programming. 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 5-7—Board of directors meeting, *Inter-American Association of Broadcasters*, Rio de Janeiro.

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

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—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—Sales clinic sponsored by *Television Bureau of Advertising*, Buffalo, N.Y.

■ April 13-14—Meeting, *New England CATV Association*, Sheraton Wayfarer, Bedford, N.H.

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

■ April 13-16—*Public Television Conference*, Waldorf-Astoria, New York.

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

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

April 16—Board meeting, *Institute of Broadcasting Financial Management*, Regency Hyatt house, Atlanta.

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—National Institute of *American Bar Association*, Institute, titled "New Techniques in Regulating Business," will analyze and evaluate recommendations of President's Advisory Council on Executive Reorganization. Mayflower hotel, Washington.

April 16-17—Meeting, officers and executive board,



“Watching the skies” returns as a pollution control idea.

Remember when every school child could identify the silhouette of a Messerschmidt or a Zero, and watched the skies every day? Today, the school children watch for signs of air pollution. The Fetzer television station in Cadillac created a 24-hour “Pollution Watch” news feature, inviting people to comment or report on local pollution problems. Students and scout groups caught the idea and began turning in regular reports complete with pictures. Associations and clubs joined with the kids and directed dialogues toward pollution control. Industry and government agencies responded with action programs. We’re pleased that a program idea led to many more active civic programs and genuine enthusiasm in the community we serve.



The Fetzer Stations

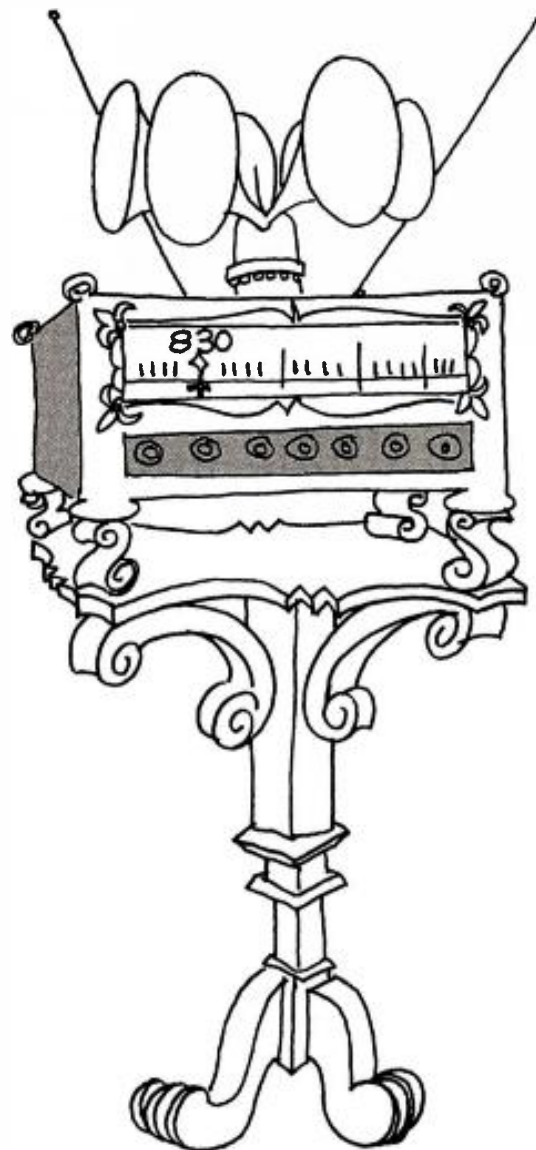
WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids	
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac	KMEG-TV Sioux City

More people watch WCCO RADIO than tv.

Watch radio? You bet they do when the station is WCCO Radio. People of all ages follow their favorite programs and personalities while driving, shopping, shaving, working or doing 1,001 other things that are impractical with conventional TV. So captivating is this new pictureless medium that WCCO Radio delivers bigger audiences than any Minneapolis-St. Paul TV station. Bigger on 16 separate points of comparison. Including larger average quarter-hour audiences for the total day/total week and prime time. During daytime, WCCO Radio beats all four TV stations *combined*. Make sure your target audience receives a clear picture of your product story. Project it on WCCO Radio.

WCCO RADIO
MINNEAPOLIS/ST. PAUL

REPRESENTED BY CBS RADIO SPOT SALES



Source: ARB Estimates. Radio: Average of Apr-May & Oct-Nov., 1970. TV: Average of Jan., Feb., Mar., May, Oct. & Nov., 1970. Persons 12+; Total survey areas. Total day/Total week: 6 AM-12 Mid., Mon.-Sun. Daytime: 6 AM-6 PM, Mon.-Fri. All data subject to qualifications which WCCO Radio will supply on request.



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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 17—Board meeting, Radio Television News Directors Association. Statler Hilton, Boston.

April 17-23—International Videorecord & Equipment Market (VIDCA) and International TV Program Market (MIP-TV), Cannes, France (New York office: (212) 489-1360).

April 19—Annual meeting of the Associated Press followed by annual luncheon for broadcast and newspaper members and their guests with address by New York Governor Nelson A. Rockefeller. Waldorf-Astoria hotel, New York.

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—Sales clinic sponsored by Television Bureau of Advertising. Salt Lake City.

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

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

April 21-23—Convention, Ohio Cable Television Association. Sheraton Columbus Motor hotel, Columbus.

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

April 22—Sales clinic sponsored by Television Bureau of Advertising. Los Angeles.

April 22—Sales clinic sponsored by Television Bureau of Advertising. Dallas-Fort Worth.

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

April 22-24—Spring convention, Louisiana Association of Broadcasters. Hodges Gardens Motor inn, Leesville-Many.

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

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

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

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

April 24—11th annual Western Heritage Awards ceremony. Cowboy Hall of Fame and Western Heritage center, Oklahoma City.

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

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

April 26—Deadline for reply comments on applications for, and FCC's rulemaking proposal concerning, domestic communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (Doc. 16495).

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

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

April 27—Sales clinic sponsored by Television Bureau of Advertising. San Francisco.

Major convention dates in '71

March 28-31—49th annual convention of National Association of Broadcasters. Conrad Hilton hotel, Chicago (see complete convention agenda and related meetings in this issue).

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

May 13-15—Annual meeting, American Association of Advertising Agencies. The Greenbrier, White Sulphur Springs, W.Va.

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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*Reg. U.S. Patent Office.

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Re-runs are great. The only trouble is a lot of people have seen them already.

The only reason anyone runs a re-run is that there's nothing better for the money.

Well, almost nothing. Because England's top rated comedy series, "Doctor in the House," is.

You'll probably never get a more irreverent look into the lives of aspiring young physicians, their professors and nurses.

"Doctor in the House" is a huge success in England and Australia.

And it's doled out in 52 half-hour color-taped doses of laughs.

"Doctor in the House,"

produced by London Weekend Television, stars Barry Evans whom you may remember for his role in "Here we go Round the Mulberry Bush." Plus a lot more of England's laugh producing young actors.

You'll get a chance to see the show at our suite at the Continental Plaza Hotel during the NAB convention. So judge for yourself.

But the prognosis is good.

"Doctor in the House" is the funniest show to hit these shores in a long time. And nobody's even seen it yet.



**JUST SOLD TO CBS
O&O'S IN NEW YORK
LOS ANGELES &
PHILADELPHIA**

INTRODUCING 'DOCTOR IN THE HOUSE'

A new top-rated comedy series brought to you by **GROUP PRODUCTIONS INC.**



WESTINGHOUSE BROADCASTING COMPANY

Who do we like more than people who save S&H Green Stamps?

Easy.

People who redeem S&H Green Stamps. Because once they find out about the quality merchandise they get with their stamps, we've won a lifelong friend.

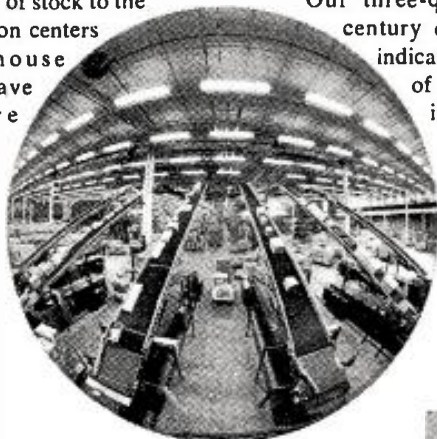
That's why we've invested in a modern warehouse system. In our newest one, outside Chicago in Hillside, Illinois, the most modern materials handling system available moves merchandise in and out at the rate of 126 truckloads a day.

And that is to assure the fast and unending flow of stock to the 155 redemption centers that warehouse serves. We have eight more warehouses around the

country supplying the remaining 700 or so redemption centers that in turn serve the nation's 37 million Green Stamp saving families.

All this, because we want people to redeem our stamps and enjoy the merchandise rewards they get for their thrift. Do we succeed?

Our three-quarters of a century of experience indicates that 95% of the stamps we issue will be redeemed.



Need information about trading stamps?
Write or call the local office or redemption center of
The Sperry and Hutchinson Company.
An American Way of Thrift Since 1896



OpenMike®

Comment from Chicago

EDITOR: I have enjoyed many of your editorials over the years and have often marveled at the good sense and excellent writing which are contained in many of them. And of course, to be candid, I have disagreed with some of them. But the one in the March 8 issue entitled "Life In Our Times" was absolutely great. In my judgment, it should be must reading for everyone in the communications industry, not to mention a host of politicians. To the author of this fine editorial my compliments and congratulations. — *Red Quinlan, VP-director broadcast services, International Digisonics Corp., Chicago.*

(The editorial Mr. Quinlan found so fine concerned certain anti-television remarks made by *Life* magazine at the same time its parent company was phasing out of broadcast radio-TV, and an editorial in the *New York Times* seeming to laud government regulation of radio-TV at the same time the *Times'* parent company was deepening its radio-TV commitments.)

Shades of Alexander Botts

EDITOR: Canada is not the United States and *vive la difference*. There are far fewer local television services in the four Canadian cities named in Andy McDermott's letter (BROADCASTING, March 8) than in most U.S. cities of comparable size and importance.

Vancouver has but two local TV stations. Ottawa has two English outlets and one French. Victoria and London are single station markets. On the basis of *Sales Management* estimates of households, these cities rank third, fourth, ninth and twelfth among all Canadian cities.

Compare these totals of local television stations with their U.S. counterparts (same data source). The third largest U.S. city is Chicago, with nine local stations. Philadelphia (fourth) has seven stations. St. Louis (ninth) has six local stations. Residents of Newark, N.J. (twelfth), have access to 11 signals, including two Spanish language outlets.

It is primarily this disparity between the number of local television stations Canadians can receive vs. the much larger number of local stations U.S. residents have available to them that accounts for the major differences between Canadian and U.S. CATV subscription levels, present and potential.

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Source: Broadcasting (Telestatus) 1/18/71, subject to limitations and qualifications accompanying the article.


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markets. Until and unless this situation changes radically, I'm inclined to believe that my projection is a realistic one.—*Allen R. Cooper, Vice President-Planning, NBC, New York.*

(Mr. Cooper was quoted in BROADCASTING's Feb. 1 issue as saying that cable-equipped homes would more likely go to 20% of all homes, by 1980, than 80%, as others had forecast. Mr. McDermott, in a letter to BROADCASTING March 8, cited the rapid growth of cable in Canada. Mr. Cooper's response to that response is above. Mr. McDermott's response to that response is below.)

EDITOR: Allen Cooper has a point there—and a valid one since most U.S. cities are generally well supplied with TV channels even when one relates population rather than standing in the national list—our biggest market being comparable to the U.S. 14th (Houston) with 715,000 TV homes. However, Americans have always wanted the newest of the new so that with all the fancy things CATV is promising for 22-44-60 channel systems I'm sure the whoopla will grab everyone and they'll be falling over themselves to sign up long before 1980.—*A. A. McDermott, Andy McDermott Sales Ltd., Toronto.*

Making room for Elijah

EDITOR: I do not recall when the FCC requirement [for availability of locally maintained records for inspection by members of the public] became effective, but as I recall, it has been quite a few years ago. In any event, we have never had one single inquiry for inspection of our records on file here for that purpose. I now note the commission's expressed interest in the suggestion by the National Association of Broadcasters' legal department that stations set aside an area with a table at which the

public may inspect the records, as specified in Section 1.526.

This is a commendable idea, no doubt, but I ask myself, "where is the interested public." It rather reminds me of that portion of the Jewish Passover service, shortly to be held, during the course of which a cup of wine is poured and the house door opened for the Angel Elijah. I have conducted such services for many years, and as we all know, the appearance of this angel is symbolic. I know of no instance where Elijah has been seen, except possibly by those who may have hoisted a few preliminary cups prior to the service.

I have the same feeling concerning "interested members of the public" coming here to look at our station records. I would say that we have as much chance for someone in this area to look at our station records, as I do to see the Angel Elijah show up for the cup of wine! In fact, we would have a better chance of attracting someone if I set a cup of wine on the "table" (as the NAB espouses) than I would finding someone to inspect the "public records" at our facilities.

Further, the so-called FCC reference room contains three or four tables which are for the use of those desiring to check the records on some 7,000 AM, FM and TV broadcast stations. On that percentage basis, the size of my table should be the equivalent of one matzah. Incidentally, these so-called tables in the FCC reference room are usually covered with old files so we might come down to a table here the size of a bagel. Let us pray.—*M. H. Blum, President-General Manager, WANN Annapolis, Md.*

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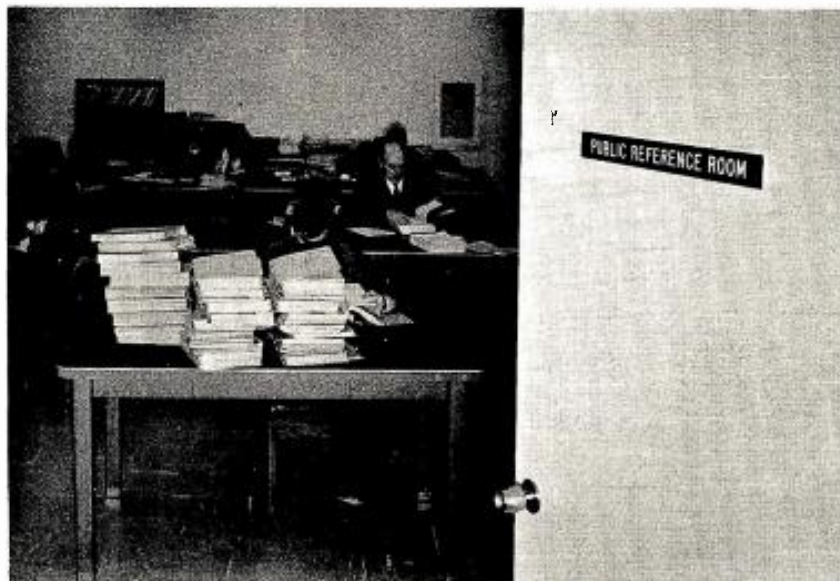
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Room enough at the FCC? This is Room 239 at 1919 M Street in Washington, where both public and private interests come to examine commission and related documents. Reader Blum (see above) sees no need for thousands of similar, if smaller, counterparts at stations across the country.



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Widening attacks on network news

**Agnew zeroes in on CBS; Dole takes on all three;
Nixon raises questions; Klein denies it's a plot**

Broadcasters attending the National Association of Broadcasters convention in Chicago this week may wonder what kind of message Herbert G. Klein, White House director of communications, will deliver from President Nixon in his appearance on Tuesday. Two weeks ago, the President was represented as being solicitous of broadcasters' welfare, reportedly expressing concern about the impact on broadcasting, including the networks, of unrestricted CATV growth (BROADCASTING, March 22). But last week, he was involved, along with his Vice President, Mr. Klein's office, others in his party and the opposition, in as nasty a government confrontation with the networks as the country has seen since Mr. Nixon took office more than two years ago.

Vice President Spiro T. Agnew asserted that the American people "cannot rely on CBS documentaries for facts." Representative F. Edward Hebert (D-La.), chairman of the House Armed Services Committee, called CBS's *The Selling of the Pentagon*—the documentary that had so exercised the Vice President—"un-American," and Secretary of Defense Melvin Laird referred to it as "unprofessional." Senator Robert Dole (R-Kan.), chairman of the Republican National Committee, said all networks are biased in their news reporting, but singled out CBS as the worst in that regard.

But the critics did not go unanswered. CBS stood by its Pentagon program, which it reran on Tuesday, "We're proud" of it, said CBS News President Richard Salant. NBC President Julian Goodman, in a letter to members of Congress, said Republican senators' charges two weeks ago that network news is biased (BROADCASTING, March 22) are "groundless" and constituted "a continuing effort to discredit and intimidate the network news organization" (see page 37).

In addition, Mr. Klein's office was

accused of pressuring ABC's *Dick Cavett Show* into presenting an administration spokesman to speak unopposed on behalf of the SST—two days before the climatic Senate vote on continuing the project. (Both ABC and Mr. Klein's office denied the charge of pressure, which was made by the Cavett show's producer).

What's more, most of the exchange was carried on network television.

CBS, following its rebroadcast of the Pentagon documentary, aired 20 minutes of the critical remarks of the Vice President, Representative Hebert, and

President Nixon had entered the fray on Monday—though not with the passion of the Vice President—in an interview he gave Howard K. Smith on ABC, the first of what is expected to be a series of one-on-one interviews with network reporters.

Mr. Nixon had been giving extended answers to several questions raised by Mr. Smith about the credibility of government reports on the invasion of Laos when he abruptly got into the subject of television.

"I don't want to leave the impression that the pictures we have been



Klein on Nixon on Agnew:

"The President didn't have anything to do with it, but I'm not saying the President doesn't share his views."

Secretary Laird, and of Mr. Salant's rebuttal. (CBS did its own editing of the critical remarks, ignoring the Vice President's request that he be permitted to edit his own.) Senator Dole was carried on network news shows. And Dick Cavett went before the cameras on his show Monday to explain the White House involvement in his booking that night of William Magruder, director of SST development in the Department of Transportation. Network newsmen even took on the President.

seeing on television tell basically an inaccurate story," the President said. "You know, a picture doesn't lie. I know that and you know that. That is why television is such an enormously effective media. But while a picture doesn't lie, a picture may not tell all the truth."

Mr. Nixon said television had covered only those men in four ARVN battalions "that were in trouble" out of 22 battalions in the campaign. Mr. Nixon added that the "pictures have

not shown at all what has happened to the enemy, and their losses by conservative estimates are five times as large as the losses of the ARVN."

The President said he was "not here to bait the press," but he recalled that in two weeks of news coverage of the opening of operations in Cambodia the "overwhelming majority of the nation's press and television" had reported the Chinese might intervene, American casualties would rise, the war would be expanded and the American withdrawal would be jeopardized.

"Now, none of these things happened," Mr. Nixon said. He said the performance "doesn't prove that the press was trying to deliberately make America look bad. That wasn't the point. But naturally they were seeing it from one vantage point. I had to see it from another."

The President's view of the television and press coverage of Cambodia was based on a summary prepared by his staff.

Network newsmen told their audiences that if they were not reporting the whole story in Indochina it was because they were not able to get at it. Bob Schieffer, on the *CBS Evening News with Walter Cronkite* on Tuesday, said newsmen were obliged to rely on returning helicopter pilots for much of their news of the fighting in Laos.

NBC's John Chancellor, a former director of the Voice of America, put the blame squarely on the government. In closing the network's early-evening newscast last Wednesday, he said: "We haven't been able to tell the whole story because we were not allowed to. The American government put up so many restrictions on coverage of those battles that we were put in the position of trying to cover the football game from the infirmary and the locker room."

The widespread attention given the criticisms of the Pentagon documentary after its first airing, on Feb. 23, including those of the Vice President, in a Boston speech two weeks ago and a news conference the next day, had a kind of banned-in-Boston effect on the rerun. CBS said the rerun was carried

by five more stations (170) and seen by 47% more viewers than the original (see page 38).

The criticism of the networks in general and CBS in particular by the President, Vice President and Republican senators gave rise to speculation that the onslaught was being orchestrated—speculation that Mr. Klein sought to knock down.

He noted that Senator Dole's and the President's comments came in response to questions and that the Vice President's speech was his own idea. Mr. Klein also expressed the personal view that, while networks are sometimes guilty of bias, "over-all I think they do a good job."

However, he made it clear the Vice President's attack on the Pentagon program was not being disavowed. "The President didn't have anything to do with it," he told BROADCASTING. "But I'm not saying the President didn't share his [the Vice President's] views." He added that the President has not seen the documentary.

Mr. Klein also offered his own criticism of the program—lack of balance. "It presented only the negative aspects—and I agreed with some." But, he added, it ignored any positive achievements of the Pentagon's public-information program in aiding reporters.

The 20-minute postscript CBS appended to its *Selling of the Pentagon* rerun afforded the network an opportunity to collect some of the comments of the show's angriest critics, and then attempt to shoot them down in full view of a nationwide audience.

The comments included Representative Hebert's charge that CBS had

obtained film footage of him and a former prisoner of war "under false pretenses" and assertions by Secretary Laird and the Vice President that the documentary had quoted a colonel out of context in failing to state that the colonel was quoting Prime Minister Souvanna Phouma of Laos in asserting that if South Vietnam went Communist Laos would too.

The postscript included, also, Mr. Agnew's citation of the House Investigations Subcommittee report that the network had come "dangerously close" to violating the U.S. Neutrality Act in allegedly financing an abortive invasion of Haiti in order to film a documentary (which was never produced) and his charge that in its *Hunger in America* documentary, CBS News had misrepresented the cause of death of a baby as malnutrition.

In his rebuttal, Mr. Salant said that none of CBS's critics had denied the points made in the documentary—and so "the validity of the broadcast remains unscathed."

As for Representative Hebert, Mr. Salant showed a letter from the congressman's news secretary which urged the network "to use any portion of the film as the congressman has given his permission to so." Mr. Salant also said that, in preparing the documentary, CBS newsmen had talked to dozens of individuals on Capitol Hill who "knew that we were doing a broadcast on military public relations—because we told them."

As for the charge of misquoting the colonel, Mr. Salant said he had examined the transcript of the colonel's statement and found it "difficult to tell where Souvanna Phouma left off and the colonel started." He also noted that the colonel had omitted a warning the prince had expressed at the same time he made the comment used by the colonel—a warning against expanding the conflict.

As for the filming of the abortive invasion of Haiti, he said: "We did nothing illegal . . . The Department of Justice found no unlawful activities on the part of CBS News . . . At one

ABC's Smith, Mr. Nixon



Two nights, two networks ■ Television figured as both a participant in the news and a reporter on successive nights last week. On Tuesday, President Nixon appeared in a one-hour, prime-time interview with Howard K. Smith on ABC. The interview dealt largely with the Indochina war, but it offered the President a chance to comment on what he felt was the lack of balance in television reporting of that conflict. And on Tuesday, CBS rebroadcast its controversial *The Selling of the Pentagon*, plus the comments of three of the program's sharpest critics—Representative F. Edward Hebert (D-La.), chairman of the House Armed Services Committee, Secretary of Defense Melvin Laird, and Vice President Spiro T. Agnew—and a rebuttal by CBS News President Richard Salant. The two programs served to highlight a growing antagonism between the administration and its supporters, on the one hand, and the networks on the other.

Congressman Hebert



point, the Treasury Department asked us not to withdraw from the project."

And as for the charge regarding *Hunger in America*, he said that after the broadcast, the hospital official who had told CBS that the baby had died of malnutrition "changed her story somewhat; and new evidence came to light. There is *no* way, however, for the fact to be proven or disproven with certainty at this point."

One charge Mr. Salant did not address was that by Daniel Z. Henkin, assistant secretary of defense for public affairs, who said some of his answers in *Selling* had been so edited and rearranged as to alter their meaning.

The Salant reply didn't end matters. The next morning, the Vice President, in St. Louis for an editorial board conference with top news executives of the area, called Mr. Salant's reply not a rebuttal but "a confession and avoidance."

Representative Hebert, in a speech on the House floor, accused CBS of using Nazi Germany's tactic of the big lie. "CBS, in the Goebbels style, replies to the charges of inaccuracies with more inaccuracies, replies to the charges of misrepresentation with additional misrepresentation, replies to the charges of lack of objectivity by demonstrating objectivity on their part is a myth."

The charge that Mr. Klein's office pressured the Cavett show to present a pro-SST spokesman, without an adversary, resulted from the efforts of Alvin Snyder, a Klein assistant, to provide the show with more "balance" on the issue. Mr. Snyder urged the show to find a spot for Mr. Magruder.

Mr. Snyder said he had made several calls to the producer of the show on the subject—the first after Senator Birch Bayh (D-Ind.) appeared on the program and spoke against the SST March 11; a second after Arthur Godfrey, in an appearance on March 16, urged viewers to ask their congressmen to vote against the SST.

The accounts given by Mr. Snyder and John Gilroy, the show's producer, as to their discussions differed in some details, including the central one as to

whether Mr. Magruder would have been allowed to appear with an opponent of the SST project. Mr. Gilroy felt that Senator William Proxmire (D-Wis.), leader of the anti-SST forces in the Senate, should appear, and he was booked. Senator Proxmire had debated the issue with an SST proponent, Representative Clarence Brown (R-Ohio), on the program on Feb. 26.

Mr. Gilroy said that on Friday night (March 19) Mr. Snyder "called to say that Mr. Magruder would have to appear unopposed or not at all." Mr. Snyder, however, said that although he had told Mr. Gilroy he felt a debate format would be "unacceptable" and that "we preferred" to have Mr. Magruder go on alone, he "never said Magruder would not be permitted to go on with someone else."

Senator Proxmire helped resolve matters by pulling out of his scheduled appearance. He felt it was more important to stay in Washington to prepare for the crucial vote on the SST on Wednesday—when, as it turned out, the project was killed.

The call from the senator's office came on Friday (March 19), and on the following Monday, Mr. Gilroy said, he was prepared to tell the White House that Mr. Magruder could appear that night but that the producers still felt the anti-SST position should be presented also. At that point, ABC officials entered the scene on the side of the White House.

The ABC legal department is said to have held that, in order to provide balanced programming on the SST issue, Mr. Magruder should go on unopposed, or not at all. Later, the network issued a statement asserting that, because of the imbalance in recent Cavett-show programs in favor of SST opponents, ABC "insisted that a pro-SST spokesman be given air time on the Cavett show to create a more even balance."

The SST issue was not the only one the administration has chosen not to debate on network television. Another was one on the competing health insurance plans of the administration and Senator Edward M. Kennedy (D-

Mass.). CBS cancelled plans for the program after Elliott L. Richardson, secretary of Health, Education and Welfare, declined to participate with Senator Kennedy.

Mr. Richardson's decision appears to have been based on the feeling the administration had more to lose than gain from such an encounter. Mr. Klein said the decision was "that this was not a good time" for a debate—that "there was need to develop understanding" of a complex program.

Furthermore, CBS planned to present the debate before a university audience, and allow the students to question Mr. Richardson and Senator Kennedy. Mr. Klein said there was a question as to whether a university setting was an "ideal" place to debate Ted Kennedy.

Goodman denies bias, calls charge dangerous

NBC President Julian Goodman has vehemently denied charges by several Republican senators that NBC, along with CBS, has slanted news of the Laotian incursion to discredit the Nixon administration.

The accusations were made following a showing, to members of Congress and the news media, of video-tapes of NBC and CBS news coverage of the Indochina war from Feb. 25 through March 5 (BROADCASTING, March 22).

In a letter to members of the House and Senate, Mr. Goodman said Senator Clifford Hansen (R-Wyo.), obtained the video tapes, "extracted excerpts" and assembled the excerpts for the presentation. "This material was then used by Senator Hansen and several other senators to claim that the network news coverage of the war has been 'biased,' 'distorted' and designed to disparage the military operation in Laos," Mr. Goodman said.

Mr. Goodman said the material does not support the charges and that anyone who viewed it fairly "would consider it valuable in the information it offered as straightforward actuality reporting . . ."

And, he added, "the charges of bias

Secretary Laird



Vice President Agnew



CBS's Salant



All things considered, they'd rather watch Doris

The rebroadcast of *The Selling of the Pentagon* on CBS-TV last Tuesday night (March 23) was carried by five more stations and seen by 47% more viewers than the original presentation a month earlier, according to figures compiled by CBS from Special National Arbitrons. Specifically: the first was carried by 165 stations, had an 8.9 rating and 15 share and an audience estimated at 9.6 million viewers. The repeat, they said, was carried by 170 stations, had a 13.1 rating and 24 share and an audience estimated at 14.2 million.

Telephone response to the second showing was described as heavy and, so far as positions could be recorded, favorable to the program by almost three to one. As of Thursday night, CBS News sources said, the tally from the five cities where CBS owns TV stations stood at 4,875 calls: 2,817 favorable, 1,005 critical and 1,053 whose tenor had gone unrecorded in the rush.

(from page 37)

are not only unsupported, but dangerous, because they seek to interfere with the free flow of information to the public.

"This latest incident, taken with other equally groundless attacks on television journalism, for partisan purposes, appears to be part of a continuing effort to discredit and intimidate the network news organizations so that they will not be effective or independent in presenting the facts the public must have to

Salant, Henkin debate behind closed doors

The dispute over CBS News's *The Selling of the Pentagon* penetrated even the groves of academe last week—and with a star cast, at that.

The occasion was a seminar arranged by Fred Friendly, a former CBS News president, for his journalism students at the Columbia University Graduate School of Journalism last Tuesday (March 23). Working newsmen were barred from coverage, apparently on Mr. Friendly's orders.

Two of the principal protagonists in the dispute, Richard S. Salant, CBS News president, and Daniel Henkin, assistant secretary of defense for public affairs, were on hand and participated in what was said to be approximately two hours of discussion—"debate" was the term used by some witnesses, denied by others—following a showing of the controversial film.

The discussion, much of it in response to questions from the students, was described afterward as interesting but not very productive in the sense that anything new came out of it. Nor did it appear from subsequent public statements to have changed any basic positions in the two camps.

examine the course and soundness of government policy," Mr. Goodman said.

In his reply to Mr. Goodman last week, Senator Hansen pointed out that Vanderbilt University compiled the tapes as part of its project of recording network newscasts and "offered no judgment as to whether the material

Government's flap enhances the replay

The one-hour interview of President Nixon on ABC-TV last Monday (March 22) was ranked a weak third in audience among the three TV networks, according to early returns. ABC estimated five million homes watched the Howard K. Smith interview during the average minute in the 9:30-10:30 p.m. period. The projection placed CBS's audience (*Doris Day* and the first half-hour of *Carol Burnett*) at 14 million homes and NBC's (movie) at 17 million homes. Or, some 7.5 million viewers per average minute on ABC, 26 million on CBS and 33 million on NBC. ABC said it projected about 10 million people as viewers of all or part of the Nixon-Smith telecast.

lacked objectivity." He said the material "was represented to me as a complete record of the portions of the evening newscasts dealing with the Laos incursion" for the nine-day period.

Paul Simpson, instigator of the Vanderbilt taping project and its administrative consultant, told BROADCASTING last week that all the material relevant to the Laos incursion was included on the tapes.

Senator Hansen said that NBC is entitled to its opinion and conclusions but that the public is also entitled to make its own judgment. "I made mine on the basis of seeing these video tapes. I am disappointed in NBC's failure to measure up to the standards we expect of it," Senator Hansen said.

BroadcastAdvertising®

Groping toward self ad regulation

Advertiser-media group stuck on review provisions of ad code; Better Business will begin monitoring

Movement toward an all-industry advertising code sputtered along one level, and is still locked in controversy on another level, following a meeting of representatives of advertising and media organizations in Washington last week.

The Council of Better Business Bureaus, formed last year, definitely will begin to monitor advertising in all media and "mediate" complaints beginning in six months or less. That was the word last week from Bruce Palmer, new president of the organization. Mr. Palmer formerly was with the National

Industrial Conference Board, New York.

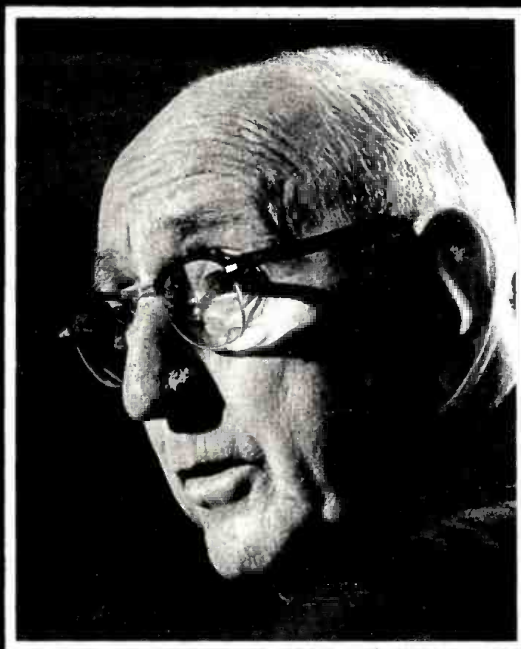
The advertising monitoring staff is being hired and will make its headquarters in New York. It has a \$1.5-million budget for this activity, Mr. Palmer said. Elijah Gray II of the Whirlpool Corp., is chairman of CBBB.

Better Business Bureaus have been in existence since 1920 and have been mostly concerned with business practices. But, Mr. Palmer noted, the origination of the BBB movement was 59 years ago when "vigilance" committees

were established to police early advertising.

What remains to be ironed out is the form of a review board that might act as an appeals court in those cases where the CBBB staff cannot settle a complaint.

At one point, the American Advertising Federation proposed a three-tier advertising code organization that consisted of a staff, a standards committee of advertisers, agencies and media and, on top, a national advertising review board to be composed of from seven to



Prior to the death of Richard B. Russell, WSB-TV produced and presented three prime hour specials taken from 25 hours of conversation with the Senator. An effort which has now been recognized with an Excellence Award by the National Association of Television Program Executives. An effort which will now give future generations more insight into a very great American. Richard Russell, a Georgia giant.

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15 members, with a majority representing the public. The original plan was to require media to refuse to accept advertising that had been found out of bounds by the code groups.

In a change early this month, Howard H. Bell, president of AAF, reported that the sanctions had been dropped, due to fears that this would violate the antitrust laws. Instead, according to Mr. Bell, members of the code would rely on publicity and referral of challenged advertisements to the Federal Trade Commission or other relevant federal agencies.

Also changed was the composition of the policy-making review board; this would now consist, according to the AAF official, of from 15 to 25 members including public members but with the ratio of public to industry members undecided.

The changes were announced on the eve of a March 22 meeting of representatives of all advertising groups, including the National Association of Broadcasters, with officials of the Department of Commerce's bureau of domestic commerce, which is under the direction of William Lee, deputy assistant secretary of commerce.

The remaining point of contention apparently is whether to have a single review or appeals board to handle problems that cannot be settled at the CBBB level, or to have a two-step ladder as originally proposed by the AAF. Unofficially it is understood there is strong sentiment for a single appeals board to be composed solely of advertiser, agency and media representation.

The Association of National Advertisers is known to hold, for example, that the self-regulatory machinery should not only dovetail closely with the CBBB

and be limited to "persuasion", but that action on specific ads or campaigns should deal only with truth or falsity, not with questions of taste. And, ANA believes, the ultimate structure should "give general guidance on questions beyond issues of truth or falsity to assist advertisers in their individual policy decisions."

The Association of American Advertising Agencies is known to be concerned with the membership of the review board or boards.

Those attending the Department of Commerce meeting, in addition to Messrs. Bell and Palmer, were Victor C. Elting, Quaker Oats Co., and Jonah C. Gitlitz, for AAF; Vincent T. Wasilewski, NAB; Stanford Smith, American Newspaper Publishers Association; Archibald McG. Foster, Ted Bates, and John Crichton, AAAA; Peter W. Allport and William Bartell, for ANA, and Norman Halliday, Magazine Publishers Association.

Rep appointments:

- WKYT-TV Lexington, Ky.: Avery-Knodel Inc., New York.
- WDAL-AM-FM Meridian, Miss. and WAUG(AM) Augusta, Ga.: Adam Young Radio Sales, New York.
- WSVF(AM) West Warwick, R.I.: Eckels & Queen Inc., Boston.
- KLID(AM) Poplar Bluff, Mo.: Bruce Schneider & Co., St. Louis.
- KFOX-AM-FM Long Beach—Los Angeles, and KBBQ(AM) Burbank—Los Angeles: AAA Representatives, New York.
- WCCC-AM-FM Hartford, Conn.: Charles Bernard & Co., New York.

■ WEAQ(AM) Eau Claire, Wis.: Alan Torbet Associates, New York.

■ WHBF-AM-FM Rock Island, Ill.: Christal Co., New York.

■ WINE-AM-FM Danbury, Conn.: Grant Webb & Co., New York.

■ KMA(AM) Shenandoah, Iowa: Katz Radio, New York.

■ KELR(AM) El Reno, Okla.: Walton Broadcasting Sales, Chicago.

Test of substitutions is called meaningless

Taft Television Corp., licensee of one participant in the Bucks County Cable TV Inc. experimental commercial-substitution program for Falls township, Pa., has charged that the experiment is a "fraud."

The cable system was granted FCC authority to substitute commercials of Taft's WTAF-TV Philadelphia and two other Philadelphia UHF's, WPHL-TV and WKBS-TV, into imported signals of four New York independent stations (BROADCASTING, Jan. 25). In a petition filed with the commission, Taft urged termination of the experiment because "no Philadelphia commercials are now being substituted for New York commercials and there is no prospect that any meaningful degree of commercial substitution will be done in the foreseeable future."

In its first monthly report, however, Bucks County Cable told the commission that limited commercial substitution on one channel, conducted manually, commenced on Feb. 18. The cable firm said that more progress has not been made partly because the New York stations have "refused to cooperate" in the experiment.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended Feb. 21, 1971
(net time talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Feb. 21	Total dollars week ended Feb. 21	1971 total minutes	1971 total dollars
	Week ended Feb. 21	Cume Jan. 1-Feb. 21	Week ended Feb. 21	Cume Jan. 1-Feb. 21	Week ended Feb. 21	Cume Jan. 1-Feb. 21				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 16.0	\$ 133.7	\$ 859.8	\$ 343.0	\$ 1,738.8	78	\$ 478.7	464	\$ 2,659.6
Monday-Friday 10 a.m.-6 p.m.	1,607.3	10,201.5	3,284.5	23,551.1	1,806.5	12,873.4	910	8,698.3	5,849	46,626.0
Saturday-Sunday Sign-on-6 p.m.	1,400.4	9,522.1	1,177.0	9,874.7	209.5	7,293.8	274	2,786.9	2,007	26,490.4
Monday-Saturday 6 p.m.-7:30 p.m.	355.1	2,588.6	547.2	3,790.0	590.3	5,033.8	92	1,492.6	817	11,410.4
Sunday 6 p.m.-7:30 p.m.	—	564.5	175.5	2,662.4	211.6	1,823.0	15	387.1	139	5,049.9
Monday-Sunday 7:30-11 p.m.	5,535.4	39,888.2	6,531.7	44,931.4	7,973.2	53,634.7	439	20,040.3	3,189	138,454.3
Monday-Sunday 11 p.m.-Sign off	207.8	2,341.8	246.9	1,344.1	807.1	3,620.8	124	1,061.9	731	7,306.5
Total	\$ 9,106.1	\$ 65,120.5	\$12,096.5	\$ 86,813.5	\$11,741.2	\$ 86,063.1	1,932	\$32,943.8	12,996	\$ 237,997.1



THE COMPANY WE KEEP

What kind of company do we keep? The kind that has its finger on the pulse of the community, knowing not only what its people want in the way of entertainment, but what they deserve in the way of reporting and need in order to grow healthy, educated and prosperous. Whether amassing phone pledges for medical aid and research, or raising funds for cultural projects, we're keeping good company. We're keeping good company when we work with black leaders in the ghettos to bring their grievances to light through TV documentaries. We keep good company with musicians as we expose youths to symphonic music . . . with choreographers to help produce ballet. It's a matter of community involvement . . . a Rust Craft tradition in Augusta, Buffalo, Chattanooga, Jacksonville, Philadelphia, Pittsburgh, Rochester, Tampa and Wheeling-Steubenville.

RUST CRAFT
BROADCASTING





86 half-hours
of
comedy-drama
in color

**Golden Globe
Award-winner
Diahann Carroll
is Julia Baker**

Lloyd Nolan is Dr. Chegley
Marc Copage is Corey Baker
Three successful seasons
on the
NBC Television Network
with a

average audience share*

* NTI 1968-71
(Data for original programs)

**contemporary
programming
for today's audiences!
and...
it's available now**



444 West 56th Street
New York, N.Y. 10019
(212) 957-5010

New leader in local advertising

Discount and department stores are on top in latest TVB figures

Department and discount stores increased their weekly use of television by 23% in 1970 to become local TV's number-one customer for the first time, according to figures being released by the Television Bureau of Advertising.

The gain lifted the department/discount-store category from third place in 1969. It dropped the financial-services category, in first place in 1969, to third in 1970. Auto dealers represented the second largest category of local advertisers in both 1969 and 1970.

The rankings were based on commercial units monitored by Broadcast Advertisers Reports, which measures one week each month in 75 markets. Department/discount stores had a 1970 weekly average of 9,898 commercials—or an average of 132 commercials per market per week—as against 8,246 a week for auto dealers and 7,990 for financial institutions.

TVB officials said final dollar figures were not yet available for the various categories but estimated department/discount-store expenditures in local spot

TV at \$52.1 million for 1970.

Sears, Roebuck accounted for \$18.1 million of this total through advertising placed by its stores, aside from \$10.9 million invested by Sears in network television. Sears's total TV investments represented a 68% increase over its 1969 expenditures.

The store category's gains in TV, according to TVB, contrast with a 3% decline in department-store newspaper lineage as shown in a 52-city tabulation by Media Records.

Television's capacity for demonstration and color, its coverage from inner city through outer suburbs and its appeal to youthful viewers were among the factors cited by Tom McGoldrick, TVB director of retail sales, as reason for stores' increased use of TV. "And," he added, "what better medium than television to communicate a fashion image?"

Elder Beerman, in Dayton, Ohio, was ranked number one store in local television use in 1970 with an average of 157.7 TV commercials a week. Joske's, Houston/San Antonio, was

Sears, Roebuck & Co. yearly television investments (Excluding All-State)

	Local TV	Network TV	Total TV	% change over previous year
1965	\$ 1,409,900		\$ 1,409,900	
1966	2,492,600		2,492,600	+ 77%
1967	4,392,800	\$ 488,400	4,881,200	+ 94
1968	12,492,600	929,400	13,422,000	+177
1969	12,558,500	4,775,100	17,333,600	+ 29
1970	18,155,600	10,890,000	29,045,600	+ 68

Source: Television Bureau of Advertising (based on Broadcast Advertisers Reports).

1970 top 20 department store users of TV commercials *

Store/city	Merchandise buying Office	Average No. commercials per week	Merchandise buying Office	Average No. commercials per week
1. Elder Beerman, Dayton, Ohio	Mutual	157.7	19. Shillito's, Cincinnati	32.1
2. Joske's, Houston/San Antonio	Allied	106.5	20. Foleys, Houston	29.9
3. Prange, Green Bay, Wis.	AMC **	65.9	Note: Due to the BAR method of grouping the number of commercial units under the major store name, the following retailers can be listed by total only: Jordan Marsh (Boston, Providence, Portland, Maine, Miami) 86.6; Macy's (Albany, K. C., New Haven, Sacramento, S. F., Wichita) 84.2; Gimbel's (Milwaukee, N.Y., Philadelphia, Pittsburgh) 72.8; May Co. (Cleveland, Denver, L.A., San Diego, Jacksonville) 67.7.	
4. Rich's, Atlanta	AMC	56.8	* Broadcast Advertisers Reports. (Based on a survey of random week per month—12 times a year) in 75 major markets covering 82% of TV homes in the U.S.	
5. Higbee, Cleveland	AMC	56.2	** Associated Merchandising Corp.	
6. Rikes, Dayton, Ohio	AMC	53.9	Department stores *	
7. Cain Sloan, Nashville	Allied	50.3		
8. Lazarus, Columbus, Ohio	AMC	46.6		
9. Sanger Harris, Dallas/Ft. Worth	AMC	45.5		
10. Brandie's, Omaha	AMC	44.8		
11. Dey Bros., Syracuse, N.Y.	Allied	42.8		
12. Strouss-Hirschberg, Youngstown, Ohio	May Co.	41.9		
13. John A. Brown, Oklahoma City	Mutual	38.8		
14. Meier & Frank, Portland, Ore.	May Co.	37.8		
15. L. S. Ayres, Ft. Wayne/Indianapolis	AMC	37.3		
16. Maas Bros., Tampa, Fla.	Allied	35.2		
17. Carson Pirie Scott & Co., Chicago/Champaign	AMC	34.4		
18. Weinstock's,				

	Average number of commercials	Rank	Number of stores
1965	2723	(#4)	164
1966	3124	(#3)	169
1967	3981	(#3)	199
1968	6643	(#3)	201
1969	8072	(#3)	206
1970	9898	(#1)	215

* Includes discount stores.

Source: Television Bureau of Advertising based on BAR figures, average week per month in 75 monitored markets.

second with 106.5 (see list).

In a related development, TVB reported that in the first nine months of 1970 local television expenditures by department stores, chains and discount stores increased by \$9 million and that \$5 million of this new money was spent by retailers with whom TVB and its member stations had been working closely to expand their TV use.

Business briefly:

Procter & Gamble Co., Cincinnati, through Leo Burnett, Chicago, will sponsor the *Miss USA Beauty Pageant* on CBS-TV, Saturday, May 22 (10-11:30 p.m. EDT).

Birds Eye Division of General Foods Corp., White Plains, N.Y., through Young & Rubicam, New York, is launching a network and spot-TV campaign to introduce two new flavors of its Cool 'n Creamy frozen pudding.

Purchases on CBS Radio include **P.P.G. Industries Inc.**, Pittsburgh, through Thyme Inc., New York, for Pittsburgh Paints, on *Byline*, *Lowell Thomas and the News*, *The World Tonight* and *Worldwide Sports*. Other firms contracted are: **G. C. Merriam Co.**, Springfield, Mass., through Trowbridge, Case & Basford Inc., Providence, R.I., for Webster's Seventh New Collegiate Dictionary, on *Arthur Godfrey Time*, **General Motors Corp.**, through Campbell-Ewald Co., both Detroit, for its automobile and appliance financing division, and **Scholl Manufacturing Co.**, through N. W. Ayer & Son, both Chicago.

Waterman-Bic Pen Corp., Milford, Conn., through Kurtz, Kambanis & Symon, New York, will launch a TV campaign to introduce its four-color ballpoint pen to run from mid-August through the back-to-school period.

Lumber & Building Supplies division of Wickes Corp., Saginaw, Mich., through Parker, Willox, Fairchild & Campbell there, is placing regional radio spots in approximately 75 markets. Campaign commercials were created by Jim Wood Creative Ideas, Birmingham, Mich., in conjunction with PWF&C.

Sears Roebuck & Co., Chicago (through Foote, Cone & Belding); **B. F. Goodrich Co.**, Akron, Ohio, and **Dupont**, Wilmington, Del. (BBDO); **Monroe Auto Equipment Co.**, Monroe, Mich. (Aitkin-Kynett); **Midas Inc.**, Chicago (Wells, Rich, Greene); **Beecham Products Inc.**, Clifton, N.J. (Kenyon & Eckhardt); **Polaroid Corp.**, Cambridge, Mass. (Doyle Dane Bernbach), and **Bank of America, National Trust and Savings Association**, San Francisco (D'Arcy), have signed as sponsors of the 11th annual Coaches All-America Football game on ABC-TV, June 26.

PGW: Show it like it's sold

Rep urges clients to drop rotations, pre-emptibles from rate cards and sell on a fixed schedule

A proposal that rotation plans and pre-emptible spots be phased out of spot-TV rate cards was advanced last week by Peters, Griffin, Woodward, a leading TV-station representative. Both concepts are out of date and should be replaced totally by fixed-schedule selling "at the earliest practical date," according to Lloyd Griffin, PGW president.

Pre-emptibility and rotations were "of great value when there was a shortage of inventory a few years ago," he said, "but there is no inventory shortage now—thanks to such factors as the state of the economy, the loss of cigarette billings and the FCC prime-access rule's imminent return of four weekly hours of prime time to stations—and the old concepts are "outmoded both for the advertiser and for the station."

In a letter sent late last week to the stations it represents, PGW said: "The pre-emption policy and the rotations are most inefficient and costly for the station's operations department, the traffic department and the invoicing and billing department. These inefficiencies extend from station to the agency buying and paying functions."

Some indication of the extent to which rotations and pre-emptibility figure in current buying and selling—and of the trouble they may cause—was given in PGW's report that "major agencies tell us that more than 30-40% of their schedules never run where they were ordered—and the necessity to check discrepancies is leading to increasing delays in paying their bills."

"Every station has a receivables problem," the letter continued. "We don't believe it will improve until we move to fixed schedules for the advertiser."

The letter also noted that post-analysis of spot buys "is becoming a major factor in almost every agency, with the result that 'what was purchased' is being compared to 'what was actually run' and obviously the differences in audience levels are noted."

"Sometime in the foreseeable future a monitoring device will be effective and you can rest assured that the major advertisers will be able to check their schedules on your station. You can expect a hard-nosed policy from clients and agencies whereby they will refuse to take make-goods and refuse to pay for units inaccurately broadcast."

"The ability of a station to pre-empt a schedule is no longer a prime sales

value to that station. Too many times there is total agreement between a buyer and a seller to conclude a transaction at the pre-emptible rate with the buyer believing he will not be pre-empted and the seller hoping that he will not be. In such an arrangement the advantage all too often is a power play by the buyer. Management too often is deluded into thinking that the pre-emptions actually work as a selling tool."

The letter told PGW stations that "we believe that the soundest way for a station to do business with advertisers, now and in the future, is to broadcast the advertisers' schedules as sold—both time and price. The advertiser should have the right to know where his schedule is going to run and be able to budget on a businesslike basis and make his marketing plans accordingly."

"We recommend that the advertiser may earn rate protection on each schedule through the length of the contract (not to exceed 52 weeks)."

In releasing contents of the letter, Mr. Griffin said he did not expect changes to be made either wholesale or overnight. He also suggested that horizontal rotations—from one night to another—were bigger trouble-makers in terms of bookkeeping and discrepancies than vertical rotations, involving different positions but on the same nights.

He also emphasized that the decision to change or not to change would be made by the stations individually. The letter noted: "We strongly repeat our own business philosophy that selling policies and rates are set by the station—and we will follow your decisions in these areas at all times. We are coming to you because we believe that many current selling policies for the most part are living on borrowed time. We think the station and the representative that move effectively to new policies will benefit first—and most."

Moments of truth for Sears

Sears, Roebuck & Co., through J. Walter Thompson Co., both Chicago, is using live commercials on ABC-TV and NBC-TV to introduce Sear's new "Eager 1" lawnmower engine. The live one-minute spots, which were to begin March 27 originating in Chicago, are scheduled to run through May. Should the mower fail to start at the first tug during the commercial, Thompson is prepared with an alternate closing that

Marconi comes back to America

Marconi announces the formation of a new company in the United States that will enable a direct and rapid service to be provided for its many North American customers. Marconi's association with the United States dates back to the turn of the century, when the Marconi Wireless Telegraph Company of America was formed. This was to become the Radio Corporation of America after the first World War, but Marconi has maintained strong links with America continuously ever since. The formation of Marconi Electronics Inc, the new company, will bring back the Marconi name in a United States based company.

Formed mainly to support the widespread activities in North America of Marconi Communication Systems, the new company will also be able to handle the interests of GEC-Marconi Electronics, who are Europe's foremost electronics group.

Marconi Communication Systems is Europe's largest manufacturer and exporter of broadcasting and radio communications systems, and its products extend from television cameras to space communications earth stations and from electronic telephone exchanges to mobile radios. More than 650 Marconi television cameras are currently in operation in North America, and through Marconi Electronics Inc it will be possible to strengthen the back-up services provided by the Company, and to widen its activities into other aspects of television and broadcasting as well as radio communications and electronics in general.

Mr Tom Mayer, Managing Director of Marconi Communication Systems, who has been appointed Chairman and President of the new company, stated, 'Marconi Electronics Inc will ensure the long-term continuity of comprehensive service and maintenance facilities for all our customers in the United States, particularly the television companies using Marconi cameras, but at the same time it will give us a firm base for the extension of activities into other communications and electronics markets. In addition, to major spares holdings, the Company will have a full planning, engineering and sales capability.

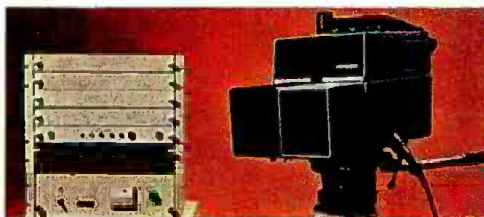
Mr Frank Cassidy, formerly Executive Vice-President of Marconi Philippines Inc, has been appointed to the same position in Marconi Electronics Inc. He is resident in the United States. Mr S. Clarke, who is Manager of Marconi International Division has been appointed a Director of the new Company.



Mr Tom Mayer



Mr Frank Cassidy



Marconi invites you to set up the Mark VIII in two minutes or less



Marconi Mark VIII

The most automated color camera in the world.

No other color camera offers automatic setup PLUS automatic color balance PLUS automatic diagnostic checkout—all at the touch of a button and in seconds—PLUS automatic dynamic centring, working from normal picture information.

Yet no color camera in the world can give consistently better pictures. It is ultra-sensitive and its built-in 2-D enhancer gives the crispest noise-free pictures. There are no registration problems because the scanning coils are accurately printed on special glass cylinders. It has superb color fidelity and it can be easily switched from daylight to studio operation.

And that's not all—The Mark VIII is easy to handle. It's small and light—under 2ft from front of lens to viewfinder screen—and weighing 110lbs in operational condition. It takes up only 21 inches of your rack space and it uses a full range of the newest zoom lenses.

**See and handle
it at Booth 203A
West Hall**

Marconi Electronics Inc.

500 Executive Boulevard, Elmsford, N.Y 10523. Telephone (914) 592-4810

says: "Well, that's the way it goes in live TV. But Sears had enough confidence in the Craftsman 'Eager 1' to try this, and they've got enough confidence to try it again. So look for us, we'll be back."

DDB cooks up a winning ad

'Meatball' lands on top of IBA TV honors; Pepsi ad best on radio

Doyle Dane Bernbach Inc., New York, the company that made "Mama mia, dat'sa spicy meatball" a part of the language, was awarded the television sweepstakes prize for the Alka-Seltzer commercial containing that memorable line. The grand prize winner was named at ceremonies during the 11th annual International Broadcasting Awards, presented by the Hollywood Radio and Television Society in Los Angeles Tuesday (March 23). Zieff Films, New York, produced the top TV winner.

Three musical commercials for the Pepsi Cola Co., created by BBDO, New York, with the theme "you've got a lot to live," were judged radio sweepstakes winners. Musical Sciences Inc., New York, produced the spots.

Flip Wilson, star of *The Flip Wilson Show* on NBC-TV, was honored as "Man of the Year" in broadcasting by the society, at the awards dinner in the Century Plaza hotel.

The IBA "spike" awards were presented in 12 television and nine radio categories. Two of the TV honors went to entrants in non-English language divisions. Dentsu Advertising, Tokyo, with the Japan Color Movie Co., there, won in the live-action, 60-second category, while Troost KG, Dusseldorf, Germany and Marken Film, Hamburg-Wedel, Germany, together won the live-action 30-second competition.

Chuck Blore Creative Services, Hollywood, leader among the radio production companies with 23 nominations in the finals, was the winner in three divisions, humorous, 30-second, and both the 60-second and 30-second open categories.

The TV winners with title, advertiser, agency and production company, listed in that order:

Television sweepstakes: "Magadini's Meatballs," Miles Laboratories' Alka Seltzer; Doyle Dane Bernbach, New York; Zieff Films, New York.

Live action, English, 60 seconds: "Young America," Pepsi Cola; BBDO, New York; Sokolsky Films, New York.

Live action, non-English, 60 seconds:

"New Car and Dog," Toyota; Dentsu Advertising, Tokyo; Japan Color Movie Co., Tokyo.

Live action, English, 30 seconds: "Fishing Contest," Polaroid; Doyle Dane Bernbach, New York; Richards & Meyers Films, New York.

Live action, non-English, 30 seconds: "Kraftmensch," Tonka; Troost KG, Dusseldorf; Marken Film, Hamburg-Wedel, both Germany.

ID's, 10 seconds: (tie) "Great for a Dip," Snyder's Potato Chips, Hanover Brands, Hanover, Pa.; W. B. Doner & Co., Baltimore; Academy Film Productions, Baltimore. "Eggs," The Great Atlantic & Pacific Tea Co.; Gardner Advertising, New York; Panel Film Productions, New York.

Animation: "Evolution," Levi Strauss & Co.; Honig-Cooper & Harrington, San Francisco; Spungbuggy Works, Los Angeles, and Snazelle Productions, San Francisco.

Combination: "Billy," Eastman Kodak Co.; J. Walter Thompson, New York; Jeremy Lepard Productions; Los Angeles.

Humorous: "Magadini's Meatballs," Alka-Seltzer (see above).

Video tape: "Splattered Spokesman," General Telephone Co.; Doyle Dane Bernbach, Los Angeles; Time-Life Productions, San Diego.

Public service: "Home Movies," The Ruth Gottscho Kidney Foundation, Milburn, N.J.; McCann-Erickson, New York; Pelican Productions, New York.

Local (one market): "Privacy," Illinois Bell Telephone; N. W. Ayer & Son, Philadelphia; MPO Videotronics, New York.

Series (three commercials): "Crash," "Poles," "Saw," Chesapeake & Potomac Telephone Co.'s, Cargill, Wilson & Acree, Charlotte, N.C.; Provence Productions, Atlanta.

The radio winners:

Radio sweepstakes: "You've Got a

Lot to Live," Pepsi Cola; Batten Barton Durstine & Osborn, New York; Musical Sciences, New York.

Musical, 60 seconds: "You Can Share Half and Still Have a Whole," Peter Paul's Almond Joy; Benton & Bowles, New York; Herman Edel Associates, New York.

Musical, 30 seconds: "It's Good to Know You're on American," American Airlines; Doyle Dane Bernbach, New York; Musical Sciences, New York.

Humorous, 60 seconds: "That's Shoe Polish," Bell brand potato chips; Honig-Cooper & Harrington, Los Angeles; Mal Sharpe's Slezzy Productions, Los Angeles.

Humorous, 30 seconds: "A Commercial for Michigan Bell," Michigan Bell Telephone Co.; N. W. Ayer & Son, Detroit; Chuck Blore Creative Services, Hollywood.

Open, 60 seconds: "Tape it on Dynasound," Dynasound division, Data Packaging Corp.; Richard Rodd Advertising, New York; Chuck Blore Creative Services, Hollywood.

Open, 30 seconds: "What Is Segregation?," Franciscan Communications Center, Los Angeles; Chuck Blore Creative Services, Hollywood.

Local, (one market): "Sunrise," Welch Foods; Richard K. Manoff, New York; Herman Edel Associates, New York.

Public Service: "Don't Take Them for Granted," Los Angeles police department; Dailey & Associates, Los Angeles; Bell Sound Studios, Los Angeles.

Series: "You've Got a Lot to Live," Pepsi-Cola (see above).

Also in advertising:

Sears enlists help ■ Agency Services Corp., New York, has been appointed by Stern, Walter & Simmons Inc. for its client, Sears, Roebuck & Co., both Chicago, to coordinate and supervise film and taped commercial integration into network TV shows.

Astronomical alcohol ■ The Falstaff Brewing Co., St. Louis, through Needham, Harper & Steers Inc., New York, has purchased one-half sponsorship in the Houston Astros baseball team's 162 radio and 13 TV broadcasts. The Astro's have a 32-station radio network and a 22-station TV network in Texas and Louisiana.

New agency for ABC ■ The ABC Owned Television Stations announced last week the appointment of Mahoney & Associates Inc., New York, as its advertising agency for 1971. M&A will handle creation and placement of national advertising for the five ABC-owned TV's. Former agency, Della Femina, Travisano and Partners Inc., New York, will continue to handle the advertising for WABC-TV New York.

Too hot to handle?

The "spicy meatball" praised by a gourmet with a heavy Italian accent in the Alka-Seltzer commercial—which in turn won the highest praises in the 11th annual International Broadcasting Awards (see this page)—is no more. But Miles Laboratories, Elkhart, Ind., denied it was dropped because of pressure from an Italian-American group. Rather, it was claimed last Thursday (March 25), that the decision was in keeping with company policy of maintaining fresh material in its advertising campaign. Denial followed a report by the Italian-American Civil Rights League that it had received assurance that the commercial would be removed from TV. The league had protested that the spot was degrading to Italian-Americans.

**We REPRESENT these
new call letters...**

WPLJ

NEW YORK
formerly WABC-FM

WDAI

CHICAGO
formerly WLS-FM

WDVE

PITTSBURGH
formerly KQV-FM

WRIF

DETROIT
formerly WXYZ-FM

KAUM

HOUSTON
formerly KXYZ-FM

KLOS

LOS ANGELES
formerly KABC-FM

KSFX

SAN FRANCISCO
formerly KGO-FM

**...and we are proud to announce
REPRESENTATION of**

WMAL-FM

WASHINGTON D. C.

KISW

SEATTLE

ABC-FM



spot sales, Inc.

NEW YORK

1330 Ave. of the Americas
New York, New York 10019
(212) LT 1-7777

CHICAGO

360 N. Michigan Ave.
Chicago, Illinois 60601
(312) 372-2267

LOS ANGELES

1313 N. Vine St.
Los Angeles, Calif. 90028
(213) 663-3311

The only way to clean up the world is to start in your own backyard.

We started more than thirty years ago.



In the past few months, we have pushed our fight for a cleaner environment to a new high.

In Chicago, Cleveland, and Buffalo, from December of 1970 through March of 1971, we put into operation some of the most effective environmental control systems that have ever been built. This doesn't make steel for Republic. But it does make air and water cleaner in Republic plant cities.

In Chicago, new Republic environmental control facilities include three new waste water terminal plants and additional electrostatic precipitator capacity for our open-hearth shop. Earlier, we built a giant "hairpin" cooler and baghouse to cool and filter electric furnace emissions.

In Cleveland, Republic has just installed what is considered to be the largest private facility in Ohio for water quality control. It processes 100 million gallons of water per day — equivalent to the consumption of a city of 500,000 people. Other major new Cleveland facilities include treatment plants for blast furnace waste water and a giant duct that connects electrostatic

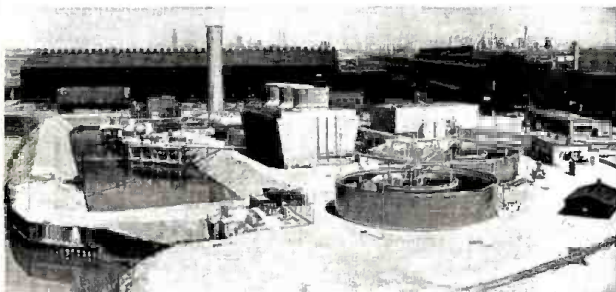
precipitators in our two melt shops. Emissions from both our basic oxygen furnaces and open-hearth furnaces are cleaned. The system removes more than 98 percent by weight of the particulate matter.

In Buffalo, we just started up a new bar mill waste water treatment plant and new basic oxygen furnace electrostatic precipitators. In addition, Republic pays a major share of costs for a unique system that pipes fresh water from Lake Erie to the Buffalo River. The system "freshens" the lower river, increases flow rate, and reduces buildup of waste materials.

For more than 30 years, Republic has been installing sophisticated equipment to control the quality of water and air in the communities where we make steel. In recent years, we've dramatically accelerated such operations as part of our continuing efforts to achieve cleaner air and water.

Achieving this required millions of dollars and hundreds of thousands of man-hours of research, engineering, design, and construction, by our own people and suppliers. We had to start from scratch in each situation, because "off-the-shelf" equipment did not exist anywhere, at any price. It had to be created over a period of years as precise needs were revealed.

At Republic Steel, we were working on problems of environmental improvement long before *ecology* became a household word! We've come a long way in cleaning up our own backyard. And we are planning now for the future. Republic Steel Corporation, Cleveland, Ohio.



Water treatment facilities at a Republic Steel mill.



Republicsteel

Spending bill: back to drawing board

**Pressed by Justice Department, GOP senators,
Pastore reluctantly reopens his hearings**

The Senate Commerce Committee last week decided to reopen its election-reform hearings after prodding by the Republican membership of its Communications Subcommittee and by the Justice Department.

The hearings, under subcommittee Chairman John O. Pastore (D-R.I.), are scheduled to resume this Wednesday at 10:30 a.m. and Thursday at 10 a.m. (March 31 and April 1) in Room 5110 of the New Senate Office Building.

In a letter last week to Senator Warren G. Magnuson (D-Wash.), chairman of the full committee, Deputy Attorney General Richard G. Kleindienst said the bills under consideration by the committee "present comprehensive approaches to federal election reform, which because of their scope and impact on the elective process cannot be adequately treated in a written report. Consequently, we would appreciate an opportunity to be heard, and would be pleased to make a witness available. . . ."

The committee was scheduled to consider the political-spending issue in executive session last Tuesday (March 23). However, Senator Marlow W. Cook (R-Ky.) foiled that plan by objecting to the committee meeting while the Senate was in session. (A Senate rule stipulates that committees cannot meet while the Senate is in session without the Senate's unanimous consent. Normally this is merely a formality.)

A spokesman said one of the reasons Senator Cook objected to the committee meeting was that he and the four other Republicans on the Communications Subcommittee—Howard H. Baker Jr. (Tenn.), Ted Stevens (Alaska), Norris Cotton (N.H.) and Robert P. Griffin (Mich.)—had received no reply to a letter they sent Senator Pastore on March 19, requesting that further election-reform hearings be held.

The senators emphasized in their letter that the request was not for the purpose of delaying the committee's deliberations. They stated that "a number of prominent experts in the field of campaign and election reform" have not testified on the issue, including Dr. Herbert Alexander, director of the Citizens Research Foundation, Princeton, N.J.; Yale Law School Professor Ralph K. Winter, and Dr. Alexander Heard, professor of political science at Vanderbilt University.

Dr. Alexander provided technical advice and assistance in the formulation of Senate Minority Leader Hugh Scott's

campaign-spending bill (S. 956), which sets ceilings on contributions but not on expenditures.

Dr. Heard was actively involved in congressional consideration of the spending issue as far back as 1955, when he testified before the Senate Elections Subcommittee during hearings on legislation to raise the ceilings on campaign expenditures (BROADCASTING, April 25, 1955). More recently, he was a member of the Twentieth Century Fund Commission on Campaign Costs, which during the 91st Congress presented proposals for providing free time to presidential and vice presidential candidates on every broadcast station and CATV system in the country (BROADCASTING, Oct. 6, 1969). Dr. Alexander also figured in the deliberations of the 91st Congress when he testified before the House Communications Subcommittee on last year's political-broadcasting bill. He advanced no specific legislative proposals but pre-

Show the price tag too

Dr. Martin Krakowski, a Washington mathematics consultant, has been mentioning to senators and congressmen an idea he thinks can overcome the problem of campaign spending:

Require all candidates when presenting their paid messages, to report (in writing on TV and print, or by narration on radio) how much the advertisement cost and what the cumulative amount is that has been spent on political advertising. This wouldn't equalize expenses by any means, Dr. Krakowski says, but like other forms of consumerism would let the buyer know what the candidate is spending to influence him.

Dr. Krakowski presently is a consultant to the Department of Health, Education and Welfare's social rehabilitation service. He taught at Tulane University in New Orleans and Columbia University in New York, and for a time was with Control Data Corp. He came to the U.S. from Poland in 1947, and became nationally known when *Time Magazine* used his political spending idea as the lead item in its March 22 issue.

sented research on the subject (BROADCASTING, May 25, 1970).

Senator Cook's spokesman said last week that Messrs. Alexander, Winter and Heard will be invited to testify along with about 10 others, including "other representatives of the academic community" and two attorneys. The idea, he said, is to give balance to the hearing record and to solicit points of view different from those that broadcasters and politicians offered at the subcommittee's election-reform hearings earlier this month (BROADCASTING, March 8).

Senator Pastore is said to be less than enthusiastic over the prospect of more hearings on the election-reform issue, and hopes that the hearings will be confined to only two days. Reportedly, he has suggested that the Republicans are trying to stall action on the legislation.

A Commerce Committee spokesman said last week that the committee is considering a bill that would contain a seven-cents-per-vote limit—based on the previous election—on a candidate's TV and radio expenditures, and a 10-cents-per-vote limit on nonbroadcast spending. Republicans are said to want spending limitations based on registered voters rather than just those who actually vote.

However, Senator Cook has gone one step further. He has submitted one amendment to the committee that would base spending limitations on all potential voters as well as registered voters. The proposal would take into account the law granting voting privileges to 18-year-olds.

In addition, Senator Cook has proposed an amendment that would provide automatic percentage increases in spending limitations in line with cost-of-living increases.

Meanwhile, President Nixon indicated he has not as yet developed a position on the campaign-spending issue.

In a conversation with the President televised last Monday (March 22) on ABC-TV, ABC newsmen Howard K. Smith asked President Nixon for his views on election costs.

The President said "election costs are soaring" and "the problem is not whether to control the cost, the problem is how." He said a campaign-spending bill must be "comprehensive" and cover television and all other campaign expenditures. And, he added, the bill "must not give an advantage to incumbents over challengers."

He said he had not developed a position regarding the specific provisions of a campaign-spending bill, "but we will develop a position once we get further evidence as to what would be the best comprehensive bill to support."

A meeting of media minds

Independent services peacefully talk shop with advertisers, agencies

Independent media-buying organizations, and advertisers and agencies that have used their services had a heart-to-heart talk last week and agreed generally that the outside experts have performed satisfactorily but there is a need and an obligation by clients to scrutinize their promises and their results.

The dialogue between officials of various buying services and executives of advertisers and agencies that had engaged them took place at an all-day conference of the New York Chapter of the American Marketing Association last Tuesday (March 27).

The media specialists contended they could out-perform the media departments of agencies in terms of price and quality of advertising, particularly spot TV, because they were staffed with high-priced experts.

The clients that have tapped their services assented, but cautioned that strict controls must be instituted from pre-planning to post-analysis. They stressed that agreements must be carefully worded so that there can be no misunderstanding as to what the media organization is expected to accomplish in selection of stations and goals of the buy.

The media specialists were not fazed by these requirements but suggested that clients may be derelict if they do not impose these same strictures on their conventional agencies.

Speaking for advertisers were Lynden Gillis, The Magnavox Co.; Alfred Plant, Block Drug Co., and Robert Riemen-schneider, Quaker Oats Co. Agency reports were given by Gene Case, Case and Krone; James Tommaney, La-Roche, McCaffrey & McCall, and Paul Zuckerman, F. William Free & Co.

Representing the independent media services at the conference were Norman King, U.S. Media—International Corp.; Paul M. Roth, Paul M. Roth Media Inc.; Sam Vitt, Vitt Media International Inc.; Dick Gershon, Independent Media Services Inc.; Herbert Maneloveg, SFM Media Service Corp., and Albert Shepard, Media Corp. of America. Erwin Ephron, vice president and director of marketing services at Carl Ally Inc. and research adviser to BROADCASTING, served as conference chairman.

During lively question-and-answer periods, conference speakers and marketing executives in attendance made the point that outside media services

seem to have assumed an aura of respectability in contrast with their earlier reputation of being "wheeler-dealers" and "rate-cutters." There was general agreement that the refurbished image was attributable both to satisfactory performance levels and to top-rung agency and media officials who have joined the independent services, including Mr. Vitt, Mr. Gershon, Mr. Maneloveg and U.S. Media's Hope Martinez, formerly a vice president of BBDO.

To other questions, there were replies that media-buying services account for \$400-\$500 million in billings, (an estimate offered by Mr. King); compensation is based on a set fee, a percentage of the billing placed and, in some instances, an incentive arrangement: placement of network TV advertising by outside organizations is expanding; the top-25 spot-TV advertisers make scant use of the media specialists primarily because they are tradition-bound and are hesitant to try new approaches; and advertising agencies have improved the quality of their media departments because of stiffened competition from the outside services.

Absent from the conference were the outright critics of the media organizations. Mr. Ephron said that the purpose of the meeting was to bring together the groups that had worked together and to discuss the results of their alliance.

The American Association of Advertising Agencies recently issued a position paper emphasizing the advantages of the full-service agency and criticizing outside advertising services, including the media specialists. The paper claimed there is no evidence that

this approach lowers costs and said it disperses responsibility and burdens the advertiser with problems of coordination (BROADCASTING, March 22).

Cash peers glumly into ARB-Nielsen gap

He says the effect of unreliable data could be disastrous

Differences between A. C. Nielsen Co. and American Research Bureau estimates of TV viewing levels "probably cost the television industry even more dollars" than suggested in the report that pointed up those differences, Norman E. Cash, president of the Television Bureau of Advertising, said in a statement being released today (March 29).

His reference was to a study by Cox Broadcasting Corp. indicating that ARB's local-market reports, used by most agencies in buying spot TV, showed audiences on the average 20% lower than those in the Nielsen Television Index, used in network buying. The Cox report said spot's resultant losses to network TV could not be ascertained but that the 20% difference would translate to \$343 million if applied to estimated 1970 network billings and \$248 million if applied to estimated 1970 spot-TV billings (BROADCASTING, March 15).

"Different audience levels between the services are bad at any level but are critical on the market-by-market measures used to compare spot with network, and television with other media," Mr. Cash said. "When TV's audience is underestimated, TV's comparison with other media is also underestimated and dollars remain locked in newspapers and regional magazines."

In an apparent allusion to the Cox report's suggestion that ARB's lower figures may stem from changes in ARB methodology, Mr. Cash said that "sellers of TV time cannot afford rating differences that reflect unproved methodological changes within rating services any more than buyers of TV time can afford to overlook statistically significant differences between ratings."

"And with so much involved, we feel the subscriber to a rating service needs clear evidence that a methodological change will increase accuracy and needs such proof in advance of the change. At the same time, TV's buyers need to remember established statistical standards as they compare ratings. Too strict reliance upon minor differences may yield decisions based on no differences."

Agency appointments:

■ Sterling Manhattan Cable Television, a subsidiary of Sterling Communications, New York, has appointed Chirurg & Cairns Inc., there, to handle its estimated \$750,000 account. Sterling expects to use a radio, TV and print campaign. Former agency was AC&R Advertising, New York.

■ Ayres Department Stores, Indianapolis, names Byer & Bowman Advertising, Columbus, Ohio, to handle retail radio-TV advertising for chain's stores in Indianapolis, Lafayette and Fort Wayne, all Indiana. Byer & Bowman also will produce low-cost TV commercials.

■ Honey-Tein Products Inc., Phoenix, names Clinton E. Frank Inc./West Coast, Los Angeles, to handle \$500,000 in billings for new honey-based food and food-supplement products. Radio-TV will be used for initial marketing in Arizona, Nevada, southern California and parts of Canada.

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ARB announces 1971 innovator awards

James A. Yergin of Westinghouse Broadcasting Co., Frank X. Tuoti of Kaiser Broadcasting Co. and Jerome Greenberg of CBS Radio Spot Sales have won first-place gold plaques in their individual classifications in the 1971 American Research Bureau innovator awards program.

The awards were inaugurated three years ago to stimulate and encourage creative uses of audience research. They are awarded in three categories—radio, television and station representation.

Mr. Yergin won the radio division for an entry dealing with the improved Westinghouse "Numath 70" computer program, which permits a client to select his advertising goals in terms of reach and frequency or available budget, or both, and produces a buying plan most likely to meet the advertising objective.

Mr. Tuoti, the winner in the TV stations division, advanced the "blue-ribbon spot" concept for selling packages of low-rated television spots based on the reliability of cume ratings, providing a positive basis for comparing packages of spots with individual spot carriers.

Mr. Greenberg's entry was based on the CBS Radio Spot Sales plan in which advertisers are induced to buy radio schedules with an offer of a "before-and-after" market study at no additional charge.

Second-place silver plaques went to Herbert W. Hobler, Nassau Broadcasting Co. (radio); Philip Von Ladau, KTTV(TV) Los Angeles (television), and Esther Rauch, Major Market Radio, New York (station reps). Third-place bronze plaques will be awarded to Robert T. Hall, KABC(AM) Los Angeles (radio); Jack Garcia, KPIX(TV) San Francisco (television), and Martin Mills, Metro TV Sales, New York (reps).

The awards will be on display at ARB's Suite 500, Conrad Hilton hotel, Chicago, during this week's National Association of Broadcasters convention.

Broadcasting scores well in publisher's research

Although newspapers continue dominant in food-store advertising, television and radio share strong recognition today, according to reports from store executives highlighted in a new research report by Parade Publications Inc., a newspaper supplement publisher.

The Parade study is an exhaustive analysis of the grocery distribution field

covering all major grocery chains in the U.S. and complete with distribution atlas. It is described by Dr. Seymour Banks of Leo Burnett Co. as one of the most thorough market reports produced by any media group. The one-inch-thick study covers new-product introductions, advertising, automation and related topics as well as data on major food groups responsible for 75% of all grocery retail volume.

Based on its surveys, the study indicated, 80% of all chain buyers prefer either television or newspapers as advertising support for national brands, 30% prefer radio and 8% prefer magazines. More than 80% of the food retailers said they expect to increase their own advertising while most of the rest expect to hold the same. Of those expecting some increase in media spending, 50% said they may spend more in TV, 47% said they may spend more in radio and 38% said they may spend more in newspapers.

Dingell subcommittee to study ad-code effects

A subcommittee of the House Small Business Committee plans to hold hearings in May to investigate the effects of proposed self-imposed advertising codes by broadcasters, advertisers and agencies on small businesses and consumers.

That was the report last week from a source close to the subcommittee that deals with the activities of regulatory agencies relating to small business. Chairman of the subcommittee is Representative John D. Dingell (D-Mich.), also a member of the House Commerce Committee. The spokesman said the dates of the hearings and the areas of inquiry have not yet been determined.

The planned hearings reportedly stem from a proposal that the American Advertising Federation advanced at a Washington conference last month (BROADCASTING, Feb. 8). The proposal called for a voluntary self-regulatory mechanism embracing advertisers, agencies and advertising media. It is said to be favored by the National Association of Broadcasters, American Association of Advertising Agencies, Association of National Advertisers, Magazine Publishers Association, American Newspaper Publishers Association, Grocery Manufacturers Association and at least mildly by the Consumer Federation of America. (See story, page 38.)

New AFM commercials pact

The American Federation of Musicians announced last week that its membership has accepted a commercial-announcements agreement providing for a 10% increase in scale fees. The con-

tract, negotiated by the AFM with the Association of National Advertisers and the American Association of Advertising Agencies, is retroactive to March 1, 1971, and expires April 30, 1973. It covers musicians appearing in television and radio commercials. One new provision, a union spokesman said, calls for payment to musicians for use of commercials in foreign countries, and another requires the employer to obtain the permission of the AFM for use of spots in any medium other than broadcast TV and radio.

Ad producing house debuts in New York

The formation of a new television commercial production house, Gaffney, Metzner, Lofaro Inc., was announced last week in New York. Ray Lofaro, formerly vice president and executive producer at PGL Inc., a recently defunct New York TV production firm, is president and producer-salesman of the new firm. Bob Gaffney, a director and cameraman at PGL, and Jeffrey Metzner, formerly a PGL art director, are vice president-directors.

The company has completed a commercial for American Motor's Grem-lin, through Wells, Rich, Greene and is currently producing spots for Lorillard Corp.'s Stag cigars and Schick, both through Foote, Cone & Belding. Temporary offices are at 1 West 67th Street. Phone: (212) 362-6700.

Production center opens in Detroit

Campbell-Ewald Co., Detroit, has formed a diversified commercial communications service division called Varicom. The production facility will be available to clients and other agencies as well as Campbell-Ewald.

Varicom will consolidate a number of creative services that formerly were part of the agency and will establish some new services. Varicom consists of four fully integrated and complementary departments that include a video magnetic-production center, audio-visual aids, photography and sales presentation.

Al Eicher, formerly with the agency's television engineering department, has been named vice president of Varicom. Headquarters of the new subsidiary is at 485 West Milwaukee, Detroit.

Services offered by Varicom include color TV-tape production, both studio and remote; helical and quadruplex video-tape recording, including tape duplications; electronic tape editing; audio taping production and duplication; television and radio air checks, and broadcast consultant services.

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...WHO ELSE?

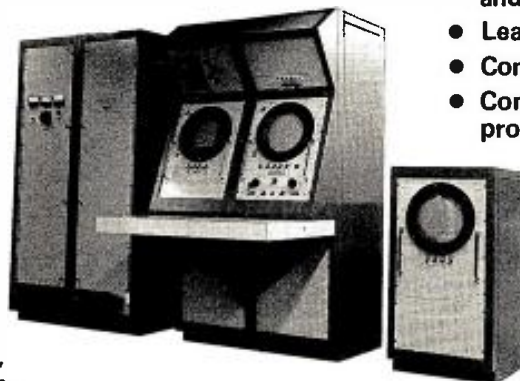
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Side-by-side for the first time

The three television networks—at longer last than usual—have their schedules in order; they all like what we'll see

To the TV-network program chiefs, the new 1971-72 prime-time schedules offer innovation and diversity of choice, were put together with a eye toward shoring up existing weaknesses and exploiting known strengths and—in the opinion of each about his own—will succeed in doing just that.

To agency executives who will have important voices in buying those schedules, the line-ups are largely non-innovative and it's anybody's guess as to which network will emerge the winner in the ratings. In BROADCASTING's canvass last week, agency sources tended to give NBC the edge a little more often than not, with CBS close behind.

There was general agreement that the schedules provide fewer variety shows than before—a circumstance some network sources attributed to the FCC's prime-time access rule and some agency sources to sheer economics.

Among the positive trends, the new schedules were regarded by some agency executives as signaling "The Year of The Stars"—Glenn Ford, James Stewart, James Garner, George Kennedy, Shirley MacLaine, Anthony Quinn, James Franciscus, Henry Fonda and David Janssen among them—and by others as "The Year of the Silent Majority" with law-and-order themes abounding as represented by *Longstreet*, *Owen Marshall: Counselor-at-Law*, *Cade's County*, *Cannon*, *The D.A. Sarge* and *O'Hara*, among others.

It was generally agreed, too, that CBS was shedding its rural look, but agency opinion was divided as to whether this would be a help or a hindrance.

Voting for likely hits among the new entries was also varied, with most but by no means unanimous votes going to Don Adams in *Partners* and James Garner in *Nichols*, both on NBC; David Janssen in *O'Hara* on CBS, and *Owen Marshall* on ABC. CBS's *Cannon* and *Funny Face*, NBC's *Marriage Can Be Fun* and ABC's *Shirley MacLaine Show* and *Longstreet* also got frequent favorable marks although agency sources also thought some of them might suffer from being in highly competitive positions.

At BROADCASTING's request, network program executives explained their respective strategies:

Martin Starger, vice president in charge of programming, ABC-TV, said changes in his network's new schedule were made primarily on Wednesday, Thursday and Saturday evenings to bolster audiences, and he is optimistic that an over-all improvement has been made. He pointed out that as the past season progressed, ABC-TV's rating strength grew and was particularly formidable on Sunday, Tuesday and Friday.

"Wednesday is a tough competitive night but we feel the addition of programs starring Henry Fonda, Shirley MacLaine and Anthony Quinn will attract more and more audiences," he said. "A strong personality cannot carry a show; the story, too, must be solid. But a strong personality does encourage sampling."

Mr. Starger is more concerned with dominating several nights of programming a week on a week-in, week-out basis than he is in edging out the competition in over-all average ratings throughout the season. He observed that "you get a sense of everything working and falling into place when you win an entire night."

He challenged the attitude of some of TV's critics that the medium lacks innovation, pointing out that there are programs of more varied length today, ranging up to 90 minutes and two hours. He added that the motion pictures made especially for television are actually dramatic anthologies, and said the paucity of variety-musical series is, in part, a result of the FCC prime-time rules but reported that ABC-TV intends to produce some special programming in this area.

Fred Silverman, vice president-programs, CBS-TV, said his network has constructed "a modern schedule" for next season and has strengthened considerably its Sunday and Tuesday night showcases. He was reluctant to be drawn into a discussion of whether the prime-time offerings were designed to attract a more urbanized audience but described it as more contemporary.

Mr. Silverman did elaborate that Sunday night will be bolstered by the insertion of a two-hour movie at 7:30 p.m., pointing out that on local stations

this time segment has performed well with quality features. He added that the scheduling of *Glen Campbell Goodtime Hour*, *Hawaii Five-O* and *Cannon* on Tuesday evening is expected to attract larger audiences that night.

Among the new series for the fall, Mr. Silverman is particularly high on the Rod Taylor program, tentatively titled *The Big Wheels*, and the *Chicago Teddy Bears*, starring Dean Jones, both of which may capitalize on the current nostalgia syndrome: The first is set in 1915 and the second in 1928.

He was confident that Saturday would be a strong night, calling it "our personality night," with such name stars as Fred MacMurray, Sandy Duncan, Dick Van Dyke and Mary Tyler Moore starring in series. "In short, we feel that our 1971-72 schedule is the strongest we have had in the past six or seven years," Mr. Silverman stated.

In the absence of vacationing Mort Werner, NBC-TV vice president for programs and talent, Larry White, vice president for programs on the East Coast, said NBC expects to win handily both Sunday and Thursday nights, to come up "exceptionally strong" on Wednesday night and "be competitive" on the other nights of the week.

Mr. White said NBC has an established schedule on Sunday and has shored up 8:30-9, its one weak spot, with major star Jimmy Stewart. He said Sunday will be a "runaway night" for NBC, noting that the FCC waiver granted NBC for 7:30-11 on Sunday retained most of that strength.

Thursday will come on strong with the *Flip Wilson Show* as the lead-in ("it will be a big or bigger hit—there's no competition") to James Garner's new *Nichols* series ("a major star and format—he decided his own time to come back to television") and Dean Martin, who he said "is like Old Man River, there is no sign of a diminishing appeal." Said Mr. White: "We will win Thursday nights hands down."

Of other nights of the week: NBC has an established show in *Laugh-In* on Monday and the movie package that night "is stronger" and can better compete against *NFL Football* on ABC.

NBC is placing *Ironside*, another

**Jockeying for position:
how the television networks
line up at the starting line
for 1971-72 prime time**

MONDAY

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Nanny and the Professor	Gunsmoke	Rowan & Martin's Laugh-In
8:30	Local		
9:00	NFL Monday Night Football	Here's Lucy	NBC Monday Night at the Movies
9:30		Doris Day Show	
10:00		Arnie	
10:30		All in the Family	

TUESDAY

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Bewitched	Carol Burnett Show	Adam-12
8:30	Courtship of Eddie's Father		Mystery Tonight
9:00	Smith Family	Medical Center	
9:30	Shirley MacLaine		
10:00	The City	Mannix	Night Gallery
10:30			

WEDNESDAY

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Brady Bunch	Chicago Teddy Bears	D.A.
8:30	Partridge Family	O'Hara, United States Treasury	NBC World Premiere Movie
9:00	Room 222		
9:30	Odd Couple	CBS Friday Night Movie	
10:00	Love, American Style		
10:30			Local

THURSDAY

	ABC	CBS	NBC
7:30	Local	CBS Sunday Night Movie	Walt Disney
8:00	FBI		James Stewart Show
8:30			Bonanza
9:00	ABC Sunday Night Movie	Cade's County	Bold Ones
9:30			
10:00		Local	
10:30			

FRIDAY

	ABC	CBS	NBC
7:30	Mod Squad	Glen Campbell Goodtime Hour	Ironside
8:00	Movie of the Week	Hawaii Five-O	Sarge
8:30			
9:00		Cannon	Marriage Can Be Fun
9:30			
10:00	Marcus Welby, M.D.	Local	Local
10:30			

SATURDAY

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Alias Smith and Jones	The Big Wheels	Flip Wilson
8:30			
9:00	Longstreet	CBS Thursday Night Movie	Nichols
9:30			
10:00	Owen Marshall: Counselor-at-Law		Dean Martin
10:30			

SUNDAY

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Bobby Sherman Show	My Three Sons	Partners
8:30	Movie of the Weekend	Funny Face	The Good Life
9:00		Dick Van Dyke	NBC Saturday Night at the Movies
9:30		Mary Tyler Moore	
10:00	Persuaders	Mission: Impossible	
10:30			

prove show, in the critical lead-in position on Tuesday (ABC's strongest night) followed by *Sarge* ("we have our best new star in George Kennedy") and *Marriage Can Be Fun* ("innovation with a *Laugh-In* twist of new faces, involvement; a situation of counter-programming—the only laugh in town on Tuesday night"). Said Mr. White, "We are gambling but with the best tickets on Tuesday."

Wednesday's strength starts with *Adam-12*, which "finds its own audience—a young audience profile and should get us off and running," followed by *Mystery Movie* and *Night Gallery*, both elements audience-tested in either *World Premiere Movies* or other series.

D.A., the lead-in on Friday, is scheduled as a "good, strong dramatic show" and as an example of counter-programming ("the other networks have comedy"), and *NBC World Premiere Movie* will start a half-hour earlier than CBS's *Friday Night Movie* (both periods feature movies made expressly for TV). Saturday has comedies back-to-back—Don Adams in *The Partners*, which Mr. White calls funnier than *Get Smart*, followed by Larry Hagman in *The Good Life*—and NBC sees them as a strong comedy-block lead-in to the *Saturday Movie*, the oldest continually running movie period on network TV.

Mr. White challenged the critics, who find little exciting about the networks' schedules, noting that "we have done some innovating, some adventurous moves and no cookie-cutter similarities."

From agencies come these analyses:

The vice president and broadcast director of a leading agency predicted NBC will "emerge as a clear first," at least a full rating point ahead of its nearest competitor, CBS. He felt CBS would lose substantial audience from the cancellation of "the heart of its strength" (*Hee-Haw*, *Green Acres*, *Beverly Hillbillies*) with displaced CBS viewers gravitating to such NBC "father-image" programs as *Ironside*, *Sarge* and *Bonanza*. He called the ABC schedule "incomprehensible to me" and predicted it would be a sure third.

The vice president and director of TV programming at a major agency felt that the rating picture would be close between CBS-TV and NBC-TV, with ABC-TV trailing for the most of the season. He said the schedules are "basically the same that we have had for several years," although CBS-TV "is moving to update its programming." Despite what he considered the paucity of innovation on the networks, he was convinced that advertisers would be attracted to the schedules because the prime-time access rule's reduction of

network inventory would make the available time more valuable.

An experienced program man at another agency didn't see much difference between this year's network offerings and those of years past but thought that "life and death" type dramas had the most appeal and a better chance in the ratings. He said CBS's shift away from rural programming would work to its advantage in gaining advertising dollars. "CBS has become smarter," he said. "They've come to realize that the shows that gave them success in the ratings have become less attractive to advertisers because of the audience demographics they delivered."

Another agency executive said the network race was "too close to call," although if he had to pick a winner he would give CBS a "slight edge."

The senior vice president for TV programming at a large agency said he could detect no innovative approaches in the new programming stockpile, but ventured that NBC programming would be the strongest in terms of audience acceptance, followed closely by CBS-TV, with ABC-TV pulling up a poor third.

The vice president in charge of programming for another large agency speculated that the race, in terms of over-all average, might be a toss-up between CBS-TV and ABC-TV but said he con-

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At WTMJ-TV we're involved. We're involved with Milwaukee.

Dann, Klein rematched in schedule appraisals

They still unsee eye-to-eye, but agree on ABC challenge

Two former network-TV program competitors, Mike Dann and Paul Klein, who for years relished baiting and debating each other on program strategy and ratings, don't see the new 1971-72 schedules the same way either.

But that could be because they were not looking at them from the same point of view in responding last week to BROADCASTING's request for their assessments of the projected line-ups. They did agree on at least one thing: that ABC-TV is bound to benefit from curtailment of programming under the FCC's prime-time access rule (a view not prominent among agency buyers: see adjacent story.)

Mr. Klein, former vice president and chief ratings strategist at NBC-TV, now president of Computer Television Inc., said his "natural bias" inclines him toward NBC as probable winner of next season's ratings race but that ABC looks "unusually strong" and, he thinks, "really has a chance to finish first, surely second."

Mr. Dann, former senior vice president in charge of programming at CBS-TV, now vice president of the non-commercial Children's Television Workshop, declined to nominate a winner in the three-network race—he has seen no pilots and read no scripts, he said—but did feel satisfied that "ABC will be a contender this year."

Mr. Dann said his first broad impressions were that "the film form has become much more dominant than at any time in broadcast history," that there is a three-network trend toward melodrama—"a return to the cops-and-robbers period of television"—and that diversity is at an all-time low.

He also was critical of the fall programming as "primarily designed for the

very heavy viewer and not the selective viewer," said the networks "obviously are appealing to [mass-audience] advertisers" and will have trouble attracting selective advertisers looking for choices in a broad range of programming.

In Mr. Klein's appraisal, ABC has the most to gain, and the other networks the most to lose, from the prime-time access rule because ABC has historically had a number of low-rated shows, which not only pulled down its over-all rating averages but also hindered station clearances. With the three-hour rule ABC has dropped the low-rated shows, which will improve both its averages and its clearances for the shows that remain.

CBS, Mr. Klein feels, "stands to lose the most competitively" from the access rule because it did not have any really low-rated shows to drop and has never had any real clearance problem. Accordingly, it has had to drop "middle and high-rated programs" and still has little or no room for improvement in clearances.

NBC is in much the same position as CBS on this score, Mr. Klein said, except that NBC, unlike CBS, has not had strong "bimodal shows"—those appealing to "kids and old ladies"—leading off the schedule at 7:30.

Moreover, he continued, CBS's dropping of such shows as *Family Affair*—which he called "the strongest bimodal show ever on television"—and *Mayberry RFD*, *Beverly Hillbillies* and *Green Acres* will have to hurt CBS's ratings without improving its sales.

In general, Mr. Klein said, network television has become saturated with "series stuff," and the anthology form is now "the thing." In this category he put such programs as NBC's *Mystery*

Movie and *World Premiere Movie*, CBS's *Sunday Night Movie* and ABC's *Movie of the Weekend*.

Anthology, he said, is a form "you can make money on" because it has the right kind of audience, is flexible enough to take on an extra commercial minute "and you're not stuck with a series that goes down the drain if the first two or three episodes don't work."

Mr. Klein did not undertake a night-by-night assessment, but Mr. Dann did—on a couple of nights.

He thought CBS's decision to start Sunday prime time with a movie at 7:30 was "a most interesting experiment" with heavy financial overtones because CBS could lose the entire night or register substantial improvement solely on the strength of the move. Historically, he said, movies have not done too well at 7:30 "unless the network has enough 'Born Free' kind of movies."

He also felt ABC had a good chance of continuing to sweep Tuesday nights on the strength of its proved line-up, considering that, except for NBC's *Ironside*, it is up against all-new programs "and new programs are subject to failure."

Mr. Dann said that as "a casual comment" he would say "it is a disappointment to me that for the first time there is no single new variety show in the nighttime schedules," because "new forms and styles" have always been nurtured in the variety format.

For all their past differences, Mr. Klein offered one appraisal with which Mr. Dann, in his present noncommercial role, presumably would hope will prove correct. One of the winners of the new 1971-72 line-up, Mr. Klein said, could be the noncommercial Public Broadcasting Service. The noncommercial interests, he said, "have at least an opportunity to grow against this competition."

sidered a more meaningful criterion the winner of each night's performance. By this benchmark, he projected that ABC would capture Monday, Tuesday and Friday; NBC Thursday and Sunday and CBS Wednesday and possibly Saturday.

A substantial buyer of network programming said his agency believes CBS has the strongest "all-around schedule" and that it will lead its competition on Monday, Wednesday and Saturday. The agency gave ABC Tuesday and Friday and NBC Thursday. He said that all three networks have an equal chance on Sunday, noting that CBS would stand to gain "if its movies are as strong as the network says they will be, but then it depends a lot on *Cade's*

County, a new CBS Sunday entry.

He said that the pilots he had seen thus far were "disappointing—I have not seen anything fresh" and that *O'Hara, U.S. Treasury* on CBS Friday, 8:30-9:30, was the "strongest pilot" and the best production. This, he said, could be the hit of the season. He noted that some shows were being offered for sale to advertisers without pilot, mentioning CBS's *Cade County*, ABC's *Shirley Maclaine*, and NBC's *Nichols*. He said advertisers would not be panicked into early, heavy buying for the fourth quarter, particularly in view of high prices—"can you imagine *Flip Wilson* selling at \$86,000 for one minute; that's the price of a special, not a series."

Prime-time ideas by FCB chief

John E. O'Toole, president of Foote, Cone & Belding Advertising, New York, proposed last week that the FCC permit the television networks to schedule "a half-hour per day of quality children's/all family programming" between 6:30 and 8 p.m. and not count it as part of the three-hour limitation.

In a letter to FCC Chairman Dean Burch, copies of which were sent to other FCC members and to National Association of Broadcasters President Vincent Wasilewski, Mr. O'Toole wrote that a modification of the present ruling would, in his opinion, stimulate net-

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Morning, early afternoon, late afternoon.
Whatever time of day stations play
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like a charm.

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and ideas. Getting around
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from a variety of colorful out-
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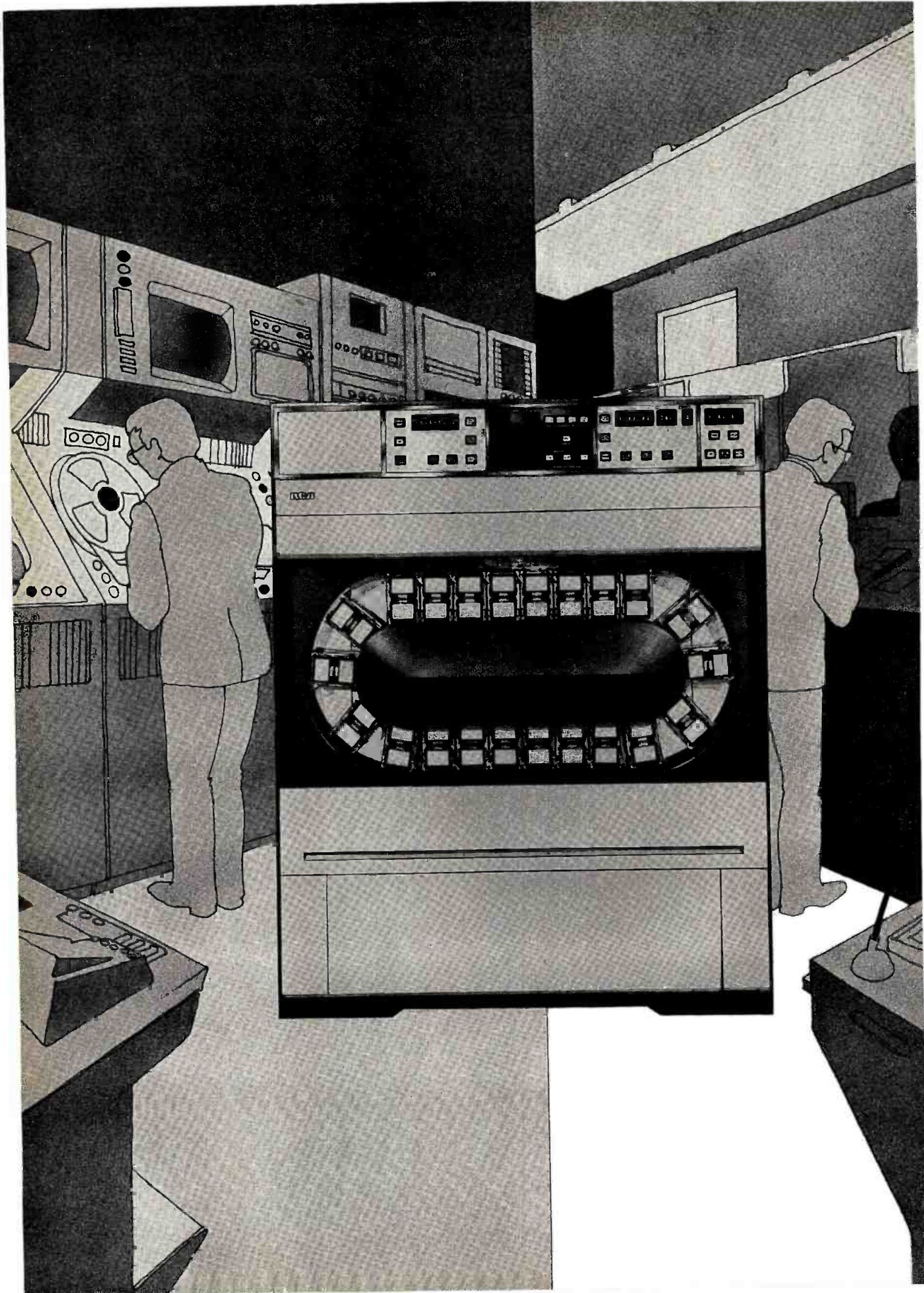
All of which is paying off in
entertainment and audience.

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demographics from the
November ARB sweep and
the reasons behind Mike's
latest achievements,
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Broadcasters have discovered that our TCR-100 can save so much money and create new profit opportunities so fast they want one as soon as possible. Because the TCR is not just a piece of hardware. It's a whole new system for airing commercials, promos and ID's, for cutting costs, enhancing your station presentation... and even for improving the efficiency of the equipment you've already got.

Increase your tape-playing capacity. When using the "cart" machine you can play more taped commercials during breaks. This means that you can sell more time and stop turning down business due to machine limitations. The TCR-100 does the work of a whole battery of reel-to-reel VTR's.

Put unlimited flexibility in your programming. You can switch commercials or spots at the last minute just by moving cartridges around. You'll never need to make up a reel the night before—and then pray there are no last-minute changes. You can play, and sell taped time segments any way you like.

Set up and cue any commercial in 6 seconds. That's what you can do with the "cart" machine. Just snap in a cartridge, push a button, and you're in business. The same set-up process on a reel machine takes over 90 seconds—maybe a little less if you don't care how the commercial looks on the air.

Log more promos. Because the TCR runs your commercials so smoothly and efficiently, you'll find time to run more station promos. WDCA-TV in Washington, D.C. is logging at least 30% more since they put their "cart" machine in operation.

Sell extra production time. The TCR can handle your entire tape commercial schedule. And this will free you reel-to-reel machines, and technicians, for more tape production. You'll be able to sell more production with the confidence that you can get the job done fast and right.

Reduce headwheel and tape stock costs. The elimination of playback optimization and commercial verification cuts headwheel use by more than 50%. And because the cartridge tapes are never touched by hand, they last much longer. You can expect literally hundreds of plays from each cartridge.

Reduce make-goods drastically. The "cart" machine takes the panic out of station breaks, and virtually eliminates the human error that leads to make-goods and all the paperwork that follows. Your commercials are cued and played automatically.

Look better on the air. One reason the "cart" machine is so fast is that there's no need to optimize for color playback. That's done—to exacting standards—when you dub onto the cartridge in the first place. So in playback, all your commercials are uniform in quality, with no difference in flesh tones, etc.

And these are just a few examples of how the TCR-100 can make you and your bank balance look better. We'll be happy to describe and document others, especially as they apply to your operation. Then you'll know why so many stations are putting the "cart" before the reel.

The RCA logo, consisting of the letters "RCA" in a bold, stylized, sans-serif font. The "R" and "C" are connected, and the "A" is slightly separated. There is a small registered trademark symbol (®) to the upper right of the "A".

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works and producers to create quality programs in the children's area.

He noted that the FCC's prime-time access rule was aimed at producing a diversification of program types, appeals and suppliers, but Mr. O'Toole said that based on the plans, concepts and pilot episodes submitted to FCB's broadcast department during the past six months, "just the opposite has taken place."

Mr. O'Toole stressed that the proposed waivers should be subject to the regulations and review by the commission, and the programing should be new to television, that is, a series not previously telecast in any form. He suggested that the NAB might set up a review board, similar to the NAB code board, which would determine areas of suitability.

Rilly-big plans for syndication

Sullivan Productions, the New York firm headed by personality Ed Sullivan, announced last week that it will become active in producing first-run programing for syndication and that its first offering is *The Really Big Show* ("Closed Circuit," March 22).

The new one-hour program will be a musical variety strip with a different personality as host each week. Al Goustin has joined the Sullivan Production staff to handle distribution to stations. Mr. Goustin has held various sales executive posts with Paramount Television, Four Star Entertainment Corp. and Ziv Television Programs.

Mr. Sullivan's weekly series on CBS-TV terminates at the end of this season. He plans at least six one-hour specials on CBS-TV next season.

CBS FM service begins rock programing

Rock music with a highly flexible production format will be the new offering of the CBS FM Syndicated Program Services effective in mid-May. At that time *The Young Sound* service will end, completing a five-year syndication run on CBS-owned FM outlets and about two dozen other stations.

The CBS FM syndication arm will provide its new rock-music service on an exclusive basis in each market. John Dewitt, director, explained the new service will be available on tape cartridge as well as reels and will be custom designed for each market as station needs require. Some markets will get harder rock than others, for example, depending on local musical tastes.

Musical load also will be flexible and balanced to any commercial load pattern from zero commercials to 12

spots per hour, he said. Mr. Dewitt also emphasized that the new product has been carefully tested and will work with full flexibility on any automation system now in station use. The service will be demonstrated during the National Association of Broadcasters convention at the automation equipment booth of Broadcast Products Co., Rockville, Md.

New season line-up for CBS specials

CBS-TV has announced its schedule of specials for the 1971-72 season. The programs, with lengths and broadcast dates to be announced, range from drama, music and variety to reality-adventure, news documentaries and major sports events.

Among the drama specials are the television premiere of the film version of Tennessee Williams' drama, "A Streetcar Named Desire," and six BBC-produced historical dramas, *The Six Wives of Henry VIII*, distributed by Time-Life Films. In the music realm, two *New York Philharmonic Young People's Concerts*, and a musical tribute to the late Oscar Hammerstein II titled *Salute* are scheduled.

Ed Sullivan, dropped from his regu-

lar Sunday night spot, will return with a series of six to 10 variety specials, each with a thematic approach (see this page), and entertainers Julie Andrews and Carol Burnett will be reunited for their second CBS special, *Julie and Carol at the Palladium*.

In addition, the second in the new CBS News series, *The American Revolution: 1770-1783*, will highlight the 1971-72 season. (The first, "A Conversation With Lord North," is to be broadcast April 6.)

CBS's contribution to reality-adventure programing will be four new National Geographic Society specials tentatively titled *Monkeys, Apes and Man; The Last Tribes of Mindanao; Exploring the Animal Mind*, and *The Men of Serengeti*.

Scheduled for rebroadcast are three programs in the Dr. Seuss series—*How the Grinch Stole Christmas*, *Horton Hears a Who* and *The Cat in the Hat*.

In sports, CBS will broadcast three preseason National Football League games in prime time, the National Football Conference playoffs and the Super Bowl; the Cotton Bowl; racing's Triple Crown (Kentucky Derby, Preakness and Belmont Stakes); The Masters golf tournament, and the U.S. Open Tennis Championships.

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Weston loses equilibrium after block . . .



Joan is draped over guard rail and still has momentum . . .

19,500 Watch Roller Derby

A strong attack by the team that produced 27 points enabled the Midwest Pioneers to set the San Francisco Bay Bombers, 47-46, in a Roller Derby yesterday at the Garden.

Before an indoor world sellout of 19,500, the Pioneers stopped a Bomber rally in the final jam of the game when Gammon was decked by Cattell as time ran out.

JACKIE GARELLO and Clay combined for 20 Pioneer girls' points, leading all girl skaters with Nick Scopas of the Pioneers was the games high scorer with 18.

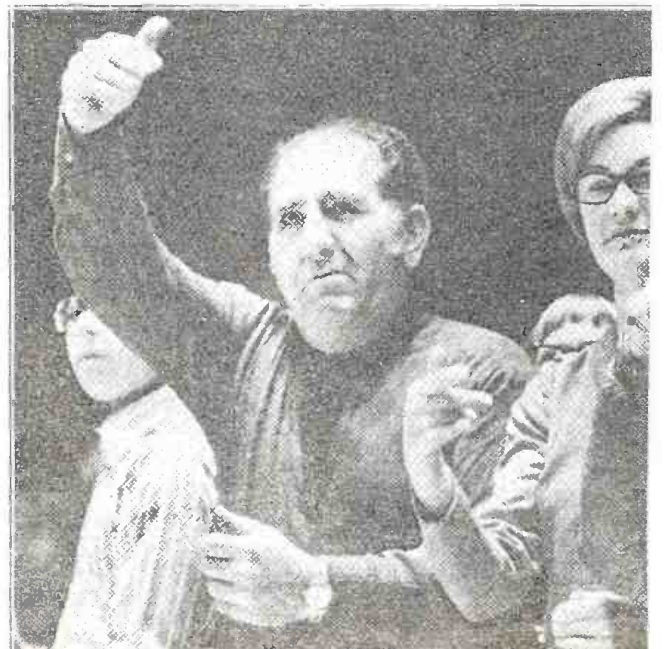
Joan Weston was the Bomber in double figures with 11. Tony Roman and Butler led the Bomber men with seven each.

Yesterday's attendance of 17,257, set at the Garden Jan. 21, when the Bombers defeated the Northeast Brav



Round 'n' Round They Go, Down 'n' Down, They Go

An indoor world record sellout crowd of 19,500 Roller Derby fans was caught up — as though by magic — by the violent world of the spinning skaters at Madison Square Garden. The Midwest Pioneers, alias the Windy City Mob, paced by the 27 points scored by the girls' team, upset the San Francisco Bay Bombers, 47-46, before some of the most vociferous fans this side of Bedlam. The bruising contact sport, pitting girls against girls and men against men, has all the color of a Circus Maximus.





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Digging for the prime-time goldmine

Empty schedule spaces created by FCC rule aim of Hughes-Wolper program-network venture

Hughes Television Network and Wolper Productions will join in a production-network arrangement designed to fill the time freed to major network affiliates by the FCC's prime-time rulings. Four new half-hour programs will be created for a network of stations for the 1971-72 season.

A joint announcement was made by Richard Bailey Sr., president of Hughes Network, New York, and David L. Wolper, president of the Los Angeles-based production company. Mr. Bailey said that Hughes was planning to offer first-run programs for at least five of the seven nights where prime time positions have been opened. He added that it was very likely that the programming being offered by Hughes would expand to six and possibly seven nights. None of the new shows would be aired opposite present network prime-time programs.

The four programs announced by the two presidents are a mixed-bag offering: *Those Were the Days* will depict the fashions, fads, foibles, songs and events of the 20th century. Each segment, according to Mr. Wolper, is designed to capture the wave of nostalgia currently popular. *Animal Gazette* will be a weekly magazine concept examining man's relationships with the animal kingdom. *The Explorers Club Adventures* will utilize films from the library of the club founded in 1905 and new footage shot for the program, and will follow famous explorers around the world in past and present challenges. *And Whatever Happened To . . . ?* will be a study of famous figures who captured world headlines at one time in their respective careers compared with their lives today.

The concept is being presented to stations by Hughes Network representatives at the NAB Convention in Chicago this week. Mr. Bailey said he anticipated a 85-90% coverage of the television homes in the country. "We hope to be able to offer the programs fully sold to affiliates," he said. "However, it remains to be seen what the final sales plans are going to be." Hughes would be announcing an affiliate formula for reimbursing the stations in the near future, Mr. Bailey indicated.

Mr. Bailey said that discussions for other programs are currently under way but that final decisions have not yet been made, other than the four shows being produced by Wolper. Financing of the shows is being supplied totally by Hughes.

The new half-hour series will begin

production on location and in Los Angeles within the next month, according to Mr. Wolper, who also said that he was negotiating with Hughes Network for the production of several specials. The production company president felt that costs of the half-hour shows would be slightly less than the estimated \$65,000-85,000 cost of network half hours. If the four shows average 26 episodes during the first year at an average cost of approximately \$50,000, that would mean Hughes is investing \$7.2 million in the network concept. This does not include additional programs that are expected to be announced within the next few weeks.

After the network run, syndication of the programs will be handled by Wolper Productions.

Some network O&O's fill prime-time holes

Several early purchases of programs by network-owned TV stations—mostly CBS—were reported last week for scheduling in prime time next fall. The series will be placed in time returned to the stations by the networks as a result of FCC's prime-time access rule.

Though there appeared to be more activity in speculation than in substance, several moves were confirmed by CBS's owned-TV stations division in New York. NBC appeared certain of at least one series and speculated on one other. ABC owned-TV stations said there were a lot of reports "circulating about" but that no decisions have been made. A spokesman said the ABC stations are not under the strain of deadline to arrive at a decision and probably some announcements would be made over the next month.

Three CBS-owned stations—WCBS-TV New York, KNXT(TV) Los Angeles and WCAU-TV Philadelphia—will place these four weekly shows in prime time: the British comedy series, *Doctor in the House* (52 tapes with option for 26 more), produced by London Weekend Television and distributed in the U.S. by Group W Productions; *The Bickersons* adult cartoon series from Steve Krantz Productions (26 new shows, 26 broadcasts); *Jerry Visits . . .* with Jerry Dunphy, KNXT news anchorman, in a KNXT-produced "person-to-person" type program (already taped interviews of Jerry Lewis, Eva Gabor, Barbara Feldon and Henry Fonda); and *Rollin' on the River*, musical series

with the First Edition singing groups and guests, produced by Winters-Rosen.

All five CBS stations, including KMOX-TV St. Louis and WBBM-TV Chicago, will schedule *Goldiggers*, featuring an all-girl singing and dancing group from the *Dean Martin Show* produced by Greg Garrison (also producer of *Dean Martin*) and distributed as a barter show by Campbell-Ewald for General Motors.

NBC said its owned-TV stations would program *National Geographic Specials* produced by the National Geographic Society in association with Metromedia Producers Corp. in the Saturday, 7-8 p.m. period, and said reports were strong for possible programming of *Lassie* (Campbell Soup barter through Ogilvy & Mather) and *Story Theater* (also a barter series).

Quadruple-threat music service

Pagama Productions, Redding, Calif., has introduced a new program service comprising three basic prerecorded music libraries in four music tempos. The services are augmented with audio clocks, work sketches and other tape features.

William G. Mors, owner of Pagama, has created what he terms the basic sound structure for a station in developing the program service. The four musical tempos provided by the service, he says, range from lush strings to moderately up-tempo contemporary sounds, and the secondary musical groups are "compatible" across the four basic sounds. That is, any one tempo could be followed by another while maintaining a balanced sound, Mr. Mors says.

Changing Formats

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

■ KBNM(FM) Albuquerque, N.M.—Star Broadcasting Co. has expanded to a 24-hour schedule. KBNM had previously broadcast from 6 a.m. until midnight, programming contemporary rock music. During the added hours from midnight to 6 a.m., the station is broadcasting middle-of-the-road music. KBNM operates on 99.5 mhz, 3.7 kw with an antenna 150 feet below average terrain.

■ KNTD(FM) Wichita Falls, Tex.—Wichita Radio Corp., on March 13, switched from a "heavy" underground format to an easy-listening format. KNTD is on 95.1 mhz with 3.8 kw and an antenna 430 feet above average terrain.

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One (network) to a customer

FCC save-the-U's rule bars V's in well-served markets from multinet network schedules

The FCC moved last week to help UHF television stations compete effectively with well-established network-affiliated VHF's. It ruled that regularly affiliated VHF's serving markets with three or more stations will be prohibited from carrying programs from a second network when a UHF in the market lacks regular network affiliation.

The new rule will also give UHF's first call on up to 15 hours a week of evening programming from the unaffiliated network plus weekend and holiday afternoon sports broadcasts. Once the unaffiliated station has been offered the entire evening schedule and taken up to 15 hours, the commission said, the network's obligation as to evening programs under the rule ends. The new rule also gives UHF's the first rights to programming on other networks not carried by the regular affiliate.

The commission said that the new rule was necessary because of the "critical situation of UHF in some areas as illustrated by the failure of the Augusta (Ga.) station" WATU(TV). WATU went dark in November 1970.

The commission said the new rule will "primarily effect UHF station WRDU-TV Raleigh-Durham, N.C." The Raleigh-Durham market is one of two markets having two VHF's and one UHF in which the UHF does not have regular affiliation with one of the three networks. On July 22, 1970, when the commission proposed the rule, WATU had a similar situation.

The commission said that since the cutback in network prime-time—which becomes effective October 1971—will not affect stations outside the top-50 markets, the two regularly affiliated stations in those markets, "if left unrestricted, might choose to present the bulk of the prime-time programming of the third network, as well as the programming of the regular two. This order, the commission said, will preserve a substantial amount of desirable prime-time network programming for the UHF station.

The commission added that the present amendment applies only to "two-affiliate-plus" independent situations, usually VHF-UHF. However, that relief may well be warranted in situations such as Dothan, Ala. "It appears that in this case the established VHF station [WTVY(TV)] has primary access to CBS and the pick of the programs of ABC,

leaving the UHF [WDHN(TV)] to pick up the ABC overflow," the commission noted. The commission said it hopes to explore this issue in a further rule-making proceeding.

The commission said it will also consider in a later proceeding making network programs available on an equal and more or less "duplicative" basis to small-market independent UHF's in relatively small cities, fairly close to cities and stations in larger markets.

The vote on the new rule was 5-to-2 with Commissioners Robert T. Bartley and Robert Wells dissenting.

Radio and home games mix well in Albuquerque

The concern of major-league baseball magnates about possible adverse effects on the gate from play-by-play broadcasts is regularly reported by the media. There is also fretting that radio-TV is speeding the demise of minor-league baseball.

But in Albuquerque, N.M., the local club, the radio station with baseball rights, the list of radio sponsors and the fans have reason to disbelieve the news reports.

KGGM(AM) has announced that it will carry live all the home and away games of the local Dodgers—as it has for the past four years. A threat to attendance? Charles T. Jones Jr., KGGM general manager, punctures that by pointing out that the box office has increased every year; in fact, the Dodgers drew 202,831 in 1970, believed to be the best per-capita attendance in minor-league baseball. The total ranked fifth among all minor-league cities.

Mr. Jones gives much of the credit to Albuquerque Dodgers General Manager Charles Blaney who plans this season to offer "drive-in" baseball to fans who want to bring their cars onto special parking lots at the stadium to view the games while listening to KGGM's coverage.

The Albuquerque Dodgers' success may be no happenstance: They are the farm club of the Los Angeles Dodgers, who command the highest figure (\$1.8 million) for baseball broadcast rights (BROADCASTING, Feb. 22).

Alex Bennett lives

Alex Bennett, former WMCA(AM) New York talk-show host, will join WPLJ(FM) New York, as host of a morning talk show (6-10 a.m.) Monday through Saturday. He replaces Michael Cuscuna, who will move to a 3-7 p.m. time slot. WPLJ is the new call for ABC-owned WABC-FM. Mr. Bennett's dismissal from the WMCA staff earlier this year brought vehement protests from loyal listeners (BROADCASTING, March 22).

A big victory for little KRAB

Examiner discounts alleged obscenity, proposes full renewal

Noncommercial KRAB(FM) Seattle, caught up in the FCC's so-called anti-obscenity campaign, last week climbed a step closer to reversal of an earlier commission action imposing a one-year license renewal.

Hearing examiner Ernest Nash, presiding in the hearing set at the station's request, recommended a full three-year renewal.

The earlier commission decision to withhold regular renewal evolved from what some have called commission Chairman Dean Burch's personal anti-obscenity campaign launched over one year ago. Since that time the KRAB case has turned into a censorship controversy (BROADCASTING, Feb. 24, 1970).

The commission imposed the sanction because of the station's failure to observe its own procedures designed to prevent the airing of material that is sensational "for its own sake" and that requires speakers to "observe the common-sense strictures against obscenity and libel." The commission did not find, however, that the material involved—some of which was contained in a taped, 30-hour "autobiographical novel" by a local minister that was partially broadcast on Aug. 5, 1967—violated the statute prohibiting the broadcast of obscene, profane or indecent language.

The listener-supported station soon found friends in the commission's own Kenneth A. Cox and Nicholas Johnson—who filed the only dissents in the case and who also appeared to be enlisting help from the broadcasting industry to head off Chairman Burch's crusade—and CBS. They called the commission majority's decision "highly arbitrary."

In his recommendation, examiner Nash said that while the Jack Straw Memorial Foundation station "did broadcast a few programs that included some language offensive to some people, KRAB is not a station that presents smut regularly or frequently." It is not the station's policy, the examiner said, "to use obscene or indecent language on its broadcasts for the sensational or shock effect such language might have."

The station operates as a "free-forum broadcast station," the examiner said, designed to encourage free and complete public expression, but the station does clear its programs to avoid material which would offend the community.

The examiner concluded that there was "no evidence to show that anyone

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in Seattle was offended by anything heard on KRAB." Pointing out that some of the controversial words are now socially accepted in books, on the stage and in the movies, the hearing examiner said, "we cannot avoid the difficult result that what particular language may be unacceptable for broadcast is not susceptible to being reduced to an immutable, time resistant glossary."

Three more in ACT's act

Media Ithaca, a program content analysis activity at Cornell University, 21 Inch Classroom, a bureau of the Massachusetts Department of Education, and American Friends Service Committee, nonprofit social service organization, have urged the FCC to set guidelines for children's television programs as soon as possible.

Each group asked the commission to set the guidelines based on those submitted more than a year ago by Action for Children's Television. ACT was the first organization to bring up the current question of children's programming. Last year the group urged the commission to impose tighter control of children's shows on broadcasters, asking for more variety in programs designed for young people, and for a total ban on commercials during these shows (BROADCASTING, Feb. 9, 1970).

Will CCTV be legislated out of sports?

House bills prepared in wake of Ali-Frazier would assure free TV rights to big events

Legislation to force promoters to turn to television stations or networks for the broadcast of major sports events was introduced last Wednesday (March 24) by Representative Les Aspin (D-Wis.).

The bill (H.R. 6718) would prohibit the showing of championship fights, the Super Bowl, World Series games and other major sports events on closed-circuit television (BROADCASTING, March 22).

It would also equate closed-circuit TV with pay TV and would place CCTV under the jurisdiction of the FCC's Broadcast Bureau. Promoters would be required to accept the highest bid by a TV network or station for the broadcast rights to the event.

The only exception to the closed-circuit TV ban would apply if the Broadcast Bureau determined that the anticipated profits from a live on-air broadcast, along with other expected receipts, would not be sufficient to justify the holding of the sports event.

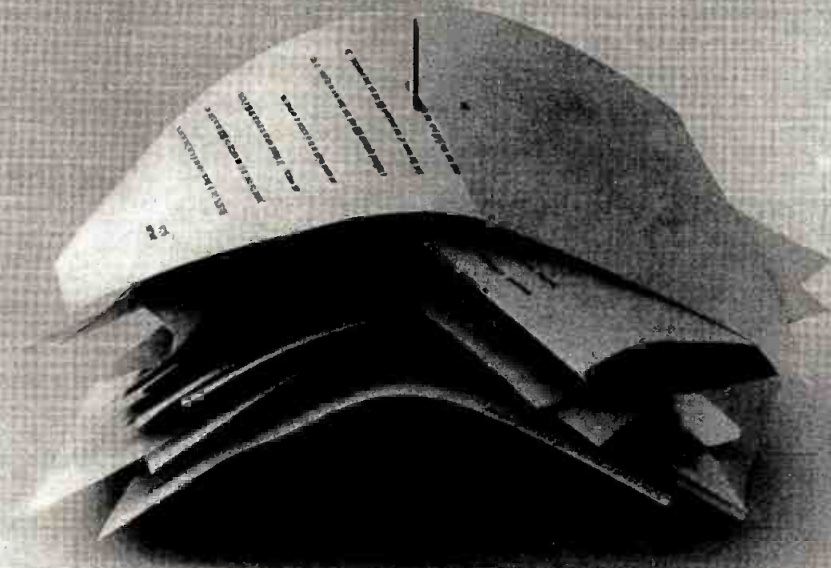
Mr. Aspin's bill is the result of what he called the "unjustified" and "exorbitant" profits made by promoters of

the Joe Frazier-Muhammad Ali fight (BROADCASTING, March 15).

Representative Charles W. Sandman Jr. (R-N.J.) plans to introduce two related bills early this week. One proposal would amend the antitrust laws to require promoters to permit broadcasters to carry the World Series and the final championship events in professional football, boxing, basketball and hockey. Promoters would have to obtain a permit from the FCC or another appropriate agency before they could advertise, sell admissions to or hold major sports events. The permit would be issued upon showings that the TV and radio networks had an opportunity to bid for the broadcast rights and that the highest bid, if any, was accepted.

Mr. Sandman's bill would amend the Communications Act to prohibit broadcasters or the wired media (CATV, CCTV and pay TV) "from seeking, contracting for or exercising exclusive rights" to present championship sports events.

Representative Morris K. Udall (D-



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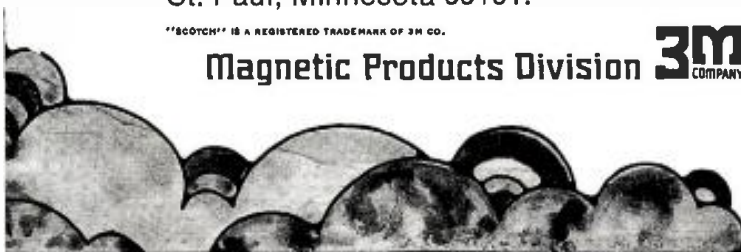
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Ariz.), however, believes that the overexposure of sports on television is a more basic threat than the closed-circuit television problem.

He plans to introduce legislation today (March 29) to limit the broadcast seasons of major sports. Under his proposal, the FCC would limit the televising of professional baseball to the period between the second Monday in April and the second Sunday in September. Professional football telecasts would only be permitted between Sept. 1 and the second Sunday in January, and TV coverage of professional basketball would be restricted to the period between Dec. 1 and the second Sunday in April.

In remarks prepared for delivery on the House floor, Mr. Udall charged that "Wall Street, Madison Avenue and television—with all their bucks and executive savvy—are on their way to turning professional athletics into another Edsel."

Overexposure of sports on television, Mr. Udall contended, "threatens in very practical terms to turn the public away from the sporting world in a wave of apathy or disgust."

Virtually every major sport is controlled by television, he said, and "the irresistible attraction of the television dollar is altering every facet of the sports world. . . ."

"We know what killed boxing," he said. "Television consumed and discarded it like a used quiz show. The outrageous orgy of city swapping in professional baseball in the '50's and '60's was triggered by television." He added that "organized sports are too important to our country and our children to throw them away as last year's craze, to make them a hula hoop replaced by a frisbee."

Markle studies who's, why's of journalists

The John and Mary R. Markle Foundation, New York, has announced a grant of \$188,000 to the National Opinion Research Center of the University of Chicago for a sociological study of practicing journalists in the U.S.

In the study, 1,800 journalists who are working with all types of news media organizations will be interviewed. Information will be collected on their background and training, how they were recruited into the field and how they view current issues in American journalism.

"Our goal is to draw a comprehensive sociological portrait of the occupational group responsible for the day-to-day informational needs of the American public," according to Dr. John W. C. Johnstone, a sociologist at the University of Illinois at Chicago Circle, director of the study. Final results will be published in June 1972.



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Headliners Club awards: headline on broadcasters

The Headliners Club of Atlantic City, N.J., announced its 1971 awards to seven stations and two networks last Friday (March 26). The Headliner awards are given each year for outstanding news-oriented efforts in the media.

In the radio category, the public-service award was made to WDAS-AM-FM Philadelphia for its drug-abuse campaign. KFWB(AM) Los Angeles lead the radio editorial competition with *An Aerial Tanker Strike Force*. WJDM(AM) Elizabeth, N.J., won the news events honors for its coverage of the Linden, N.J., oil refinery fire, and an interview with the mother of Mary Jo Kopechne. For its coverage of Hurricane Celia, KRDL-AM-FM Dallas merited an award for outstanding news coverage by a major-market station.

On the television side, WMAQ-TV Chicago won the editorial competition for its format which combined sketches, film and in-person delivery. ABC-TV won an award for special broadcast coverage of the tidal-wave disaster in East Pakistan. In the TV public-service category, WTAE-TV Pittsburgh was cited for its presentation, *The Yablonski Murders*, while NBC-TV received honors for its drug study, *Trip to Nowhere*. WSB-TV Atlanta won honors for consistently outstanding TV newscasting for a film story describing a mock Civil War battle, which was designed to increase Sunday school attendance, but resulted in loss of limb for one of the participants.

In addition to these broadcast awards, similar citations were made to the print media.

'Sesame Street'—someone doesn't like it

Sesame Street, the children's television series about which a discouraging word has seldom been heard, heard one last week. Helen L. Beck, preschool specialist, author and social worker, told a panel of the American Orthopsychiatric Association in Washington that the program has brought Aldous Huxley's novel "Brave New World" into the home by bombarding the child with an "onslaught of visual and audio stimuli which appeal to the more primitive aspects of the child's personality."

Miss Beck felt this bombardment of educational material was detrimental to the development of the child's attention span, and that letters and numbers constantly "jumping out" of the television screen brought about "pleasure-fear reactions" among the young viewers. In general, the entire learning process,

which she termed "mechanical memory training," was attacked as being a "dead end" for the child's intellectual and social development. Miss Beck's preference: *Misterogers Neighborhood*, with which she feels the child can identify more readily because it approaches the learning process more leisurely.

Seven FM stations win Armstrong awards

The seventh annual Major Armstrong Awards for "excellence and originality in FM broadcasting" were to be presented to seven stations last Saturday (March 27) at the annual convention of the National Association of FM Broadcasters in Chicago. The winners will share \$4,000 in prize money.

Presentations made for the best programs of 1970 in the categories of music, news, education and community service, consist of \$500 and a bronze plaque for first-place winners and merit certificates for the runners-up.

The awards, named after the late Major Edwin H. Armstrong, who developed the FM broadcast system, are sponsored by the Armstrong Memorial Research Foundation and administered by the Columbia University School of Engineering and Applied Science.

First-place winners in the FM commercial stations division were: CKFM Toronto, news category, for a program in the *World Perspective/News in Depth* series; WEFM Chicago, music, for a program in the *Instrumental Odyssey* series and for community service, *How Do You Get to Bayreuth from 39th and Prairie?*; and KYTE Livermore, Calif., education, for *The History of Drug Use and Abuse*.

First-place winners in the FM non-commercial stations division were: WBUR Boston University, news, for a program in *The City* series; WBAI New York, music, *A Harpsichord Recital by Igor Kipnis*; WBST Muncie, Ind., community service, for a program

'Civilisation' goes commercial

The BBC-TV's *Civilisation* series, which has been on noncommercial stations in the U.S. since last fall, will have a repeat run from next fall until January under a grant from Xerox Corp. The series will then be available to commercial stations. Time-Life Films, U.S. distributor of the BBC-TV product, has sold 13 one-hour segments of *Civilisation* to three Post-Newsweek TV stations—WTOP-TV Washington, WJXT-TV Jacksonville, Fla., and WPLG-TV Miami. Program will officially go into syndication at the National Association of Broadcasters convention in Chicago this week.

in the *View from the Other Side* series; and CBC-FM Toronto, education, for *The Journey*.

Merit certificates were awarded to the following commercial stations: KAUM(AM) Houston, news; WCLT-FM Newark, Ohio, music; WTAM-FM Gulfport, Miss., community service, and WCBS-FM New York, education; and to these noncommercial stations: WVHC(AM) Hempstead, N.Y., news; KPFK(AM) Los Angeles, music; CBC-FM Toronto, community service; and WHA(AM) Madison, Wis., education.

Narcotics chief sees little harm from songs

John E. Ingersoll, director of the Bureau of Narcotics and Dangerous Drugs, Washington, last week said he doubts that drug-oriented lyrics in some of today's music have contributed very much to the sharp increase in drug abuse among young people.

The new interest in drug-oriented song lyrics has evolved from the spotlight the FCC placed on progressive rock music earlier this month when it warned broadcasters to be aware of the material they air (BROADCASTING, March 8). While no ban was placed on such lyrics, critics of the commission's notice, including its own Commissioner Nicholas Johnson, have said the order is a thinly veiled threat to broadcasters that airing such songs could lead to possible loss of license (BROADCASTING, March 22).

Mr. Ingersoll said he doubted that any but the "very impressionable" might be lured into using drugs because of the songs they hear. "We've had drinking songs throughout all time," he noted, yet no one has suggested that such songs tied to alcoholism.

Humane group prods for 'truth-in-rodeos'

The Humane Society of United States has urged the FCC to prohibit broadcasters from airing rodeos unless the program includes full disclosure of any and all artificial methods used to make rodeo animals buck or appear "wild, unbroken or dangerous."

Failure to make such a disclosure, the society claimed, would constitute the broadcasting of known misrepresentation calculated to deceive the public, contrary to FCC policy. Broadcasting rodeos without telling the audience that "bucking straps" or "electric prods" are being used also violates the National Association of Broadcasters code on deception and cruelty," it charged.

"Deception in a rodeo is no less reprehensible than deception in a quiz show," the society argued.

Bullfighting aficionado loses fairness plea

Does the fairness doctrine cover bullfighting too? CBS-TV thinks not, and so, apparently, does the FCC. The commission has upheld an earlier staff ruling that CBS did not violate the fairness doctrine in refusing to present opposing viewpoints in a feature it aired condemning the cruelty of bullfighting.

Denying a petition by Lyn A. Sherwood, editor and publisher the Long Beach, Calif., *Clarion*, for review of the staff ruling, the commission said that it was not its duty to substitute its own judgement as to what is a controversial issue for that of a licensee.

Mr. Sherwood complained that a 20-minute presentation by correspondent Cleveland Amory on CBS-TV's *60 Minutes* (Feb. 3, 1970), dealing with the inhumanities of bullfighting, was "filled with innuendos, distortions and false statements," and that CBS had not presented contrasting opinions on the program.

The commission noted that CBS's documentary dealt with bullfighting and its practices in Spain and not in the United States, where it is outlawed.

Newsman's privilege sought in Pearson bill

Senator James B. Pearson (R-Kan.) introduced legislation last Tuesday (March 23) to protect newsmen from being required to disclose confidential information.

The bill (S. 1311) would provide that newsmen could not be required by any court, grand jury, agency, department, commission or the Congress to disclose news sources or any information they obtain in a professional capacity. However, the protection would not apply to the source of alleged defamatory information in cases where the defense is based on the source of that information. In addition, it would not apply to sources of information about a proceeding that is required by law to be kept secret. The bill also establishes procedures for divesting the privilege when there is substantial evidence that disclosure of confidential information is required to prevent a threat to human life or to protect national security.

A similar measure was introduced by Representative Charles W. Whalen Jr. (R-Ohio) last month (BROADCASTING, Feb. 15).

Weather warnings for deaf

WHO-TV Des Moines has developed a system of sign communication with deaf viewers during severe-weather bulletins. Sets of films dealing with tornado watches, tornado warnings, severe

thunderstorms, heavy snow and all-clear notifications are now being used in conjunction with the station's usual weather bulletin announcements.

Special film clips featuring Becky Morgan are involved, according to Alvin H. Barcheski, program director, who worked out the system with the aid of Miss Morgan's mother, Darlene Morgan, and deaf grandfather, Ralph Clayton. Miss Morgan wears a red dress in tornado watch films and a white dress in tornado warning films. Red is the universal color for tornado watch and white for warning.

ABC summertime additions

ABC-TV announced last week three new programs and two reruns for its summer schedule. Joining the network line-up as new programs are *It was a Very Good Year*, starring Mel Torme, starting Monday, May 10 (8:30-9 p.m. EDT); *NFL Action* featuring highlights of the 1970 professional football season, slated to start Wednesday, May 12 (10:30-11 p.m. EDT); and *Val Doonican* a musical-variety series, starring the English recording artist, Saturday, June 5 (8:30-9:30 p.m. EDT). Returning to ABC-TV this summer will be *Love on a Rooftop*, a comedy series, Wednesday, May 12 (9-9:30 p.m. EDT), and *The Immortal*, following at 9:30-10 p.m. EDT.

Emmy night to include news

Awards for the outstanding television news and documentary accomplishments will be presented along with program and performer achievements on the May 9 telecast of the 23rd annual Emmy awards. Original plans by the National Academy of Television Arts and Sciences had called for a separate awards program for news and documentary winners. Entry forms in the added categories have been mailed to network news directors and independent producers of TV documentaries. Deadline for return to the Hollywood office of NATAS is March 30.

Children's bonanza

CBS Television Stations Division said last week it is committed to a two-year policy of carrying a variety of special children's programs, including dramatized classics, on its owned stations, starting in the fall. D. Thomas Miller, president of the division, said the programs will be carried in existing children's slots on the weekend. Many of the productions were obtained from the British Broadcasting Corp., including episodes of *Ivanhoe*, *Little Women*, *The Black Tulip* and *Mother Goose Assembly* and others will be produced by the various CBS-owned stations.

Program notes:

New offices ■ M & K Program Sales Inc., Denver, has relocated headquarters in Hollywood at 1019 North Cole Avenue. The firm distributes programs to television stations and CATV systems. Telephone: (213) 463-2600.

Creation cometh ■ A new radio production company, Creation!, has been formed in Los Angeles with a quadra-sonic radio broadcast as its first project. Principals are Mike Saxon and Jeff M. Salgo, both formerly with KRHM(FM) Los Angeles. Firm is also developing music format for automated stations. Company is at 336 North Plymouth Boulevard, Los Angeles 90004. Telephone (213) 464-1414.

Filmmakers signed ■ Cartridge Television Inc., a subsidiary of Avco Corp., has signed agreements with Color Music Inc. and filmmakers Tom DeWitt and David Hanson covering their programming for use on its Cartrivision color video-tape cartridge system.

T or C for next 52 ■ Metromedia Television has renewed its airing of *Truth or Consequences* for a full year, according to Richard Woollen, vice president, programming. The Ralph Edwards-produced program, is syndicated in more than 100 markets, including the four MM television stations. Program host Bob Barker will continue for the new season's shows.

Drug-abuse films ■ American Educational Films, Beverly Hills, Calif., subsidiary of Project 7 Inc., New York, is distributing five 15-minute drug-abuse films geared for the 9-to-14-year-old viewers. The educational series are available for purchase by TV stations, educational institutions and corporations.

Dickens classic ■ *David Copperfield*, two-hour special based on the Charles Dickens novel, will be rebroadcast on NBC-TV, Wednesday, April 21 (9-11 p.m. NYT), pre-empting *Kraft Music Hall* and *Four-in-One*. The special was originally presented on the network March 15, 1970.

Pro-Rodeo primer ■ *Pro-Rodeo*, a news and interview radio program about professional rodeo is being syndicated by Morgan & Associates, Los Angeles. Scheduled to start in April, the series is being produced in cooperation with the Rodeo Cowboys Association, Denver. It will feature rodeo personalities discussing rodeo problems and competitive activities of their profession.

ABC series ■ ABC Radio's American Entertainment Network will begin a Monday-Friday *World of Commentary* series, effective April 4 (4:45-4:48 p.m. EST). The program will feature analysis by a different ABC News corre-



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spondent each day in comment on developments from his particular dateline.

Biblical broadcasts ■ A television series on the Acts of the Apostles and its relevance to modern times is now available through Bauman Bible Telecasts Inc., Washington, and ETS Program Service, Bloomington, Ind. The series *When the Church Was Young* consists of 26 one-hour programs, including special Christmas and Easter shows, conducted by Dr. Edward W. Bauman.

Feminine touch ■ Wendie Regalia, a San Francisco publicist and sports-woman, has joined the announcing team broadcasting the Giants games. Miss

Regalia will be featured between games of the 11 doubleheads scheduled to be aired by KSFO(AM) there and the Giants baseball network. Her first broadcast will be the April 11 Giant-St. Louis doubleheader.

King tribute by KTTV ■ A contemporary tribute to the late Dr. Martin Luther King, highlighted by the guest appearance of Oscar nominee James Earl Jones, airs all this week on KTTV-TV Los Angeles. Bob Williams, regional marketing director, Somerset Importers Ltd., subsidiary of Norton Simon Inc., New York, will be host of the series.

'FBI' shuns 'Mafia' (on TV)

ABC-TV's *The FBI* series will not use the words "Mafia" and "Cosa Nostra" on programs to be telecast next season. A spokesman for the network said the Justice Department has ruled that those words are not appropriate designations. In addition, the Italian-American Civil Rights League said last week that the Ford Motor Co., sponsor of *The FBI*, told the league in a letter that Quinn-Martin Productions, the producer, used the terms only three times this season and does not intend to use them in next fall's productions. The league had protested use of the characterizations.

Promotion

Voice of Democracy laurels

High-school winners of the 24th annual Voice of Democracy contest—originated by the late Robert K. Richards when he was administrative vice president of the National Association of Broadcasters, and now sponsored by the Veterans of Foreign Wars—have been announced as Marcus B. Robertson, Alabama; David H. Ahrendts, Nebraska; Barbara K. Preston, South Dakota; Patricia J. Colberg, North Dakota, and Charles Blum, New Jersey. The first prize, doubled from last year, was \$10,000; the second \$5,000, the third \$3,500, the fourth \$2,500 and the fifth \$1,500. The contest, which requires candidates to write a broadcast script on "Freedom—Our Heritage," drew more than 450,000 high-school entries.

Promotion tips:

New PR firm ■ Nancy Love, formerly vice president, Mike Merrick Co., public relations firm with offices in New York and Los Angeles, has formed Nancy Love Associates Inc., 229 East 79th Street, New York. A West Coast affiliation will be announced within the next few weeks.

Knotts cleans up ■ A nationwide campaign against litter will include 20-second color TV spots that will seek to generate public participation. The drive is being sponsored by the Advance Floor Machine Co., Spring Park, Minn., and will utilize various media to promote its "Let's Keep It Clean" slogan. Spearheading the effort will be comedian Don Knotts who will work with business and civic leaders and local Advance Floor dealers.

Peace Corps ads ■ The Peace Corps has retained advertising agency John F. Small Inc., New York to direct a multi-

media campaign to attract more minority-group volunteers. The corps feels that these volunteers would provide a more representative picture of America to the peoples of the world. New York agency Geer Dubois handles the Peace Corps' national advertising.

"Hobo Kelly" campaign ■ A "Hobo Kelly" marketing campaign, based on the children's program character created by Sally Baker and aired by the three Chris-Craft television stations, is being developed by Fred Rice Productions Inc., Los Angeles. Items like Halloween

Bozo the Clown gives serious message

Care Inc., New York, is using Bozo the Clown in a TV spot designed to get children in this country to help raise funds to build schools and provide educational materials for needy children around the world. The 60-second spot is now being released to all stations for showing this spring and summer.

The film depicts Bozo and a group of children building a school. Bozo accidentally knocks a wall down. He then tells the children that an easier way to build schools around the world for needy children is through Care and Bozo's World Friendship Club.



masks and trick-or-treat bags will be offered for distribution via the television shows while others, such as a planned monthly newsletter and quarterly magazine, will be mailed to members of the "Hobo Kelly Fan Club." The program originates at KCOP-TV Los Angeles and is also seen on Chris-Craft stations KPTV-TV Portland, Ore., and WTCN-TV Minneapolis.

RIAL hits off another campaign ■ Religion in American Life, celebrating its 22nd anniversary, has reported that over \$16.5 million in time and space—the majority coming from radio and TV—was contributed to RIAL in 1970. The Advertising Council has selected Religion in American Life for one of its major advertising campaigns with J. Walter Thompson Co., New York, acting as volunteer agency. This year the campaign will be handled by Bishopric Lieberman Harrison & Fielden Inc., there.

Toward safer tire care ■ Doyle Dane Bernbach Inc., New York, has produced four TV and radio public-service messages for the Tire Industry Safety Council. Two color-TV spots already have been released. One shows how to check for dangerously worn tires and the other is a plea for tire care. Color prints are available free from the Tire Industry Safety Council, Suite 766, National Press Building, Washington 20004.

New PR firm. ■ Ray Brogliatti and Bob Ehrlich have formed a new public relations and publicity firm in Studio City, Calif. The company, BS&E Public Relations, will handle primarily entertainers, producers and directors from the broadcast and motion picture fields. Address is 12712 Moorpark Street, Suite 201, Studio City, Calif. 91604. Telephone: (213) 761-1457.

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Where all that talk about cable may lead

**After FCC seminars, a tilt toward looser regulation—
but arena for real showdown may be on Capitol Hill**

"The evolution of cable TV in this country will no more be affected by the FCC's panel sessions in Washington this week than will the evolution of the ape be affected by the Barnum & Bailey circus in Washington next week." (Comment, two weeks ago, of an experienced observer of regulatory and CATV matters—and presumably of circuses.)

True or false?

For all the assurance reflected in the statement, it is probably false. Regardless of whether the four days of panel sessions, and the five days of oral arguments that droned on after them, caused any fundamental change in the thinking of any commissioner, it seems unlikely that the commissioners could have heard the pleas, demands, criticisms, suggestions, promises of close to 200 spokesmen—for broadcasters, CATV operators, copyright owners, blacks, the academic community—without in some

way feeling an effect.

In any case, the unique proceeding—a kind of oral history of CATV—did serve to sharpen the issues for the commissioners. And for those who had not noticed before, it did serve to mark a watershed in the commission's attitude.

On one side was the attitude that CATV was to be developed as a supplementary service: the emphasis was on protecting free broadcasting. Now, while broadcasting is still to be protected, the tilt is toward an unshackling of CATV, a liberalizing of its use of distantly located television stations.

Distant signals were not the only major issue on which thinking might have been sharpened. Public access to CATV channels and the degree of federal pre-emption of regulatory authority over cable were also much in the discussion.

As for pre-emption, the commission is expected to take over more of the job of regulating CATV, not less, as some state officials would like. How much more remains to be determined, but one commissioner—Robert E. Lee, worried about the fate of UHF in a nation increasingly wired—is talking seriously about licensing CATV as a means of giving the commission the leverage needed to make sure the cables deliver on the promises their spokesmen have made.

No one, however, is suggesting that the commission will take over such nitty-gritty matters as selecting franchises or setting rates.

On the question of access, there is no debate. Everyone agrees that some of the channel capacity provided by the technology of cable should be made available not only to local governments and educational institutions but also to citizen groups and even individuals—and thus give them the public voice they say the present broadcast system denies them. But one of the tough questions to be resolved is whether or to what extent cable operators should exercise control over the use of public channels. A spokesman for the American Civil Liberties Union says any control "opens the door to censorship." But to FCC Chairman Dean Burch, the possibility for libel on uncontrolled CATV channels "boggles the mind."

The change in emphasis on the distant-signals question was indicated by a commission official last week when he said: "The commission is searching for a way out—a way of getting CATV into major markets with distant signals."

"Distant signals," run together conversationally, is something of a dirty word to broadcasters worried about CATV competition. But the official, echoing the remarks of numerous CATV spokesmen at the panel discussions, said CATV needs distant signals as "an economic base."

The panels provided an ideal forum for the presentation of that argument. No longer did the CATV spokesmen, in support of their plea for permission to import distant signals, cite the variety of off-air programing their technology



Panel 1 (left)



Panel 1 (right)

Here and on following pages are photos of all panelists in the Seminar on cable regulation. **Panel 1 (left):** Irving Kahn, Teleprompter; **Panel B.** Comstock, executive vice president, National Association of Broadcasters; McGeorge Bundy, president, Ford Foundation, New York; Ted Ledbetter, president, Urban Communications Group, Washington. **Panel 1 (right):** John W. Macy Jr., president, Corp. for Public Broadcasting; Paul Visser, assistant group executive, Space and Communications Group, Hughes Aircraft; the Rev. Everett C. Parker, director, Office of Communication, United Church of Christ; Albert H. Kramer, executive director, Citizens Communications Center, Washington; Jack Valenti, president, Motion Picture Association of America.

Play our fantastic new game and watch your pulse go up.

(Not to mention your arb.)

You might think the last thing the radio game needs is a new game.

Except we've got one that's really new. Really different. One that's a proven, tested success.

A New Word Game. It's called Phonegrams.

This is one commercial idea that is not a test, because we've already done that—on station WBCN, Battle Creek, Michigan.

Results? Overwhelming.

Like some 2100 six-and-seven-letter-word winners in the first two months of the game. (And even when they made the game tougher, and only accepted seven-letter-word winners, they got up to 20 winners a week!)

With participation like that, you know your pulse is going to quicken.

It's a lot more, too. Like inexpensive. And exclusive with your station.

Use the sample game sheet at the right and have some fun. See if you can make a 6 or 7 letter word out of Spiro Agnew using your own phone number. Your office number. Your secretary's number. The number of the bar across the street.

To tell you all about it during the N.A.B. Convention, we've set up a room. A game room, to be exact. In suites 2335-36A at the Conrad Hilton.

So find a few minutes sometime during the convention, come up and play the game with our Phonegrams girls. You could win a special prize.

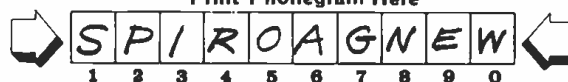
The very least you'll come out with is a way to get new listeners. And new advertisers.

And in this business, that's the name of the game.

Nu Word Game, Inc.
123 W. Brown Street Birmingham, Mich.



GAME SHEET Print Phonegram Here



Your phone number here.

--	--	--	--	--	--	--	--	--	--

Phonegram corresponding letters here.

--	--	--	--	--	--	--	--	--	--

Your new longest word here.

--	--	--	--	--	--	--	--	--	--

How To Play Phonegrams:

A. Print the letters of daily PHONEGRAM in first row of spaces at top. (PHONEGRAMS are 10 letters long, numbered as shown.)

B. Insert your listed personal phone number, 7 numbers only—no area code, in the second row of spaces.

C. In the third row of spaces, print the letters of the PHONEGRAM that correspond to each of the numbers of your telephone number.

D. Now—with these 7 letters, construct a 7 letter word, listed plurals only, and you are a winner! Print entry in last row of spaces.

E. Print your name, address and phone number. Mail game sheet to Radio Station on reverse side. One entry per listed phone number per day. In case of ties, where jackpots, or special prizes are given, the numerical value of the words, as verified with Webster's New World Dictionary of the English Language, or words plus phone numbers, will determine the winning entries.

Name _____

Address _____
STREET CITY STATE ZIP

Listed Phone No. _____ Date _____ Day _____



Panel 2 (left)



Panel 2 (right)



Panel 3

Panel 2 (left): Leonard M. Ross, teaching fellow, Harvard Law School; John E. McCoy, vice president, Storer Broadcasting Co.; Alfred R. Stern, chairman, Television Communications Corp., New York. **Panel 2 (right):** Bruce Merrill, president, Ameco, Phoenix; George W. Bartlett, vice president for engineering, National Association of Broadcasters; David M. Baltimore, vice president and general manager, WBRE-TV Wilkes-Barre, Pa. **Panel 3:** Donald I. Baker, deputy director of policy planning, Department of Justice; Jack Harris, KPRC-TV Houston, president, Association of Maximum Service Telecasters; Monroe Rifkin, president, American TV and Communications Corp., Denver; Michael S. Horne, attorney, Washington; Barry Zorthian, president, Time-Life Broadcast, New York; Leland L. Johnson, manager, communications policy program, Rand Corp., Santa Monica, Calif., and William L. Putnam, president WWLP(TV) Springfield, Mass.

makes possible. (After all, how many situation comedies can a system import before its claim to providing diversity wears thin?)

Now, distant signals are only the "economic base" needed to provide the other services that cable promoters say their technology makes possible—program origination, two-way communications, newspapers delivered in the home, banking and shopping from the home, access to computers, not to mention the channels that would give minority groups the public voice they say they are now denied.

Another reason for the change is that the commission is headed by a man who is receptive to the kind of arguments the CATV operators are making. Dean Burch seems to have

a physical aversion to lack of motion on matters of commission responsibility. And the question of CATV development has been in suspended animation since December 1968, when the commission, in proposing the CATV-rules overhaul now under study, put a stop to consideration of requests for distant-signal importation.

True, some small-market broadcasters, such as Dale G. Moore, of KGVO-TV Missoula, Mont.; some in larger markets, a Bruce Habenstrauss of KGGM-TV Albuquerque, N.M., for example; and some UHF broadcasters, such as David Baltimore, of WBRE-TV Wilkes-Barre-Scranton, Pa., and William Putnam, of WWLP(TV) Springfield, Mass., cite figures to show that audiences are cut to bits when cables move in. But major

broadcast interests have somewhat eased their stand on signal importation.

Following policies adopted in recent months, representatives of the National Association of Broadcasters and the Association of Maximum Service Telecasters suggested that the FCC permit cables to import as many distant signals as would be needed to provide three-network service, one independent and one noncommercial.

And J. Leonard Reisch, president of Cox Broadcasting Corp. and its CATV associate, Cox Cable Communications of Atlanta, appeared to lean toward cable in the regulatory plan he offered. After providing for channels for all network programming, a minimum of one educational and one independent outlet and for program origination, and after reserving two or four channels (depending on the size of the market involved), for public access, his plan would permit the CATV operators "to carry additional independent signals according to channel capacity."

No one expects the commission to abandon broadcasting to a wholly unprotected fate. Chairman Burch, for all his interest in getting cable started, commented during the panel discussions on what he said was the anomaly of FCC rules that shield major-market stations against CATV incursions but not small-market stations which can least afford a fragmentation of audience. (The commission's rationale has always been that it is only in the larger markets that UHF stations have a chance.

So what kind of a decision is to emerge? "The decision," said one highly placed FCC official, "will be political, not logical. It will be political in the highest sense of the word—there will be compromises to accommodate the contending factions." A "logical decision"—which the official defined as one that would permit unhampered development of CATV—would, he said, probably result in the kind of "dismantling" of broadcasting that the commission is not about to oversee.

But if the panel sessions indicated that there is a feeling of urgency (if that is not too strong a word) on the part of the commission to free up CATV, they indicated also that the elaborate ploys the commission had proposed for accomplishing that goal, while protecting local television, would not do. The retransmission consent rule—proposed in December 1968 and aimed at forcing CATV systems to compete for programming by requiring them to obtain consent from the distant stations whose programs they intended to import—received little if any support. The same was true of the commercial-substitution rule, suggested in June 1969 as an alternative. That rule would require CATV systems to delete com-

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TOMORROW'S SUCCESSFUL TELEVISION VIEWING.
BMI HAS A LOT TO LOOK FORWARD TO,
AND SO DO YOUR AUDIENCES.



All the worlds of music for all of today's audiences. Broadcast Music, Inc.

mercials from distant signals and make the time available for commercials sold by local UHF's.

The commission may be heading toward a simpler, if tougher solution. There is talk among commission officials of dropping Footnote 69, under which signals from overlapping markets are treated as distant signals. However, in top markets, at least—say, the first 15—CATV systems would be prohibited from importing truly distant signals (those beyond the originating station's grade B contour). As one official put it, "With signals from overlapping markets, CATV systems wouldn't need distant signals."

Cable systems would probably disagree with that; but they would have the remark of Irving Kahn, of Teleprompter Corp., to contend with. Mr. Kahn, who was one of CATV industry's most effusive spokesmen at the panel sessions, said, in one of his more expansive moments, that he would need no distant signals in the top markets; that he could do very well with program origination, improving local signals and providing all the other services of which CATV is capable.

In the smaller markets, according to those officials who are talking of dropping Footnote 69 for the bigs, some importation would probably be allowed—perhaps up to four independents and as many more stations as needed to provide full network service. It seems unlikely, however, that the commission would not provide some form of exclusivity protection for nonnetwork programs in all markets (network programs are already protected through the nonduplication rule).

Indeed, the commission was urged at one point during the panels to use exclusivity as a means of permitting CATV systems to compete with stations for programing. Leonard Ross, a teaching fellow at Harvard Law School, said the "most rational" solution to the problem of distant signals would be to set up a system under which CATV systems could bid for material on the basis of their audience size. The commission is considering a proposed rule to limit the exclusivity now given stations, both in terms of area as well as time, in order to make material more readily available to UHF stations and CATV systems (BROADCASTING, Jan. 18).

The vital question of a copyright itself—whether and to what degree CATV systems should be required to pay for use of the distant programing they use—is a matter for Congress. Action on an over-all copyright bill has been stalled in Congress since 1968, principally because of controversy over provisions dealing with CATV. But commission officials believe that once



Panel 4



Panel 5



Panel 6 (left)

Panel 4: Richard D. Dudley, president, Forward Communications Corp., Wausau, Wis.; George J. Barco, president, Meadville Master Antenna, Meadville, Pa.; Dale G. Moore, president, Dale Moore Stations, Missoula, Mont.; Bill Fox, vice president, Coronado Cablevision, Coronado, Calif.; Nat Allen, president, National TV Translator Association, Roundup, Mont.; Bruce A. Hebenstreit, president, KGGM-TV Albuquerque, N. M., and Benjamin J. Conroy Jr., vice president, Gencoe Inc., Austin, Tex. **Panel 5:** Stuart Sucherman, Office of Public Broadcasting, Ford Foundation; Edward P. Curtis Jr., chairman of board of trustees, Rochester (N.Y.) Area Educational Television Association; William G. Harley, president, National Association of Educational Broadcasters; Theodora Sklover, New York State Council of the Arts; Frederick Rebman, executive vice president, Community Television, Jacksonville, Fla.; William W. Wright, national coordinator, Black Efforts for Soul in Television, Washington; Donald V. Taverner, president, National Cable Television Association, and James Day, president, Educational Broadcasting Corp., New York. **Panel 6 (left):** William K. Jones, member, New York State Public Service Commission; Stephen R. Barnett, professor, school of Law, University of California, Berkeley; Brice Rhyne, associate general counsel, National Institute of Municipal Law Officers, Washington, and Paul Rodgers, general counsel, National Association of Regulatory Utility Commissioners, Washington.

the commission reaches a decision on distant signals, Congress would be obliged to move past any remaining obstacles thrown up by dissatisfied CATV operators or copyright owners, and act.

(Spokesmen for two major music-licensing organizations, Broadcast Music Inc. and the American Society of Composers, Authors and Publishers, told the commission additional regulation is not needed in their area: what they want, Herman Finkelstein, of ASCAP, and Edward M. Cramer, of BMI, said in separate appearances, is the opportunity

to negotiate with CATV systems for the use of their members' music—and to submit differences to binding arbitration. (ASCAP and BMI deal with television and radio that way.)

When the commission itself will finally act cannot even be guessed at, particularly in view of route Chairman Burch intends to follow. He is anxious for the commission to develop a position on the issues soon—April, if possible. ("I don't think there's going to be much more rhetoric in the commission," he said last week. "We're going to have to vote on it.") That would put



Panel 6 (right)



Panel 7



Panel 8

Panel 6 (right): William Malone, attorney, GTE Telephone Operating Co.'s, Washington; Kenneth A. Cox, former FCC commissioner, vice president, Microwave Communications of America, Washington; Allan Novak, chairman, Development Technologies, Washington; Earle K. Moore, National Citizens Committee for Broadcasting, Washington; Thomas Atkins, councilman, city of Boston, and Amos B. Hostetter Jr., chief executive officer, Continental Cablevision, Boston. **Panel 7:** Louis Nizer, attorney, New York; Douglas Anello, attorney, Washington; Barbara Ringer, assistant register of copyrights, Washington; David Horowitz, vice president, Columbia Pictures Industries, New York; Bruce E. Lovett, vice president, American TV and Communications Corp., Washington; Ernest W. Jennes, attorney, Washington; Frederick W. Ford, former FCC chairman, attorney, Washington; James E. Denning, MCA, Universal City, Calif., and Herman Finkelstein, counsel, American Society of Composers, Authors and Publishers. **Panel 8:** John B. Summers, general counsel, National Association of Broadcasters; Irwin Karp, American Civil Liberties Union, New York; Charlton Heston, president, Screen Actors Guild; Leonard Stevens, vice president, U.S. Communications Corp., Philadelphia; Weldon W. Case, president, Mid-Continent Telephone Corp., Hudson, Ohio; J. Leonard Reinsch, president, Cox Broadcasting Corp., chairman, Cox Cable Communications, Atlanta; Ossie Davis, president, Equal Opportunities Committee, Academy of Radio and Television Artists; Richard Block, vice president and general manager, Kaiser Broadcasting Corp., Oakland, Calif.; Roberto Rossellini, motion-picture director, and Paul L. Klein, president, Computer Television Inc., New York.

the FCC staff under forced draft to come up with alternative suggestions for the various problems under review.

But, once a "majority decision" or a "tentative decision" has been reached, the commission will present it to the Senate and House Commerce and Judiciary committees. Senator John O. Pastore (D-R.I.), chairman of the Senate Commerce Committee's Communications Subcommittee, has made it clear

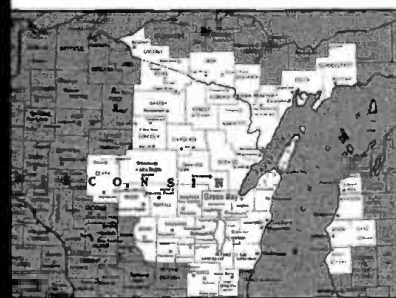
he feels his subcommittee should have an opportunity to make its input before the commission acts: he does not want to be faced with a "fait accompli" (BROADCASTING, March 1).

The commission, then, would be obliged to check in with the House Commerce Committee. And, in view of the importance of meshing its actions with congressional plans for copyright legislation—its failure to do so in

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The Wonder Market **WBAY** **TV 2**
Green Bay

the past, Barbara Ringer, assistant registrar of copyrights, said at one panel session, has been a factor in Congress's inability to act in copyright legislation—it would check with the Senate and House Judiciary Committees, which have jurisdiction in that area.

Chairman Burch may not have too

much choice in selecting that route, given Senator Pastore's remarks and the admonition of Miss Ringer. But he is likely to be urged by his staff to take a bolder action: to present the commission's position in a manner that would permit the commission to take "guidance" from the committees but not to

allow any one of them a veto.

"If any of the committees can veto the commission's action," a commission official said, "how do you get anything done?"

(This "Perspective on the News" was written by Leonard Zeidenberg, senior editor, Washington.)

SpecialReport

A break in the clouds over Chicago

Whether it's a lull in the storm or a change for the better, there's reason for some optimism as NAB's 49th gets under way

Last year, broadcasters streaming into Chicago for the annual convention of the National Association of Broadcasters came with foreboding. Cigarette advertising was due to be stricken from the air. The FCC had proposed stringent restrictions on station ownership. The Supreme Court had legitimized the commission's power over programing. The FCC had moved to cut back network programing in prime time. And Vice President Agnew had mounted the first of a series of attacks on the TV networks and their presentation of national news.

This year, as broadcasters move into Chicago for their 49th annual meeting, the problems are still there but the vibrations seem somehow less ominous. Cigarette advertising indeed has disappeared from the air, but other money is moving into the void. The one-to-a-customer FCC proceeding is still under way but the first widespread applica-

tion of its proposals has been modified. Thirty minutes have been lopped off network prime time, but networks and stations seem finally to be adjusting. The commission still seems moving toward stronger controls on programing, but the action has not yet advanced beyond proposals.

Among the problems which still remain is one which is gaining in intensity: the attack by government officials on the broadcast news media, spearheaded by Vice President Agnew (see page 35). That same Nixon administration, however, is simultaneously responsible for shifting the prevailing mood of broadcasters by letting it be known that the President is considering significant changes in telecommunications policy (BROADCASTING, March 22).

The President is said to have expressed concern that over-the-air broadcasting might be affected adversely by the untrammelled growth of CATV. He

is reportedly in favor of the total repeal of Section 315 of the Communications Act. And he is said to be leaning toward the idea of a single, or at most a few, multipurpose domestic-satellite systems instead of leaving the field—or the sky—wide open.

Such prospects have indubitably buoyed broadcasters; only a week before many believed that the only good words they might expect in Chicago would be from the clergy at lunch. Even the economy seems to be cooperating. A strong surge in both network and spot TV buying has been conspicuous in the weeks before Chicago (BROADCASTING, March 15, 22).

There are, however, still clouds darkening broadcasters' vistas. The FCC has under way a clutch of proceedings, studies and investigations that make broadcasters jumpy. The latest is the proposal that would require broadcasters to meet percentages of news and public affairs programing in order to be considered offering "substantial" performance to their communities.

As part of that proposal, the commission has suggested that broadcasters be required to make announcements on the air every eight days to invite the public to examine their files. This is seen by many broadcasters as a requirement which would result in an open invitation for large numbers of complaints from disgruntled viewers and listeners in the community being served by the broadcaster.

Also on the program-regulation side is the whole spectrum of children's programs, especially on TV. Boston-based Action for Children's TV (ACT) wants the FCC to ban commercials from children's programs, and to require broadcasters to provide 14 hours weekly of adless kid's fare. To the consternation of broadcasters—who anticipated that

Then there were nine: TV board hopefuls

A ninth candidate for election to the TV board of directors of the National Association of Broadcasters announced himself last week. He is Leonard J. Patricelli, president of WRIC-TV Hartford, Conn. Mr. Patricelli was the unsuccessful candidate for election to the radio board last month when he lost to Frank A. Balch, WJOY(AM) Burlington, Vt., who was re-elected as district 1 director.

The other eight TV board candidates (two are campaigning for re-election) are Robert F. Bennett, WNEW-TV New York; William Grant, KOAA-TV Colorado Springs; Earl W. Hickerson, WCEE-TV Rockford, Ill.; Peter Storer, Storer Broadcasting Co., Miami; Mort Wat-

ters, Scripps-Howard Broadcasting Co., Cleveland; Fred Weber, Rust Craft Broadcasting Co., New York; Wilson Wearn, WFBC-TV Greenville, S.C., and Robert F. Wright, WTKV-TV Meridian, Miss. Messrs. Grant and Storer are incumbents, seeking re-election.

Going off the board and not eligible for re-election are Norman Bagwell, WKY-TV Oklahoma City; Eldon Campbell, WFBM-TV Indianapolis; Harold Essex, WSJS-TV Winston-Salem, N.C., and Hamilton Shea, Gilmore Broadcasting Co., Harrisonburg, Va.

Nominations for election to the six vacancies on the TV board takes place Monday afternoon (March 29) at the NAB convention in Chicago. Ballot boxes for voting will be available from 3 to 5 p.m. and on Tuesday (March 30), from 9 a.m. to 5 p.m.

such a proposal would be buried in one of those crannies to which an earlier FCC might have consigned it—the commission took ACT seriously and issued a formal rulemaking.

Still alive is the commission's one-to-a-market proposal that looks to the possible divestiture of TV and radio ownership, and of newspaper and TV-radio ownership in the same market. Early in March, however, an easing of the existing one-to-a-customer rule occurred when the FCC announced it would not forbid acquisitions leading to common ownership of AM and FM stations in the same community.

Allied with this proceeding is the commission's initiation of a study of conglomerate ownership of broadcast facilities that began with an extensive questionnaire to the parent companies of some of the bluest of blue-ribbon licensees, including—among others—Avco, Capital Cities, Corinthian, Metro-media, Storer, Time, Westinghouse, GE and Rust Craft.

And, filling the broadcasters' cup of bitter tea to the rim was the commission's recent reminder that they, solely and completely, are responsible for what goes out to the air from their transmitters—and warning that they will be held strictly to account for music lyrics that espouse illegal drugs. Another burden, broadcasters feel, and one that may well be almost impossible to put into practice in view of the cryptographic language used by today's youth.

Among internal association affairs, broadcasters will be watching moves to bolster activities of the TV code. This evaluation has been undertaken by the NAB's TV code review board and was the subject of an all-day meeting in New York last month. The recommendations, reportedly suggesting more money for TV code activities, are due to be submitted to the parent body at a meeting this week in Chicago.

Not the least of the myriad internal concerns of broadcasters will be the recent restructuring of the organization itself. NAB added three executive vice presidents to its higher echelons recently in an effort to revitalize its operations.

All this plus such other matters as the future of the Emergency Broadcasting System, domestic satellite communications, minority hiring and programming, non-commercial, educational broadcasting—and on and on. The agenda is on page 89. The action will be all over town.

A full staff of 14 members from BROADCASTING Publications will be on the convention scene to cover the convention. Headquarters will be in suite 706A of the Conrad Hilton.

Also in Chicago:

Following are companies at the NAB convention that were not available for inclusion in the listing in BROADCASTING March 22.

Equipment manufacturers:

Numbers are in Conrad Hilton exhibit halls:

Canon USA Inc.

305

Headquarters: 64-10 Queens Blvd., Woodside, N.Y. 11377

Featured will be zoom lenses, P10X20, 20:200 mm, f 2.2 lens.

Personnel: H. Odagawa, M. Momosawa, D. Turchen and S. Takikawa.

GT&E-Sylvania

416

Headquarters: Danvers, Mass.

Shown will be tungsten halogen lamps for studio, theater and television lighting.

Personnel: Jim Davis, Jim O'Keefe, George Butterfield, Bob Tortorello, Vern Brooks, John Bahnak and Bob Buchanan.

Low Power Broadcast Co.

410

Headquarters: 520 Lincoln Highway, Frazer, Pa. 19355.

Featured will be studio equipment, including consoles, compressors and distribution amplifiers; low power AM broadcast transmitters, especially with coupling devices for carrier current use.

Personnel: Theodore E. Davey, Richard Crompton and John Gafford.

Minolta Corp.

126

Headquarters: 200 Park Ave., South, New York 10003.

On display will be three-color temperature meters, new professional audio meter, degree spot, 100 foot lamberts spot meter, TV color analyzer, movie camera with 10:1 ratio.

Personnel: J. Johnny, N. Ono and T. Cato.

North American Philips Corp.

336

Headquarters: 100 E. 42d St., New York 10017

To be shown will be studio condenser microphones, transistorized condenser microphones, cardioid dynamic microphones, omni-directional dynamic microphones, special purpose dynamic microphones, dynamic stereo microphones, headphone/microphone combination boom sets, accessories.

Personnel: Andrew Brakhan, George Barnes, Bob Miller, Eric Synek, Bernard Weingartner, Ted Pappas, Loren Green and Chet Mylen.

(Note: Philips broadcast equipment both number is 327).

Pentagon Industries Inc.

407

Headquarters: 7201 South Western Ave., Chicago 60636

On display will be high-speed audio cassette duplicators and open-reel duplicating systems.

Personnel: William Brin, John Kozin and C. Abernathy.

Storeel Corp.

409

Headquarters: P.O. Box 80523, Atlanta 30341.

To be shown will be space-saving storage systems for the television industry.

Personnel: Joe Schaeffer, Ruth Schaeffer and Frank Galvin.

Visual Electronics Corp.

301-2

Headquarters: 356 W. 40th St., New York 10018

To be shown will be video switching equipment, Plumbicon color camera, Data-Vision titling equipment, audio production console, Radid-Q audio cartridge units and TV intercom AM/FM transmitters.

Personnel: J. B. Tharpe, C. E. Spicer, F. L. Radford, E. Clammer, F. Bonvouloir, S. Eckhoff, N. Farr, J. Burge, R. Debry, P. Magg, L. Morreale, T. D. Thompson and A. W. Greeson.

Others:

Avco Broadcasting (Syndication Division)

2235

Headquarters: 4590 Avco Dr., Dayton, Ohio 45401

Programs available: *Phil Donahue* (260) plus following single documentaries—*Death Driver*, *The Last Prom*, *The Drug Test*, *All the Fun is Getting There*, *Two Wheels to Eternity*.

Personnel: Don Dahlman, Bill Rhodes.

Century Broadcast Communications Inc.

Continental Plaza, suite unassigned

Community Club Awards Inc.

Pick Congress, suite 500

Personnel: John C. Gilmore, Bess Gilmore, Phil Peterson, Paul Cowley,



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This week in Chicago

Unless otherwise noted, the events on this agenda take place in the Conrad Hilton hotel. Full list of exhibitors can be

found in BROADCASTING, March 22; additional listings on page 87.

Monday, March 29

All Channel Television Society meeting, 7 to 10 a.m., Bel Air room.

TelCom Associates Inc. annual membership breakfast, 8:30 a.m., Crystal Ballroom, Sheraton Blackstone.

Early-bird workshops, 8:30-10 a.m.

Minority Renewal Challenges—What to Expect: Williford B Room. *Moderator:* John Summers, general counsel, NAB. *Panel:* Edgar W. Holtz, Hogan & Hartson, Washington; Arnette Hubbard, Lawyers Committee for Civil Rights Under Law; Domingo Nick Reyes, National Mexican American Anti-Defamation Committee, Washington; Elbert Sampson, Community Film Workshop Council, New York.

New Technical Developments for TV News Coverage: Williford A Room.

Moderator: James McCulla, president, Radio Television News Directors Association, ABC, Los Angeles. *Panel:* Jack Eddy, KOMO-TV Seattle; Charles F. Harrison, WGN-TV Chicago; James Kitchell, NBC, New York.

Station Problems as Seen by the Commission Staff: Waldorf Room.

Moderator: Louise O. Knight, NAB counsel. *Panel:* Robert V. Cahill, administrative assistant to the chairman, FCC; Harold L. Kassens, chief, rules and standards division, FCC; Robert Rawson, deputy chief, Broadcast Bureau, FCC; William B. Ray, chief, complaints and compliance division, FCC.

Broadcast Station Security: Lower Summit.

Moderator: Spencer Denison, NAB regional manager. *Panel:* Robert E. Lee, FCC commissioner; Otto Claus, chief engineer, WBAL-TV Baltimore; Michael Spiotto, chief, criminal investigation division, Chicago Police Department. **General assembly** (management and engineering conference) 10:30-noon: Grand Ballroom. *Music:* WGN Orchestra, Robert Trender, director. *Presiding:* A. Louis Read, WDSU-TV New Orleans, convention co-chairman. *Invocation:* the Rev. Kenneth Hildebrand, minister of the Central Church of Chicago. *Presentation of Colors:* Marine Corps color guard. *The National Anthem:* Elizabeth Fischer. *Introduction:* Willard E. Walbridge, Capital Cities Broadcasting Corp., Houston, chairman, NAB board of directors.

Remarks: Captain Alan B. Shepard, Jr., USN Apollo 14 commander.

Address: Vincent T. Wasilewski, president, NAB.

Presentation of NAB Distinguished Service Award to: Neville Miller. *Remarks:* Mr. Miller.

Management luncheon 12:30 to 2:30 p.m., International

Ballroom. *Presiding:* Andrew Ockershausen, Evening Star Broadcasting Co., Washington, convention co-chairman. *Invocation:* Father John S. Banahan, radio-television department, Archdiocese of Chicago; *Introduction:* A. Louis Read, WDSU-TV New Orleans, convention co-chairman. *Address:* the Rev. Theodore M. Hesburgh, president, University of Notre Dame.

Engineering luncheon 12:30 to 2 p.m., Williford Room. *Presiding:* Ralph F. Batt, WGN Continental Broadcasting Co., Chicago, Ill. *Invocation:* Rabbi Carl I. Miller, the Broadcasting Commission, Chicago Board of Rabbis. *Address:* Dr. Peter Goldmark, president, CBS Laboratories, Stamford, Conn.

Television assembly 2:30 to 3:15 p.m., Grand Ballroom. *Presiding:* Hamilton Shea, Gilmore Broadcasting Group, Harrisonburg, Va., chairman, TV board. *Report of All-Industry TV Stations Music Licensing Committee:* Robert H. Smith, WCVB-TV Bristol, Va., chairman. *Nominations for New TV board members* (ballot boxes will be available at designated location until 5:00 p.m.).

All Industry Radio Music Licensing Committee meeting, 2:30 to 4 p.m., parlor 512.

Joint radio-television assembly 3:15 to 5 p.m. Grand Ballroom. *Presiding:* Willard E. Walbridge, Capital Cities Broadcasting Corp., Houston, chairman, NAB board of directors. *Speakers:* Clifford Alexander, Arnold & Porter, Washington; George Romney, secretary of housing and urban development; John W. Macy, president, Corp. for Public Broadcasting.

Harvard business seminar-smoker, 5 p.m., Bel Air room.

Atwood Richards Telescreen Inc.-reception, 6 p.m., Williford room.

Tuesday, March 30

Early-bird workshops, 7:45 to 9:15 a.m. Williford B Room.

Minority Renewal Challenges—What to Expect. Moderator: John Summers, general counsel, NAB. *Panel:* Edgar W. Holtz, Hogan & Hartson, Washington; Arnette Hubbard, Lawyers Committee for Civil Rights Under Law, Chicago; Domingo Nick Reyes, National Mexican American Anti-Defamation Committee, Washington; Elbert Sampson, Community Film Workshop Council, New York.

New Technical Developments for TV News Coverage. Williford A Room. *Moderator:* James McCulla, president, RTNDA, ABC, Los Angeles. *Panel:* Jack Eddy, KOMO-TV Seattle; Charles F. Harrison, WGN-TV Chicago; James Kitchell, NBC, New York.

How To Save Money on Remote Broadcasts. Boulevard Room. Joseph M. Lullo, operations supervisor, American Telephone & Telegraph Co., New York.

How To Improve the Effectiveness of Radio News. Beverly Room. *Moderator:* Chet Caselman, president-elect, RTNDA, KSFO(AM) San Francisco. *Panel:* Richard Petrik, KOEL(AM) Oelwein, Iowa; Gerald B. Trapp, Associated Press, New York.

What Broadcasters Need To Know About Wage-Hour Compliance. Upper Summit. Jerald J. Mitchell, regional administrator, Workplace Standards Division, U.S. Department of Labor.

AMST membership meeting, 8:30 a.m. to 12:30 p.m., Waldorf room.

Radio management conference 9:30 a.m. to 12:00 noon, Grand Ballroom. *Presiding:* Richard W. Chapin, Stuart Broadcasting Co., Lincoln, Neb., chairman, NAB radio board.

Meet Your New NAB Directors.

Radio: "As We See It". *Moderator:* Jules Fine, senior vice president, director of marketing services, Ogilvy & Mather Inc., New York. *Panelists:* John Cole, associate media director, Needham, Harper & Steers Inc., Chicago; Daniel Borg, vice president and media director, Ketchum, MacLeod & Grove Inc., New York; Ed Papazian, vice president and director of media, BBDO, New York; George Simko, senior vice president and director of media management, Benton & Bowles, New York.

A New Radio-Code Service, Ray Johnson, KMED(AM) Medford, Ore., chairman, radio code board.

"The 51st Year," James L. Hayes, president and chief executive officer, American Management Association, New York.

Radio Advertising Bureau Presentation, Miles David, president, RAB; Robert H. Alter, executive vice president; Carleton F. Loucks, vice president and director of regional sales.

Secondary Market TV Committee presentation 9:30 a.m. to 12 noon, Boulevard Room. *Presiding:* Dale G. Moore, KGVO-TV Missoula, Mont., committee chairman. *Committee Members:* *The Function of Congressional Offices,* William Patton, KATC-TV Lafayette, La., interviewing James E. Guirard Jr., administrative assistant to Senator Allen J. Ellender (D-La.); *The FCC at Your Service,* J. Allen Jensen, KID-TV Idaho Falls, Idaho, interviewing Robert J. Rawson and William B. Ray, FCC; *Economical Equipment for Improving Operations,* Joseph Bonansinga, WGEM-TV Quincy, Ill.; *The Methodology of Audience Measurements,* Dale G. Moore; *Acquiring New Commercial Accounts,* William F. Turner, KCAU-TV Sioux City, Iowa, interviewing Jacob Evans, Television Bureau of Advertising; *CATV,* panel discussion by all committee members.

Management luncheon 12:30 to 2:30 p.m., International Ballroom. *Presiding:* A. Louis Read, WDSU-TV New Orleans, convention co-chairman; *Invocation:* Rabbi David Graubert, presiding rabbi of the Chicago Rabbinical Assembly; *Introduction:* Andrew Ockershausen, Evening Star Broadcasting Co., Washington, convention co-chairman; *Address:* Al Capp. *Remarks:* Herbert G. Klein, director of communications for White House.

Annual business meeting.

NAB nominating committee for joint chairman, 2 p.m., suite 2406A.

NAB radio redistricting committee, 3:15 p.m., dining room 9.

NAB executive committee, 3:15 p.m., suite 2406A.

Young & Rubicam open house, 2 p.m., Tower suite, 3903-4 Sheraton Chicago.

AMST board of directors meeting, 2:30 to 4 p.m., Bel Air room.

Election of All Industry Television Stations Music Licensing

Committee, 2:30 to 2:45 p.m., International Ballroom.
Broadcast Pioneers reception and dinner, 6:30 p.m., Crystal Ballroom, Sheraton Blackstone.

Wednesday, March 31

Early-bird workshops, 7:45 to 9:15 a.m. *Station Problems As Seen by the Commission Staff,* Waldorf Room. *Moderator:* Louise O. Knight, NAB counsel. *Panel:* Robert V. Cahill, administrative assistant to the chairman, FCC; Harold L. Kassens, chief, rules and standards division, FCC; Robert Rawson, deputy chief, Broadcast Bureau, FCC; William B. Ray, chief, complaints and compliance division, FCC.

Broadcast Station Security, Lower Summit. *Moderator:* Spencer Denison, NAB regional manager. *Panel:* Robert E. Lee, FCC commissioner; Otto Claus, chief engineer, WBAL-TV Baltimore; representative of the Chicago Police Department.

How To Improve the Effectiveness of Radio News, Beverly Room. *Moderator:* Chat Caselman, president-elect, RTNDA, KSFO(AM) San Francisco. *Panel:* Richard Petrik, KOEL(AM) Oelwein, Iowa; Gerald B. Trapp, Associated Press, New York. *What Broadcasters Need To Know About Wage-Hour Compliance,* Upper Summit. Jerald J. Mitchell, regional administrator, Workplace Standards Division, U.S. Department of Labor.

Television conference, 9:30 a.m. to noon, Grand Ballroom. *Presiding:* A. Louis Read, WDSU-TV New Orleans, vice chairman, TV board. *Announcement and Introduction of Newly Elected TV Board of Directors:* *The National Academy of Television Arts and Sciences presents The Station Award and The Special Citation. The Public's Vote on TV, a Report from Roper,* Roy Danish, director, TIO. *A New Code Service,* Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairman, TV code review board. *Program Conference '71,* *Moderator:* Jules Power, Jules Power Productions Inc., New York. *Panelists:* Donald H. McGannon, president and chairman of the board, Westinghouse Broadcasting Co., New York; Don Durgin, president, NBC-TV, New York; John Comas, president-elect, National Association of Television Program Executives, vice president, programing, WSJS-TV Winston-Salem, N.C.; Kenneth A. Cox, Haley, Bader & Potts, Washington; Richard Pinkham, senior vice president, Ted Bates & Co., Inc., New York; Herb Jacobs, chairman, TelCom Inc., New York.

Small market radio session, 9:30 to noon, Williford Room. *Presiding:* Andrew M. Ockershausen, Evening Star Broadcasting Co., Washington, vice chairman, NAB radio board. *Moderator:* Clint Formby, KPAN(AM) Hereford, Tex., member, NAB radio board and chairman, small market radio committee. *Be a Better Manager,* Norton E. Warner, KIMB(AM) Kimball, Neb. *Small Market Political Action,* George Crouchet Jr., KPFL(AM) Lafayette, La. *Building Radio With Radio,* Walter L. Rubens, KOBE(AM) Las Cruces, N.M. *CATV and Radio,* Ross E. Case, KWAT(AM) Watertown, S.D. *Programming News for Profit,* Dean Miller, WMVR(AM) Sidney, Ohio. *A Case History,* Robert T. Olson, WMPL(AM) Hancock, Mich. *The FCC At Your Service,* J. R. Livesay, WLBH(AM) Mattoon, Ill. *FCC panelists:* Commissioner Robert Wells; Richard E. Wiley, general counsel; Robert J. Rawson, deputy chief, Broadcast Bureau; Harold K. Kassens, chief, rules and standards division; William B. Ray, chief, complaints and compliance division.

Joint management and engineering luncheon, 12:30 to 2:30 p.m., International Ballroom. *Presiding:* Andrew Ockershausen, Evening Star Broadcasting Co., Washington, convention co-chairman. *Invocation:* the Rev. D. Williams McClurken, director of broadcasting, Broadcasting and Film Commission of the National Council of the Churches of Christ. *Introduction:* Vincent T. Wasilewski, president, NAB. *Address:* Dean Burch, chairman, FCC.

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Newspaper-broadcast combinations decline

NAB-sponsored study, prepared for FCC, finds decrease

Fear that newspaper ownership of broadcast stations is increasing is in error, according to a special study ordered by the National Association of Broadcasters and filed with the FCC last week.

Not only has there been no increase in the rate of crossownership in the top 100 markets since 1960, the study says, but such relationship has decreased sharply. Less than 7% of all broadcast stations in the top 100 markets are found to be owned or controlled by a daily newspaper in the same market; in fact, the study says newspaper publishers make up less than 5% of all broadcast station owners in those markets.

The investigation covered newspapers and broadcast stations from 1922 to

1967, using standard metropolitan statistical areas which were last revised four years ago, performed by Dr. Christopher H. Sterling of Temple University, Philadelphia, under contract to the NAB. His report was filed as part of the commission's one-to-a-market rulemaking that originally proposed to bar any individual or company from owning more than one broadcast facility in the same area. This has since been modified to permit AM-FM cross ownership in the same market (BROADCASTING, March 8). Other suggestions in the proceeding were to ban future newspaper-broadcast crossownership and to require divestiture in such existing situations in five years.

The Sterling study was the third filed by the NAB in the ownership proceeding. Earlier this year, NAB filed a study by Washington economist Martin Seiden that showed an abundance of "voices" coming into TV markets from all types of media (BROADCASTING, Feb. 1). Early this month, NAB filed its second study, one by RMC Inc., Bethesda, Md., that found that joint ownership of newspapers and TV plays little part in setting advertising rates for either medium (BROADCASTING, March 15).

Among other findings by Dr. Sterling:

- Ownership of single broadcast stations (AM only, FM only or TV only) has grown since 1950, while the proportion of commonly owned multiple stations has decreased. Single-station growth has been particularly pronounced in the top 10 and the top 25 markets.

- Concentration in broadcasting rose to its peak in 1950 when 28% of stations in the top 100 markets were commonly owned. This slipped to 27% in 1960 and remained there in 1967. Counting daily newspapers in this computation, the same trend is apparent; a peak of 32% of newspaper-broadcast ownership in 1950, down to 30% in 1960 and the same in 1967.

- Group or conglomerate control of broadcast stations hit a peak of 39% in the top 100 markets in 1940, sank in 1950 and climbed back to 33% in 1967. But this situation comes from ownership of broadcast facilities in "many separate" markets, not in single markets.

Dr. Sterling remarked that the proposed FCC rulemaking is "ill-advised, at least at this time."

And, he added, "as long as sufficient channels can be made available for ex-

pansion of service, monopoly within markets should not become a problem in broadcasting."

"The importance of [newspaper ownership] in radio-TV," he said, "has declined so far in recent years that their right to have a broadcast license as much as anyone else should far outweigh any policy to the contrary."

He noted that counting newspapers and broadcast stations, plus other media originating in each market or coming in from outside, leads to the conclusion that "the variety of voices and points of view heard is almost numberless."

John Dimling, NAB vice president for research, said last week that one other study will be submitted to the FCC soon. This is a comparison of news lineage in newspapers compared to the amount of time devoted to news by TV broadcasters.

Sale approval makes Gay an ex-broadcaster

Last November veteran broadcaster Connie B. Gay announced that he wanted to sell his four radio stations and retire (BROADCASTING, Nov. 16, 1970). Last Wednesday (March 24), the FCC made that retirement possible. It granted Mr. Gay's application to sell WTCR(AM) Ashland, Ky.; WVQM-FM Huntington, W. Va.; WGAY(FM) Washington, and WQMR(AM) Silver Spring, Md., to Greater New York Media Inc.

Joseph L. Rosenmiller and Peter A. Bordes, owners of Greater New York Media, will pay Mr. Gay \$3,165,000 for the stations. The purchasing firm is the parent company of the licensees of stations WCTO-FM Smithtown and WGSF-FM Huntington, both on Long Island, N.Y. It also controls 80% of Raritan Valley Broadcasting Co., licensee of WCTC-AM-FM New Brunswick, N.J., and has an 88% interest in a CATV operation in Southbridge, Mass.

WGAY operates on 99.5 mhz with 50 kw and an antenna 370 feet above average terrain. WQMR is a daytimer on 1050 khz with 1 kw. WVQM-FM is on 103.3 mhz with 50 kw and an antenna height of 490 feet, and WTCR operates with 1 kw day and 250 w night on 1420 khz.

WIRL-TV sale approved

The \$2.75 million sale of WIRL-TV Peoria, Ill., from Mid America Media Inc. to Forward Communications Corp. gained FCC approval last Wednesday (March 24). The channel 19 ABC-TV affiliate was the only television interest

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of Mid America Media.

Forward Communications, whose president is Richard Dudley and chairman is John C. Sturtevant, is acquiring WIRL-TV through its subsidiary, Forward of Illinois Inc.

FCC grants AM sale involving bank ownership

The sale of KRIZ(AM) Phoenix by John L. Wheeler and James Manning to Doubleday Broadcasting Co. has been authorized by the FCC, subject to the outcome of rulemaking proceedings on the ownership of broadcast facilities by banks.

In permitting the \$1-million transaction, the commission considered an agreement between Doubleday & Co., New York publisher and parent of Doubleday Broadcasting, and the First National City Bank of New York, a minority stockholder in Doubleday & Co. The agreement calls for the bank to vote no more than 1% of its stock in Doubleday; it holds 1.76% of the parent's shares outstanding.

The commission presently allows banks to hold only a 1% interest in a broadcast property, but a proposed rule now being considered would raise the maximum to 3%. The rulemaking

proceeding was initiated in response to a petition by the American Bankers Association; it was filed after the commission raised to 3% the maximum broadcast interest permitted mutual investment associations.

David G. Scribner is the president of Doubleday Broadcasting, which also owns six radio stations in New Mexico, California and Texas, plus a television station and cable system in Texas.

Changing Hands

Announced:

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

■ WMET-TV Baltimore: Sold by United TV Co. of Eastern Maryland Inc., a subsidiary of United Broadcasting Co., to Christian Broadcasting Network Inc. for \$750,000. The Rev. M. G. Robertson is president of Christian Broadcasting, which owns WXRI(FM) Norfolk and WYAH-TV Portsmouth, both Virginia. It also owns WEIV(FM) Ithaca, WBIV(FM) Wetherfield, WMIV(FM) South Bristol township, WOIV(FM) De-Ruyter and WJIV(FM) Cherry Valley,

all New York. The United Broadcasting stations are: WOOL(AM) and WFAN-AM-TV, all Washington; WSID(AM) and WLPL(FM), both Baltimore; WINX(AM) Rockville, Md.; WJMO(AM) and WCUY(FM), both Cleveland; WMUR-TV Manchester, N.H.; WFAB(AM) Miami; WBNX(AM) New York; WJMY(AM) Allen Park, Mich.-Detroit; KECC-TV El Centro, KALI(AM) San Gabriel and KVEZ-FM San Mateo, all California, and KIKU-TV Honolulu. It also operates a CATV system in Manchester. Richard Eaton is the owner and president of United Broadcasting. Independent WMET-TV is on channel 24 with 17 kw visual and 3.4 kw aural power and an antenna 570 feet above average terrain. Broker: Blackburn & Co.

■ WGGG(AM) Gainesville, Fla.: Sold by Robert Brown to Victor Knight for \$525,000. Mr. Brown also owns WORD(AM) Spartanburg, S.C. Mr. Knight is the president of Quality Broadcasting Corp., licensee of WDBF(AM) Del Ray Beach, Fla. WGGG operates on 1230 khz with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

■ KVEG-AM-FM Las Vegas: Sold by George M. Mardikian, B. Floyd Farr and George D. Snell to Robert Bernstein and others for \$450,000. Sellers also own KEEN(AM) and KBAY(FM), both San Jose, and KCVR(AM) Lodi, both California, as well as KFOA-FM Honolulu. Mr. Bernstein is president and majority stockholder of Specialty Premiums Inc., Kansas City, Mo., merchandising and premiums firm, which will become the new licensee of the station if the sale is approved by the FCC. Mr. Bernstein is also a principal of Bernstein, Rein and Boasberg Advertising, a Kansas City agency. KVEG is on 970 khz with 500 w day. KVEG-FM operates on 92.3 mhz with 27 kw horizontal and 9.2 kw vertical. Its antenna height is 180 feet above average terrain. Broker: Edwin Tornberg & Co.

■ WHNC-AM-FM Henderson, N.C.: Sold by Nathan Frank to George G. Beasley and William R. Britt for \$284,000. Mr. Beasley owns 60% of WPMC(AM) Goldsboro, N.C. and WFNL(AM) North Augusta, S.C.: 55% of WMOO(AM) Mobile, Ala.: 50% of WASC(AM) Spartanburg, S.C.: 35% of WKGX(AM) Lenoir, N.C., and has an application pending before the FCC to purchase WFAI(AM) Fayetteville, N.C., with other individuals. WHNC operates on 890 khz with 1 kw day. WHNC-FM is on 92.5 mhz with 15.5 kw and an antenna 260 feet above average terrain. Broker: Blackburn & Co.

■ WKNT-AM-FM Kent, Ohio: Sold by Kent Ravenna Broadcasting Co. (Robert Dix and family) to Media-Com Inc., Cleveland, for \$275,000. Dix family also owns WWST-AM-FM Wooster, Ohio;



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WRAD-AM-FM Radford, Va., and several newspapers. President of Media-Com is Dick Klaus, formerly associated with WERE-AM-FM Cleveland, WUAB-TV Cleveland (Lorain), and Major Market Radio, New York, station representative. WKNT is a 1 kw daytimer on 1520 khz. WKNT-FM is 3 kw on 100.1 mhz and antenna height of 300 feet horizontal, 295 vertical.

■ WXTA(FM) Greencastle, Ind.: Sold by Charles R. Banks to Leon Buck for \$145,000. Mr. Buck, formerly co-owner of WEZJ(AM) Williamsburg, Ky., and owner of KDXI(AM) Mansfield, La., is currently director of Elkins Institute, Nashville, a technical school. WXTA is on 94.3 mhz with 3 kw and an antenna 160 feet above average terrain. Broker: Chapman Associates.

■ KINN(AM) Alamogordo, N.M.: Sold by Dennis Behan to William R. Lask for \$115,000. Mr. Behan is majority owner and general manager of KLMR(AM) Lamar, Colo., and KSIL(AM) Silver City, N.M. Mr. Lask is station manager of KCLV(AM) Clovis, N.M., and has minority interest in that station. KINN operates on 1270 khz with 1 kw day. Broker: Blackburn & Co.

■ WTRS-AM-FM Dunnellon, Fla.: Sold by John E. Morrison to Mr. and Mrs. Raymond B. Forehand for \$110,000. Mr. Forehand is a broadcast engineer and Mrs. Forehand is an anesthesiologist. They have real estate investments in Georgia and Florida. WTRS is on 920 khz with 500 w day. WTRS-FM operates on 102.3 mhz with 3 kw and an antenna 300 feet above average terrain. Broker: Blackburn & Co.

■ WCOD-FM Hyannis, Mass.: Sold by Edward T. Sullivan to Dana M. Kott for \$100,000. Mr. Sullivan is president of Charter Broadcasting Co., the station's licensee. Mr. Kott, a veteran broadcaster, was formerly director of the Philadelphia branch of the Columbia School of Broadcasting. WCOD-FM operates on 106.1 mhz with 25 kw and an antenna 125 feet above average terrain. 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 110).

■ WKJG-TV Fort Wayne, Ind.: Sold by John F. Dille, Walter R. Beardsley and others to Television Communications Corp. for stock valued at \$6.1 million (story, page 96).

■ WTCR(AM) Ashland, Ky.; WVQM-FM Huntington, W. Va.; WGAY(FM) Washington, and WQMR(AM) Silver Spring, Md.: Sold by Connie B. Gay to Greater

New York Media Inc. for \$3,165,000 (story, page 92).

■ WIRL-TV Peoria, Ill.: Sold by Burnell Small to Forward Communications Corp. for \$2,750,000 (story, page 92).

■ KRIZ(AM) Phoenix: Sold by John L. Wheeler and James Manning to Double-day Broadcasting Co. for \$1 million (story, page 94).

■ WABR(AM) Winter Park, Fla.: Sold by Louis H. and Jon C. Peterson to Robert W. Rounsaville for \$850,000 plus an additional payment to Jon Peterson of \$225,000 for his agreement not to compete in the Winter Park area for 15 years. Louis Peterson was formerly president of WNOR-AM-FM Norfolk, Va. Jon Peterson owns 80% of WETO(AM) Deland, Fla. Mr. Rounsaville owns WLOJ(AM) Louisville, Ky.; WFUN(AM) South Miami and WDAE-AM-FM Tampa, both Florida; WCIN(AM) Cincinnati; WVOL(AM) Berry Hill, Tenn., and WYLD(AM) New Orleans. WABR operates on 1440 khz with 5 kw day and 1 kw night.

■ WXVI(AM) Riviera Beach, Fla.: Sold by Bert Lebharr Jr. to Allan Kornish, Eugene Bartoli and Richard A. Kane for \$445,000. Mr. Lebharr formerly was a sportscaster and held interest in WEAT-AM-FM-TV West Palm Beach, Fla. Mr. Kornish formerly was general manager of WARM(AM) Scranton, Pa. Mr. Bar-

toli owns real estate and a parking garage and has interest in a coal supply firm, restaurant and horse race track. Mr. Kane is an attorney. WXVI is full time on 1600 khz with 1 kw.

■ KAFE-AM-FM Santa Fe, N.M.: Sold by Guy Christian and Belarmino Gonzales to Frank G. Rosa, P. R. Rosa, Thomas W. Rosa, Patrick H. Theissen, Lorrain R. Theissen and Richard Dale Wood for \$275,000. The Rosas and Mr. Theissen have an interest in a flour milling firm and Frank G. Rosa is a director and shareholder in a Wellington, Kan., bank. Mrs. Theissen is a housewife. Mr. Wood was formerly manager and executive vice president of KWBB(AM) and KQTY(FM), both Wichita, Kan. KAFE operates on 810 khz with 5 kw day. KAFE-FM is on 97.3 mhz with 28 kw and an antenna height of 80 feet above average terrain.

■ WWLE(AM) Cornwall, N.Y.: Sold by Adeline R. Edmonds to Angelo R. Martinelli, Paul N. Lofaro and John J. Farina for \$264,868.87. Mr. Martinelli is publisher of *Stock Market Magazine* and owns a printing firm. Mr. Lofaro is employed by that magazine and Mr. Farina is general manager of WWLE-AM-FM. WWLE is a daytimer on 1170 khz with 1 kw.

■ WXMT-AM-FM Merrill, Wis.: Sold by John A. Hoppe and others to Charles

25

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and Victoria Heath for \$150,000. Mr. and Mrs. Heath own WJMS(AM) Ironwood, Mich. WXMT is on 730 khz with 1 kw day. WXMT-FM operates on 93.5 mhz with 3 kw and an antenna 220 feet above average terrain.

Group mothballs two U's; cites low ad revenues

U.S. Communications Corp. will suspend operations at two of its UHF stations, WATL-TV Atlanta and KEMO-TV San Francisco, effective Wednesday (March 31).

Frank Minner, USC president, said advertising revenues have not approached projections and the adverse economic climate has been particularly severe to UHF outlets. He added that another negative factor has been the importation of distant signals into major markets, hurting UHF outlets and leading to "a drying up" of funding from the financial community.

Mr. Minner said that USC has asked the FCC for permission to retain the licenses to WATL-TV and KEMO-TV. He said USC hopes to resume broadcasting in these markets in the future, but there were reports that the company was willing to negotiate sales of the stations.

The company still owns and operates WPHL-TV Philadelphia, WPGH-TV Pittsburgh and WXIX-TV Cincinnati. These outlets will absorb a number of key employees from the suspending stations, it was stated.

Nashville UHF goes dark pending merger talks

The board of directors of Music City Video Corp., licensee of WMCV-TV Nashville, have voted to suspend operations of the channel-17 facility for a period "not intended to exceed 90 days."

Ed Sheppard, executive vice president and general manager of WMCV-TV, explained that the station went off the air on March 14. The purpose of the

blackout, he said, is to reorganize the station pending negotiations with "an existing corporation of prominent local Nashvillians" to merge Music City Video with or into that organization. The actual identity of that group was not disclosed, nor was there an indication of what the financial consideration would be.

Mr. Sheppard said that management personnel would be retained at the station during the off-air period to implement reorganization plans. The station will be re-staffed around this "experienced nucleus" when operations are resumed.

Following negotiations with the second group, Music City spokesmen said, a major program and format change will be undertaken.

Stockholders approve 'Times'-Cowles deal

The planned acquisition by the *New York Times* of a number of Cowles Communications Inc.'s properties, including WREC-TV Memphis: *Family Circle*, monthly consumer magazine, and three Florida daily newspapers was approved by both companies' stockholders at separate special meetings last week. The *Times* held its meeting in New York and Cowles in Des Moines, Iowa.

The transaction—proposed late last fall by the companies (BROADCASTING, Nov. 2, 1970)—is subject to federal tax rulings. The transfer of WREC-TV is subject to approval by the FCC and the proposed transaction also stipulates that in the event the FCC did not approve the transfer of WREC-TV ownership of that station would remain with Cowles Communications and the number of shares of *Times* stock received by Cowles would be reduced by 562,380 shares.

Through the sale Cowles will receive 2.6-million shares of *Times* Class A common stock, worth at the time of an-

nouncement more than \$50 million at the current market price at that time.

Cowles will continue to own and operate WESH-TV Daytona Beach, Fla., KRNT-AM-FM-TV Des Moines and WREC-AM-FM Memphis. The *Times* owns WQXR-AM-FM New York.

John Dille joins TVC in WKJG-TV package

Multiple-CATV owner Television Communications Corp. has been given the go-ahead from the FCC to increase its television holdings by one—and in so doing TVC adds the experience of John F. Dille to its communications division.

The commission's action authorizes the TVC acquisition of WKJG-TV (ch. 33) Fort Wayne, Ind. The transaction calls for the merger of WKJG Inc., the licensee, into TVC. In absorbing the licensee, WKJG principals will receive 578,331 shares of TVC stock with a total value of \$6,072,475.

Mr. Dille, former chairman of the joint boards of the National Association of Broadcasters, announced that he would join TVC as head of the communications division when the company made public its plans to acquire WKJG-TV last year (BROADCASTING, July 6, 1970). He personally owns 15% of the stock in WKJG Inc. Truth Publishing Co., controlled by Mr. Dille and his family and publisher of the *Elkhart* (Ind.) *Truth*, owns 60% of WKOG Inc., is licensee of WSJV-TV and WFIM-FM Elkhart, Ind., and has an interest in a cable TV system serving Elkhart-South Bend. Mr. Dille personally holds a minority interest in CATV operations in Lafayette, Ind., and Jamestown, N.Y.

The remaining 25% of WKJG Inc. and a minority interest in WSJV-TV is held by Walter R. Beardsley, chairman of Miles Laboratories.

In addition to its numerous cable operations, TVC owns WBNB-TV Charlotte Amalie, Virgin Islands, and KNWA-FM Fayetteville, Ark. Alfred R. Stern is president and 19.48% owner of the company.

WKJG-TV, an NBC-TV affiliate, operates with 263 kw visual and 49 kw aural. Its antenna height above average terrain is 770 feet.

Network switch in Reading

WHUM(AM) Reading, Pa., has affiliated with NBC Radio. The station, owned and operated by the Eastern Radio Corp., broadcasts full time with 1 kw daytime and 250-w at night on 1240 khz. WHUM had been a CBS Radio affiliate since September 1948. A CBS spokesman said the network expects to announce a new affiliate in Reading shortly.

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Thinking about the unthinkable

Under study at FCC: radical possibilities inherent in spectrum, cable, satellites

A long-range study now under consideration at the FCC makes clear—in a way that is likely to add to broadcasters' concern over CATV—that the commission may not be wedded to the present system of over-the-air broadcasting.

Among other matters that would be considered is wire's "future potential" for "supplementing or supplanting over-the-air TV broadcasting service."

Word that the study was under consideration was contained in a report on major matters pending before it that the commission filed with the Senate Commerce Committee. The committee released the report last week.

Commission staff members said the study, "on the future of television," contains "nothing new," so far as techniques are concerned. "All of these techniques have been recognized as having particular impact on broadcasting," said Kenneth Goodwin, the planning officer in the office of Chairman Dean

Burch. The study, which is being initiated by the staff, will be kicked off with a proposed notice of rulemaking and notice of inquiry "in a few months," Mr. Goodwin said.

Commission officials say there is no thought being given to moving television onto wire. But they also say the commission must try to "look ahead." The contemplated study was described as a "big think statement" by one official, who added: "There's no harm in that."

The contemplated study would be aimed at determining what changes, if any, are needed in the use of the spectrum to accommodate the long-range needs of UHF television, "including technology of future TV broadcasting and to encourage the larger and more effective use of radio."

The report to the Senate committee notes that allocation of the spectrum must follow a careful balancing of various needs and interests and that the present television allocation policy was adopted almost 20 years ago, in 1952.

"It appears that it is time to comprehensively examine the present and future effects of technical progress, to trace the pattern of population growth, to review the basic premises on which the TV allocation structure was founded, and to establish goals and the necessary steps to achieve them," the report says. It adds that such a study may show that not all UHF channels will be needed for television broadcasting service, and that some may be used for other services.

Then it says: "Among the factors to be considered in such an examination are whether TV service will continue to be provided by terrestrial based stations, what the future potential is for a wire service supplementing or supplanting over-the-air TV broadcasting service, and what the prospects are for use of high-resolution TV and satellite TV broadcasting system."

High-resolution television—which would employ a more detailed screen than the 525-line version currently in use—would allow the use of much larger television screens. But it would also require the use of more spectrum per channel—perhaps 12 or 15 mhz channels as against the present 6 mhz channels.

The question, said Mr. Goodwin, is: "Do we have that amount available over the air? We do over cable."



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Gathering no moss

FCC Commissioner Nicholas Johnson showed up in two widely dissimilar publications in the past two weeks. On Sunday, March 21, his byline appeared in the *New York Times* twice—on a television page article that had been adapted from a speech he had delivered to the Consumer Federation of America (BROADCASTING, Feb. 1) and in the book review section, on a review of Ben Bagdikian's *The Information Machines*. And on the newsstands when that issue of the *Times* appeared was the April 1 edition of *Rolling Stone*, a leading voice of the "counterculture," with a lengthy profile on, and cover pictures of, Commissioner Johnson. One piece of intelligence in the article is that royalties from Commissioner Johnson's book, *How to Talk Back to Your Television Set*,—67,000 copies in print in paper back; "not quite \$3,000 earned by the hardcover"—are being donated to the Citizens Communications Center of Washington, the public-interest law firm specializing in representing citizens groups in broadcasting matters.

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A tale of two regulations

**Or how the broadcaster suddenly found himself
an Army contractor and knew not where he stood**

There is no record of who first discovered it or when, but one may imagine the scene. During the last four weeks or so, a broadcaster who had agreed to accept paid recruiting spots from the Department of the Army was perusing his contract, when (let us suppose) he encountered the section on equal employment. He paused, pondered, frowned, and exploded: "Whatinhellisthis?" Snatching the telephone receiver from its cradle, he put in a quick call to his Washington lawyer, made contact, and sputtered: "Whatinhellisthis?" "Howin-hell should I know?" the confused lawyer responded. The broadcaster sighed, calmed himself, and told a twisted tale about the overlapping government requirements that fall into the lap of anyone who accepts a substantial amount of advertising money from the U.S. Army.

Before panic prevails, it should be emphasized that the requirements will not substantially disturb any broadcaster's life. But the story does indicate why dealings with the government are sometimes accompanied by vertigo.

Late last month, the Army announced a four-month paid advertising campaign, through N. W. Ayer & Son, Philadelphia (BROADCASTING, Feb. 22). The purpose was to stimulate enlistments through the use of prime time. Now, any broadcaster who accepted these spots became a "defense contractor." And defense contractors, it turns out, are obligated to observe Executive Order 11246, requiring equal employment in defense-related operations. And broadcasters, who are already prohibited from discriminating in employment by the FCC (and, in some cases, by the Equal Employment Opportunity Commission), are not inclined to feel that they need yet another set of employment rules.

The rest, as they say, is history. The matter was brought to the attention of Washington lawyers and the National Association of Broadcasters. John B. Summers, NAB's general counsel, promptly sent a letter to the director of the Labor Department's Office of Federal Contract Compliance, which enforces the defense-contract requirements. He asked for a waiver of the rule.

"Since the objectives of Executive Order 11246 and the FCC rules are the same," Mr. Summers said, "it would greatly lessen the burden on the stations not to have to ascertain the differences in the requirements and not to

be subject to two entirely different enforcement procedures."

The requirement would be less than universal even if implemented, since it does not apply to orders under \$10,000. "However," Mr. Summers said, "this exemption provision is not being made known to the stations by the advertising agency. It may also be that a station order for less than \$10,000 would not warrant an exemption since other stations under common ownership might receive orders which, all combined, would total more than \$10,000."

A Labor Department spokesman said last week that the letter would be referred to that agency's general counsel's office, where action on such requests normally requires "at least a month." By that time, the spot campaign will be half completed. If the waiver request is denied, there may still be meetings between broadcast representatives and Labor officials, which would further delay final resolution. In the meantime, the spokesman emphasized, broadcasters may consider themselves exempt from the provisions of the executive order while NAB's request is pending.

What position would broadcasters be in if the waiver request were denied? Almost the same position they're in now. In separate conversations last week, spokesmen for both the Labor Department and the Pentagon agreed that the requirements of Executive Order 11246 are, as a practical matter, "virtually identical" to those that now govern broadcasters. Assuming denial of the waiver request, the shades of difference that do exist would be in force for no more than two months—hardly time to uncover whatever racial imbalance may survive in broadcasting.

So it boils down to this: If NAB's waiver request fails, some broadcasters will briefly be subject to equal-employment rules very similar to rules they already have to follow. If the request is granted, those same broadcasters will *not* be subject to rules very similar to rules they already have to follow. But they already have to follow the rules anyway, so it really doesn't matter. Does it?

Whom do you trust?

Tongue in cheek, WLS-TV Chicago began last week to wonder if some of its news staff are double agents. The March 26 issue of *Life* magazine displays a photo of "army agents" supposedly posing as newsmen during the 1968 Demo-

cratic national convention disorders in Chicago. The picture is part of *Life's* lead story about Army spying on civilians. But WLS-TV contends the men in the picture are not the people *Life* says they are. Instead, WLS-TV claims, the men are legitimate employees of its own news staff.

Now black congressmen will meet ABC and CBS

Representatives of ABC and CBS are scheduled to meet this Wednesday (March 31) with some of the 12 black Democratic members of the House on the group's request for time to reply to President Nixon's state-of-the-union address last January (BROADCASTING, Feb. 1, et seq.).

A spokesman for Representative William Clay (D-Mo.), a member of the black group, said last week that separate meetings have been arranged with Elmer Lower, president of ABC News, and Richard W. Jencks, president of CBS/Broadcast Group. The three commercial TV networks had turned down the congressmen's request for time, and NBC had not indicated whether it would agree to meet with the group.

The congressmen are still planning to sue the networks to obtain equal time, Mr. Clay's spokesman said. He added that the suit is scheduled to be filed this week.

TV interference problems will be studied by FCC

The FCC will investigate interference caused in TV reception by other off-air or cable signals, it was announced last Wednesday (March 24).

Responding to a request from the

Association of Maximum Service Telecasters, which asked the commission to form an advisory committee to study the reception problem, the FCC said that the "most expeditious approach" to the problem is through a formal inquiry.

The commission will invite comments on issues including the capability of existing TV sets to reject outside interference, improvements that are needed in TV receivers to safeguard against interference, and what should be taken into account in future channel allocation to aid in avoiding interference.

The original AMST request concerned interference caused by FM transmissions only. The commission, however, expanded that request to include all entities that could possibly cause interference.

The Corp. for Public Broadcasting and the National Association of Educational Broadcasters have expressed concern over the number of applications for new noncommercial FM stations that have been held up by the commission because of possible interference on TV channel 6.

High court will hear Roudebush recount plea

The Supreme Court has agreed to hear an appeal involving a challenge to the results of the election last fall in which Senator Vance Hartke (D-Ind.), a member of the Senate Commerce Committee, won a third term. The case will be heard next fall.

Former Representative Richard L. Roudebush (R-Ind.), who lost to Senator Hartke by 4,238 votes out of some 1.7 million cast, asked the high court to consider whether a three-judge federal court acted properly in blocking implementation of state-ordered recount in 11 counties.

The suit raises the question of whether the Senate's constitutional function of judging the eligibility of its members can be exercised before a state completes a recount of an election.

Senator Hartke, successfully arguing that the Senate has prior jurisdiction, obtained an injunction from the three-judge federal court barring state officials from conducting the recount. Mr. Roudebush had contended that the Senate's jurisdiction in such matters does not bar vote recounts.

Senator Hartke last week asserted that the Supreme Court's review of the case should lay to rest the question of whether Senate elections are subject to Indiana law. "The Senate itself made its determination in the case on Jan. 21, 1971, when it administered the oath of office," he said. The oath was administered with the understanding it was without prejudice to a recount, if the Supreme Court authorized one.

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Second time around

FCC Commissioners Robert Wells and Thomas J. Houser were quietly sworn into office last week by the commission's chief hearing examiner, Arthur A. Gladstone—without the pomp and circumstance usually afforded such occasions. The commissioners took their oaths of office before the regular afternoon session meetings on Wednesday (March 24).

Both men were appointed to their present terms by President Nixon on Jan. 5, sworn into office for recess terms the next morning and confirmed by the Senate Feb. 26.

Blacks contest Omaha renewals

All but two of stations charged with inadequate program, hiring practices

The FCC's deadline for petitions to deny license renewals for stations in Kansas, Oklahoma and Nebraska is May 1, but rumblings from citizen groups are already beginning to be heard. One such group is Black Identity Education Association of Omaha, which last week formally asked the commission to deny renewals of all four television facilities and nine of the eleven radio outlets licensed to the city of Omaha.

The group, headed by Aleane Carter, president, urged the commission to deny

the licenses of KMTV(TV), KETV(TV), noncommercial KYNE-TV and KGBI-FM, KFAB-AM-FM, KOIL-AM-FM, KLNG(AM) KOOO(AM) and WOW-AM-FM-TV.

The association charged that the stations' employment is not representative of the minorities of the area and that their programming shows they have "categorically denied the black community of this city and viewing area black recognition."

The group further charged in part that the needs and interests of the black community have not been met because of the lack of any blacks on the stations' board of directors or policy-making board and because of the lack of scholarship, training and opportunity programs at the stations for minority youths. The group said that the officials of the stations had been contacted concerning these and other charges, but that no positive response had been given.

In another renewal-challenge proceeding, the management of KADX(FM) Denver last week suggested a number of proposals to serve the minority interests in its community. Earlier this month, the Colorado Committee on the Mass Media and the Spanish-Surnamed Inc. told the commission of its plans to file petitions to deny renewals of the Rocky Mountain area stations. The group said it wanted more time to ready agreements with the stations on their plans for meeting community needs (BROADCASTING, March 8).

As a result of meetings between KADX(FM) and the Colorado citizens group, the station has proposed scholarship and training programs; 26 half-hours per year of public-service programs concerned with the Mexican-American community in Denver; and the formation of an advisory board to meet regularly and consist of minority spokesman and station management.

Talent unions want more minority-group newsmen

Television and radio networks were urged last week by the Joint Equality Committee and 26 network news correspondents to begin a major effort to increase substantially the number of minority-group employees in their newsrooms.

The Joint Equality Committee, composed of the New York locals of the American Federation of Television and Radio Artists, the Screen Actors Guild, the Directors Guild of America East and the Writers Guild of America East, acknowledged there has been expanded minority-group employment in some station newsrooms but claimed that network news is virtually all-white in its production and presentation.

Among the signatories of the statement, the committee said, were Walter Cronkite, Douglas Edwards and George Herman, CBS News; Jules Bergman, Roger Sharp and Frank Reynolds, ABC News, and Edwin Newman, Frank Blair and Barbara Walters, NBC News.

Tiernan bill would alter Comsat board

A House bill aimed at removing competing common carriers from the board of directors of the Communications Satellite Corp. was introduced last week by Representative Robert O. Tiernan (D-R.I.).

Mr. Tiernan's bill (H.R. 6651) is in the form of an antitrust amendment to the Communications Satellite Act of 1962. It would remove competitors from Comsat's board by Jan. 1, 1974,

and require divestiture of their Comsat stock by Jan. 1, 1975. The measure would also reduce from 15 to 12 the number of Comsat directors and require that each director be elected by Comsat stockholders.

Comsat's board now comprises three presidential appointees, eight members who represent the shareholders and four who represent common-carrier interests.

Mr. Tiernan said the bill would enable Comsat to "assume its proper role—that of a publicly held corporation, responsible to its shareholders and its customers."

A similar bill was introduced by Senator Mike Gravel (D-Alaska) last month (BROADCASTING, Feb. 15). That measure (S. 702) would remove competitors from Comsat's board by Jan. 1, 1972, and require divestiture of their Comsat stock by Jan. 1, 1973. However, it does not call for a reduction in the number of Comsat directors or for the elimination of presidential appointees.

WXUR decision appealed

Brandywine-Main Line Radio Inc. has filed with the U.S. Court of Appeals for the District of Columbia against an FCC decision of July 1, 1970, denying license renewals to WXUR-AM-FM Media, Pa. (BROADCASTING, July 6, 1970). Brandywine is also seeking an appeal of the commission's denial of its petition for reconsideration (on Feb. 3), in which it sought a reversal of the previous action. The company was denied renewals for WXUR-AM-FM for alleged failure to comply with the fairness doctrine and to ascertain community needs and interests.

4 politicians indicted in Trenton CATV case

A Mercer county (N.J.) grand jury last week indicted four present and former city officials of Trenton, N.J., on charges of extorting approximately \$50,000 from the Teleprompter Corp., New York, for awarding the company an exclusive cable-TV franchise there in 1968.

Named as co-conspirators but not as defendants were Irving B. Kahn, president of Teleprompter, and two other company executives, Robert Symons, a vice president, and Thomas Moscarello, a local representative in Trenton. According to Wilbur H. Mathesius, the first assistant Mercer county prosecutor, the Teleprompter officials were "co-operating fully in the investigation."

The city officials indicted were Martin J. Hillman, a city councilman; Peter Radice, former president of the city council; Richard L. Graw, a former councilman, and Joseph S. Tysowski Jr., executive director of the Trenton Housing Authority.

Mr. Mathesius said his office also was conducting a similar investigation in adjoining Hamilton township, which awarded Teleprompter an exclusive CATV contract after it had obtained the Trenton franchise.

Mr. Kahn and Teleprompter, along with the mayor of Johnstown, Pa., and one present and one former Johnstown official were indicted last January by a federal grand jury in New York on charges of bribery and conspiracy in the awarding of an exclusive cable-TV franchise to Teleprompter in 1966 (BROADCASTING, Feb. 1, et seq.).

ABA institute will study executive organization

The American Bar Association will hold a national institute to analyze and evaluate the recommendations of the President's Advisory Council on Executive Organization.

Scheduled for April 16 and 17 at the Mayflower hotel in Washington, the institute's title is "New Techniques in Regulating Business."

The widespread recommendations by the council, which was headed by Roy L. Ash, president of Litton Industries Inc., involved seven regulatory agencies, and damned them for obsolescence, unresponsiveness and unaccountability. It recommended that all but one of the agencies be reorganized into five, with single administrators. The sole exception was the FCC; the Ash Council recommended that the commission be continued, but with five commissioners instead of the present seven. Instead of the FCC's seven-year terms for its commissioners, the council recommended five-year terms (BROADCASTING, Feb. 15).

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Public stock offering by 'Washington Post'

The Washington Post Co., parent of Post-Newsweek Stations, will offer shares of common stock to the public, it was announced last week.

The number of shares to be made available was not announced. Katherine Graham, president and now principal owner, will retain control. A registration statement will be filed with the Securities and Exchange Commission in May.

The company's main holdings are the *Washington Post*, *Newsweek*, WTOP-AM-TV Washington, WPLG-TV Miami, WCKY-AM Cincinnati and WJXT-TV Jacksonville, Fla. Larry Israel is chairman and president of the Post-Newsweek Stations subsidiary.

Interpublic prospectus reveals executive pay

The prospectus issued in connection with the initial public offering of shares by the Interpublic Group of Companies Inc. shows that Robert E. Healey, president-chairman, received remuneration of \$140,000 in 1970 and Neal Gilliatt, vice chairman, was paid \$114,000.

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Developed by Sarkes Tarzian, Inc., Bloomington, Indiana, Starcom provides a complete business service for station administrative operations. This includes preparation of contracts, rough logs, final logs, daily and weekly summaries of averts and sales, sales backlogs, invoices, billing summaries, etc.

Starcom's inventory control is especially effective. Daily audits compare contracts to actual broadcast in-

formation, warning of make-good requirements at the earliest possible time. This also assures that a valid invoice run can be made immediately at the end of the month.

By utilizing an intelligent terminal within the TV station, Starcom eliminates the often prohibitive expense of being continuously tied on-line to a remote computer. The terminal can be operated by a clerk-typist without specialized computer or key punch training. All instructions for a particular entry are shown on the terminal video display. Then the operator, using a standard typewriter keyboard, simply enters the information requested by the display. Any data entry errors by the operator are identified instantly for immediate correction, an important advantage.

With the introduction of Starcom, Sarkes Tarzian, Inc. now offers complete data processing packages from the most basic system to the ultimate in total station automation—all of which have been proven in operation with their own broadcast stations.

of the company in 1970 were Paul Foley and Robert S. Market, chairman and president respectively of McCann-Erickson Inc., \$95,000 each, and Carl Spielvogel, executive vice president of McCann, \$80,750.

The stock offering last Wednesday (March 24) consisted of 825,000 shares, sold out at \$17.50 per share. The underwriting was headed by Smith, Barney & Co. Interpublic sold 400,000 shares and certain stockholders 425,000 shares. The stock is traded over the

counter. The four major advertising agencies in the Interpublic Group are McCann-Erickson, the Marschalk Co., Erwin Wasey and Tinker-Pritchard Wood. Billings of Interpublic in 1970 amounted to \$712,851,000.

Finances of WHDH parent hung up on FCC decision

The president of Boston Herald-Traveler Corp., Harold E. Clancy, stated in

his annual report to stockholders that an FCC decision involving the firm and subsequent court proceedings are leaving the company's future profitability "hanging in the balance." And he reported that revenues and net earnings for the firm declined in 1970.

Mr. Clancy was referring to the commission's January 1969 action denying license renewal for WHDH-TV Boston to WHDH Inc., subsidiary of Boston Herald-Traveler. The company since has appealed an FCC decision of March 3

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 24	Closing March 17	% change in week	1970-71 High	1970-71 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	36½	38	+ .3	36½	19½	7,073	\$205,117
ASI Communications		O	3½	3½	—	7	1½	1,789	5,152
Capital Cities	CCB	N	41½	41½	+ .8	41½	19½	6,061	220,499
CBS	CBS	N	39½	41½	+ 6.1	49½	23½	27,042	990,548
Corinthian	CRB	N	32½	34½	+ 5.7	34½	19½	3,381	109,883
Cox	COX	N	27½	28½	+ 3.6	28½	10½	5,789	128,111
Gross Telecasting	GGG	A	15½	15½	— 1.8	17½	9½	803	11,041
Metromedia	MET	N	26½	26½	—	27½	9½	5,734	137,616
Mooney		O	4	4½	+ 6.9	8½	4	250	1,188
Pacific & Southern		O	17½	17½	+ 1.4	20½	5½	1,636	24,949
Rahall Communications		O	18½	20½	+ 9.7	28½	5½	1,040	23,275
Reeves Telecom	RBT	A	3½	3½	— 8.2	15½	2	2,288	7,733
Scripps-Howard		O	23½	24½	+ 5.1	25	14	2,589	55,016
Sonderling	SDB	A	28½	28½	+ 3.6	34½	10½	991	27,748
Starr	SBG	M	14½	14	+ 6.2	18½	7½	461	5,302
Taft	TFB	N	40½	40	+ 1.6	40½	13½	3,712	128,547
								Total	68,400 \$2,081,725
Broadcasting with other major interests									
Avco	AV	N	15½	17	+11.3	25½	9	11,470	\$182,144
Bartell Media	BMC	A	6½	6½	+ 2.8	14	3½	2,254	14,651
Boston Herald-Traveler		O	22	21	+ 4.8	44	24	574	13,778
Chris-Craft	CCN	N	8½	8½	+ 5.3	11½	4½	3,804	32,829
Combined Communications		O	17	15½	+11.5	17	5½	1,945	27,483
Cowles Communications	CWL	N	11½	11½	+ 2.2	11½	3½	3,969	37,229
Fuqua	FQA	N	22½	24½	+ 9.3	31½	7	8,401	132,053
Gannett	GCI	N	42½	41½	+ 2.4	42½	10½	7,117	275,784
General Tire	GY	N	24½	25	+ 2	25	12½	18,344	449,428
Gray Communications		O	7½	7½	+ 2.5	7½	3½	475	3,325
ISC Industries	ISC	A	7½	7½	+ 7.4	7½	4½	1,828	10,582
Lamb Communications		O	2½	2½	+11.1	8	2	475	1,249
Lee Enterprises	LNT	A	25	26	+ 4.9	26½	12	1,957	45,990
Liberty Corp.	LC	N	21½	22½	+ 6.8	23½	13	6,744	151,740
LIN		O	12	12	—	12½	3½	2,244	21,679
Meredith Corp.	MDP	N	27	28½	+ 5	44½	18	2,744	71,344
Outlet Co	OTU	N	21½	20½	+ 2.4	21½	10	1,342	22,814
Post Corp.		O	12	12	—	17½	8	713	8,378
Ridder Publications		O	20½	19½	+ 8.4	24½	9½	6,217	145,353
Rollins	ROL	N	35½	35½	+ 1.4	40½	19½	8,053	287,762
Rust Craft	RUS	A	39½	37½	+ 5.8	39½	18½	1,159	36,247
Scherling-Plough	PLO	N	68½	68½	+ 1.5	70½	46	25,084	1,749,609
Storer	SBK	N	26½	25½	+ 5	30½	14	4,223	97,129
Time Inc.	TL	N	52½	52	+ .5	53½	25½	7,257	342,022
Trans-National Comm.		O	1½	½	+43.8	4½	1/16	1,000	380
Turner Communications		O	2½	2½	+ 4.8	8½	2½	1,328	3,625
Wometco	WOM	N	22½	20½	+ 7.2	22½	13½	5,617	114,188
								Total	134,338 \$4,079,221
CATV									
Ameco	ACO	A	11½	12½	+10.2	16	4	1,200	\$10,800
American Electronic Labs.	AEL	O	7½	7½	+ 5.7	8½	2½	1,620	12,555
American TV & Comm.		O	23½	23½	+ 1.6	24	10	2,042	36,246
Burnup & Sims		O	29½	29½	+ 2.6	34	14	987	30,232
Cablecom-General	CCG	A	15½	16½	+ 3.3	23½	7½	1,605	21,074
Cable Information Systems		O	4½	4	+ 3	5	¾	955	2,989
Citizens Financial Corp.	CPN	A	16½	18½	+11.6	18½	9½	994	15,536
Columbia Cable		O	11½	10	+15	15½	6½	900	8,892
Communications Properties		O	7½	8½	+ 7.1	10½	6	1,800	15,534
Cox Cable Communications		O	21	20½	+ 1.2	25	12	3,550	69,887
Cypress Communications		O	9½	8½	+ 7.1	17½	6	1,679	12,173
Entron	ENT	A	5	5½	+10.1	8½	2½	1,320	4,950
General Instrument Corp.	GRL	N	23	25½	+ 9.5	41½	11½	6,250	128,938
Sterling Communications		O	4½	4½	—	7½	3	1,100	5,093
Tele-Communications		O	18½	17	+ 2.5	17½	8½	2,704	37,856
Teleprompter	TP	A	64½	63½	+ .4	133½	46	3,086	199,818
Television Communications		O	9½	10½	+ 6.9	19½	3½	2,897	25,001
Viacom	VIA	N	19½	20½	+ 6.8	20½	15½	3,760	76,829
Vikoa	VIK	A	12	13	+ 6.7	27½	6½	2,316	28,055
								Total	40,865 \$840,068

refusing to reopen the WHDH-TV renewal proceeding, despite allegations that an insufficient number of commissioners voted to deny the license two years ago (BROADCASTING, Jan. 18).

"We operated throughout 1969 and 1970," Mr. Clancy said, "with corporate assets valued at many millions and the source of vitally important future profitability hanging in the balance because of the FCC decision. We will continue to do so this year without knowing how long the court processes will take."

Exactly what impact the WHDH decision had on the firm's economy last year was not pinpointed. Broadcast revenue and income were not separated from the firm's other interests, which include newspaper and CATV holdings. The firm's annual report indicates that income during the past year fell off sharply, from about \$2.8 million or \$4.94 per share in 1969, to about \$2 million or \$3.54 per share in 1970.

Although blaming the FCC decision for the firm's uncertain fiscal future, the

decline in 1970 was specifically attributed to last year's bearish economy. Mr. Clancy also noted that a strike last May by engineers at the TV station and WHDH-AM-FM, also licensed by WHDH Inc., "did not make things easier."

For the year ended Dec. 27, 1970, Boston Herald-Traveler reported the following:

	1970	1969
Earned per share	\$ 3.54	\$ 4.94
Revenues	48,530,929	46,387,192
Net income	2,031,580	2,833,033

	Stock Symbol	Ex- change	Closing March 24	Closing March 17	% change in week	1970-71 High	Low	Approx. Shares Out (000)	Total Market Capital- ization (000)
Programming									
Columbia Pictures	CPS	N	15%	16%	- 1.7	31½	8%	6,150	\$96,125
Disney	DIS	N	100	100	—	177½	89%	6,012	1,067,912
Filmways	FWY	A	9½	9%	—	18½	5%	1,754	19,084
Four Star International		O	1%	1%	—	4	1%	666	1,086
Gulf & Western	GW	N	27½	26	+ 5	27½	9½	14,964	374,100
Klinsky National	KNS	N	34%	33%	+ 3	36	20%	10,469	341,603
MCA	MCA	N	28½	29%	- 3.4	29%	11%	8,165	206,166
MGM	MGM	N	22½	25	- 9	29½	12%	5,883	126,485
Music Makers		O	2½	2½	—	9	2%	589	1,696
National General	NGC	N	24%	27	+ 8.8	27	9	4,910	112,341
Tele-Tape Productions		O	2%	2%	-10.6	6%	1½	2,183	4,366
Transamerica	TA	N	16%	17%	- 6	26%	11%	63,630	1,097,618
20th Century Fox	TF	N	12%	13½	- 5.6	20½	6	8,562	99,576
Walter Reada Organization		O	3½	4	-12.5	6%	2	2,414	7,242
Wrather Corp.	WCO	A	7%	8	- 2.0	10%	4%	2,200	16,500
Total								138,551	\$3,571,900
Service									
John Blair	BJ	N	19%	22%	-13.4	23½	10%	2,583	\$45,538
Comsat	CO	N	69%	72%	- 4.5	72%	25	10,000	630,000
Creative Management	CMA	A	15%	16%	- 4.8	17%	10	1,102	17,500
Doyle Dane Bernbach		O	24½	27%	-11.1	27%	13%	1,919	47,265
Elkins Institute		O	13%	11%	+10.5	13%	9	1,664	17,888
Foots Cone & Beiding	FCB	N	9%	9½	+ 1.3	12½	7%	2,175	20,402
Gray Advertising		O	14	14%	- 6.1	16%	5%	1,207	15,548
LaRoche, McCaffrey & McCall		O	17½	14%	+20.7	17½	8½	585	8,190
Marketing Resources & Applications		O	16	18%	-13.3	16%	1	504	7,182
Movielab	MOV	A	3%	3%	—	7½	2	1,407	4,573
MPO Videotronics	MPO	A	6	8%	- 2.5	9%	4%	558	3,787
Nielsen		O	45	44%	+ 1.7	45	26	5,299	233,156
Ogilvy & Mather		O	30%	32%	- 5.7	32%	14½	1,029	27,528
PKL Co.	PKL	A	4%	5%	-10.3	12%	2½	743	4,087
J. Walter Thompson	JWT	N	49	47%	+ 2.4	49	21%	2,746	116,019
Transmedia International		O	3	3½	-15.3	5%	1%	535	1,873
Wells, Rich, Greene	WRG	A	23½	24%	- 6	24%	5	1,581	37,598
Total								35,637	\$1,236,108
Manufacturing									
Admiral	ADL	N	11%	12%	-12.7	14%	6½	5,158	\$56,738
Ampex	APX	N	21%	22½	- 3.8	48½	12%	10,874	209,325
CCA Electronics		O	2%	2%	+ 5.3	5	1½	2,098	5,512
Collins Radio	CRI	N	18½	19%	- 4.9	37%	9	2,968	48,230
Computer Equipment	CEC	A	6%	5%	+ 6.4	12%	3½	2,406	12,944
Conrac	CAX	N	22%	22%	- 1.5	32%	11	1,262	29,028
General Electric	GE	N	110%	110%	+ .1	110%	60%	90,884	9,827,287
Harris-Intertype	HI	N	66	65%	+ 1	75	36%	6,308	397,404
Magnavox	MAG	N	43%	45%	- 4.1	45%	22%	16,674	679,466
3M	MMM	N	110%	113	- 3.5	114%	71	56,058	5,745,945
Motorola	MOT	N	69%	72½	- 5.1	72½	31	13,334	848,442
RCA	RCA	N	34%	35%	- 4.8	35%	18%	68,403	2,146,486
Reeves Industries	RSC	A	3%	3½	+ 3.4	5%	2½	3,458	13,417
Telemation		O	12%	13½	- 5.7	24	8½	14,040	154,440
Westinghouse	WX	N	78	81%	- 5.7	81%	53%	40,705	3,190,458
Zenith	ZE	N	46	47	- 3.1	47	22%	19,020	829,842
Total								353,648	\$24,195,052
Grand total								771,339	\$35,906,064
Standard & Poor Industrial Average									
			109.58	111.33	- 2.58				

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 stock offering by Wells, Rich, Greene

Wells, Rich, Greene Inc., New York, has filed with the Securities and Exchange Commission seeking registration of 333,739 shares of outstanding common stock to be offered for public sale.

Of the total number of shares to be offered, 110,850 and 110,000 respectively will be sold by Mary Wells Lawrence, board chairman and president, and Stewart Greene, executive vice president. Mrs. Lawrence now holds 13.39% of the firm's shares outstanding, or 210,850 shares; Mr. Greene holds 13.33% of all shares outstanding, or 210,000. The remaining shares to be sold are presently held by 32 individuals.

The sale, with a maximum value of \$25 per share, will be underwritten through White, Weld & Co., New York.

The agency's board of directors has declared a cash dividend of 15 cents payable for the quarter ending April 30. It will be payable May 10 to stockholders of record on April 23.

Fox files suit in proxy battle

Twentieth Century-Fox Film Corp. charged in a suit filed last week that dissident shareholders who planned to start a proxy fight for control of Fox had failed to provide a written proxy statement containing information required by the Securities and Exchange Commission.

The suit by Fox, brought in the U.S. Southern District Court in New York, named as defendants Charles M. Lewis, a partner in the stock brokerage firm of Treves & Co.; Louis H. Powell, a New York attorney; Joyce B. Lewis, Mr. Lewis' wife, and the newly formed Protective Committee for the Benefit of Twentieth Century-Fox. According to the complaint, the schedule 14-B filed

with the SEC several weeks ago did not disclose the names of all participants in the proxy battle, the sources of the committee's funds and the nature of the agreements among them, and third parties with respect to the manner in which defendants will use the proxies to be solicited by them.

Fox asked the court to enjoin the defendants from soliciting proxies for use at the annual meeting of the company, to be held in New York in May on a date still to be selected.

Visual submits new plan in bankruptcy case

Visual Electronics Corp., suffering from an outstanding debt of approximately \$20 million, has filed an amended plan of arrangement with the U.S. Southern District Court of New York. The proposals would enable the New York-based broadcast equipment manufacturer to be discharged from Chapter 11 of the Bankruptcy Act if they are acceptable to creditors.

Visual has been operating under Chapter 11 since last July. Its new plan calls for paying banks, insurance companies and trade creditors 25 cents on the dollar; giving Raytheon Manufacturing Co. 15-year notes, and subordinated debenture holders either common stock or notes.

Admiral sees recovery help in color-tube sale

Admiral Corp., Chicago, radio-TV set maker has reported that it lost \$16 million in 1970 on sales of over \$368 million.

Ross D. Siragusa Sr., board chairman, said: "Negotiations are continuing with RCA for the sale of Admiral's color-tube manufacturing equipment and certain related inventories." He said the color tube operations "contributed materially to 1970 losses" and the sale of these assets would improve

the firm's working capital position.

For the year ended Dec. 27, 1970.

	1970	1969
Revenues	\$368,533,000	\$354,394,000
Minority shareholders equity in net income	598,000	285,000
Extraordinary items	(1,782,000)	—
Net income	(16,103,000)	1,492,000
Shares outstanding	5,132,437	5,132,437

Note—1969 figures have been reclassified.

Company reports:

Ogilvy & Mather International Inc., New York, reported that 1970 was most profitable in its history. Company disclosed that net income increased 10% over 1969 figures. O&M acquired Carson/Roberts Inc., Los Angeles, as wholly owned division under terms of letter of intent signed in December 1970. C/R will retain its name and operate autonomously.

For year ended Dec. 31, 1970:

	1970	1969
Earned per share*	\$ 2.33	\$ 2.08
Revenues	256,076,662	229,564,903
Net income	2,567,865	2,330,384

* Based on common shares and common equivalent shares

Avco Corp., parent company of Avco Broadcasting Corp., Cincinnati, and of Cartridge Television Inc., Greenwich, Conn., reported substantially lower earnings for fiscal 1970 as compared to 1969.

For year ended Nov. 30, 1969:

	1970	1969
Earned per share	\$ 0.40	\$ 3.07*
Revenues	757,801,000	901,895,000
Net income	21,251,000	51,758,000

* Net income per common share, assuming full dilution from exercise of conversion rights (such rights are not dilutive in 1970) are reported at \$2.29 for 1969.

Republic Corp., Los Angeles, conglomerate which recently acquired certain film and video-tape assets of Acme Film and Videotape Laboratories there, reported income of \$797,000 or nine cents per share for first quarter of 1971 before extraordinary losses of over \$23 million were taken.

For three months ended Jan. 31:

	1971	1970
Earned per share	\$ (2.42)	\$ 0.20
Revenues	49,991,000	48,138,000
Net income	(22,216,000)	1,778,000
Shares outstanding	9,158,000	8,880,000

Note: Two extraordinary losses were reported during first quarter: provision for estimated loss on sale and shutdown of operating units of \$8,580,000, and writedown of investments in and advances to other companies of \$15,250,000. Firm also used credit of \$797,000 resulting from utilization of tax loss carryforward. Extraordinary losses amounted to \$2.51 per share.

Kaiser Industries Corp., Oakland, reported net income of \$15,723,000 before extraordinary items for the year ended Dec. 31, 1970. Parent firm of Kaiser Broadcasting, group UHF-television station owner, earned \$24,502,000 before extraordinary items in 1969. Revenues for broadcast division were up to \$13,262,000 from \$12,801,000 in 1969. Division reduced its losses in 1970 to \$4,824,000 from losses of \$5,601,-

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000 year before. Kaiser Broadcasting had announced reduction in its news departments at several stations.

For year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 0.55	\$ 0.90
Revenues	313,241,000	296,992,000
Net Income	15,723,000	24,502,000
Shares outstanding	25,882,610	25,493,396

Note: Income figures including extraordinary items would be \$23,275,000 or 84 cents per share in 1970 and \$16,002,000 or 57 cents per share in 1969.

Essex International Inc., Fort Wayne, Ind., manufacturer of communications, CATV and electronic equipment, reported largest revenues in its history but nearly \$5-million drop in income from 1969.

For year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 2.51	\$ 3.08
Revenues	588,513,000	586,254,000
Net Income	23,621,516	28,359,393
Average shares outstanding	8,800,470	8,795,591

TMA Co., Wheeling, Ill., manufacturer of broadcast receiving equipment, reported 47% reduction in operating

losses during its second fiscal quarter. Daniel J. Domin, TMA president, reported that while revenues were down 2% during that quarter, firm expects to show small profit at year end.

For six months ended Feb. 28:

	1971	1970
Earned per share	\$ (0.21)	\$ (0.37)
Revenues	3,472,808	3,881,428
Net Income	(311,525)	(535,129)
Gain on purchase and retirement of debentures	22,510	48,444

Note: Per-share earnings subject to year-end adjustments and audit.

Gulf and Western Industries Inc., New York, which owns Paramount Pictures, New York, reported higher sales and earnings in both its third quarter and six-month period. Per-share earnings increased 10% in six months.

For nine months ended Jan. 31:

	1971	1970*
Earned per share	\$ 1.32	\$ 1.21
Revenues	793,481,000	785,586,000
Net Income	27,862,000	26,989,000

* Amounts shown for 1970 have been restated to reclassify operations of business subsequently disposed of or not presently consolidated.

National General Corp., Los Angeles, reported record revenues and operating income for 1970. Improvement came mainly from firm's insurance subsidiaries which earned \$22,438,000 before taxes in 1970, compared with loss of \$3,085,000 in 1969. Losses from property and casualty insurance operations, excluding investment income, were reduced to \$1,423,000 from \$23,525,000 the year before.

For year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 0.90	\$ (14.52)
Revenues	525,544,000	476,412,000
Net income (loss)	4,627,000	(70,339,000)
Shares outstanding	5,165,000	4,852,000

Note: Fully diluted income in 1970 was \$1.23 per share. Extraordinary losses for that year amounted to \$7,398,000 and were from write-downs in firm's investment in Performance Systems Inc., to \$1 in 1969 to amount based on then market value; reduction of investment in savings and loan subsidiary to estimated realizable value based on proposed sale; relocation expenses, and miscellaneous items. In 1969, extraordinary losses were \$23,938,000, primarily from write-off in Performance Systems Inc. Operating income for 1970 was \$12,025,000 or \$2.33 per share.

Equipment&Engineering

Translator association goes for more

Group wants equal FCC footing with cable: more power, use of microwave, programing

The National Translator Association last week asked the FCC to revise its television translator rules to allow translators to operate at higher powers, to employ microwave relays and to originate programs. The association urged the revisions so that "rural America" might be provided "a viable choice between pay and free television service."

The association said the commission has created a double standard of treatment for translators and CATV systems and that the impact of this "discriminatory treatment" is felt particularly by rural residents "who cannot directly receive distant television signals and can obtain these signals only if they subscribe to a CATV system."

The association wants the commission to consider authorizing VHF translators operating west of the Mississippi River to operate with 1 kw and UHF translators in that area with 5 kw; east of the Mississippi, the commission should consider authorizing UHF and VHF translators on assigned channels to operate with 1 kw and 500 w, respectively. Interference questions, the association added, could be dealt with on a case-by-case basis.

The commission presently has under consideration revisions which would

bring TV translator rules into harmony with new regulations covering FM translators (BROADCASTING, Jan. 18).

The proposed rules provide in part that a translator application will not be granted if the station would be within the predicted grade-B contour of an adjacent channel TV station; that a translator operating with 100 w or more on an assigned and unused channel will be protected against interference by other translators, but need not protect

other translators; and that translators will be prohibited from interfering with input signals of other translators.

Also, present rules prohibiting the use of translator transmitting antennas to reinforce the station's signal would be amended to make the rule inapplicable to 1 w translators west of the Mississippi, where the combination of the outputs would not exceed 10 w.

Half-speed operation claimed for new 3M tape

The 3M Co., St. Paul, demonstrated in New York a new "high energy" video tape that the firm said would improve considerably the sound and visual

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quality of release tapes.

Daniel E. Denham, general manager of the 3M magnetic products division, said the tape consists of a new cobalt-modified ferric-oxide formulation that permits video-tape operation at half-speed. He said the tapes are particularly suited for mastering and making special-quality copies and have important applications for professional broadcasters, educational organizations and syndicators.

In addition, Mr. Denham said, 3M has in development a high-speed video duplication system that will be able to use all types of tapes as masters or copies. A prototype of the system will be demonstrated later this year. He said this system will work extremely well with "high energy" tapes.

FCC wants to switch monitoring from Laurel

The FCC monitoring station at Laurel, Md., between Washington and Baltimore, is marked for extinction, a victim of urban sprawl.

FCC Field Engineering Bureau Chief Curtis Plummer said last week the commission has been looking for a new site for two years, ever since the new town of Columbia, Md., began spreading out toward Laurel.

Columbia has zoned an area around the commission's 240-acre site as industrial, and a new General Electric plant is now being built near the commission property. In addition, the state of Maryland chopped off a swath of land for a major highway.

Mr. Plummer said the electrical-interference problem from the industries is bound to preclude the 33-year-old monitoring station from doing the kind of job needed. The station is one of a network of 18 in the U.S. and Puerto Rico that aids the commission in enforcing technical regulations and in checking out cases of interference.

IEEE convention talks cable and satellites

Current and future developments in satellite communications and cable television technology and management were explored during the international convention of the Institute of Electrical and Electronics Engineers in New York last week.

The advances in satellite technology were described by Wilbur L. Pritchard, assistant vice president and director of the Comsat laboratories of the Communications Satellite Corp. He pointed out that from one satellite in 1965 with 240 voice channels, the system had grown to four operational and four spare satellites at the end of 1970 with a total capacity of about 7,000 channels. In the immediate future, he said, Intelsat IV will provide from 5,000 to 9,000 voice circuits for each satellite and the number of channels to be carried at one time will increase to 12.

Ambassador Abbot Washburn, chairman of the U.S. delegation to the Intelsat Conference, gave a progress report on the formation of Intelsat on an interim basis in 1964 and on the global communications service it has since provided to its 77 member nations. He reported that a four-and-a-half week conference will be held in Washington starting on April 14, looking toward the establishment of Intelsat on a permanent basis. He said the meeting will consider various agreements that have been reached at sessions of Intertel over the past few years.

H. J. Schaffly, senior vice president of the Teleprompter Corp., told the convention that the company now is conducting a single two-way test of CATV in Los Gatos, Calif. He stressed it is a test of technical feasibility, focusing initially on "upstream" transmission. Signals are being transmitted from any point in a community to the CATV headend or control point. Tests to date, he said, have revealed the normal and

expected mechanical "bugs" to be expected in any new equipment.

Technical papers were presented during the cable TV sessions of the convention by J. E. Hickman, Ameco Inc., Phoenix, on Discade, the firm's system for distributing one or more TV signals on each of several coaxial cables; Michael E. Jeffers, Jerrold Corp., Hattboro, Pa., on the build-up of distortion components in CATV systems, and Archer S. Taylor of Malarkey, Taylor & Associates, Washington, on myths and misunderstandings surrounding the phenomenon of "envelope delay."

Operator changes now draw objections

While broadcasters generally continue to endorse the FCC's proposal to ease operator requirements for radio stations, the International Brotherhood of Electrical Workers and Elkins Institute, a Dallas-based broadcasting and related electronics trade and technical school, last week urged the commission to enforce its existing technical rules and regulations, and perhaps make them more stringent.

The commission's proposed rules would permit directional AM's, AM's with over 10 kw and FM's with more than 25 kw transmitter output power to use third-class operators on a routine basis, provided stations met certain criteria (BROADCASTING, Aug. 3, 1970).

The union said the "Utopian situation" broadcasters have thus far alluded to concerning the proposed liberalized rules is far from accurate. Furthermore, it suggested the commission empower its inspectors with the authority to close down a station operating out of tolerance rather than simply issue fines.

The assumption of broadcasters, the union noted, that any drift, abnormal condition or out-of-tolerance situation would be immediately reported to the first-class license holder is unwarranted. In a case where only one first-class operator is employed by a station, "it may be hours or even days before notification is effected," the union said. "We totally disagree that the commission has outmoded operational and technical rules and regulations," the union said, as alleged by the National Association of Broadcasters and others.

The trade school, whose initial comments in this matter were endorsed by the electrical workers union, told the commission: "It may be the wise and prudent rules of the commission which have guided our country to its singular prominence in communications. And if these rules are moved aside in favor of permissiveness and convenience, we may then discover that our position of world leadership was as temporary as the requirements themselves."

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EIA reports TV sets sold well in February

Sales of television sets to dealers last month were up 14.9% over February 1970, with 804,441 sets sold in February 1971 as opposed to 699,919 in the corresponding month a year ago. The Electronic Industries Association marketing services department also reported that radio sales to dealers increased in February, up 14.5% over February 1970.

Color-TV set sales were up 19.2% over February 1970, as were the total sales of color sets for the first two months of 1971, compared with January and February 1970. 846,261 color TV's were sold to dealers during the first two months of this year, an increase of 13.2% over the two months a year ago, when 747,463 sets were sold.

Total sales for February 1971 and February 1970:

Television			
	February 1971	February 1970	
Color	436,890	366,622	
Monochrome	367,551	333,297	
Total	804,441	699,919	
Radio			
	February 1971	February 1970	
AM home	339,974	396,018	
FM home	230,877	201,888	
Auto	887,379	675,806	
Total	1,458,230	1,273,712	

CBS Labs now marketing through distributors

CBS Laboratories is switching from direct selling to the use of exclusive distributors in marketing its broadcast and other audio and visual products domestically, Robert W. Cochran, director of marketing, said.

He said more than 20 distributors had already been signed and others were being screened and added. He hoped to have details available for distribution at the National Association of Broadcasters convention in Chicago this week.

Mr. Cochran also reported that CBS Labs had given 30-day advance notice of price increases of about 5% on its audio equipment and about 8% on its video equipment, effective April 15.

New computer-to-tape animation process

Dolphin Productions, a division of Computer Image Corp., New York, has reported that it has developed a new electronic color system for recording computer animation directly on video tape.

Allan Stanley, president of Dolphin, said that the system, linked to the firm's Scanimate computer, creates and records

animated images in color on tape instantly. He noted that in the past, advertising agencies, stations and networks have used the company for filmed commercials and logos in black and white, with color added in finishing.

The new system on video tape obtains the colors simultaneously with the animation, Mr. Stanley said.

Technical topics:

IGM adds ■ International Good Music Inc., Bellingham, Wash., supplier of taped music programming and automation equipment, has purchased Northwest Technology Inc., Bellingham, manufacturer of electro-mechanical equipment. Northwest will continue to operate as a separate company with an immediate increase in production of the IGM equipment.

Ready for playback ■ RCA has introduced two new multicartridge tape playback systems, the RT-16, and RT-26, for broadcast and professional audio applications. Offered in both monaural and stereo versions, the RT-16 contains six playback decks and the RT-26, twelve decks. Both systems feature solid-state logic circuitry instead of mechanical relays and utilize heavy-duty synchronous motors and redundant solid-state plug-in circuit boards for reliability. Details can be obtained from RCA Broadcast Systems Sales Services, Building 15-5, Camden, N.J. 08102.

MSI awards contract ■ MSI Television, a newly formed equipment company based in Salt Lake City, has been awarded a contract exceeding \$300,000 from Television Presentations, program service, New York. MSI will provide equipment enabling teletyped newswire and stock wire signals to be converted to a video signal for transmission to cable-TV viewers. The equipment will be used for TPI's *Alphanumeric News* service, which offers automated stock market quotations and UPI news on lease to CATV systems.

Name change ■ The video-cassette system being manufactured by Ampex Corp., Redwood City, Calif., has undergone a name change. It is now the Ampex Instavideo system, formerly Instavision. The change came, according to Ampex, when it was learned there was a corporation with the same name in Minneapolis.

Tele-Color buys ■ RCA reports Tele-Color Productions, Alexandria, Va., TV production house, has expanded its video-tape equipment facilities with the acquisition of two RCA TR-70C recorders. Tele-Color, which produces TV commercials, has capabilities that include a mobile unit service and color video-tape-to-film transfers.



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John A. Sidebotham, art and TV-production group head; **Robert N. Schan-cupp**, copy group head; and **Robert Raymond** and **Margaret G. Wasley**, both account supervisors, all LaRoche, McCaffrey & McCall, New York, elected senior VP's.

Edward M. Brown, executive VP, Vic Maitland & Associates, Pittsburgh agency, elected president and chief administrative officer.

Cecelia Odziomek, VP-associate creative director, Compton Advertising, Chicago, joins Arthur & Wheeler Advertising there as VP-media director. **Dick Wold**, formerly VP-associate creative director, J. Walter Thompson, Chicago, joins Arthur & Wheeler as VP-director of broadcast production.

Glen Jocelyn, executive VP and creative director, Weightman Inc., Philadelphia agency, appointed creative director, Reeves & Pritchard, Cincinnati, agency.

John R. Ruddy, VP and general manager, Chicago office, Sperry-Boom, agency, named senior VP, Chicago and Davenport, Iowa, offices. **Larry L. Meck**, account manager, Sperry-Boom, named VP for operations, Sperry-Boom, Chicago and Davenport, Iowa, offices.

Robert F. Wright, principal in his own advertising agency, joins Art Kulman & Associates, Seattle, agency, as creative director.

John R. Barlow, manager of corporate advertising, Chrysler Corp., Detroit, appointed to account executive position, BBDO there.

Norman R. Grusby, research account group head, J. Walter Thompson, New

York, joins E. T. Howard Advertising there as director of marketing and research.

Lawrence J. Zeman, national sales manager, WTCG(TV) Atlanta, joins D'Arcy-MacManus-Intermarco Inc. there as account executive.

Roger H. Sheldon, assistant general sales manager, KHJ-TV Los Angeles, appointed general sales manager. **Bruce Fleming**, assistant general sales manager, KOGO-TV San Diego, succeeds Mr. Sheldon.

Ralph Heyward, with sales staff of KING-AM) Seattle, appointed general sales manager, KING-AM-FM.

David Martin, account executive, WKRC-TV Cincinnati, appointed general sales manager, WKRC-AM-FM there.

Carl Flickinger, manager, regional sales office, Taft Broadcasting, group owner, Cleveland, appointed general sales manager, WKRC-TV Cincinnati, Taft-owned station.

Robert A. Orenbach, with WVNJ-AM-FM Newark, N.J., appointed national sales manager.

Arthur Middleton, with WTVB(AM) and WANG(FM) Coldwater, Mich., appointed commercial manager.

Media

Sidney Lyons, director, administration, business affairs department, CBS-TV, Hollywood, appointed to newly created post of director, business affairs.

George Reeves, director of business affairs, East Coast, ABC-TV, elected VP for business affairs, West Coast, ABC, Hollywood. **Jack Ansell**, manager of TV sales development, ABC, New

York, appointed director of special projects.

Dick Schofield, VP and general manager, KFOX-AM-FM Long Beach, Calif., named regional VP, West Coast operations, Sonderling Broadcasting Corp., licensee of KFOX stations. **Robert O. Franklin**, formerly VP and general manager, WSAZ(AM) Huntington, W. Va., named executive VP and general manager, KFOX stations.

Charles M. McAbee, general manager, KCMO-TV Kansas City, Mo., owned by Meredith Corp., Des Moines, Iowa, diversified firm with broadcast interests, also named VP of Meredith's Broadcasting Division. As VP he succeeds **E. K. Hartenbower**, named to newly created position of senior VP of Broadcasting Division.

Peter V. Taylor, VP and general manager, KFOG(FM) San Francisco, named VP, radio division of Kaiser Broadcasting, licensee of KFOG. **Robert J. Somerville**, general manager, KBHK-TV San Francisco, also Kaiser station, succeeds Mr. Taylor at KFOG as general manager. **Carlo Anneke**, general manager, Kaiser's WKBS-TV Philadelphia, succeeds Mr. Somerville at KBHK-TV as general manager. **G. William Ryan**, general sales manager, WKBS-TV, succeeds Mr. Anneke at WKBS-TV.

Earl J. Glade Jr., director of broadcast services, Brigham Young University, named executive director, Utah Broadcasters Association.

Bill Lauer, general sales manager, WCBM(AM) Baltimore, named VP and general manager, WASH(FM) Washington. Both are Metromedia stations. **Cliff Barrett**, general manager, WCBM, named VP of parent.

Guillermo A. Aguilar, with KIFN(AM) Phoenix, appointed station manager.

John B. Frankhouser Jr., manager, WNOW-AM-FM York, Pa., joins WGNT-AM) Huntington, W. Va., in same capacity.

Ed C. Hinckle, sales manager, KGAF-AM-FM Gainesville, Tex., appointed manager.

Frank Spicer, program director, WRON-AM) Roncerverte, W. Va., appointed general manager.

Richard Belkin, general manager, WSIX-AM-FM-TV Nashville, and **Ray Shouse**, general manager, KOA-AM-FM Denver, and VP and director, General Electric Broadcasting Co. of Colorado named VP's, General Electric Broadcasting Co.,

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Programing

Dennis C. Stanfill, VP, finance and operation control, 20th Century-Fox, Hollywood, elected president and chief operating officer. **Harry J. McIntyre**, senior VP at Fox, named to newly created position of vice chairman and general administrative officer.



Herbert Jellinek, VP, controller, ABC-TV, New York, named to newly created position of VP, production coordination and administration, ABC Circle Entertainment there.

Mr. Jellinek **Thomas Wertheimer**, VP, business affairs, West Coast, ABC-TV, Hollywood, named VP, business affairs, Circle Entertainment. ABC Circle Entertainment, division of ABC Television Network, produces *Movie of the Week* and other two-hour features for network use.

Arnold Friedman, president of his own New York advertising, promotion and PR firm, joins Metromedia Producers Corp. there as director of advertising and sales promotion.

Lin Mason, program director, WPLG-TV Miami, appointed manager of programing standards and practices. He is succeeded by **Lee Eden**, director of planning and research, WTOP-AM-FM-TV Washington. All are Post-Newsweek stations.

John Yingling, coordinator, broadcast operations, noncommercial KCET(TV) Los Angeles, appointed to newly created post of director, production operations. He is succeeded by **Karle Koerbling**, manager, broadcast operations. CBS-TV Los Angeles. **James Val**, with production staff, KCET, and **Gareth Davies**, unit manager, NBC-TV Burbank, Calif., appointed production supervisors, KCET.

Wally Dunham, operations manager, WCPO-TV Cincinnati, appointed operations manager, WTEW(TV) Tulsa, Okla.

Lee Harrison III, chairman, Computer Image Corp., computerized animation firm, Denver, elected president. He succeeds **Bruce L. Birchard**, who resigns to devote his time to planning and development of firm's entry into international markets. **Francis Honey**, VP, engineering, assumes additional duties as manager of research. **John R. Hurley**, principal, New Dimension Management, Los Angeles, securities analysis firm,

joins Computer Image Corp., as VP, corporate development.

Keith Adams, news director, KGNC-TV Amarillo, Tex., appointed operations manager.

Jerry Thomas, with WKRC-AM-FM Cincinnati, appointed program manager.

Frank Wood, program director, WEBN-FM Cincinnati, joins WDAI(FM) Chicago as operations director.

Paul K. Schneider, announcer-engineer, WGCL(FM) Cleveland, appointed program manager.

Dave Miller, announcer and sports director, WRON(AM) Roncerverte, W. Va., appointed program director.

Chris Lane, creator and announcer for International Good Music, Bellingham, Wash., appointed director, creative programming sales. Good Music supplies tape music programing and broadcast automation equipment.

Bob Smith, assistant program administrator, WOOD-AM-FM-TV Grand Rapids, Mich., retires after more than 41 years with stations.

News

William Leeds Jr., director of news, NBC News, Cleveland, appointed director of public affairs, NBC News, New York. Mr. Leeds is succeeded in Cleveland by **Roy Wetzel**, manager of radio news of NBC's Chicago bureau.

Carl Brazell, anchorman and reporter, Washington News bureau, Metromedia Radio, appointed bureau chief.

Kenneth J. Baugh, general manager, KQEO(AM) Albuquerque, N.M., elected chairman, New Mexico Associated Press Broadcasters Association.

Dick Hawkins, news director, KATU-TV Portland, Ore., elected president, Oregon Associated Press Broadcasters Association.

Nancy Dickerson, formerly with NBC News, Washington, and most recently representative for Public Broadcasting

Corp. in *Conversation with the President*, joins WMAL-TV Washington as news commentator with her own regularly featured program.

Jeff Skov, with news staff of KSFO(AM) San Francisco, appointed associate news director.

James F. Clark, news editor, WWJ-AM-FM Detroit, appointed editorial director, WWJ-AM-FM-TV.

Bob Grey, news producer, KOGO-TV San Diego, appointed news director, KLZ-AM-FM-TV Denver. All are Time-Life Broadcast stations.

Lynn Jones, writer-editor, NBC-TV, New York, appointed director of news and public affairs, KING-AM-FM Seattle.

Erwin Hester, program director, WSRG-AM-FM Durham, N.C., joins WTVD(TV) Raleigh-Durham, N.C., as reporter.

Michael D. Vandever, TV and news director, WFIE-TV Evansville, Ind., joins WAVE-AM-TV Louisville, Ky., as editorialist. All are Orion Broadcasting stations.

Promotion

James J. Grobe, assistant promotion manager, KHOU-TV Houston, appointed manager of promotion and advertising.

Peter Fischer, sales promotion and product publicity director, Liggett & Myers Inc., New York, joins Northrop Corp., communications technology firm, Los Angeles, as associate director of PR and advertising.

Rita Duvalis, writer, PR department, McDonnell Douglas Corp., St. Louis, joins Edward Shaw & Associates, Beverly Hills, Calif., PR firm, as talent director.

Equipment & engineering

Robert W. Flanders, director of engineering, WFBM-AM-FM-TV Indianapolis, elected president, Society of Broadcast Engineers. **Richard T. Monroe**, VP, engineering, Westinghouse Broadcasting,


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elected society VP. **Steve deSatnick**, VP of operations and engineering, noncommercial WNET(TV) New York, **Fred L. Street**, chief engineer, KSTP-AM-FM-TV Minneapolis-St. Paul, and **John T. Wilner**, director of engineering, Public Broadcasting Authority, state of New Jersey, appointed directors, Society of Broadcast Engineers.

Dallas Barnard, Western regional manager, Visual Electronics Corp., equipment manufacturer, New York, joins Schafer Electronics, Chatsworth, Calif., also equipment manufacturer, as marketing manager.

Michael X. FitzPatrick, sales manager, industrial division, Rank Precision Industries Inc., West Nyack, N.Y., appointed marketing manager of industrial division and Eastern marketing manager of broadcast division of RPI.

John M. Rickert, with Ken-Com, communications engineering division of Post Corp., Brookfield, Wis., diversified com-

pany with broadcast interests, appointed general manager of subsidiary.

Allied fields

Brian P. Lamb, press secretary to Senator Peter H. Dominick (R-Colo.), appointed assistant to director, Office of Telecommunications Policy, Washington.

Edward Cooper, VP, legislation, Motion Picture Association of America, joins office of Representative Joe Skubitz (R-Kan.) as legislative assistant. Mr. Cooper was communications specialist with Senate Commerce Committee and later staff director, Senate Democratic Policy Committee, before joining MPAA in 1950.

International

L. Richard Ellison, producer-director, Time-Life Films, program producer, New York, appointed liaison for Time

Inc. film division and British Broadcasting Corp. Mr. Ellison will be based in London.

Deaths

James S. Milloy, 75, former VP of Cowles Communications, diversified firm with broadcast interests, died March 18 in Washington of pneumonia. Mr. Milloy, who was prominent in advertising field, began journalistic career with *Minneapolis Tribune*. He later moved to Washington where he represented *Look* magazine, owned by Cowles firm. Mr. Milloy is survived by three sons and one daughter.

Janet Wood Carse, 66, former story editor, CBS-TV, New York, died March 22 of cancer in DeWitt nursing home there. At CBS-TV, Mrs. Carse selected material for *Suspense*, *Studio One*, *Playhouse 90* and other programs. She is survived by daughter.

ForTheRecord

As compiled by BROADCASTING, March 16 through March 22 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Greensburg, Pa. (Western Broadcasting Corp., Warman Communications Inc.), TV proceeding, scheduled

further prehearing conference for March 19 (Docs. 18938-9). Action March 16.

■ Hearing Examiner Chester F. Naumowicz in Los Angeles, Calif. (Los Angeles Unified School District and Viewer Sponsored Television Foundation), TV proceeding, parties are advised that examiner contemplates initiation of no further action with respect to share-time issues prior to commencement of hearing (Docs. 19100-1). Action March 17.

Other action

■ Review board in Tallahassee, Fla., TV proceeding, in response to letter from Mid-Continent Television Corp. stating that it would not appear at oral argument scheduled for March 11, that it was withdrawing its application for extension of time to construct WKTO-TV Nashville and was surrendering its CP for station, has dismissed application for extension of time and ordered proceeding in Docket 19135 terminated (Docs. 19131 et al.). Action March 15.

Final action

■ Jackson, Miss.—FCC dismissed application of Civic Communications Corp., one of five applicants for CPs to operate channel 3 at Jackson for review of review board memorandum opinion and order released Dec. 31, 1970. Action March 17.

Existing TV stations

Action on motion

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV], Hampton Roads Television Corp.), TV proceeding, upon request by WTAR Radio-TV, ordered further hearing conference to be held March 19 (Docs. 18791-2). Action March 16.

Other actions

■ WTOP(TV), Washington—William B. Ray, chief, Complaints and Compliance Division informed Virginia Congressman Joel T. Broyhill that WTOP-AM-FM-TV did not violate Fairness Doctrine by initially refusing request of The Defenders of the American Constitution Inc. for reply to WTOP editorial. Ann. March 17.

■ FCC permitted remote control operation by VHF TV's under rule amendments adopted by FCC (Doc. 18425). FCC said because of certain new requirements these stations will be given one year in which to comply with amended rules. Action March 17.

■ U.S. appeals court in Washington affirmed FCC action released Sept. 8, 1970, granting interim operating authority for WLBT(TV) Jackson, Miss., to Communications Improvement Inc. Ann. March 18.

Final actions

■ KFMB-TV San Diego—FCC dropped two unresolved issues involving signal degradation of KFMB-TV in CATV hearing in San Diego, and terminated proceeding (Doc. 16786).

■ WLCC Lincoln, Ill.—Broadcast Bureau granted remote control permission. Action March 5.

■ WTUV(TV) Tupelo, Miss.—FCC granted application by WTUV Inc. to increase ant. height to 1,780 ft., increase maximum lobe visual ERP to 316 kw and move trans. site forty-two miles to location approximately 2.1 miles northwest of Woodland, Miss. Action March 17.

■ WENY-TV Elmira, N.Y.—Broadcast Bureau granted license covering new station. Action March 12.

■ KEOR(AM) Atoka and KTEN-FM-TV, both Ada, all Oklahoma—FCC denied application by Eastern Oklahoma Television Co., licensee of KEOR(AM), KTEN-FM-TV to change call letters of KEOR to KTEN and dismissed Eastern's companion request to change call letters of KTEN to KTEN-TV. Action March 17.

■ KSYS(TV) Medford, Ore.—FCC denied petition by Oregon Broadcasting Co., licensee of KOB-TV Medford and KOTI-TV Klamath Falls, both Oregon, asking reconsideration of FCC action granting application of Liberty Television for relocation of trans. of KSYS(TV) Medford,

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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	187	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	6	86	4	90
Educational TV-UHF	102	0	9	111	18	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.

and other technical changes. Action March 17.

■ KDFW-TV Dallas—FCC denied request by Times Herald Printing Co., licensee, for waiver of rules (station identification) to permit it to alternate "Dallas-Fort Worth" and "Fort Worth-Dallas" station identification. Action March 17.

New AM stations

Actions on motions

■ Hearing Examiner Basil P. Cooper in Alexander City and Clanton, both Alabama (Martin Lake Broadcasting Co. and Clanton Broadcasting Corp.), AM proceeding, scheduled prehearing conference for March 19 (Docs. 18782-3). Action March 17.

■ Hearing Examiner Basil P. Cooper in Hartsville and Florence, both South Carolina (Community Broadcasting Co. of Hartsville, Eastern Carolina Broadcasters Inc.), AM proceeding, scheduled further prehearing conference for March 21 (Doc. 18198-9). Action March 12.

■ Hearing Examiner Frederick W. Denniston in Las Cruces, N.M. (Marvin C. Hanz), AM proceeding, FCC clarification in *Primer* proceeding on community survey standards now gives applicants 90 days to determine whether to amend applications on that issue; accordingly, applicant should propose date for hearing conference to discuss further proceedings, or to advise the examiner if he intends to stand on record, in which event docket will be reactivated (Doc. 18714). Action March 12.

■ Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstell and Circleville Broadcasting Co.), AM proceeding, clarification in *Primer* proceeding on community survey standards now gives applicants 90 days to determine whether to amend applications on that issue; accordingly, applicants should propose date for hearing conference, or advise examiner if they intend to stand on record, in which event Docket will be reactivated (Docs. 18856, 18858). Action March 12.

■ Chief Hearing Examiner Arthur A. Gladstone in New Albany, Ind. (Shell Broadcasters Inc.), AM proceeding, granted motion of applicant that place of hearing be set at Washington; set certain procedural dates and scheduled hearing for May 11 (Doc. 19120). Action March 16.

■ Hearing Examiner Arthur A. Gladstone in Stirling and Freehold, both New Jersey (K&M Broadcasters Inc., Molly Pitcher Broadcasting Co.), AM proceeding, ordered Molly Pitcher to serve and file all its proposed amendments by April 12; further ordered that in event further hearing is requested, such hearing shall take place in Washington on May 24 (Docs. 18292, 18593). Action March 15.

■ Hearing Examiner Jay A. Kyle in Owensboro and Hawesville, both Kentucky (Edward G. Atsinger III, et al.), AM proceeding, scheduled further hearing conference for March 25 (Docs. 19068-70). Action March 12.

■ Hearing Examiner Ernest Nash in Mt. Pleasant and Charlton, both Iowa (Pleasant Broadcasting Co., et al.), AM proceeding, scheduled conference for March 19 to resolve questions which the examiner has with regard to certain aspects of the petition for leave to amend and petition for approval of agreement which were filed by Pleasant and Charlton Radio Co. (Docs. 18594-6). Action March 15.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Juan, P.R. (Radio San Juan Inc. [WRSJ]), AM proceeding, ordered further hearing shall be governed by procedures set forth on record of March 12 conference, and shall resume June 16 (Doc. 17574).

■ Hearing Examiner James F. Tierney in Guayama and Yabucoa, both Puerto Rico (Fidelity Broadcasting Corp., et al.), AM proceeding, set procedural dates and scheduled evidential hearing for July 19 (Docs. 19055-7). Action March 17.

Other actions

■ Review board in Humboldt, Tenn., AM proceeding, approved joint request by Communications Associates Inc., Humboldt and Quality Broadcasters, Union City, Tenn., for approval of agreement whereby Quality's application would be dismissed in return for reimbursement of legitimate expenses. Action March 15.

Existing AM stations

Final actions

■ WWSO Monticello, Fla.—Broadcast Bureau granted CP to decrease ant. height to 223 ft. and add unipole feed system. Action March 11.

■ WDIZ Orlando, Fla.—Broadcast Bureau granted CP to change trans. and studio location to 3.5 miles north of Bithio, Orange, Fla.; install new trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 840 ft. Action March 11.

■ Calhoun, Ga.—FCC denied request by Gordon County Broadcasting Co., asking FCC to seek remand from U.S. appeals court in Washington in proceeding involving its application for renewal of license of WCGA Calhoun in order to reopen the hearing record on its application. Action March 17.

■ WMRE Monroe, Ga.—FCC denied petition by Walton Broadcasting Co. for reconsideration of order designating for hearing its application for renewal of license for WMRE and for grant of renewal without hearing (Doc. 19011). Action March 17.

■ WELW Willoughby, Ohio—Broadcast Bureau granted mod. of license covering permanent waiver of rules to permit location of main studio beyond corporate limits of Willoughby at 14781 Sperry Road, Newbury. Action March 10.

■ KIHN Hugo, Okla.—Broadcast Bureau granted CP to increase daytime power to 1 kw and install new trans. Action March 5.

■ KBJM Lemmon, S.D.—Broadcast Bureau granted mod. of license covering change in time from unlimited to specified hours—Monday through Saturday, 6 a.m. to 8 p.m.; Sunday 7:30 a.m. to 6 p.m. Action March 12.

■ KPXE Liberty, Tex.—Broadcast Bureau granted mod. of license covering change in studio location and operate trans. by remote control from 517 Travis, Liberty. Action March 5.

■ KCPX-AM-FM Salt Lake City—Broadcast Bureau granted mod. of licenses covering change in name of licensee to Screen Gem Stations Inc. Action March 12.

■ WREL Lexington, Va.—Broadcast Bureau granted license covering aux. trans. Action March 15.

Action on motion

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Community Radio System and Morris Inc.), AM proceeding, granted petition by Community Radio System for leave to amend application to reflect that on March 5 O'Quinn Associates Inc. in which Farnell O'Quinn, Eugene Rogers and Ferrell O'Quinn filed application for assignment of license for WRKH(AM) Tifton, Ga., and assignment of WRKH(AM) Rockwood, Tenn., to Farnell O'Quinn, Alvin Graham, Eugene Rogers and Ferrell Leon O'Quinn (Docs. 17722, 18395). Action March 17.

Other action

■ Chief, Office of Opinions and Review in Jacksonville, Fla. (Belk Broadcasting Co. of Florida Inc.), renewal of license of WPDQ(AM), granted petition by applicant and extended through March 22 time to file reply to Broadcast Bureau's opposition to Belk's petition for reconsideration, grant without hearing and further relief

(Doc. 19126). Action March 16.

Designated for hearing

■ WCRS-AM-FM, and WGSW, both Greenwood, S.C.—FCC designated for hearing license renewal applications of Grecco Inc., licensee. Action March 17.

New FM stations

Final actions

■ Seaford, Del.—International Air Inc. Broadcast Bureau granted 98.3 mhz, 3 kw. Ant. height above average terrain 200 ft. P.O. address Box 1280. Seaford 19973. Estimated construction cost \$16,174; first-year operating cost \$12,000; revenue \$30,000. Principals: Wholly owned subsidiary of International Underwriters Inc. and is licensee of WSUX(AM) Seaford. Andrew Foltz Jr., president and William B. Newland, general manager. Action Feb. 9.

■ Winston-Salem, N.C.—FCC denied petition by Bible Moravian Church Inc. for reconsideration of FCC action in returning as unacceptable for filing its application for new educational FM at Winston-Salem. Action March 17.

Initial decision

■ Huntington, W. Va.—Hearing Examiner Millard F. French proposed approval of application of Mortenson Broadcasting Inc. for CP for new FM in Huntington to operate on 107.9 mhz with 50 kw (Doc. 18439). Ann. March 16.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Donaldville, La. (Lafourche Valley Enterprises Inc., Soul Broadcasters), FM proceeding, granted joint request for continuance to extent that March 16 evidential hearing be continued until April 21 and action on joint request for approval of agreement is withheld pending filing of pleadings (Docs. 19004-5). Action March 12.

■ Hearing Examiner Frederick W. Denniston in Birmingham, Ala. (Voice of Dixie Inc., First Security and Exchange Co.), FM proceeding, FCC clarification in the *Primer* proceeding on the community survey standards now gives applicants 90 days to determine whether to amend their applications on that issue; accordingly applicants should propose date for hearing conference to discuss further proceedings, or to advise the examiner if they intend to stand on record, in which event the docket will be reactivated (Docs. 18664, 18666). Action March 12.

■ Hearing Examiner Isadore A. Honig in Live Oak, Fla. (WNER Radio Inc. and Live Oak Broadcasting Co.), FM proceedings, scheduled hearing conference for April 2 (Docs. 18975-6). Action March 17.

■ Hearing Examiner Isadore A. Honig in Live Oak, Fla. (WNER Radio Inc., Live Oak Broadcasting Co.), FM proceeding, denied petition by Live Oak Broadcasting for one month extension of time to file proposed findings and conclusions; and extended from March 12 to March 19, time to file proposed findings, and from March 29 to April 5, time to file replies (Docs. 18975-6). Action March 12.

■ Hearing Examiner Jay A. Kyle in Big Bear Lake and Banning, both California (Mountain Broadcasting Co. Inc. and Stolte Inc.), FM proceeding, ordered Stolte Inc. to publish notice of its proposal to withdraw application in keeping with rules and notify all parties to this proceeding thereof pending any further consideration of proposed joint request for approval of agreement and dismissal of the Stolte application (Docs. 18967-8). Action March 17.

■ Hearing Examiner James F. Tierney in Harri-man, Tenn. (Folkways Broadcasting Co., Harri-man Broadcasting Co.), FM proceeding, canceled all previously set procedural dates; and ordered exchange of written exhibits be made on or before May 11; notification of witness shall be made on or before May 18, and commencement of evidential phase of proceeding shall be May 25 in lieu of March 29 (Docs. 18912-3). Action March 12.

Existing FM stations

Final actions

■ WAJM-FM Montgomery, Ala.—Broadcast Bureau granted CP to change trans. location to 2800 Gainesville Street; change studio and remote control location to 358 North Capitol Parkway, Montgomery; make changes in ant. system—ant. height 290 ft.; ERP 27.5 kw. Action March 12.

■ *KBPK(FM) Buena Park, Calif.—Broadcast Bureau granted CP to install ant., make changes in ant. system, ant. height 100 ft. Action March 12.

■ Berlin, Conn.—WHCN-FM Hartford, Conn.—FCC denied application of Communicon Media, Berlin, for review of review board decision denying amendment to show ownership and financial

changes in hearing on mutually exclusive applications of Communicom for CP and WHCN Inc. for license renewal for station WHCN-FM Hartford. Action March 17.

■ WSMI-FM Litchfield, Ill.—Broadcast Bureau granted CP to install trans. and ant.; ERP 19.5 kw, ant. height 175 ft. Action March 12.

■ WCLR(FM) Skokie, Ill.—FCC granted application by Radio Skokie Valley Inc., licensee, for temporary experimental authority to transmit facsimile signals on its SCA subcarrier frequency of 67 khz for period ending April 20. Action March 17.

■ *WBDG(FM) Indianapolis—Broadcast Bureau granted CP to change trans. location 2300 West 79th Street, Indianapolis, install new trans. and new ant.; make changes in ant. system; ant. height 105 ft.; ERP 320 w (horiz.), 290 watts (vert.); remote control permitted; condition. Action March 11.

■ KRNT-FM Des Moines, Iowa—Broadcast Bureau set aside Feb. 16 grant. Action March 5.

■ WSTM(FM) St. Matthews, Ky.—Broadcast Bureau granted mod. of license covering change in main studio and remote control location to Executive Park, Suite #312, just east of Sherburn Lane, St. Matthews. Provisions of rules to extent of permitting location of main studio beyond corporate limits of St. Matthews. Action March 12.

■ WGMZ(FM) Flint, Mich.—Broadcast Bureau granted license covering aux. trans. using former main trans. Action March 15.

■ Albuquerque, N.M.—FCC set for hearing mutually exclusive applications of Zia Telecommunications Inc. and Alvin L. Korngold for CP's for new FM stations to operate on 107.9 mhz in Albuquerque. Action March 17.

■ WNYR-FM Rochester, N.Y.—Broadcast Bureau granted CP to install trans.; change ERP to 50 kw, ant. height 390 ft.; remote control permitted. Action March 12.

■ WAGY-FM Gaffney, S.C.—Broadcast Bureau granted CP to install new aux. trans. and ant.; make changes in ant. system; ERP 3.3 kw; ant. height 125 ft.; remote control permitted. Action March 5.

■ WCMS-FM Norfolk, Va.—Broadcast Bureau granted license covering use of former main trans. and ant. for aux. purpose. Action March 5.

■ KISW(FM) Seattle—Broadcast Bureau granted license covering use of former main trans. and ant. for aux. purposes only. Action March 15.

■ KIXI-FM Seattle—Broadcast Bureau granted license covering aux. trans. and ant. Action March 15.

■ Chief Broadcast Bureau on request of Midland Valley Investment Co. extended through April 5 time to file comments and through April 15 time to file reply comments in amendment of FM Table of Assignments, (Cayce, Columbia, and Burnetown, all South Carolina) (Doc. 19144). Action March 15.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Anderson Ind. (Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson), FM proceeding, granted petition by Eastern Broadcasting Corp. for leave of Assignments (Cayce, Columbia, and Burnet) to amend application to reflect acquisition of WBOW(FM) Terre Haute, Ind. and summarize current broadcast interests and submit statement entitled "Sources of Funds" which amends financial proposal in regard to Anderson application (Docs. 19018-9). Action March 17.

■ Hearing Examiner Chester F. Naumowitz Jr. in Albany, N.Y. (Regal Broadcasting Corp. (WHRL-FM) et al.), FM proceeding, granted petition by WPOW Inc. for leave to amend application with respect to community consultation showing, its modifications being responsive to then recent case of City of Camden (Docs. 18210-2). Action March 17.

Renewal of licenses, all stations

■ Hearing Examiner Millard F. French in Lexington, Ky. (Bluegrass Broadcasting Co.), renewal of license of WVLK granted motion by applicant, and extended from March 26 to April 16 time in which to file proposed findings of facts and conclusion, and from April 16 to April 30, time in which to file reply findings (Doc. 18285). Action March 12.

■ Hearing Examiner Arthur A. Gladstone in Sandersville, Ga. (Radio Station WSNT Inc.), renewal of license of WSNT, designated Hearing Examiner Ernest Nash to serve as presiding officer; scheduled prehearing conference for April 20, and hearing to begin May 17 in Sandersville (Doc. 19167). Action March 5.

■ Broadcast Bureau granted renewal of licenses for following VHF TV translators: K08EW, K12EO, Buford, Colo.; K07DU, K09EA, K11EE, Murry Canyon Area in Ely and McGill, both Nevada. Action March 12.

■ Broadcast Bureau granted renewal of licenses for following VHF and UHF TV translator sta-

tions: K06CJ, K09EB, K11EH, K13DX, Eureka and Mammoth, both Utah; K04AK, K10BE, McDermitt, K06CT, K13EN, Oroville, K06GB, K10GP, K12HI, Verdi, all Nevada; K74AC, K77AA, K79AP, Bayfield and Ignacio, both Colorado. Action March 5.

Modification of CP's, all stations

■ Hot Springs, Ark.—Broadcast Bureau granted mod. of CP to change ant. of FM; change ERP to 310 w, ant. height 790 ft.; change description of trans., studio and remote control sites. Action March 12.

■ KEBR(FM) Sacramento, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 15. Action March 11.

■ KAPX(FM) San Clemente, Calif.—Broadcast Bureau granted mod. of CP to correct coordinates; ant. height 490 ft. Action March 12.

■ WTHO-FM Thomson, Ga.—Broadcast Bureau granted mod. of CP to make changes in ant. system. Action March 12.

■ WUFN(FM) Albion, Mich.—Broadcast Bureau granted mod. of CP to make changes in transmission line. Action March 12.

■ WUNN Mason, Mich., WUFN(FM) Albion, Mich.—Broadcast Bureau granted mod. of license to change corporate name to Family Life Broadcasting System granted mod. of CP to change name of permittee to Family Life Broadcasting System. Action March 16.

■ WDY-77 Poplar Bluff, Mo.—Cable Television Bureau granted mod. of CP to change frequency 12900-12925 mhz to 12850-12875 mhz; trans.; power 1.5 w; and change ant. system of CATV relay station. Action March 10.

■ K08GO Seeley Lake and residential and resort areas on Lake Placid, Mont.—Broadcast Bureau granted mod. of CP to change frequency from 180-186 mhz to 174-180 mhz; change type trans. and make changes in ant. system; change call letters to K07JN. Action March 12.

■ WLXN(FM) Lexington, N.C.—Broadcast Bureau granted mod. of CP to change ERP to 10 kw; remote control permitted. Action March 15.

■ WHLO Akron, Ohio—Broadcast Bureau granted mod. of CP to change locations of the two tower directional ant. system. Action March 5.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KNDE Sacramento, Calif. to May 15; WQSA Asheville, N.C. to Aug. 19; WFNC Fayetteville, N.C. to Sept. 1; WEGG Rose Hill, N.C. to Aug. 19; KGRO Pampa, Tex. to May 1; KRSC Othello, Wash. to June 15; KING Seattle to Aug. 19. Action March 5.

Other action, all stations

■ FCC received analysis of responses received from broadcast stations in answer to questionnaire on their reactions to erroneous emergency action notification transmitted to them Feb. 20 from National Industry Advisory Committee. Ann. March 22.

Translator actions

■ K08AI St. Regis, Mont.—Broadcast Bureau granted CP to change frequency from ch. 8 to ch. 10; change call sign of VHF translator to K10HM. Action March 12.

■ Guymon, Okla.—Guymon TV Translator Inc. Broadcast Bureau granted CP's for new VHF translators to serve Guymon and rural area, on ch. 5 by rebroadcasting KGNC-TV Amarillo, Tex.; ch. 9 by rebroadcasting KV11-TV Amarillo, and ch. 12 by rebroadcasting KFDA-TV Amarillo. Action March 11.

■ K80AZ Mason, Tex.—Broadcast Bureau granted CP to change frequency from ch. 80 to ch. 70; change type trans. and make changes in ant. system; change call letters of UHF translator to K70FK. Action March 9.

■ K77AX Mason, Tex.—Broadcast Bureau granted CP to change frequency from ch. 77 to ch. 72; change type trans. and make changes in ant. system; change call letters to K72DW. Action March 9.

■ Big Piney, Wyo.—Upper Green River TV System. Broadcast Bureau granted CP for new VHF translator to serve Big Piney on ch. 10 by rebroadcasting KCPX-TV Salt Lake City. Action March 11.

■ Clearmont, Wyo.—Clear Creek TV Booster Association. Broadcast Bureau granted CP for new VHF translator operating on ch. 10 by rebroadcasting KHSD-TV Lead, S.D. Action March 11.

■ Recluse, Wyo.—Recluse TV Club, Broadcast Bureau granted CP for new VHF translator to

serve Recluse on ch. 5 by rebroadcasting KHSD-TV Lead, S.D. Action March 11.

Ownership changes

Applications

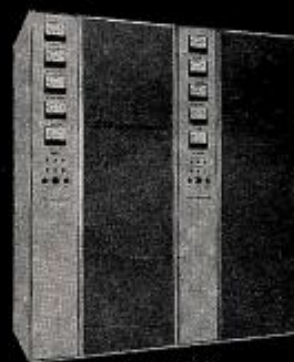
■ KHAR-TV Anchorage—Seeks assignment of license from Sourdough Broadcasters Inc. to Central Alaska Broadcasting Inc. for \$10,000 plus assumption of two RCA contracts. Seller: Patricia E. Harrel, sole owner. Mrs. Harrel owns KHAR-AM-FM Anchorage. Buyers: Carl A. Bracale Jr., president (21%), Duane L. Triplett, vice president (17%), Robert L. Lewis (11%) and Richard M. Zook (15%), et al. Mr. Bracale is sales manager for Sourdough Broadcasters, Anchorage. Mr. Triplett is account executive, sales, for Sourdough Broadcasters. Mr. Lewis is 100% owner of Arctic Dis attaching Co., taxicab company, Anchorage. Mr. Zook is chief engineer for Sourdough Broadcasters. Ann. Feb. 1.

■ WMLK(AM) Jeffersonville, Ind.—Seeks assignment of license from Electrocast Inc. to WMLK Inc. for \$300,000. Seller: Clarence Henson, et al. Mr. Henson has controlling interest in licensee and WLRS(AM) Louisville, Ky. and WORX-AM-FM Madison, Ind. Buyers: Black Communications Corp., New York (65%), et al. Black Communications officers are Benjamin M. Tucker, chairman of board and secretary (50%), Douglas Pugh, president, treasurer and director (25%), Earl G. Graves, vice president and director (12.5%) and Cowan, Liebowitz and Latman, New York, law firm. Ann. Jan. 21.

■ KGKL(AM) San Angelo, Tex.—Seeks transfer of control of KGKL Inc. from William (Bill) D. Nell (100% before, none after) to Industrial Broadcasting Co. (none before, 100% after). Consideration \$93,000. Buyer: Leroy J. Gloger, et al. Mr. Gloger is president, treasurer and sole stockholder of Industrial Broadcasting Co., licensee of KIKK-AM-FM Pasadena, Tex. He is also 40% partner in KSPL-AM-FM Diboll, Tex.; president, director, sole owner Gloger Corp., Pasadena, land development; president, director of Key Land development, Pasadena, wholly-owned subsidiary of Industrial Broadcasting, 1/4 partner in mobile home project; 95% owner of Pinewood Development Co., Pasadena, shopping center; 51% owner of Your Host Inc., Pasadena, tourist publication and director of San Jacinto State Bank of Pasadena, Pasadena, Tex. Ann. Feb. 1.

(Continued on page 120)

An Outstanding 5 KW AM Transmitter...



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For reliability, economy and a high fidelity sound, the CCA AM 5000D is unsurpassed. Contact your CCA representative or, better yet, — ask your "Good Sounding" fellow broadcaster.



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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

Experienced sales manager, who will personally solicit new accounts, and service and who can effectively direct the sales effort of sales staff. Salary, bonus, benefits. Send resume, photo and references. Box C-246, BROADCASTING.

If you have the track record in management and sales you are worth more as a consultant. During NAB call (312) 939-4721 or send brief resume to Box C-253, BROADCASTING.

New northern Ohio network daytime—AM—MOR in medium to large market. Looking for young, aggressive, sales-oriented manager to sell and build sales force to full sales potential. Excellent working conditions. Salary and incentive override negotiable. Send resume to Box C-368, BROADCASTING.

Michigan-northern-St. Ignace. General manager needed immediately. 5000 watts. Good opportunity for right man. Days 517-482-9695. Evenings 517-484-0702.

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.

Popular midwest low-frequency station in progressive, growing two station city of 40,000 has unusual opportunity for qualified salesman with good background. Potential is excellent. Right man can earn in excess of \$15,000 annually. Box C-281, BROADCASTING.

Salesman opening—could lead to sales manager—with market's No. 1 station in one of Virginia's most beautiful and historic cities. Rapidly growing market, great potential for knowledgeable, energetic person to join a young group organization. Send resume, references, requirements and current picture. Our employees know of this advertisement. Box C-292, BROADCASTING.

Experienced salesman with good track record. 5000 watts AM, 3000 watts FM. Single station market. Over \$767 million retail sales in primary coverage area. Rated No. 1 in August area survey. Excellent opportunity for hard working type. The future can be yours. Station has been undersold. Commuting distance from Washington, D.C. Box C-306, BROADCASTING.

Salesman-announcer. Young single station, small market, southern Virginia. Corporation managed by majority owner. Experienced, productive salesman-announcer can be second largest stockholder with no cash down and guaranteed return. Salary, commission and expenses. Box C-347, BROADCASTING.

(Two salesmen!) KEZR-FM, Southern California's newest, needs two experienced salesmen. Send resume to Ed Bushman, c/o KEZY-AM, 1258 North Highland, Hollywood, California 90038, Suite 301. (213) 463-5621 or (714) 776-1190.

Addition older, experienced salesman for central Florida, country-politan format. Stock option available. WAPR, Avon Park, Florida.

WAVZ needs a pro . . . now. KOPS-Monahan flagship station is expanding. Weekly guarantee, not a draw. Protected account list. Commission set-up designed to make big money fast. Top fringe benefits: CMS, Blue Cross, Major Medical, Life Insurance, profit sharing. Send confidential resume now to WAVZ, New Haven, Connecticut 06510.

If you're a Pennsylvania area time salesman and would like to join a group of progressive young broadcasters in the state capital . . . the opportunity is waiting for you. Harra Broadcasters, Inc. has just purchased WKBO in Harrisburg (the 75th market). We are building a professional staff and a totally new sound for the area. The potential is tremendous. We have fringe benefits . . . but our greatest asset is an opportunity to contribute and learn. We have a ready made account list . . . liberal guarantee and commission system. Group also operates WRSC/WQWK fm at the Pennsylvania State University. Immediate opening. Contact: J. Albert Dame, Vice President & General Manager. Call 717. 234-0191.

Sales continued

We need two experienced, aggressive salesmen to break open Illinois' second largest city. Contact WRVJ Radio, area code 815-964-5545.

Wanted. Radio time sales professional. Well financed young new corporation in the process of acquiring full time station in the West Palm Beach, Florida market. This is a ground floor opportunity to start with the best account list and grow rapidly with a rapidly growing radio corporation. We offer profit sharing, top incentive plans and a generous draw based on your experience, track record and ability. Phone in confidence (305) 848-0879 or write: Riviera Broadcasting Corporation, 900 U.S. 1, Lake Park, Florida 33403.

Announcers

Positions open for announcer and salesman-announcer at growing southeastern state contemporary station. At least two years experience necessary. Send tape and resume. Box C-252, BROADCASTING.

Wanted: 1st phone, heavy voiced, rock lock for daytime slot on great midwestern contemporary. Production ability a must. Good pay, stable station, profit sharing, paid insurance. Send tape, resume, photo and salary required to Box C-287, BROADCASTING.

Morning man—Somewhere there's a mature individual willing to follow directions, be a part of a closely knit team of personalities, play top-forty music with an adult approach . . . no screamers or prima donnas need apply . . . in return for the above, you will receive above average pay, paid vacation, free hospitalization, life insurance. Present morning guy resuming PD post of our FM stereo affiliate. We need you to start April 1st. If you meet the qualifications, send tape, resume, and recent photo to Box C-294, BROADCASTING.

I'm looking for a pro—someone who loves broadcasting . . . has initiative and still feels he has something to learn. He's a hard worker, not a "prima donna," and would like working in a beautiful, warm, medium western market. Box C-316, BROADCASTING.

Announcer: For full time top rated AM Black programmed station, in large southern market. Must be experienced, top-flight air man. We are interested only in mature, articulate, low-key conversational delivery . . . no screamers need apply. The right salary for the right man, with fringe company benefits. Send tape, complete resume and photo to Box C-372, BROADCASTING.

Wanted: Experienced broadcaster for instructor position in well established broadcasting school. Chance for advancement to national supervisory position. Send tape and resume first letter. Box C-377, BROADCASTING.

If you have a first class ticket, a mature voice, are good at production, and have a few years in the biz, then read on. KTAC, Tacoma is looking for a man like you. We do prefer Northwest or West Coast men. KTAC is a 10,000 watt rocker at 85; and we're number one. Rush resume, tape, and pic to: Derek Shannon, KTAC, Box 11335, Tacoma, Wash. 98411.

WEKT-FM stereo in Hammondsport, New York needs announcers with a good voice. We serve wine country U.S.A.

Downstate Illinois—Announcer with third for daytime and stereo FM in college town of 25,000. Permanent. Good benefits. WLDS/WEAL, Jacksonville, Illinois. Phone 217-245-7171.

Wanted: Professional, experienced talk man for midwest station in metro market of over 300,000. Call 608-274-1070 for Program Director. No collect calls.

M.O.R. personality . . . for 10,000w, top rated, station in Central Pennsylvania, minimum 2 years experience, 1st phone and sports knowledge helpful, call Bob Manning, (717) 286-5838.

Technical

Chief engineer needed who knows AM directional, FM stereo, microwave for established AM, new FM. Send resume to Box B-46, BROADCASTING.

Technical continued

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.

Experienced engineer for AM/FM. Strong on maintenance. New Jersey seashore. Box C-222, BROADCASTING.

Midwest directional station needs chief engineer who has technical know-how and can announce. Willing to pay for right man. Box C-282, BROADCASTING.

Chief engineer/announcer for southwestern Pennsylvania 5000 watt AM and 3000 FM. Must be experienced in maintenance and proofs. Send 7/2 IPS tape to Box C-312, BROADCASTING.

Chief engineer, WJPS, Evansville, Indiana needed immediately. Experience in proofs, maintenance, rule and reg necessity. Top money, benefits. Call 812-425-2221.

Chief—New York area FM stereo operation. Experienced studio and transmitter operations. Call collect: 212-889-8716 or 212-691-1792.

News

News director—to lead an aggressive department at top-rated, contemporary, major, northeast station. Send tape and complete resume to Box C-235, BROADCASTING.

News director or newsmen wanted by a Negro programmed station in a southern mid-Atlantic major market. This man must be experienced, know what the Black community wants, know how to get it, and report it on the air. Know how to editorialize, be able to take complete charge of the news department. Starting salary \$750.00 per month, with company fringe benefits. If you can qualify, send tape, complete resume and photo to Box C-371, BROADCASTING.

Medium metro market has immediate opening for qualified news man in news oriented MOR operation. Writing ability and good air delivery essential. Group insurance and pleasant working conditions with genial staff. Send tape, resume and salary requirements to Lou H. Murray, WRTA, Box 272, Altoona, Pennsylvania 16603.

Major Ohio market has excellent opportunity for an experienced newsmen, or one with potential, in a heavy news operation. Call Paul Burke 513-224-1137.

Want 4th member . . . #1 newsteam on #1 station in Fort Lauderdale, Florida. Want resume and tape and salary from man who wants to work hard . . . but live right. Mike Green, P.D., WFTL, P.O. Box 1400.

Seattle radio news operation seeks a newsmen. The successful applicant will have a record of high academic achievement and at least two years' experience in broadcast journalism. Salary open; based upon past earnings and experience. Liberal fringe benefit program. An equal opportunity employer. Send resume and tape to P.O. Box 592, Seattle, Washington 98109.

Situations Wanted Management

General manager—must see resume to appreciate. Box C-112, BROADCASTING.

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.

General manager, small to medium market, southwest preferred, sales management background, 15 years broadcasting experience, 6 in management association. Box C-239, BROADCASTING.

Manager/engineer. Sixteen years in management, sales, production, programing, news, all formats . . . Resume tells it all. Box C-250, BROADCASTING.

No chance for ownership with present employer. I'll resign my executive position with major corporation for opportunity to manage and earn part ownership. 419-893-7330 evening or Box C-256, BROADCASTING.

Management continued

Good, hardworking, selling sales manager. Will train and develop staff plus carry good personal billing. Twenty years all phases. Box C-280, BROADCASTING.

Successful general manager seeks new challenges, 16 years radio-TV, all phases, desires medium-major market, \$25,000 minimum plus incentives. Box C-304, BROADCASTING.

Creative administrator: seeking position in Public Broadcasting. Experience includes administration of University CCTV and Public Radio station. Box C-330, BROADCASTING.

36 years old, 1st class ticket, experienced all phases radio. Desire chance to manage in small market. Prefer C&W operation. Must be good financial arrangement with chance to own "A Piece of the Rock" later. Let my references help you decide. Reply to Box C-350, BROADCASTING.

General manager, large market looking for good opportunity in medium market. Prefer southeast, extensive experience in modern country, sales experience in country and MOR. Family solid background, will consider sales manager for right company. Box C-365, BROADCASTING.

Selling general manager, aggressive self generating, motivator, 18 successful years management-sales. Age 34, stable, honest, sober. Will invest substantial cash. Will consider all offers. Looking for growth opportunity. Box C-375, BROADCASTING.

Ready . . . and quite able! Strong administrator and program/operations manager has added a year of sales to 15 years in programming (13 years with leading stations in prime markets). A leader and innovator who wins tough battles. Interested in station management or other challenging situations. Call 608-271-5685 or write Box C-378, BROADCASTING.

Sales

Seasoned sales representative open to offer! Experienced in FM, AM, UHF, VHF! Presently AM sales manager. Box C-198, BROADCASTING.

Radio and television sports director would like to get into sales and work closely with manager. College and Army completed. Seven years experience, including last four with present company. Big Ten football and basketball play-by-play, plus good disc jockey and news background. Prefer small or medium market in college community. My wife wants to finish her college education. Iowa native, but will relocate for a permanent position. Box C-301, BROADCASTING.

Salesman, 20 years radio-tv-electronics. Technical and management. Sales experience electronics. Seeking challenging sales position radio-tv east. Reliable, sincere. Box C-325, BROADCASTING.

Sales/announcer, MOR or country 3rd class ticket; aggressive, knowledgeable and experienced. Prefer Colorado. Resume and air check upon request. Box C-374, BROADCASTING.

Millions will be made by Chris Kidd, personality-salesman. 55 Arrowhead Way, Darien, Conn. 06820. 203-655-2170.

Announcers

DJ-copy-production, experienced, third, college, good voice . . . Box C-41, BROADCASTING.

Creative first phone rock jock. Writes, produces good spots. Box C-143, BROADCASTING.

Creative announcer able to handle an account. Make me an offer. Box C-163, BROADCASTING.

1st phone-6 years experience-wants to grow. 25, family, aggressive, excellent references programming and production-\$750 month. Currently morning man 50,000 watts. Prefer medium market mid-west or west. Box C-175, BROADCASTING.

3 years experience-All phases of broadcasting including play-by-play sports. Preferably N.Y. or surrounding areas. Box C-241, BROADCASTING.

Sports announcer professionally trained. Play-by-play all sports. Married, will relocate. Box C-245, BROADCASTING.

Major suburban market jock, seeks solid spot with good station. M.D. & P.D. background too. Top references!!! Mike Jeffries (516) 798-8935 or write Box C-254, BROADCASTING.

Newscaster-writer. Major market experience-Can dig out the news-Heavy on actualities-Good voice-Strong, authoritative delivery. Box C-271, BROADCASTING.

Announcer, first phone, 2 1/2 years experience. Will relocate. Box C-272, BROADCASTING.

Philadelphia, New York or any other nice town in the northeast. Progressive rock, MOR-up tempo or soft sell top 40. Box C-278, BROADCASTING.

Announcers continued

"Black enough," articulate and experienced. For tape and resume Box C-286, BROADCASTING.

Professional top-40, first-phone, age 24, 7 years experience. Looking for permanent position as music director-dj at top-40 DA-N powerhouse in southeast, top-100 market only. \$185 week minimum, serious offers only. B Gee. (205) 322-0091 or Box C-303, BROADCASTING.

Black jock, R&B, jazz, top 40. Third endorsed. Unusual beginner. Broadcast school graduate. Relocate. Box C-305, BROADCASTING.

Major suburban market jock, and production pro, seeks spot with good station. Good references. Larry Freed (212) 343-9528 or write Box C-307, BROADCASTING.

Young, single, draft exempt, experienced broadcaster with third phone looking for late night/all night position, New England area preferred. Write Box C-309, BROADCASTING.

Young, mature veteran, experienced, creative, third endorsed, large record collection. Anywhere, anytime. How about now? Box C-311, BROADCASTING.

Disc jockey-announcer. Experienced. Tight board. Actor with full knowledge of all types of music. Mellifluous voice. Excellent diction. Creative and versatile. Very dependable. Third endorsed. Box C-314, BROADCASTING.

Sports announcer: with extensive play-by-play background. Hard worker with excellent references. Box C-320, BROADCASTING.

Young announcer, MOR. Experience, 2 years. Good personality, good voice, keep tight board. Looking for board work and production. Midwest location. Box C-323, BROADCASTING.

Flash! Young man wants break. Career Academy grad. College, 3rd endorsed, "on-the-air experience, a pilgrim in search of a home north or southeastern area." Box C-324, BROADCASTING.

Top 40 or up tempo MOR. Bright, witty, good voice, two years experience, music director, Ohio or surrounding states. Box C-329, BROADCASTING.

Talented, responsible, unorthodox female seeks station with integrity and professionalism. Box C-331, BROADCASTING.

For lease with option to buy-28-year-old music director with 7 years experience. I am seeking a challenge. Prefer midwest, will consider anywhere. Box C-332, BROADCASTING.

Talent being wasted. Experienced, country, MOR, sales. 3rd phone. Will relocate (prefer New England). Box C-333, BROADCASTING.

Broadcast trained, married veteran will relocate. Personable, bright, hard working attitude. 3rd endorsed. Box C-334, BROADCASTING.

Radio veteran. Highest character references. Strong on announcing music, commercial and news. Strong but friendly voice. Available now. \$15,000 minimum. Box C-336, BROADCASTING.

New England or New York State. Time for me to step up, desire position where my air work and technical ability can be compounded . . . with more experience you receive the dividends. Rock only, currently employed. Box C-340, BROADCASTING.

Country personality. Strong on production, imagination. Ten years experience. College. Ver. Twenty-seven. Single. Third phone. Available June. Box C-342, BROADCASTING.

Anybody can cue a record-I can do more. Young pro, experienced, first phone, copy, production. Box C-344, BROADCASTING.

Heavy larynx, first, top five experience relishes gig where intellectualism, imagination, and social awareness are not stifled. Long hair stays. Don't rush, in no hurry. Box C-351, BROADCASTING.

Calling Arizona happy stations. Available old gray mare combo. Lots of experience. Twenty years. Excellent voice and good taste in all types of music. Don't put me out to pasture yet. Can add to your ratings, morning, noon or night. Can relocate. Come on-give me one more chance. Box C-357, BROADCASTING.

Experienced: 9 years, good voice, not floater. 31, talk shows, MOR, Christian programming. Want: Southwest Ohio, mid-central Florida. Also, PD and station manager background. Box C-358, BROADCASTING.

Good play-by-play man seeks job with security . . . all sports . . . good board man . . . first phone. Box C-360, BROADCASTING.

Announcers continued

Professional. 15 years every type format. Now want to return to friendly, informal adult shows. Family, 40's, versatile, cooperative. 1st phone, assist maintenance. Smith, 305-843-9525 or Box C-361, BROADCASTING.

First phone, experienced, mature voice, dependable hard working jock, looking for top 40 or upbeat MOR. Box C-362, BROADCASTING.

Don't pass up this chance. MOR-play-by-play, phone talk too, bright, alive, 28, married, 3rd. Write Box C-363, BROADCASTING.

Attention-Michigan stations-Small-medium markets. Now available, family man, 35. Announcer, sales-production and promotions. Desires immediate reply. PH 1-313-238-8489 or reply Box C-367, BROADCASTING.

Broad top 40 or heavy FM: I've got one year of hard work behind me at a tertiary up tempo MOR. I'm 22, educated, and looking for a chance to better myself and the station I work for. Northeast preferred. For tape, resume and me, call (212) 241-7108.

When numbers mean money-dial a pro. 219-743-6111.

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.

First phone top 40 announcer. Experience in Montana and Oregon. Financially stable. Ready to work. Area code 206-827-1484.

First phone experienced DJ-music director. Reliable, dedicated and hard worker. Desire medium market top 40 or contemporary station position. Available immediately. Contact: Henry Kastell, 607 Lincoln Avenue, Saint Paul, Minnesota 55102. Phone: 612-225-1529.

1st phone air personality, engineer, salesman. Chris Kidd, 55 Arrowhead Way, Darien, Conn. 06820. 203-655-2170 or person to person 203-324-9419.

Tiger for sale read on. Creative, often nutty, but seriously ambitious personality needs DJ, news slot now. 3rd ticket. Broadcasting school grad. 20, no draft worries, little experience but I'll work, work, work, my rump off. Paul Rogers (203) 649-9325.

Announcing job wanted in Wisconsin. Have experience and first phone. Please call 715-443-2594.

Experienced, first phone, still looking, available immediately. 304-438-7039.

1st phone, experienced-rock/up tempo programming-production-copy-currently employed. Call 714-283-3625 between 10 & 5 P.S.T.

Radio-television personality looking for major market position. Six years experience including New York TV. College graduate, 3rd ticket. Married, will relocate. All offers considered. Ron Barry, 2190 Gateway Terrace, Easton, Pennsylvania.

Young, eager, draft exempt, 3rd endorsed, seeking first job-light board, resident broadcast school graduate-locate anywhere for top 40 or MOR opportunity. Willing to work, eager to take direction. For tape, resume and photo, contact John Cenicerio, 3183 Sanchez St., San Bernardino, California 92404.

Experienced top 40 jock, over two years, single, draft deferred, production, program director experience, relocate anywhere, available immediately. Bill Chamberlin, (516) 423-0167.

Good-bye Mickey Mouse. Don't need the grief. Jonathan Christian plays for keeps. 301-475-9016.

Sportscaster, disc jockey, newscaster, tight board, third endorsed. Available immediately full time, dependable. George Daney, 201-442-4510.

Announcing school graduate. Third, endorsed; tight-board, draft-exempt. Sincerely wants opportunity to start in radio. Contact Don Drew, 223 Jones Drive, Bridgeville, Pennsylvania 15017.

First phone, college grad, experienced, all formats. Wayne Erickson, 621 W. Hyde Park Blvd., Inglewood, Calif. 90302. Phone (213) 671-0584.

Top sports, play-by-play, want to move up to college level. Four years in radio, third phone, 30, married, Brown grad. Orin Harris, Box 121, Humboldt, Iowa 50548.

Sportscaster available for medium or major market. Experienced in radio and TV play/play; basketball; football; track; hockey; baseball; golf; bowling . . . sports shows; interviews . . . mature pro. College. Family man. Fred Lindy, (616) 651-8465.

Announcers continued

Announcer with 1st phone desires position with top 40 or rock station on the Gulf Coast or mid-south area . . . 4 years experience . . . no maintenance . . . want permanent position in sunny south. Rick Moore, Route 2, Bolivar, Tennessee 38008. 901-658-3378.

If you are in a large market and need an experienced and matured announcer for a rock or progressive format, get in touch with: Robert Olson, 4713 N. 16th St., Arlington, Va.

Third phone. Broadcast school trained. Needs a break into the business. Prefers announcing MOR or rock, but willing to try anything. Good voice and reader. Try my audition tape. Single, 18. Will relocate. Contact Chuck Penon, Thief River Falls, Minnesota. Phone: (218) 681-5424, Ext. 8.

Upstate New York—Available for summer. Top 40 MOR. First ticket. Six years experience. Creative, versatile, hard worker. Steve Raleigh, 607-277-0821.

MOR—top 40 DJ. Radio school grad. Tight board. 3rd class. Can follow instructions. Desire and ability. East Coast. Gary K. Smith, 609 Seminole, Jacksonville, N.C. (919) 347-1185.

Available August. Experienced small market top 40 announcer; first phone; married; locate midwest, mid-Atlantic. Minimum \$120. Randy Swingle, 330 Oak Grove #318, Minneapolis, Minnesota 55403.

Announcer—third—8 months air experience. Prefer up tempo MOR or rock. Married, children. Fred Tucker, 301-772-2286, 2410 Brightseat Road, Apt. 4, Landover, Maryland.

3rd; will travel, long hours at low wages for experience. Vet, married. Call collect (301) 725-6203. Skip Wilson, 814 Bth St., #202, Laurel, Maryland 20810.

Technical

1st to assist. Other broadcast duties if desired. Technical school, mature, married. Carolinas, June. Box C-236, BROADCASTING.

Chief Engineer—AM/FM construction—maintenance—proofs—directionals—to 50 KW. Box C-300, BROADCASTING.

Engineer, announcer, wants good MOR station in northeast. Box C-302, BROADCASTING.

Competent chief engineer. 10 years experience all phases AM/FM. Can announce and do news. Will relocate. (408) 637-3667. Box C-343, BROADCASTING.

Engineer, 9 years experience, wants permanent position as chief or maintenance. Prefer northeastern states. Box C-346, BROADCASTING.

1st phone, no broadcast experience but eager to learn. Responsible, with five years communications experience. Want a career, not a 9-5 job. Willing to relocate. Box C-370, BROADCASTING.

Chief engineer/announcer, six years experience desires a position in north or northwestern states. 1180 Pleasant St., Noblesville, Ind.

First phone since 1951 2nd telegraph with ship radar endorsement since 1952. Advanced Class "HAM" since 1950. Chief engineer for AM, AM directional assi. engr., and FM. See Broadcasting February 15th pp. 59 about mel M. Gottesman, 863-25th Avenue, San Francisco, Calif. 94121 (415) 751-1974. Available now!

Attention: Technician, first phone, salary secondary. Relocate anywhere in northeast, have car. (212) 275-5860. Sid Kitain, 98-05 63 Rd., Rego Park, N.Y.

News

Experienced reporter, writer seeks position in northeast or Florida. College grad. Draft exempt. Write Box C-248, BROADCASTING.

Desire full-time sports. Radio and/or TV. Play-by-play. 18 years experience. Reliable. Married. Presently employed. Tape available. Request interview. Box C-269, BROADCASTING.

Experienced, professional broadcaster seeks radio news position, will relocate. Prefers New England. Write Box C-310, BROADCASTING.

Award-winning newsmen wants to return to Illinois. Any market. Former news-director and loves work. 203-677-7501 or Box C-353, BROADCASTING.

Just completed service. Six years experience including gathering, writing, editing and as a news director. Good voice. Journalism degree. No children. Happy to relocate. Mike Hassen, (618) 532-0526 or 532-1885, 21 Mitchell Avenue, Centralia, Illinois 62801.

Radio newsmen available immediately—good-on-air delivery, 2 years announcer, 1 year news, small or medium market, call 406-453-2890.

Programing, Production, Others

Talented rock PD, first ticket. Box C-144, BROADCASTING.

Nationally recognized major market PD seeks home and challenge. #9 to #1 in 8 months. Wide operational experience from national sales to budget. Security, honest relationships, creative freedom paramount. Market size optional. Excellent references. Box C-224, BROADCASTING.

Dependable major market pro seeks new opportunity. Programing, production, announcing, copywriting, music. Degree, first phone, married. Serious offers only, please. Box C-270, BROADCASTING.

Radio production pro available. Heavy experience in movie and record spots. West coast only. Box C-274, BROADCASTING.

Articulate, personality, actor interviewer interested in youth, church and community. Over 30 but still tuned in. Stable family man seeks unique challenge above \$13,000. Box C-315, BROADCASTING.

Experienced young music director looking for position with progressive MOR station. Married. Need \$160 to start. I can produce the sound you want. A tape is available to give you an idea of what type of music I program. Box C-322, BROADCASTING.

If I could reach the man who can say yes, instead of the intermediate who can only say no, it could be the best thing that's ever happened to his station . . . in a southern major market. Box C-345, BROADCASTING.

Ex-mayor of medium-size midwestern city considering return to broadcasting. 13 years of experience in radio includes news director, farm editor, announcing and sales. Box C-364, BROADCASTING.

Operations . . . music . . . programing . . . first class ticket. Traffic, copy, familiar with rules and regulations, license renewal. Prefer MOR but will consider all. Female. Box C-366, BROADCASTING.

Top young play-by-play man trapped in major market newsroom by fortunes of the business. Top major market play-by-play credits. Seeks more of the same, or medium market with pro basketball play-by-play. Great airwave salesman. Box C-369, BROADCASTING.

Program/operations manager. Strongest credentials. A winning record throughout 16 years (13 years with major groups in large markets). Excellent background in programing and administration, plus some sales. Knowledgeable all music formats plus talk/sports/news. Strong on creativity and expert on detail. Interested in station management but challenge, authority, and compensation will hold me in programing. Call 608-271-5685 or write Box C-379, BROADCASTING.

Military just finished. Six years experience including heavy news, production, announcing, traffic, and programing. Excellent voice. Journalism degree, major radio-TV. No children. Very flexible. Mike Hassen (618) 532-0526 or 532-1885, 21 Mitchell Avenue, Centralia, Illinois 62801.

PD/sports director/news or combination. Long on experience, very diversified. Heavy play-by-play. Available now! Bob Miller, 530 Pennsylvania Avenue, Marion, Ohio 43302. (614) 389-1349.

TELEVISION

Help Wanted

Management

Manager. Major group broadcaster seeks manager for top 12 market VHF station. Send qualifications to Box C-318, BROADCASTING. An equal opportunity employer M/F.

Needed! Station manager with thorough background in sales . . . production . . . and people! Send resume to: WUHQ-TV, Channel 41, P.O. Box 1616, Battle Creek, Michigan.

Announcers

Immediate opening for fulltime announcer with on-air experience. Midwest market. Complete new facilities for established station. Send pic and resume. Box C-326, BROADCASTING.

Technical

Chief engineer VHF station in medium-sized mid-west market. Experienced in operations, VTR and micro-wave. Want man who can direct people and assume responsibility. \$12,000 annually plus company paid insurance and hospitalization. Please send resume and when available. First letter to Box C-299, BROADCASTING.

All new, high power, full color UHF station needs experienced chief engineer and technicians. Send resume to: WUHQ-TV, Channel 41, P.O. Box 1616, Battle Creek, Michigan.

News

Creative, hard working newsmen wanted for aggressive TV news operation in beautiful Texas coastal city. Need man who knows all phases of TV news, and has air experience. Send resume, sample of works, video audition, salary requirements to Box C-263, BROADCASTING.

Programing, Production, Others

Equal Opportunity Employer. Experienced TV continuity writer wanted. Emphasis to be on commercial copy. Box C-293, BROADCASTING.

Travel Radio/TV oriented business is looking for gal, 25-45, with good experience in traffic/operations and/or accounting. This person must be able to travel extensively throughout U.S.; someone who meets and works well with progressive stations in top markets. Position includes station consultation, personnel training, service installation. Salary based on experience. Send resume, references, picture to Broadcast Computer Services, 3021 N. Hancock, Colorado Springs, Colorado 80907.

Television

Situations Wanted Management

Operations manager—15 years professional experience in all phases of TV. Strong in programing/production. Proven administrative leadership. Box C-279, BROADCASTING.

TV operations manager-traffic. 23 years TV operations. Looking for place to stay. Dedication, hard work. Employer knows of this ad. Resume, details on request. Box C-289, BROADCASTING.

Management. 23 years television operations manager—traffic manager. Ready to move up to management to help you. Would like to talk to you about it. Box C-313, BROADCASTING.

Operations/program director. 15 years VHF/UHF experience, seeks challenging medium sized market or cable opportunity. Cost-budget conscious, film buyer, all phases production. Now employed, accustomed to much responsibility—including total station operation. Box C-380, BROADCASTING.

Announcers

All-around personality . . . news, sports, weather. Will specialize. Currently employed. Box C-111, BROADCASTING.

Male college graduate, professional acting experience, desires television work. Can handle any type show. Salary least important. Box C-257, BROADCASTING.

Articulate, personality, actor interviewer interested in youth, church and community. Over 30 but still tuned in. Stable family man seeks unique challenge above \$13,000. Box C-315, BROADCASTING.

Technical

First phone, 26 years experience transmitter or maintenance. Box C-232, BROADCASTING.

BSEE, PE with 20 years active marketing/technical experience, domestic/international, in broadcast, communications, instrumentation, seeks active participation in broadcast, TV or CATV opportunity or in attractive turnkey consulting capacity. Member SMPTE, IEEE. Box C-297, BROADCASTING.

Ex-chief one kilowatt radio station desires two, three week working "vacation" in Rocky mountains area, with wife. Fifteen years television experience, first phone and advanced amateur licenses. Require no monetary wages. You pay expenses. Box C-298, BROADCASTING.

News

Issues-oriented street-reporter wants features, specials. Let's talk. Box C-335, BROADCASTING.

Experienced reporter-cameraman. Young, aggressive, draft exempt. Journalism degree. Knows film production. Audition reel available. Box C-339, BROADCASTING.

Experienced weatherman—with major market background, competent and personable seeks relocation. (301) 426 1358 or Box C-348, BROADCASTING.

Medium market TV-AM-FM news director seeks advancement. TV anchor, interview, 30, 8 years experience, married, veteran, dependable. Professional look and sound. Minimum \$800. Box C-356, BROADCASTING.

Experienced anchorman, assignment editor, reporter, photographer. Currently employed. Call—612-869-0210 or 890-3265.

Situations Wanted

Programing, Production, Others

TV program director. Currently promotion manager ready for step up. Consider combo if conditions right. Heavy TV background. Box C-186, BROADCASTING.

Help! If you've ever tried to re-approach broadcasting at San Diego State College, you'll know why I desperately need a summer job away from here. Heavy experience—commercial and educational studio production, announcing, and news. Young vet with lots of initiative and classroom idealism but having enough scars to be fairly humble and eager to learn. Fill those vacation holes and give me a break, you might be pleasantly surprised. Box C-295, BROADCASTING.

Television trainee position wanted by responsible, industrious and talented man. Successful prior business experience plus recent graduate in TV production and studio operation. Box C-256, BROADCASTING.

Program executive, two degrees, 12 years experience, 3 years overseas in communications, strong in programming-production, promotion. Good appearance. Also interested in sales, right market. Record of high ratings. Airwork capabilities. Box C-308, BROADCASTING.

CATV operators—Doing local origination or about to begin? I'm experienced in all areas of television production. Masters degree. Commercial experience. Desire to learn all areas of CATV operation. Box C-317, BROADCASTING.

College graduate. CA major, NYIT. Third endorsed. Seeking first job as production assistant or similar position. Energetic, creative, dependable. Draft deferred. Will relocate. Resume, references. Box C-319, BROADCASTING.

Program/operations manager. 11 years TV, two employers, college graduate, family. Desires opportunity to apply abilities and experience for medium market station. Box C-327, BROADCASTING.

June graduate with BA in RTV-film, draft exempt. Some commercial production experience. Box C-352, BROADCASTING.

Director/switcher, 4 years commercial TV experience in directing news, live and taped shows. Degree in radio-TV-film. Box C-354, BROADCASTING.

Hungry A.D., top ten market, seeks director's job. Married, degree. I will do the job for you. Box C-376, BROADCASTING.

Attention: VHF-UHF-CATV managers. Nine years television experience including: traffic, art, promotion, programming, production, tape, studio, remotes and switching. Evening, 913/381-0132.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irburde St., Laredo, Texas 78040.

We are seeking a one thousand watt transmitter. Box C-251, BROADCASTING.

Studio-transmitter links, monochrome, wanted for Philippines. Write Don Davis, 350 East Limberlost, Tucson, Arizona 85705.

Wanted: 50 kw transmitter. McClure, 4 Estanolle Street, Greenville, South Carolina 29607.

Wanted, self-supporting TV tower. 200 to 250 feet. U. S. Towers, 249 Bartow Lane, Petersburg, Virginia.

FOR SALE Equipment

Heliast-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.

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.

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.

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.

FOR SALE Equipment

continued

Gates-BC5C FM transmitter-stereo . . . Now in service, excellent condition. Make offer. WBUD, Trenton, N.J.

Black and white television mobile unit. Body by Gerstenschlager. Equipped with (6) RCA TK-11 cameras. L. A. Pierce, WBBM-TV, Chicago, 60611. (312) WH 4-6000.

Automation-Gates ATC, 4 Scullys, Magnecord, programmer, cart, three years old. Current list about \$24,000, best offer over \$14,000. Also 100-150 hours of specially created MOR tapes that made the station great. Separate deal. Bob Locke, WTOA, Box 9750, Trenton, N.J.

HJ7-50 Andrews Helix 1 1/2" air coaxial transmission cable jacketed 6,000 feet available 50% of factory price can be cut to order at tremendous savings. For FM broadcast communications microwave radar. Action Electric Sales, 1633 N. Milwaukee Ave., Chicago 312-235-2830.

Equipment sale: Auricon super 1200 camera—\$1900.00, 35mm RCA Telecine projector, 16mm JAN projectors, Ampex 600 recorder, dollys, tripods, and much more. Buy-sell-trade new and used. List. S. K. Film Equipment Co., Inc., A/C 305-661-9490—6340 S.W. 62nd Terrace, Miami, Florida 33143.

Ampex PR-10-2, good condition, 7V2-15, \$450. Electro-Voice 666 mike, new, \$85.00. Electro-Voice mikes. RE-15, new, \$90.00 each. Box 365 Star Rte., Las Vegas, Nevada 89033. (702) 872-5471.

133' self-supporting, insulated, AM tower, \$1200.00. Moving available. 869-1296, Box 801, Springfield, Missouri.

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(Continued from page 113)

Actions

■ **KSEE(AM)** Santa Maria, Calif.—Broadcast Bureau granted assignment of license from Frank G. Macomber IV to Cal-Coast Broadcasters for \$103,000. Seller: Frank G. Macomber, sole owner. Mr. Macomber owns **KXFM(AM)**, Santa Maria. Buyers: Edward E. Urner (50%), and James L. Norman (50%). Mr. Urner owns 51% of **KERN(AM)** Bakersfield, Calif., and 25% California Enzyme Distributors Inc., distribution company. Mr. Norman owns 49% **KERN(AM)** and 100% of Norman Pacific, California real estate development; 50% of Wonder Palms Inc., California real estate development; 100% Norman Development Co., California land developers; 50% Towery/Norman Development Co., California real estate developers. Action Feb. 18.

■ **KSEL-AM-FM** Lubbock, Tex.—Broadcast Bureau granted transfer of control of McAlister Broadcasting Corp. from Mr. Mack Mead (20% before, none after) to Mr. R. B. McAlister (40% before, 50% after) and Bill B. McAlister (40% before, 50% after). Consideration \$90,000. Messrs. McAlister each own 400 shares in **KSEL-TV** Lubbock, and **KVUE-TV** Austin, both Texas. Action Feb. 24.

CATV

Final actions

■ **KMA-56** Cleverdale and Healdsburg, both California—Cable Television Bureau granted mod. of license to change name to H-C-G Cablevision of CATV relay station. Action March 11.

■ **Rochester, Ind.**—FCC granted petition by Valley Cablevision Corp., CATV operator, for waiver of hearing requirements of rules and authorization to carry distant signals of **WTTV-TV** Bloomington-Indianapolis, Ind., and **WSNS-TV** Chicago. Action March 17.

■ **WHA-64** Dexter and Poplar Bluff, both Missouri—Cable Television Bureau granted CP for new community antenna relay station to bring signals of **KMOX-TV**, **KPLR-TV**, **KSD-TV** and **KTVI-TV**, all St. Louis to CATV systems at Dexter and Poplar Bluff. Action March 10.

■ **Tyler, Tex.**—FCC granted request by TV Cable Service Co. Inc., operator, for temporary waiver of rules (program origination) until Sept. 1. Action March 17.

■ **WHA-63** Victoria, Tex.—Cable Television Bureau granted CP for new CATV relay station to bring signals of **WOAI-TV**, **KENS-TV** and **KWEX-TV**, all San Antonio, Tex., to CATV system at Victoria. Action March 10.

■ **WDY-78** Victoria, Tex.—Cable Television Bureau granted mod. of CP to delete frequencies 12800-12825, 12900-12925 mhz; change trans.; ERP 1.5 w; and change ant. system of CATV relay station. Action March 10.

Other action

■ FCC announced additional group of persons making oral representations on rules governing CATV will appear before commission March 26. Ann. March 18.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through March 22. 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*.

■ **Williamsport, Md.**—Antietam Cable TV has been granted a \$1 monthly rate hike, from \$4.

■ **Saginaw, Mich.**—Continental Cablevision of Michigan Inc., Jackson, Mich., a subsidiary of Continental Cablevision Inc. (multiple-CATV owner), Boston, has applied for a franchise.

■ **Poughkeepsie, N.Y.**—Town board has granted a franchise to Hudson Valley Cablevision Corp.

■ **Lone Grove, Okla.**—Voters, in a special election, have granted a franchise to Sooner Cable Antenna TV System, Ardmore, Okla.

■ **Reading, Pa.**—Suburban TV Cable Co. has been acquired by American Television & Communications Corp. (multiple-CATV owner), Denver.

■ **State College, Pa.**—Centre Video Corp. has been acquired by Community Tele-Communications Corp. (multiple-CATV owner), Denver.

■ **Sheboygan, Wis.**—Common council has received a franchise application from Cable-Com Television Inc.

A tall, almost boyishly gangly Paul Comstock bends over in his chair, scratches the nap of his office rug and says that he sometimes thinks he should abdicate his post of executive vice president of the National Association of Broadcasters and return to private law practice.

To be truthful, his is not an enviable position. Under his aegis operate the legal and government-relations departments of the NAB. Although he has delegated most of his day-to-day involvement with the work of the legal staff, Mr. Comstock remains as the broadcaster's chief representative, liaison, spokesman, and what he prefers to term "salesman," to the government.

And at a time when broadcasters are howling with pain about the threat of greater government controls, he finds himself an all-too-accessible target of criticism from inside the industry. Whether justifiably or not, some of these broadcasters attribute their problems largely to a decline in the effectiveness of their government relations—and, inevitably, they assign part of the blame to Paul Comstock.

But it is doubtful that Mr. Comstock would return to the private legal practice he was engaged in before signing on with the NAB in 1962 as vice president for government affairs. For one thing, he found that occupation slightly boring. For another, free broadcasting has become his own cause.

He sees the industry as one of the many institutions now undergoing profound and sometimes too rapid a change in basic structure. And he feels that broadcasting, because of its high public visibility, stands directly in the midst of the upheaval of change. However, he says, the difficulties lie not in the changes themselves, but in adapting to those changes and shaping the future of broadcasting to fit them.

But whatever accommodations may be necessary in the years ahead, Mr. Comstock feels they must occur within a competitive framework if the industry is to survive as a potent force. In fact, he identifies the larger threat to broadcasting as those regulations that affect its business side. Such decisions as the FCC's one-to-a-market proposals would adversely affect the industry as a viable economic enterprise, he says—which, in turn, will affect its public-service output.

To roll back the tide of government restrictions—which he says must be done, and soon—Mr. Comstock prescribes more grass-roots efforts by local broadcasters to enlist community support and take it to the halls of Capitol Hill. It is there, he says, where help is to be found—because, unlike FCC commissioners and staff members, the

Paul Comstock: quiet man in a hot spot

congressmen are responsible to their constituencies.

Mr. Comstock says it is a mistake for local licensees to rely entirely on NAB for this help (or, for that matter, to anyone else they might hire to do it for them). He emphasizes that the strength of NAB—indeed, its reason for being—is the membership. And it is the membership which must work by themselves, with each other, with the

Week's Profile



Paul Buzan Comstock—executive vice president for government affairs, National Association of Broadcasters; b. Nov. 8, 1921, Oklahoma; BA, University of Oklahoma, 1943; U.S. Army, 1943-46; JD, University of Oklahoma law school, 1948; MA, public law, Columbia University, 1951; intelligence officer, U.S. Psychological Strategy Board, 1951-53; policy staff, State Department, 1953; with National Security Council, 1953-57; executive director and counsel, Florida Bar Association, 1957-60; with Florida law offices of former U.S. Senator Spessard Holland, 1960-62; vice president for government affairs, NAB, 1962-69; vice president and general counsel, NAB, 1969-71; appointed to present position Jan. 1971; m. Joanne Nichols Oct. 8, 1949; children—Eileen, 19; Deborah, 17; Janice, 14, and Daniel, 13; hobbies—archaeology, sailing and skin diving.

NAB and through the NAB in a more concerted effort if there is to be any relief from the growing presence of the government.

Mr. Comstock views his duty as that of a "quarterback" who with or without his team sallies forth daily in support and defense of broadcasting. His approach to that job is described by observers in and out of government as definitely "low-key" and "effective." They say he gets his point across without being pushy or bombastic.

The man himself seems naturally inclined to that approach. He is a "background" type of person, quiet and relaxed. He tries to keep himself as he would like broadcasting to be: loose and flexible. He is not pushy because he does not see himself as a promotion man in any sense.

His open-mindedness extends to his contacts in Congress. "People on the Hill can't be categorized," he says. "The important thing is how the elected official feels about broadcasting." Mr. Comstock has confidences with members of both political parties, classifies himself as a "middle-of-the-road independent," and calls politics his second love next to broadcasting.

For all his close acquaintances with the centers of power, Paul Comstock's upbringing wasn't exactly Eastern Establishment. He grew up on a ranch in the center of an Osage Indian reservation in Oklahoma where he worked with Mexican and Indian cowboys and "pushed a lot of cattle."

Prior to joining NAB, he was a partner in the Tallahassee, Fla., law firm of former Senator Spessard Holland. During World War II, he served on the military intelligence staffs of Generals Omar Bradley and Dwight Eisenhower and continued those career interests in 1951 as an intelligence officer with President Truman's Psychological Strategy Board and later on the staff of President Eisenhower's National Security Council.

The one experience he brought with him to broadcasting from those days working in intelligence was what he saw could happen with the destruction of free speech in World War II Japan, Germany and Italy, and later North Korea.

Despite the turmoil in which he labors, he is a calm man who still maintains serious outside interests. He reads himself to sleep with an old favorite subject—archaeology—although he infrequently finds time these days to literally dig into the subject. He is also a qualified sailboat skipper and certified scuba diver and recently did find the time to indulge in some Caribbean-island cruising above and below the water.

Word awaited

Emerging from a period of slackened sales, facing stiffer demands from audiences and government, delegates to this week's annual convention of the National Association of Broadcasters could use an encouraging word.

If President Nixon is so minded, he could send such a word with Herbert Klein, his director of communications, who is scheduled to appear before the broadcasters in Chicago on Tuesday. An official confirmation of private advisories that the President favors the preservation of the broadcast system and the repeal of Section 315, as reported here last week, would raise the delegates right out of their Conrad Hilton seats.

Conflict over credibility

Vice President Agnew and others from his bullpen are throwing things again at the Eastern journalism headquarters that conservatives identify as the nests of dark conspiracies. The television networks, operating at maximum visibility, are catching most of the debris.

The conspiracy theory can work both ways, and the networks may be forgiven for thinking that the Republicans have hatched one of their own. Theirs, as Julian Goodman, NBC president, said last week, "appears to be a part of a continuing effort to discredit and intimidate the network news organizations."

Why, no, Mr. Agnew has protested, there is no disposition to intimidate or censor. All he wanted was the chance to edit the coverage of his remarks on the *CBS Reports: The Selling of the Pentagon*. That denied, he found fault with CBS's editing. Against such pressure, Dick Salant, CBS News president, deserves special credit for sticking to his guns.

If Mr. Agnew spent the week concentrating principally on CBS, in relentless pounding of the target he had selected earlier (BROADCASTING, March 22), his associates spread the fire. Senator Robert Dole (R-Kan.), chairman of the Republican National Committee, was still professing outrage at what he said was the biased coverage by all three networks of the fighting in Laos. Never mind that ABC had been unrepresented in the special showing arranged from the Vanderbilt University file (BROADCASTING, March 22), Senator Dole lumped it in with the others as slanting the news against the administration's interests.

In a considerably smoother way, President Nixon volunteered, during his interview by Howard K. Smith last Monday night, his impression of television coverage of Laos: "You know, a picture doesn't lie. I know that, and you know that. That is why television is such an enormously effective media. But while a picture doesn't lie, a picture may not tell all the truth . . . What have the pictures shown? They have shown only those men in the four ARVN battalions of 22 that were in trouble . . . Finally the pictures have not shown at all what has happened to the enemy." Mr. Nixon, it may be surmised, is not about to call off the Agnews and the Doles.

Mr. Goodman's appraisal of a continuing effort to discredit network news may go to the heart of the matter. If the public quit believing what it sees on television, the lot of the politicians in power would be much eased. So far there is no evidence that the Agnews are gaining. Every survey indicates a rise in credibility of television news. But the Agnews will keep trying. It is up to the broadcast journalists to go on practicing their craft.

Out of sync

There is talk of enlarging the bureaucracy that administers the National Association of Broadcasters' television code. The subject is due for consideration at a meeting of the television code review board during the NAB's convention.

At the same time plans are going forward for the creation of a system of industrywide self-regulation in advertising. As reported elsewhere in this issue, representatives of major advertising and media associations met in Washington last week, under auspices of the Department of Commerce. Despite signs of parochialism here and there, the prospects of common action are brightening.

There is at least a hint of inconsistency between the planning of an expansion of television's private apparatus of self-discipline and the planning of a new organization to encompass all advertising and media. If the industrywide system is to come into being any time soon, why build up a television-only system that will become obsolete? There may be places in the new organization for the specialists who now work for the NAB Code Authority. There should be no place for an NAB Code Authority as such.

All systems of self-regulation develop as alternatives to systems of external regulation. The growing influence of the consumer movement is forcing the total advertising community to make that choice. If advertising does not opt for the voluntary way, it will fall under harsher and harsher regulation by government.

While the formation of an industrywide apparatus is in process, the broadcasters who are already organized will be especially vulnerable to consumer complaints. Theirs is now the only code with explicit standards and functioning enforcement. It is therefore the only button that can be pushed to make an entire medium respond. The button has been pushed repeatedly while other forms of advertising went on about their sometimes shoddy business.

As now contemplated, the all-advertising system would consist of a National Advertising Review Board to set policy and a reorganized Council of Better Business Bureaus to execute policy. It is a system that could work if the leaders in all elements of advertising want it to. Broadcast leaders, having a special stake in the early activation of this system, ought to volunteer as missionaries.



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Chicago	3	3
Philadelphia	4	4
Boston, Manchester, Worcester	5	6
San Francisco, Oakland	6	5
Detroit	7	7
Cleveland, Akron	8	8
Washington, D. C.	9	9
Pittsburgh	10	10
Dallas, Ft. Worth	11	11
St. Louis	12	12
Seattle, Tacoma, Bellingham	13	13
Minneapolis, St. Paul	14	15
Houston	15	14

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