



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

Fair warning for advertising: FTC mounting major inquiry for fall
Good news with the bad: FCC turns aside fairness doctrine bid on Chevron ads
The case of the card file: where things stand in the license renewal game
NBC-TV affiliates four-square on journalism; network tightens clutter

For AP Members Only

MEMO FROM A MEMBER SUBJECT: A CORDIAL INVITATION

Because of our growing stature, strength and significance...because we share and can solve problems in common...because our members want it—I'm pleased to announce and to invite all member management and news personnel to the first national meeting of The Associated Press Broadcasters Association—APBA.

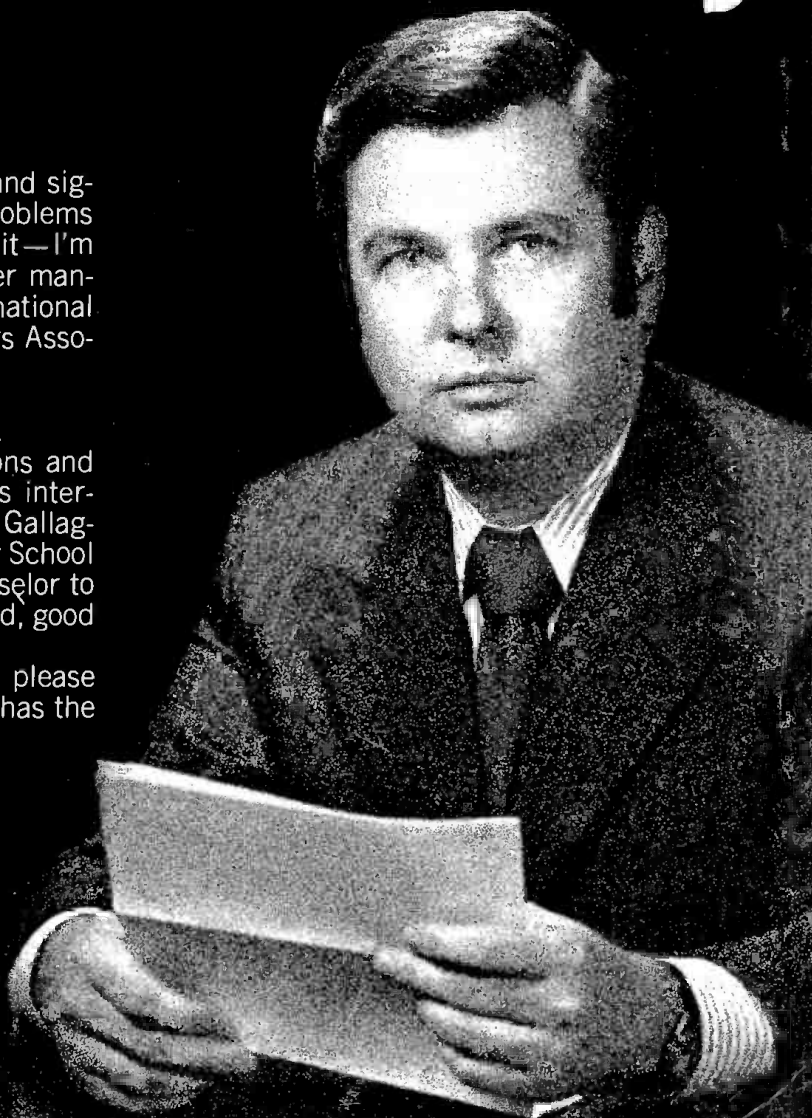
The dates: June 11 and 12.

The place: Sheraton-Blackstone, Chicago.

The program includes reports, presentations and panel discussion geared to management-news interests...also talks by AP General Manager Wes Gallagher, by the head of University of Georgia Grady School of Journalism, Dr. Warren Agee, and by Counselor to President Nixon, Robert Finch...also good food, good fun and good feelings.

If you still haven't made your reservation, please make plans now. Your local AP Bureau Chief has the details. I look forward to seeing you in June.

Thomas Powell
News Director, WDAU-TV
Scranton, Pennsylvania
President of APBA



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INTRODUCING THE BEST 90-MINUTE SITUATION COMEDY IN SYNDICATION:

"The Petticoat Junction Hogan's Heroes Andy Griffith Show"

Long title.

But the shortest way to build audiences in fringe time.

Programmed back to back in fringe time, these three winners will: 1) pick up rating strength over a 90-minute stretch to provide a powerful send-off for your primetime lineup (which feature films and hour-and-a-half off-network shows *can't* do) and 2) build a high percentage of young women viewers (which talk shows *can't* do).

It's simple as 1-2-3.

Step 1: Petticoat Junction

Lots of youth appeal here (to start you off with a big tune-in). Adult appeal, too. Now in its first syndication season, it's already first in fringe time periods in 10 markets including New York, Washington, D. C., Salt Lake City, Louisville, Kansas City. And what an audience builder! In 19 markets Petticoat Junction gives ratings a big boost over lead-in programs.

Step 2: Hogan's Heroes

Equally potent with youngsters and adults. As proven by its popularity during six great seasons in CBS prime time. Just weeks after syndication release, Hogan's Heroes is already locked up in New York, Chicago, Los Angeles,

Philadelphia, Cleveland, St. Louis, to mention a few of the top ones. One more big plus: Hogan's Heroes has never had daytime exposure. So watch the fringe time viewers come running.

Step 3: The Andy Griffith Show

An all-time great! Number One in its final season, in the Top Ten all 8 seasons, in CBS prime time. And always Number One in its network daytime period with an average 46 share. That's why big markets like New York, Los Angeles, Chicago, San Francisco, Washington, D. C., Cleveland—among many—have snapped up Andy for fall.

Now that you see how simple it is to step up fringe time (and so pep up prime time), take just one more easy step: call us.

CBS ENTERPRISES INC.

NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA, DALLAS

Source: NSI, Feb.-March 1971. NTI, Oct.-Apr. averages, 1960-70.
Subject to qualifications available on request.



MAY 12, 1955

WINFIELD, KANSAS

WE WON'T INTERRUPT A KISS WITH A CAN OF BEANS.



There you are, folks. In the middle of a glorious love scene. Her breathing gets heavy. He sweeps her off her feet. And carries her to the bedroom. What a horrible time to wind up with a mouthful of commercials!

This won't happen on KTVU.

Right when other stations usually interrupt with a commercial, we don't. We put our commercials at the end of a beautiful scene. Not in the middle.

That way your commercial will look almost as beautiful as the love scene.



WE MAKE A GOOD MOVIE BETTER.

FCC, on one hand, rules Chevron gasoline advertising campaign not subject to fairness doctrine, while FTC, on other, virtually declares all advertising suspect and prepares to prove it in upcoming hearings. See . . .

Gathering clouds over TV advertising . . . 21

Television Bureau of Advertising report shows all of top-100 television advertisers increased investments in 1970, for both national and spot. Survey, based on BAR figures, cites largest increase by Warner-Lambert. See . . .

Money talks for national TV advertisers . . . 29

Long-simmering dispute between broadcasters and rating services over TV audience measurements erupts anew as NAB's Dimling and TVB's Cash complain to ARB and Nielsen for undercounting TV viewership. See . . .

Hard nudges for ARB and Nielsen . . . 30

Clue to new era in license-renewal proceedings is in an inconspicuous card file at FCC's Washington headquarters. In it is a growing boxscore on petitions to deny renewal for some 50 stations, filed within past 14 months. See . . .

Signs of changing times in renewals . . . 34

NBC-TV affiliates, meeting last week at one-day convention, are told of network's plan to eliminate clutter, program schedule for 1971-72 season and new upsurge in financial returns. See . . .

Bullish report to NBC-TV affiliates . . . 38

Boston Broadcasters, victor in drawn-out Boston channel-5 proceeding, labels as 'sham' recent attempt by present occupant WHDH to have proceeding reopened, claims WHDH resorted to 'lies' in fight to keep license. See . . .

Last-gasp sniping in WHDH donnybrook . . . 41

NBC-TV affiliates rally behind network's news department against attempts to make distinctions between dependability of network versus local-station news; White House attacks seen as catalyst. See . . .

Nixon did it — brought them together . . . 44

Court orders ASCAP to distribute nearly \$10 million in back payments to members on basis of past performance, overturning plan to distribute money as addition to regular distribution for final quarter of 1970. See . . .

\$10-million headache returns to ASCAP . . . 46

NBC-TV, collectively, and its *Hallmark Hall of Fame*, singly, stand out among 1971 Emmy Award recipients, with 35 and eight honors, respectively. 'Senator' segment of *Bold Ones* and *Mary Tyler Moore* also do well. See . . .

Emmy 1971: the complete list of winners . . . 48

Influx of comments received at FCC on domestic satellite systems sparks controversy over nature and operating requirements for systems. Applicants hold forth on their proposals as outside critics enter proceeding. See . . .

Satellite comments land at the FCC . . . 51

Departments

AT DEADLINE	9	WEEK'S HEADLINERS	10
BROADCAST ADVERTISING	21	WEEK'S PROFILE	67
CHANGING FORMATS	50		
CHANGING HANDS	40		
CLOSED CIRCUIT	7		
DATEBOOK	14		
EDITORIALS	68		
EQUIPMENT AND ENGINEERING	51		
FATES AND FORTUNES	56		
FOCUS ON FINANCE	53		
FOR THE RECORD	58		
LEAD STORY	21		
THE MEDIA	34		
MONDAY MEMO	12		
PROGRAMING	44		



Broadcasting

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"Newsreel Photographer
Of The Year."



This is the highest honor
The White House News Photographers
Association can award
to a newsreel cameraman.



This is Tad Dukehart,
WTOP TV Washington, D.C., who won it.

Tad Dukehart—one more reason
WTOP TV Eyewitness News
is the best news you'll get all day.

WTOP TV

WASHINGTON, D. C.
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CATV controls

FCC, hacking away at intricate job of fashioning basic regulation of CATV, showed interest last week in proposal that would reverse present policy of giving big-market TV stations more protection against cable competition than it gives small-market stations. Revision would create three categories of markets. In biggest, cable systems would be allowed to carry (from local stations or by importation if necessary) minimum of three network stations, three independents and one commercial TV. In intermediate markets, quota would be three-two-one. In addition there would be quotas for still more importation in some situations. Still undecided are criteria to determine when signal is "local" or "distant."

Although its progress on CATV policy looks from outside to be slow, FCC is still expected by insiders to meet May 26 deadline for position paper on subject. That's date Chairman Dean Burch leaves for European trip, and he has promised before then to deliver FCC proposals to Communications Subcommittees of Senate and House.

Ready to go

Blueprint for advertising self-regulation has finally been drafted after almost one year of specific negotiations. That much was made clear, though more by indirection than exact description, at annual meeting of American Association of Advertising Agencies last week (page 25). Details are due to be made public next week. Regulatory machinery will be housed in Council of Better Business Bureaus with support of AAAA, Association of National Advertisers and American Advertising Federation, which was prime mover in getting it all started.

Fact of agreement was reported confidentially to AAAA members at closed session of their convention and presumably will be confided to Council of Better Business Bureaus' convention in Miami this week. Out of deference to one another, all four organizations agreed to withhold public announcement until there can be joint news conference, scheduled for New York next week.

Hole is filled

Word from sales chiefs of all three TV networks is that, when new season opens next September, all will have made up—less than year after it hap-

pened—loss of cigarette advertising, which last year amounted to \$151.8 million on networks and in prior years somewhat more. Successful selling to wide range of new advertisers and bigger budgets from many old ones are responsible for quick recovery. Important contributing factor is said to be FCC's prime-time access rule, which, effective with new season, will reduce network sales inventory by more commercial minutes than cigarettes vacated.

This mandated reduction is contributing to current demand—which network sources say is stronger now than when cigarettes were still buying—and to elevation of prices above year-ago levels. It was weakest and therefore lowest-priced shows that networks killed to comply with access rule.

Drive is on

Democratic members of Congress who eye GOP's bulging war chest in contrast with their deficit position, seem bent upon using their majorities to jam through legislation limiting expenditures on TV for political campaigns. It's prime topic in both House and Senate and advocates predict that at this session presidential veto could be over-ridden. (It didn't happen last year.)

Broadcaster reaction to pending Senate bill (S. 382) appears divided. None likes surviving vestiges of antibroadcasting discrimination (especially section that would require broadcasters to give access to candidates). Some larger broadcast interests think equitable compromise may be possible. Networks are particularly anxious to see passage of Section 315 amendment exempting candidates for Presidency and Vice Presidency from equal-time law.

Fizzle

Audience measurements indicate that campaign by Boston-based Action for Children's Television (ACT) for national boycott of children's programs on Saturday, May 1, aroused no discernible response. Analysis of fast Nielsens in Los Angeles, made available last week, showed increase in homes using TV on May 1 over week before. In New York, other city where fast Nielsens are in operation, HUT's were down slightly—but not as much as they had dropped week before.

Here are average homes-using-television figures for periods in which all three networks carried children's shows

on following Saturdays, April 17 and 24 and May 1: Los Angeles, 20.9, 15.4, 18.3; New York, 16.4, 13.4, 12.2. Weather and attraction of outdoor play were said to be factors.

Credit rating

Word now is that noncommercial Community Television of Southern California has offered \$15 million for ch. 5 KTLA(TV) Los Angeles—and deal may hinge on proof that it can come up with that much cash. Gene Autry, chairman of Golden West Broadcasters, KTLA owner, said offer was being "reviewed." Three years ago same sort of deal fell through when Autry interests held out for \$25 million (BROADCASTING, March 25, 1968).

In proposal now pending, Community would trade off KTLA's channel 5 to Metromedia's KTTV(TV) Los Angeles, now on channel 11, and would wind up with channel 11 as noncommercial companion to its currently operated KCET(TV) on channel 28 (BROADCASTING, May 10). Community is counting on heavy contributions from surviving commercial TV's in Los Angeles and from foundations to make up magic \$15 million.

Heavy thinkers

Current activity in Congress to impose limits on political-campaign spending has piqued interest of various law professors whose concern is with constitutional questions—such as authority of Congress to impose any limitations or requirements on candidates, and, if that authority exists, whether various proposals are legal. Subject is scheduled to be explored Wednesday (May 19) at private seminar sponsored by Citizens Research Foundation, Princeton, N.J., of which Dr. Herbert Alexander, former director of President Kennedy's Commission on Campaign Costs, 1961-62, is director.

Basic paper will be prepared by Professor Albert Rosenthal of Columbia University Law School, who said last week his study only raises questions, comes to no conclusions. Among 40-odd invited to meeting, to be held at Plaza Hotel from 10 a.m. to 4 p.m.: Professors Paul Freund and Archibald Cox, both of Harvard; Ralph Winter and Alexander Bickel, both of Yale. Professor Milton Katz of Harvard will be moderator. Following seminar Professor Rosenthal will revise his paper, which is expected to be published by foundation.

WHAT
IS

**STORY
THEATRE**



ASK WINTERS/ROSEN

CATV program-origination rules overturned

Appeals court says FCC overstepped its regulatory bounds

FCC rule requiring CATV systems with more than 3,500 subscribers to originate programming has been set aside by U.S. Court of Appeals in St. Louis.

Rule, which became effective for some 250 systems on April 1, "goes far beyond the regulatory powers" Supreme Court has held commission to have with regard to CATV, court said in May 7 decision.

Case had been brought by Midwest Video Corp., operator of CATV systems in Missouri, New Mexico and Texas. Court previously had stayed commission order as it applied to Midwest's systems.

Court said "traditional CATV operation," which figured in Supreme Court's consideration of commission authority "differs greatly from that of originating programs," and added: "We find no balance of public interest which requires stretching the [Communications] Act to confer such authority."

Court, in decision written by chief Judge Martin D. Van Oosterhout, said commission is "without authority to impose program-origination rule on existing cable-television operations." Implication that ruling does not apply to future systems appeared to be erased with subsequent declaration that commission's cablecasting order "is set aside."

Commission officials, who did not receive copies of decision until late Friday afternoon, were not able to state what immediate effect of order would be or whether commission would seek Supreme Court review.

Most affected systems presumably have acquired equipment for cablecasting and have begun providing that service.

It was not clear whether systems could simply abandon cablecasting, in light of court's opinion. But one commission official said that, as practical matter, commission would have great difficulty in enforcing rule. Presumably, commission would consider question of whether to seek Supreme Court review in light of over-all review of basic CATV policy it is now conducting. Some proposals under consideration would separate CATV hardware ownership from programming decisions.

Donald V. Taverner, president of National Cable Television Association, said in response to decision, that association continues to support concept of

voluntary origination. "We sincerely believe that this aspect of cable-TV service is important to the CATV industry and to the public we serve," he said.

NAB reaction came from William Carlisle, vice president for TV. He noted association has always opposed mandatory controls and saw hope court decision might remove some basis for what he feels is FCC support for CATV importation of distant signals. He feels that FCC regards distant-signal importation as quid-pro-quo for program origination.

Somewhat ironically, in view of expenditures already made by CATV systems, appeals court said cablecasting rule would impose economic hardship on cable systems. It said "costly equipment" would have to be purchased and skilled personnel hired. Such additional costs, court said, could result in higher subscriber fees and might force some CATV systems out of business.

Court did not rule on another aspect of Midwest Video's suit—that involving commission rules governing pay-cablecasting. Court said Midwest has no standing to challenge rules since it does not choose to cablecast and, in view of decision, cannot be compelled to cablecast. It also noted that rules are subject to petitions for reconsideration pending before commission.

Coming to terms on KVOA-TV sale

Sale of KVOA-TV Tucson, Ariz., from Pulitzer Broadcasting Co. to Donrey Media Group, said to be in making several weeks ago ("Closed Circuit," April 26), became official last week.

Donrey will pay Pulitzer, publisher of *St. Louis Post-Dispatch*, \$2.6 million for channel-4 NBC-TV affiliate subject to FCC approval. Pulitzer paid \$3 million for station when purchased from Steinman Group in July 1968.

Sale is in response to Justice Department decree that Pulitzer, which just bought *Arizona Daily Star* in Tucson, sell KVOA-TV or face possible antitrust suit (BROADCASTING, April 12), if it wants to retain print interest there.

Don W. Reynolds is principal owner of Donrey firm, which owns KSFA-AM-TV Fort Smith and KBRS(AM) Springdale, all Arkansas; KOLO-AM-TV Reno; KORK-AM-FM-TV Las Vegas, and KONS-

AM-TV Laredo, Tex., as well as Southwestern Publishing company, newspaper publisher in Southwest.

More time for Lamar Life

Lamar Life Broadcasting has won court stay permitting it to continue operating WLBT(TV) on Jackson, Miss., channel 3. U.S. Court of Appeals in Washington on Friday (May 14) ordered delay of takeover of channel by interim operator named by FCC, Communications Improvement Inc. Lamar Life requested delay to enable it to appeal commission's interim-operator plan to U.S. Supreme Court. Commission, which denied Lamar Life renewal of license on orders of Washington appeals court, approved plan whereby nonprofit corporation would operate station on channel pending decision in comparative hearing in which five applicants are seeking regular authorization.

Station-owner Post Co. set for stock issue

Washington Post Co., parent of Post-Newsweek Stations, filed last Thursday (May 13) registration statement with Securities and Exchange Commission on its previously announced initial public offering of class B common stock (BROADCASTING, March 29).

Of 1.3-million shares to be sold, 1.25 million will go to general public; rest will be offered to employees. Stock, with limited voting rights, has maximum offering price of \$27 per share on maximum aggregate of \$35 million, which will be effected through 60-1 stock split prior to offering.

Post Co., which is controlled by Katharine Graham and her family, said it was making offering because of "substantial cash drain" brought about by its obligation to repurchase employee-held shares, and because lack of public market has "inhibited" investments of its profit-sharing trust and has "complicated long-range estate planning by controlling stockholders."

\$10 million of proceeds will be used to retire long-term debt brought about by Post-Newsweek's purchase of WKYC(AM) Cincinnati and WPLG-TV Miami, in October 1969, company said. Remainder will be added to working capital.

Issuance follows year in which Post's net income dropped substantially—from \$7.66 million in 1969 to \$4.87 million in past fiscal year (ended Jan. 3, 1971). But first-quarter income re-

Week's Headliners



Mr. Fraiberg



Mr. Klemmer



Mr. Rice

Lawrence C. Christopher, senior editor of **BROADCASTING**—with company since 1943 and chief of magazine's Chicago bureau since 1961—is to join Illinois Commerce Commission this week as communications adviser on new technology. He will assist ICC in its current study of cable TV. Mr. Christopher will also handle special projects for office of Illinois Governor Richard B. Ogilvie.

Robert M. Rice, VP-finance, CBS, New York, expands responsibilities to include planning and acquisitions as well

as finance and is named VP-finance and development, CBS Inc. **Raymond J. Klemmer**, VP-planning, CBS Inc., whose responsibilities included acquisitions as well as planning on corporate level, is reportedly leaving company.

Lawrence P. Fraiberg, who left **WNEW-TV** in 1969 as VP and general manager to form own firm, returns to station in former capacity. He succeeds **Robert M. Bennett**, who joins Boston Broadcasters Inc. as general manager for operations (see page 41).

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

portedly rose in 1971—to \$387,000 for period ended April 4, 1971, from like quarter of 1970, when \$204,000 was registered.

Preliminary prospectus filed last week with SEC revealed that broadcasting operations contributed 11% to Post's over-all revenues (\$18.8 million out of \$178 million) and 18% to operating income before taxes (\$2.46 million out of \$13.51 million) in 1970.

Substantial portion of operating income went to company directors, however—in all, \$1,480,333 in salary plus \$95,000 in bonuses. Of this, Mrs. Graham, president of company and publisher of *Washington Post* (who owns 50.1% individually and holds much of remainder in trust), received salary of \$100,000 last year. Other high-paid executives include Frederick S. Beebe, board chairman, \$150,000 plus \$15,000 bonus, and Larry H. Israel, chairman of Post-Newsweek Stations, \$100,000 plus \$9,000 bonus.

Company presently has 3,187,620 class B shares outstanding, which will increase to 4,003,500, and 763,440 class A shares.

Lazard-Freres & Co., New York, will underwrite.

Off quarter at Capcities

Net income for Capital Cities Broadcasting Corp., New York, for first quarter of 1971 was down 11% from

same period last year.

Thomas S. Murphy, Capcities president, said decline was due to slowdown in advertising, but emphasized that picture is brightening in second quarter.

Company also anticipated that stations acquired in mammoth deal with Triangle Publications and others (**BROADCASTING**, March 1, et seq.) "will make a contribution to increased earnings during the remainder of the year."

For three months ended March 31:

	1971	1970
Earned per share	\$ 0.30	\$ 0.34
Revenues	19,154,000	20,912,000
Net income	2,222,000	2,493,000

The Nielsen answer to TVB's complaints

A. C. Nielsen Co. has addressed itself to complaints by Television Bureau of Advertising about local TV viewing levels as reported by Nielsen and American Research Bureau (see story, page 30).

In wire last Friday (May 14) from Henry Rahmel, Nielsen executive vice president, to TVB president Norman Cash, Mr. Rahmel says those complaints are mistaken.

Mr. Rahmel said that since Nielsen figures have been closer to test figures it is unfair to equate Nielsen and ARB and to suggest that both report similar audience levels.

"I suggest you review the National

Association of Broadcasters' studies to ascertain the facts," Mr. Rahmel said.

Mr. Cash, in letter to rating firms had complained that both were understating TV viewing audiences compared with meter levels. He asked for review of techniques and corrections.

Nonmeeting of minds over CBS subpoena

Representative Fletcher Thompson (R-Ga.), member of House Commerce Committee, said Friday (May 14) that he backs committee's Investigations Subcommittee on its subpoena to CBS on outtakes and other material involved in program *Selling of the Pentagon*.

Since TV is licensed to use airwaves, he said, Congress has responsibility to be certain American public is shown "a balanced news coverage." This cannot be determined, he said, unless there is opportunity to see what is the unedited picture as related to the edited picture." This position is reasonable, congressman said, "because it gives us, supposedly an impartial body, the right to determine whether or not there is any slanting of the TV coverage through editing and deletions of items . . ."

Mr. Thompson's views were opposed by Dr. Worth McDougald, Henry W. Grady School of Journalism, University of Georgia, who said congressional move is "grave threat" to people's right to know.

"When a broadcaster is harassed," he said, "when he is faced with a subpoena each time he tries to take an incisive look at the events going on in the world, pretty soon he is going to stop doing this because of the problem with the subpoena."

Both men were attending meeting of Georgia Association of Broadcasters in Washington with that state's congressional delegation.

With a little help from the competition

Cooperation of Detroit-area TV stations kept **WKBD-TV** Detroit on air with minimum interruption after fire at 9:40 a.m. last Friday (May 14) caused extensive damage at Kaiser Broadcasting station. Fire broke out shortly before morning sign-on, but station went on air within couple of hours. **WWJ-TV** and **WJBK-TV** provided facilities for origination of **WKBD-TV**'s major live shows over weekend. **WJBK-TV** loaned its mobile unit as well as certain color equipment. Noncommercial **WTVS(TV)** provided studios for other **WKBD-TV** operations. Estimate of cost of damage had not been determined as of late Friday.



NO WAKE FOR A GREAT LAKE

People listen when Storer stations speak out. Water pollution was the target in Toledo. As public and politicians seemed reconciled that Lake Erie was to die, WSPD Radio and WSPD-TV decided to act. Marshalling facts and figures covering everything from silting through petro-chemical pollution to the collapse of the fishing industry, they pooled their talents in a TV documentary, "Death of a Great Lake." Their efforts were well rewarded. Not only was the show widely retecast in Ohio and Michigan, but prints were also

requested by Congressional and Cabinet groups in Washington.

Not resting on its laurels, WSPD Radio won a top award for editorial attacks on dredge-dumping of contaminants in the Lake. WSPD-TV climaxed an intensive anti-pollution campaign with a special documentary featuring the Secretary of the Interior, followed by a three-hour live presentation of his Department's hearing on Great Lakes pollution and called on other Lake ports to enforce uniform anti-pollution standards.

So today, the modern Battle

of Lake Erie — for survival — goes on. Singly and in concert, the Storer stations in Toledo are telling it like it is as concerned citizens fighting back against the despoilers of America the Beautiful.

You learn a lot in 44 years. You develop practical guidelines under which stations like WSPD and WSPD-TV can build responsive audiences through deep involvement in their communities' problems, hopes and achievements. And you learn that when you really work at it, everybody wins!

STORER
BROADCASTING COMPANY

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

The Postal Service (or 'Flash! Newton Minow Leaves FCC!')

An Open Letter To . . . (1) The magazines I used to subscribe to; (2) The computer which bills me for the Pizza-of-the-Month Club; (3) The nice folks who invited us to their daughter's wedding which occurred three weeks ago; (4) The college friend who wrote me in March that he would be in town in April and please let him know when I would be free for a visit; (5) The electric power company that shut off my current; (6) The U.S. Postal Service:

(1) Please try to understand, all of you clever people who write me the reasons why I should subscribe or renew my subscription to *BROADCASTING, Editor & Publisher, Advertising Age, Time, Life, Look, Newsweek, The Nation, The New Republic, Saturday Review, Esquire*, etc., and the sophisticated computers who insert my name so cleverly that I am persuaded that the publisher wrote me a personal letter. It isn't your fault, fellows. You can tell your boss that your copy made me hot to subscribe or renew.

It was something else.

You see, I have a hang-up about time. I remember the days when you got your weekly magazines within a week or so of the publication date on the cover.

The other day I got my copy of *Time* letting me know how the 1970 elections came out, and I see by *BROADCASTING* that Newt Minow has left the FCC.

I hate to be a party to putting subscription promotion writers out of work, especially now with times as they are, but I've given up on mail delivery and turned to the newsstand and library for my periodicals. Sorry, fellows and gals, but the U.S. Postal Service did you in. I don't subscribe to magazines any more.

(2) My message to the computer which bills me for the Pizza-of-the-Month Club is: I got your letter saying you had turned the matter over to your lawyers, but I didn't get the bill to which you refer. Did you get the card I mailed in September saying I did not want to receive the October Pizza-of-the-Month because I have an allergy to myrrh?

(3) If the folks who invited us to their daughter's wedding three weeks ago read this, what happened is we got your invitation today and it was darn nice of you to think of us and if she

gets married again next year try to let us know ahead of time. Don't use the mails.

(4) To the college friend, let me make one thing perfectly clear. I am not stuck-up. I always like to see my fraternity brothers. I didn't get your letter until yesterday and I really was at a meeting when you called the office.

(5) To the electric-power company: I am writing this by candlelight as I did not get your bill for March or the warning notice either. Should you read this open letter and by some chance get the check I mailed, please signal me by turning on the current. I am one of the up-to-date people who purchased an all-electric home for gracious modern living.

(6) My final message is for the U.S. Postal Service: It is obvious that you have hired those same wonderful management consultants who showed the railroads how to turn passenger service from an asset into a liability.

There are some alternatives to the use of the mails. There is Western Union, but it turns its messages over to the vicissitudes of the mails or the telephones for the final lap of its journey. There's the telephone, which offers you these three choices: (1) an unending dial tone, (2) a busy signal, (3) a recorded message. Some alternatives!

In the area of entertainment, news and opinion (which was disseminated by the printed word before the Postal Service decided differently) we have an alternative too. It is known as radio and television. Some of my best friends are in broadcasting so I will content myself with remarking that it is Walter Cronkite, himself, who points out that his *CBS Evening News* doesn't put out

enough words to fill the front page of a newspaper. Sol Taishoff uses the printed pages, not the airwaves, to tell broadcasters what new miseries lie in store for them. With the very real fear that the Postal Service is going to make my trade of producing words for the printed page as obsolete as buggy-whip braiding I am going to be prudent and refrain from commenting, "Some alternative!"

At one period of our history the Congress decided that the Post Office could strengthen our society by providing inexpensive and reliable delivery of publications. It was a good idea and it's too bad the U. S. Postal Service has abandoned it.

Now I read that the Postal Service is looking for an advertising agency to get it more business. Well, Postal Service, you have more business now than you can handle. Does the New York subway system advertise to get more rush-hour passengers? Does the FCC hire an agency to stimulate applications for VHF frequencies? Does the Pentagon tell its agencies to start a drive to enlist more conscientious objectors? What the hell goes on at the Postal Service?

In conclusion, U. S. Postal Service, you seem to be well on your way to making communication by the written or printed word as expensive and unreliable as travel by rail.

Why not hang in there just a little longer and handle letters and magazines until the time when every home in America has an 80-channel communications center provided on a common carrier basis at a modest monthly fee? That day may come sooner than you deliver the mail you now have in your custody.

The above article was accompanied only by a cryptic note when delivered to this publication's Washington office: "I would be deeply grateful if BROADCASTING could print this open letter without charge. Because of loss of business due to delayed mail I cannot afford to publish it as a paid advertisement. I ask you to withhold my name as I fear I am already in deep trouble and under government surveillance as the result of parking my car near a small Earth Day rally last year."



We play “What’s My Line?” blindfolded

...but we don’t expect you to buy it that way!

Some shows are unknown quantities. You don’t know what you’re getting. Or how they’ll work on your station.

Buy “What’s My Line?” and you’ve got a proven winner.

Just look:

The new “What’s My Line?” is now going into its 4th year of first-run syndication production (following a record-breaking 17-year network run on CBS).

You know it’s got to be good.

You also know there’s a steady supply of new “What’s My Line?” half hours available. Once you’ve got it, all you have to do is renew it. No more scratching around season after season for new (and untried) product to fill that slot.

And look at this:

“What’s My Line?” is currently first in its time period in 11 different markets. Places like Philadelphia (44 percent share), Toledo (51 share), Portland-Poland Springs (48 share), Albany-Schenectady-Troy (43 share), Boston (41 share), Spokane (40 share). It performs particularly well when programmed against early-evening news. Or building audiences over a news lead-in.

Anyone can see “What’s My Line?” bears looking into. See us.

CBS ENTERPRISES INC.

New York, Chicago, San Francisco, Atlanta, Dallas

Try a dozen REELS Satisfaction Guaranteed SAVE 80%

Newsroom
Brand

WHOLESALE RECORDING TAPE PRICES

SAMPLE DOZEN REELS (Postpaid)	7"1200'1.5	1800'1.0	2400'5m
	.89 = \$11	1.29 = \$16	1.99 = \$24
25 Reels	.77 = \$9	1.25 = \$31	1.79 = \$45
50 Reels	.76 = \$38	1.19 = \$59	1.71 = \$85
100 Reels	.75 = \$75	1.11 = \$111	1.59 = \$159
250 Reels	.74 = \$185	1.09 = \$263	1. - \$372

Payment must accompany order...

WE PAY ALL FREIGHT.

BROADCASTERS
from all over the nation...

"Best quality I've ever used"

"Lowest price I have found"

(many are selling retail on-air accounts
our tape and their advertising--write
for details).

WE DESIGN AND INSTALL YOUR
LOGO ON EACH BOX FREE
on orders over 100 reels.
C-60 Cassettes are
\$7.00 Dozen, post-
paid, guaranteed.

703-821-2600 *broroadcastconsultant*
David Green
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NO FADERS, NO COMPLICATED
SWITCHING!! Just Fast, Accurate
Push Button Operation assures
instant channel switching, over
ride and cue. Ideal for "Top 40"
Formats or operations with rapid
switching requirements.

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Datebook

A calendar of important meetings
and events in communications

■ Indicates first or revised listing.

May

May 17—Deadline for comments on FCC's
proposal concerning availability of TV programs
produced by nonnetwork suppliers to commercial
TV stations and CATV systems (Doc. 18179).

May 17—Deadline for comments from all
parties except National Association of Broad-
casters and American Newspaper Publishers Asso-
ciation on FCC's one-to-a-market proposal and
its newspaper-CATV crossownership proceeding
(Docs. 18110 and 18891).

May 17—World Telecommunication Day, spon-
sored by International Telecommunication Union,
United Nations agency. Theme will be "Telecom-
munications and Space." Place des Nations, Geneva.

May 17-18—Spring convention, National Religious
Broadcasters, Eastern chapter. Carvel inn, Yonk-
ers, N.Y.

May 18—Annual stockholders meeting, ABC
Inc. 101 West 67th Street, New York.

May 18—Public hearing of the Canadian Radio-
Television Commission. Bayshore inn, Vancou-
ver, B.C.

May 18—Sales clinic sponsored by Television
Bureau of Advertising, Detroit.

May 18—Sales clinic sponsored by Television
Bureau of Advertising, Omaha.

May 19—Annual stockholders meeting, Outlet
Co. 176 Weybosset Street, Providence, R.I.

May 20—Spring managers meeting, New Jersey
Broadcasters Association. Douglass College cam-
pus, Rutgers University, New Brunswick.

May 20—Sales clinic sponsored by Television
Bureau of Advertising, St. Louis.

May 20-21—Annual spring meeting, Oregon As-
sociation of Broadcasters. Rosel H. Hyde, Wash-
ington lawyer and former FCC chairman, and
Paul Haney, executive vice president for PR,
National Association of Broadcasters, will be
featured speakers. Red Lion inn, Medford.

May 20-22—Meeting, Oregon Association of
Broadcasters, Medford.

May 20-22—Annual management convention,
Iowa Broadcasters Association. Holiday Inn
South, Des Moines.

May 21-22—Meeting, Kansas Association of
Broadcasters. Radisson hotel, Wichita.

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

May 21-22—Meeting, Alaska Association of
Broadcasters. Captain Cook hotel, Anchorage.

■ May 22—Regional conference and workshops,
Radio Television News Directors Association,
sponsored by WGN Continental Broadcasting,
Chicago.

May 22-23—General meeting, National Industrial
Television Association. New York Hilton, New
York.

May 23-27—Convention, Pennsylvania Associa-
tion of Broadcasters. Britannic Beach hotel,
Paradise Island, Bahamas.

Major convention dates in '71

June 26-30—National convention of American
Advertising Federation. Hawaiian Village, Hono-
lulu.

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

Sept. 27-29—11th annual conference sponsored
by Institute of Broadcasting Financial Manage-
ment. Regency Hyatt House, Atlanta.

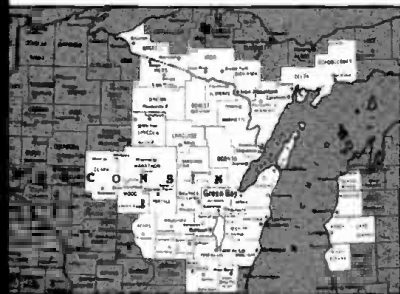
Sept. 28-Oct. 2—Annual national conference and
workshops, Radio-Television News Directors As-
sociation. Statler Hilton hotel, Boston.

Nov. 14-17—Seminar, sponsored by Broadcasters
Promotion Association. Washington Plaza hotel,
Seattle.

BLAIR TELEVISION

The Land of Milk & Money

Wisconsin's 2nd ADI



Seven Markets in One!

Green Bay Menominee/Marinette
Appleton Neenah-Menasha
Oshkosh Manitowoc-Two Rivers
Sheboygan Fond du Lac

- \$1.4 BILLION SALES MARKET
- A \$2 BILLION INCOME MARKET
- Ranks as Wisconsin's 2nd ADI
- Ranks 67th among all ADI's
In TRS — \$1,472,249,000
(SRDS ADI Rankings 2-15-71)

The Wonder Market **WBAY** **TV 2**
Green Bay



Dick Van Dyke has lots of big things going for him

**...and
lots of
smaller
things,
too!**



A big hit in Top 30 markets?
Of course.

And in smaller markets, too
In 19 smaller markets, Dick
Van Dyke leads his time period
with young women 18 to 49.

In 13 smaller markets, his is
the highest-rated show in its
time period.

In 13 smaller markets, Dick
has increased ratings over year-
ago programming in the same
time slot.

Dick Van Dyke is a big man
wherever he plays.

How about your market?

©CBS ENTERPRISES INC.

New York, Chicago, San Francisco, Atlanta, Dallas

Source: Audience estimates
based on Feb.-Mar. 1971-70-
NSI reports, subject to
qualifications which CBS
Enterprises will supply
on request.

Hands-off registration.

**NTSC color from the camera head
with standard coax or camera cable.**

Instant studio/remote convertibility.

CHROMA III™

automatic broadcast color camera

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. In short, it's the camera that our experience and field research have told us you want.

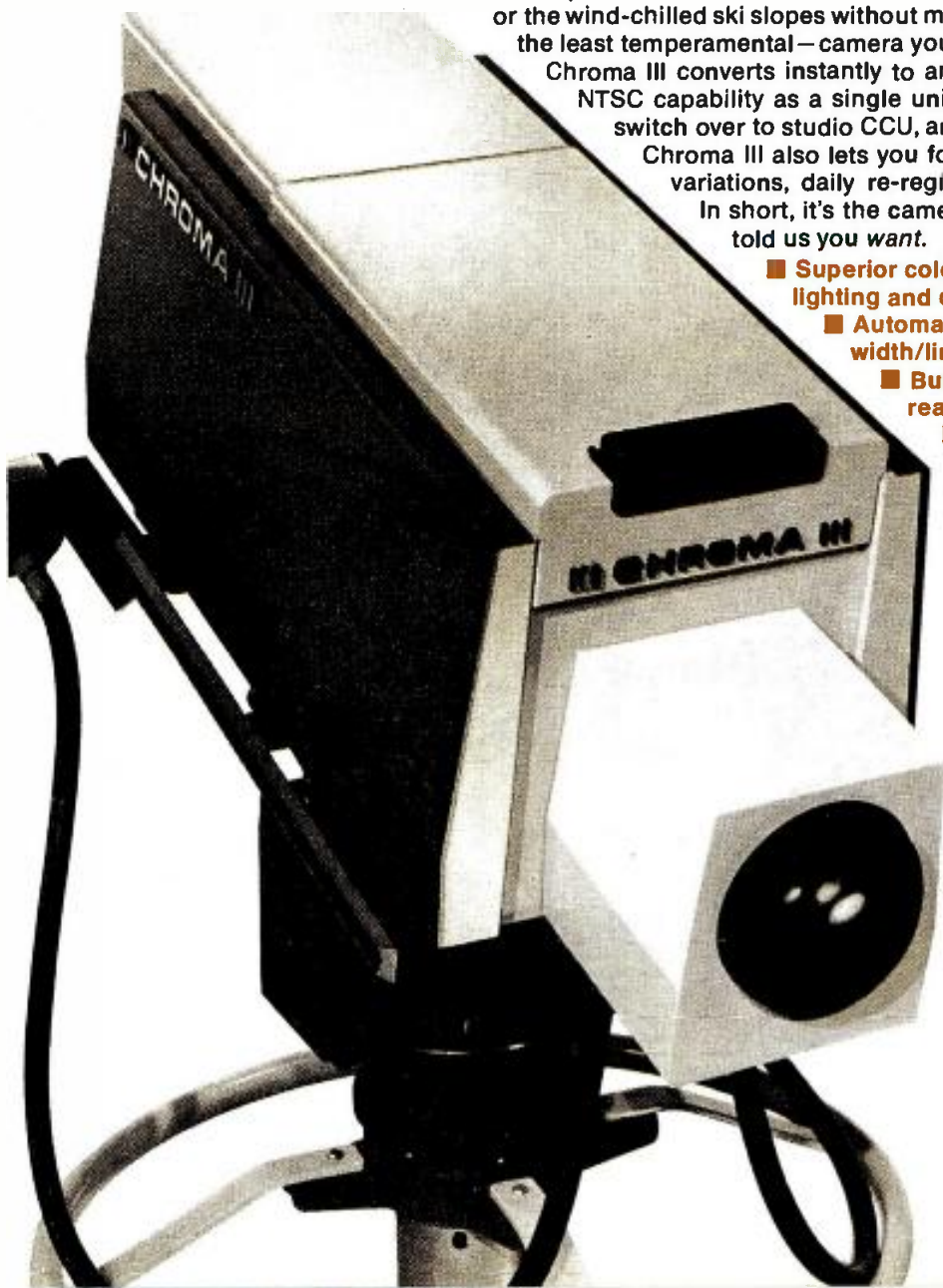
- Superior colorimetry through true prism optics, bias lighting and computer-aided design.
- Automatic registration through feedback-stabilized width/linearity/centering circuits.
- Built-in full-screen video level monitoring, reading in IEEE units.
- Built-in ultra-stable digital color encoder.
- Pushbutton white/black set— instantaneously sets video level, pedestal level, color balance.
- Automatic servo iris with provision for local and remote override.
- Built-in digital sync generator for self-contained operation.
- Built-in dual filter wheels—20 filter positions, including macro-focus option (one inch to 20 feet).

And more. It's all in our Chroma III brochure. Write for it today.



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introduced in 1946.

*Reg. U.S. Patent Office.

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BROADCASTING, May 17, 1971



YOU MAY NEVER SEE THE WORLD'S BIGGEST BOTTLE*

BUT... you can bottle up drug sales in Greater Western Michigan through WKZO.



WKZO reaches three times as many counties and 248% more adults weekly than the next station. In fact, WKZO reaches 27% more homes than all other Kalamazoo stations combined. Circulation Pulse 1968 Michigan Station Report.

In Greater Western Michigan WKZO gets you the big spenders—60% of the men 6-10 am, according to a 1970 Pulse Area Report on Kalamazoo. And 49% of the women 10 am—3 pm. Plus 51% of both men and women during weekday drive times. Getting the big buyers is why WKZO is the big buy.

*A 5-ft. tall sherry bottle named "Adelaide" was blown in 1958—it held 196.9 pints.



The Felton Stations
RADIO
WKZO Kalamazoo/MIAMI BEACH
WKZO Grand Rapids
WKZO Grand Rapids/Kalamazoo
WKZO/MIAMI BEACH
TELEVISION
WKZO-TV Grand Rapids/Kalamazoo
WKZO-TV Grand Rapids/MIAMI BEACH
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WKZO

CBS RADIO FOR KALAMAZOO
AND GREATER WESTERN MICHIGAN
Avery-Kandel, Inc., Exclusive National Representatives

Safety...Who needs it? People...Maybe even you.

"Now" is too late for 1,050,000* people. With the help of concerned media, accidental deaths decreased 2% in 1970. But there's more to be done for accident prevention. If you do it, your finest journalistic efforts can be considered for a National Safety Council award. It's our small way of thanking those who care. For full information on how you can get involved, write: Mr. Don McEwan

Public Service Awards; National Safety Council
425 North Michigan Avenue, Chicago, Ill. 60611

*Total accidental deaths, 1960-69



What's the name of this movie?

If you've seen it, you remember it.

Because of the heart-stopping scene on the face of Mt. Rushmore. And the crop-dusting biplane trying to gun Cary down on a deserted road in the prairie.

And who can forget the movie where a one-armed Spencer Tracy casually demolishes Ernest Borgnine?

Or when Groucho, Chico, and Harpo turn a performance of Il Trovatore into a comic disaster?

Scenes like these make movies the most memorable form of entertainment.

And there are hundreds of memorable movies in the MGM Library of Great Films.

Movies. Still the best buy in television.

**The MGM Library
of Great Films**



MGM Television

1350 AVENUE OF THE AMERICAS (212) 262-2727

Phil Donahue really rates with young women.



And we've got the numbers to prove it. Take the women in Cleveland, for instance. The young women between 18 and 34. The ones who buy the most. The Phil Donahue Show on WJW-TV rates *first** with these young ladies. In fact, it rates first in homes, in women, women 18-49, and women 18-34. Young women watch WJBK in Detroit in the same way. And in Toledo, WSPD. And Wheeling. Milwaukee. Columbus. Dayton. And in Wilkes-Barre, where the show has only been on for its first rating period, Donahue leads with women 18-24 — equaling the combined totals of the other two stations. It doesn't take long for girls to catch on. In San Diego and Atlanta, where Donahue is new, he's making a strong impact on the markets.

The Phil Donahue Show has just gone into seven new markets: New York (WNBC-TV), Buffalo (WUTV), San Antonio (WOAI-TV), Washington, D.C. (WMAL-TV), Miami (WPLG-TV), Pittsburgh (WTAE-TV) and Green Bay (WLUK-TV).

The Phil Donahue Show just has to be one of the hottest things on daytime television. And it could warm up your daytime schedule, too. For further information, contact: Don Dahlman or Bill Rhodes, Avco Syndicated Sales, 4590 Avco Drive, Dayton, Ohio 45401 (513) 293-2102.



BROADCASTING CORPORATION

*Based on March, 1971 ARB. Audience and related data are based on estimates provided by the source indicated and are subject to the qualifications issued by this service. Copies of such qualifications are available on request.

Gathering clouds over TV advertising

Ominous overtones in FTC call for major inquiry;
slightly silver lining in FCC fairness-doctrine action on Chevron

The advertising business—and particularly the television advertising business—took one step forward and two back last week as the Federal Communications Commission ruled on the one hand that a particular advertising campaign was not subject to its fairness doctrine while the Federal Trade Commission, on the other, virtually declared all advertising suspect and said—essentially—that it would try to prove that point in a major series of hearings beginning next fall.

Off one hook was an advertising campaign for Chevron gasoline, which (1) is the subject of challenge by the FTC as being misleading and (2) was the subject of petition by two law students to the FCC asking that stations which carry the Chevron campaign carry their own messages (*a la* anti-smoking spots) citing the damage of gas fumes to the environment. The FCC, which had held that cigarette advertising did fall under its fairness doctrine requirement of reply, held last week that the Chevron campaign did not.

That escape for broadcasters—significant enough in itself—was made even more significant by another suggestion which had been part of the FCC debate, but was eventually discarded. The proposal: that stations which carried the Chevron campaign be required to carry repeated notice of the fact that it was the subject of an FTC complaint.

(Not so susceptible to interpretation for its import—but of high interest to broadcasters nonetheless—was the FCC's companion announcement last week that it would convene a major inquiry into all fairness doctrine ramifications.)

Any easier breathing that might have been occasioned by the FCC's action on Chevron and its fairness doctrine forum plan (see page 22) was constrained again that same day (Wednesday) by the FTC's announcement that it is going to open a massive inquiry into today's

advertising—with particular interest in today's television advertising—next fall.

The agency announced that intention at a news conference last week—two days after Senator Frank E. Moss (D-Utah) introduced a bill (S-1753) to establish a National Institute of Adver-



*Pitofsky of the FTC:
Off to the wars once again*

tising, Marketing and Society to attack the same objective.

Both actions are aimed at determining the reaction of the general public to commercial messages, particularly those in TV and particularly those that deal in subjective approaches to product selling.

The hearings, according to the FTC, are tentatively scheduled to begin in

Washington Sept. 13. The agency said that subsequent hearings would be held at later dates in other major cities.

Witnesses, according to Robert F. Pitofsky, director of the Agency's Consumer Protection Bureau, will be professionals—sociologists and psychologists—as well as representatives of consumer organizations, advertising agencies and advertisers.

Just who these will be, or who at the FTC will conduct the hearings, Mr. Pitofsky was unable to answer last week. He said those arrangements were still being made.

Mr. Pitofsky stressed, as did the agency announcement, that the hearings will not involve review or evaluation of specific advertising or claims that might be considered deceptive or misleading. The FTC consumer-protection chief admitted, however, that some such information may be gleaned from the hearings and might result in future action.

Gerald J. Thain, acting assistant director of the food and drug advertising division of the Consumer Protection Bureau, emphasized at the news conference that the aim of the planned hearings is to learn the reaction of the consuming public to advertising—the impact of advertising, not the message itself.

Principally, the FTC said, its current primary interests are:

- Advertising to children.
- TV advertising that may “unfairly exploit desires, fears and anxieties.”
- TV commercials whose technical aspects of preparation and production “may facilitate deception.”
- Consumers’ “physical, emotional and psychological responses to advertising”.

As described by the agency, the three major areas of the inquiry are along these lines:

On children—“As a class, children have always been the subject of the special protection of the law. Underlying

this proposition is a recognition of the vulnerability of children to suggestion, and their immaturity of judgment. This special protection afforded children includes protecting them as consumers or television viewers. The unique aspects of television and its place in the lives of most children provide compelling reasons for arguments that special standards should be developed in the regulation of advertising addressed to children . . ."

On advertising themes—"Some current advertising, and especially that appearing on television, has been challenged as calculated to appeal to non-rational concerns and considerations. These forms of advertising, which are essentially noninformational in character, may raise questions as to their fundamental fairness, the conformity with the traditional economic justifications for advertising as sources of information upon which a free and reasonably informed choice may be made and the

extent to which such advertising is designed to exploit such fears or anxieties as social acceptance or personal well-being without fulfilling the desires raised."

On TV techniques—"Certain photographic and other techniques used in making television commercials may make use of non-verbal persuasion which is not recognized by the viewers and therefore cannot be guarded against or weighed in a rational way. New methods of television advertising may be causing effects in viewers different from those customarily generated by advertising. The commission desires to know whether human beings are affected in such ways as are unfair."

The FTC commented, after reciting these observations: "These challenges raise issues which the commission cannot ignore. Hearings on TV advertising may provide answers or facts upon which to build a more comprehensive regulatory posture."

These comments echo statements made by both Messrs. Pitofsky and Thain a scant six weeks ago. At an American University conference in Washington, Mr. Pitofsky, talking about "puffery," noted that the standards permitting this type of exaggeration were based on print advertising and that they do not hold true for TV advertising and therefore were being studied for revision. Mr. Thain, at the same meeting, commented that many advertising practices in the past were tolerable in print, but have become intolerable today because they are on TV and TV's impact is much more powerful.

Mr. Pitofsky last week alluded to the difference that TV advertising has to "traditional" advertising noting that TV is "more subtle, more persuasive . . ." He also observed that the impact of TV advertising's frequency and exposure is significant. And some TV techniques—he mentioned color, editing, intercutting, pace—have a motivational impact, he

FCC strengthens precedent exempting ads from fairness

The FCC has ruled again, and in some of the most forceful language it has used in discussing the issue to date, that the fairness doctrine is not applicable to product advertising—even when the claims made relate to a matter of public concern.

To require "answers" to commercials for products or services on the ground they raise controversial issues of public importance, the commission said last week, "might eventually drive most commercials from the air, resulting in chaos and the destruction of economic support for the public service rendered by broadcast licensees."

The commission issued the ruling, on a 3-to-1 vote, in disposing of a fairness doctrine complaint that was directed at commercials promoting Standard Oil of California's Chevron with F-310 gasoline as a partial solution to the pollution problem. The complaint, filed last September by two University of California law school students, named five California stations—KNBC-TV and KNXT-TV, both Los Angeles, and KPPIX-TV, KRON-TV and KGO-TV, all San Francisco.

But in disposing of the complaint the commission acknowledged that it had not disposed of the issue the complaint and others like it have raised—that indeed the commission could not, in an individual case.

It announced it will, "in the near future," institute an over-all inquiry into the fairness doctrine, one aimed at developing "more finely drawn classifications, approaches and policies within the rubric of the fairness doctrine that will better serve the public

interest." The commission said the project would include consideration of "the vexing problem of access that has been on the periphery of many" of its decisions in the fairness area.

FCC Chairman Dean Burch has twice called publicly for such an inquiry, most recently in his speech at the National Association of Broadcasters convention in Chicago (BROADCASTING, April 5). He said then a review was called for in light of the growing demands for access to the airwaves that were being made in the name of the fairness doctrine.

The commission last week offered broadcasters no guarantee their responsibilities would be eased as a result of the proposed proceeding. "We cannot now predict the direction in which this inquiry may lead us," it said.

The commission majority in the case consisted of Chairman Burch and Commissioners Robert Wells and Thomas J. Houser. Commissioner Nicholas Johnson dissented, and Commissioners Robert T. Bartley, Robert E. Lee and H. Rex Lee were absent.

Commissioner Johnson, in his dissent, saw the commission action as "entirely unwarranted—and ultimately self-defeating." He said that "there is such public pressure for control of the abuses of commercialism on television that unless the FCC begins to fashion reasonable remedies, the courts will step in with rules anyway—and rules likely to make much broader inroads on broadcaster discretion than any rules the majority would be likely to adopt."

The other commissioners are not un-

aware of that possibility. And Chairman Burch has indicated his belief that the notice of inquiry to be undertaken would be one means of preventing the courts from setting commission policy in fairness matters. He has said that the commission would be in a better posture to defend its position before the courts if it had "all the inputs from the industry and could demonstrate it had agonized over its decision instead of reaching it on an ad hoc basis (BROADCASTING, Feb. 1).

The complainants in the Chevron case—Alan F. Neckritz and Lawrence B. Ordower—contended that the commercials created a public controversy which is subject to the fairness doctrine and that their views should be presented through spot announcements to achieve fairness. They said the stations involved abridged their First Amendment rights in denying access to contrasting views on the issue raised in the commercials.

The commercials in question, which feature former astronaut Scott Carpenter, purport to show that a car burning Chevron with F-310 emits clean exhaust while a car that does not use the product emits dirty fumes that go "into the air and waste mileage." The commercial has been challenged in a Federal Trade Commission complaint which has not yet been resolved.

The commission rejected the First Amendment argument on the ground that "a broadcast licensee is not a common carrier and thus is not required to provide all persons with access to the air."

And it rejected two arguments the

added, far beyond the explicit message which may come across in the advertisement.

Mr. Pitofsky also acknowledged that last year's announcement that the FTC and the FCC planned to hold hearings on children's programming as well as commercials has gone by the board. The FCC, he said, has problems that are not the concern of the FTC, and vice versa.

After gathering all the facts, the FTC bureau chief said last week, the agency will decide what to do. And one possibility, he observed, may be that it will have to call for legislation so that the FTC can take into account the more esoteric results of advertising not now within its purview that today is equated generally with unfair trade practices as well as deceptive and misleading advertising.

Basically, the latest FTC action is another facet of its increasing activism that has already impelled it to move against dozens of advertisers and that

contain such innovative proposed penalties as corrective advertising (BROADCASTING, April 26).

The FTC action last week undoubtedly is related to the long-time complaints by Senator Frank E. Moss (D-Utah) about the relationship of advertising of mood-inducing drugs and the drug abuse problem. He is chairman of the Commerce Committee's consumer subcommittee, and was instrumental in forcing cigarette advertising off the broadcast air.

Last week he introduced a bill (S-1753) that would establish a National Institute of Advertising, Marketing and Society that would be funded with a \$5 million grant from the federal treasury (BROADCASTING, March 1, May 3). His bill calls for the institute to be placed within the FTC, but he has made it clear that he sees it as a specialized unit as part of the National Institutes of Health in Washington.

In a statement coincidental with his

sponsorship of the bill, Senator Moss said that its first mandate would be to study the relationship of advertising and drug abuse, as well as the alienation of the young, and advertising's impact on children. The institute, he said, would gain knowledge of the social role of advertising and marketing and provide insights "to maintain advertising on a socially constructive path."

Both the FTC's and Senator Moss' references to advertising and children are seen related to the current rule-making proceedings before the FCC requested by Action for Children's Television (ACT), a Boston-based mothers organization, that asked not only for special programming for children but also for a ban on advertising in those programs, as well as the forthcoming controversial report of Forum 20 of last December's White House Conference on Children that calls for the clustering of commercials in children's programs (BROADCASTING, May 10).

complainants advanced in support of their claim that the fairness doctrine applies to the Chevron commercials. One was that the FTC complaint and the sponsors' rebuttal in themselves created a controversial issue of public importance. But the FTC issues many contested complaints, the commission said, adding that it makes "no blanket assumption" that every one involving allegations of false advertising raises issues that invoke the fairness doctrine.

The second argument dealt with the commercial's claim that the product provides a partial solution to the pollution problem—and the commission, in rejecting it, held firm to the position it expressed in the only ruling in which it did apply the fairness doctrine to product advertising—that involving cigarette commercials.

In that ruling, the commission stressed that "the unique situation there involved would not be extended to other product advertising."

The commission said a commercial could take a position on a controversial issue and thus subject a broadcaster to

fairness doctrine obligations—for example, a spot sponsored by a coal-mining company asserting that strip mining had no harmful ecological effects.

But, the commission said, "the merits of any one gasoline, weight reducer, breakfast cereal or headache remedy—to name but a few examples that come readily to mind—do not rise to the level of a significant public issue." To take a contrary view on the subject, the commission said, "would extend the application of the fairness doctrine to an endless variety of advertisements for commercial products. It would create a doctrine which, from a practical standpoint, would be unworkable."

The commission decided against even asserting that stations carrying the Chevron commercial have an obligation to inform the public of the nature of the FTC complaint—and to carry the announcement more than once if the commercials all were carried over an extended period of time. That requirement, which would have been unprecedented, was in an draft of the ruling

(Closed Circuit, May 10), but was dropped by the commission, presumably on the ground it was about to undertake a broad overview of the fairness doctrine and related matters.

Instead, the commission stressed the licensee's responsibility to exercise particular care in connection with commercials that are the subject of an FTC complaint. It said the pendency of a complaint should not be held to require the rejection of a commercial, "for this would effectively resolve the issue against the respondent before he has been fully heard . . ." But, the commission added, it expects "a reasoned licensee judgment based on the facts available and his own capacity to ascertain the public interest."

The commission's action is expected to clear the way for resolution of four fairness doctrine complaints aimed at product advertising that are pending at the commission. Two involve detergent commercials, one a gasoline commercial and the fourth, filed by Action for Children's Television, children's toy commercials.



Cause celebre ■ These four frames are from a commercial for Chevron F-310 that has inspired action before two government agencies. The FTC has charged it as misleading advertising. Two law students petitioned the FCC to declare

the commercial subject to the fairness doctrine, thus requiring stations which carry it to set aside time for others to rebut its arguments. The FTC case is still undetermined. The FCC last week rejected the fairness doctrine petition.

Photographic material furnished by Radio TV Reports Inc.

Pitofsky, true to form, prepares 4-A's for the worst

Officials of the nation's leading advertising agencies got a first-hand back-grounding last week on the Federal Trade Commission's new militant approach to advertising, and particularly TV advertising, from one of its chief architects and executioners, Robert Pitofsky, director of the FTC's Bureau of Consumer Protection.

Mr. Pitofsky told the American Association of Advertising Agencies, in one of the principal speeches at its annual meeting (see page 25), that advertising's influence on the young is so strong as to demand governmental supervision, its impact in some fields so effective as to be anticompetitive, and its claims too often so wild as to strain consumer belief and invite even wilder claims from competitors.

Mr. Pitofsky was a chief speaker at the AAAA's Friday (May 14) session, devoted wholly to the issue of whether advertising's role is to persuade or to inform. Other speakers were Theodore Levitt, professor of business administration at Harvard's Graduate School of Business Administration, who did offer some solace to the agency leaders but followed it with a clout; Malcolm W. Jensen, director of product safety at the Food & Drug Administration, and Representative Harley O. Staggers (D-W.Va.), chairman of the House Interstate & Foreign Commerce Committee.

The agency executives also heard from two of their own, starting with President John Crichton in a closed session on Thursday, and ending with a convention-closing address by retiring Chairman Archibald McG. Foster of Ted Bates & Co. on Saturday. Both stressed the importance of self-regulation under what Mr. Foster described as "a roof of the Council of Better Business Bureaus" under which all involved in the production of commercials and other ads could discuss, particularly with the FTC, "what is agreed to be decent advertising practices in our evolving society."

Mr. Pitofsky undertook in his speech to explain "why all the fuss" the FTC has been creating. To begin with, he said: "The sheer volume and intensity of advertising, its immediacy in all of our homes and its impact on the quality of our lives has reached a point where thoughtful people cannot help but be concerned whether the total message it delivers is for good or ill.

"Last year the American society invested over \$10 billion in advertising—more than 1% of the Gross National Product. The average child in this country between 2 and 12 spent more time last year in front of a television set than he or she spent in school.

"Advertising is a major influence on what our children think, what they want, what they aspire to be, the level of innocence or cynicism with which they view the world, and as a result government cannot help but be concerned with whether the laws that regulate advertising are effectively enforced."

Beyond that, he said, there are indications that advertising, instead of making it easier for new products to get started, tends in some cases to prohibit new entries. He mentioned the fields of "soap, cigarettes, analgesics, cereals and gasoline among many others." He said that "studies show increasingly that intensive advertising is an independent and formidable barrier to new entry and as a result there is a positive association between advertising intensity and industrial concentration.

"With [some] products there comes a point at which no rational man could think of advertising as informative. It becomes a kind of persuasion at best—coercion at worst—and, to give adver-

Pitofsky's message to the AAAA:

Advertising's influence on the young is so strong as to demand governmental supervision, its impact in some fields so effective as to be anticompetitive, and its claims too often so wild as to strain consumer belief and invite even wilder claims from competitors.

tising its due, is amazingly effective at putting products across.

"Perhaps most important, the kind of brand allegiance created by intensive advertising seems virtually immune to challenge by those who would pursue a price or quality strategy, and eventually other sellers tend to pursue comparable persuasive or coercive campaigns.

"All too frequently, the result of such patterns of competition is high prices, high profits and high levels of industrial concentration. We rely in this country on price competition to govern our entire free market system. But let me ask you this: how often have you seen price strategy made central to a major advertising campaign?"

Mr. Pitofsky suggested that in terms of credibility, advertising now is no worse than in the past. "By that," he said. "I mean that the vast majority of advertising is truthful, relevant and reasonably straightforward, but that there are a significant few advertisers who sell their products by tactics that cannot be so described. What is clear, however, is that the consumer's tolerance for borderline claims has been stretched to the breaking point."

The FTC in the past few months has called up "a whole new arsenal" for attack on questionable advertising because, he said, the old ways took too long. Most campaigns had ended, he said, long before any FTC order could be entered. "More important," he said, "the effects of advertising do not terminate with the end of the ad campaign—particularly not where the campaign has relied on constant reiteration of a simple theme or some vivid and dramatic demonstration."

It is a tribute to modern advertising, he said [referring to the FTC's plan to attack advertising it finds misleading by requiring that 25% of subsequent advertising for that product, for one year, carry a notation of the FTC's fault-finding] "that the staff of the FTC has decided that one of the best ways to deal with the false impressions created by some advertising is to resort to the same media and the same message, the same strategies and the same techniques, that got those mistaken messages across in the first place."

This approach, he contended, should not be harmful to many advertisers—depending on the claims involved—although in other cases where "the misleading claims for a product have been so outlandish and the amounts spent on advertising so enormous [the] corrective advertising could be a mortal blow to certain brands." But that, he said, is "because the false advertising created massive consumer deception, not because the remedy is not appropriate to the violation."

Professor Levitt told the AAAA that "rather than deny that distortion and exaggeration exist in advertising, we should understand that embellishment and distortion are among advertising's legitimate and socially desirable purposes; that illegitimacy in advertising consists only of a falsification with larcenous intent." The problem, he said, is to draw the line.

The problem is also, he said, that the consumer consumes—and advertisers must therefore advertise—"not things but expected benefits," such as: "not cosmetics but the satisfactions of the allurements they promise; not quarter-

inch drills but quarter-inch holes; not stock in companies but capital gains; not low-cal whipped cream but self-rewarding indulgence combined with sophisticated convenience."

"There is hardly a company," he continued, "that would not go down in ruin if it refused to provide fluff," but "if it uses too much fluff and little else, business invites possibly ruinous legislation."

He suggested a middle way in which business should make sure that no single industry would be exempt from "reasonable and popular" legislative restrictions, should support legislation to make it easier for the consumer to compare products, packages and prices and, among other things, should "support efforts to moderate and clean up the advertising noise that dulls our senses and assaults our sensibilities."

The FDA's Mr. Jensen called for the development of basic standards covering consumer product safety, performance "and surely advertising" as essential in a time when, he said, there has been a breakdown in communications between people despite high levels of literacy, good newspapers and technical journals and "radio and television superior to any other nation on earth."

If sound minimum standards can be established, he said, "producers and distributors might learn to emphasize and advertise those product characteristics and qualities that are above the established minimums. The consumer might indeed be confident that these were minimum levels of performance and safety and might indeed learn that higher levels normally will mean higher prices."

For the AAAA, Chairman Foster re-

plied in his closing address that "I don't believe there is a single agency manager in this room who is preparing advertising which he knows to be untruthful." The problem comes, he said, "when, though true, advertising is judged to be misleading or deceptive."

He objected especially to FTC policies under which, he said, "advertising that has been seen by all concerned to be wholly acceptable and fair under today's philosophy may be judged misleading or deceptive under tomorrow's new criteria and then discredited retroactively."

But he said that "if the new self-regulatory capability, as it matures, can help us to understand together, with the FTC and other designated officials, what the changing rules are, then we will have presence of incalculable value."

Pats on the backs at the Green brier

Some to the power of TV advertising and some to the full-service agency at AAAA session

Television received an unlimited testimonial from a veteran TV advertiser at the annual meeting of the American Association of Advertising Agencies at The Greenbrier, White Sulphur Springs, W. Va., last Thursday (May 13).

The full-service advertising agency as opposed to independent media-buying and other specialized services—which was the subject of the Thursday session—also received strong backing.

William D. Hunt, president of Yardley of London Inc., offered this TV testimonial on behalf of the Noxell Corp., of which he was senior vice president and director of marketing when he agreed to address the AAAA meeting a few months ago:

"The Noxell Corp. is in business to sell useful products to the American public through the selling power of the 30-second television commercial. Last year they made 60 commercials: a total of 35 minutes of film. With them they sold \$60-million worth of products. They believe in advertising."

Mr. Hunt's point, in addition, was that Noxell officials rely on full-service agencies and don't try to second-guess them. It was also that "the case for the full-service agency should not and would not be an appropriate subject for a meeting such as this if the agencies had applied anything like the intelligence, the imagination and the foresight to their own business that they do for their clients."

The agencies' internal attitudes, particularly toward their own media departments, have been largely responsible for driving media people into setting up their own businesses, he maintained,

while advertisers' opposition to agencies' handling "conflicting" products has sped the growth of so-called advertising "boutiques."

What is the sense in not being able to hire Doyle Dane Bernbach to handle a new toothpaste simply because it already handles Close-Up, he wanted to know. "Does that mean that Bernbach couldn't sell your toothpaste without attacking his other client?" he asked.

William R. Johnson, sales promotion manager of J. C. Penney Co., New York, was equally optimistic in appraising the outlook for the full-service agency, but less ardent about TV-radio as backbone media in his field.

Penney, he said, will produce over 100 TV spots and more than 500 radio spots this year, but "the backbone of our advertising effort is still our newspaper advertising."

Moreover, he continued, "this is also true of every retail operation I know about. Some advertising people, especially in agencies, believe this is because we are too inflexible in terms of media and are inclined to think too traditionally. Just try to tell this to our store managers, who know what it takes to attract customers to the stores."

"Our store managers know that their newspaper ads produce sales dollars. They are perfectly willing, even eager, to use radio and television in carefully selected lines, but don't try to cut back on their newspaper budget. Broadcast is something you do with new money when increased advertising dollars are available to you."

Mr. Johnson did not refer to the increasingly substantial budgets that other

big retailers—Sears, Roebuck and Montgomery Ward, to name two—are putting into TV and radio or even the growing sums that his own company, according to published reports, is investing in broadcast advertising.

"I am not here as a spokesman for newspapers," he said, "but to understand the effectiveness of newspapers for a retailer, I think all you have to do is recall how your wife reads her paper. . . . Sometimes she even tears out the ad and carries it into the store. Every Penney manager has seen this happen hundreds of times. He has yet to see a woman come into the store carrying a television commercial. And he cannot imagine a woman sitting in front of a television set all day waiting for a children's shoe commercial. Can you?"

John Monsarrat, the third speaker on the Thursday panel, didn't get into that debate, but he was strong for the full-service agency, having written a white paper in its behalf for the AAAA a few months ago (BROADCASTING, March 22).

He gave some reports in behalf of full-service agencies and a few that didn't put a good light on specialized services, although he conceded that the latter stories were "probably no more typical of the types of organizations involved than would be similar stories of bad apples in the agency barrel."

He said one story, "a classic," involved "a television buying service which accepted an assignment to buy pre-Christmas spot for a highly seasonal advertiser. The advertiser paid the buying service cash in advance to facilitate its on-the-spot negotiations."

"The buying service thereupon failed



Mr. Thiele



Mr. McCaffrey



Mr. Henderson

Thiele named chairman in AAAA elections

Edward M. Thiele, vice chairman of Leo Burnett Co., Chicago, was elected chairman of the American Association of Advertising Agencies last Thursday (May 13) as the AAAA opened its annual meeting at the Greenbrier, White Sulphur Springs, W. Va. (see page 25). He succeeds Archibald McG. Foster, chairman of Ted Bates & Co., New York.

James M. McCaffrey of LaRoche, McCaffrey & McCall, New York, was named vice chairman and James M. Henderson of Henderson Advertising Agency, Greenville, S.C. was named secretary-treasurer.

Three directors at large were elected: Mary Andrews Ayres of SSC&B, New York, the first woman elected to the AAAA board; Richard C. Christian of Marsteller Inc., Chicago, and William

H. Genge of Ketchum, MacLeod & Grove, Pittsburgh.

Regional directors were also named: Eastern—Harry F. Brian, VanSant, Dugdale & Co., Baltimore; Thomas R. Vohs, Chirug & Cairns, New York, and John P. Warwick, Warwick & Legler, New York. Central—Philip E. Bash, Clinton E. Frank Inc., Chicago; Hugh M. Redhead, Campbell Ewald, Detroit, and Paul Schlesinger, Tatham-Laird & Kudner, Chicago. Western—Louis E. Scott, Foote, Cone & Belding, Los Angeles.

The new operations committee, which meets monthly when the board is not in session, will consist of AAAA Chairman Thiele, Vice Chairman McCaffrey, Secretary-Treasurer Henderson, President Chrichton and Victor G. Bloede of Benton & Bowles, New York; Paul C. Harper Jr. of Needham, Harper & Steers, New York, and John S. Pingel of Ross Roy Inc., Detroit.

to buy \$400,000 worth of this advertiser's time; spent the money on someone else's spots, and offered the advertisers make-goods in the spring. This one was finally settled with a refund seven months later; but no one could return the last application of pressure at the peak of his retail buying season."

FTC gives relief on Un-Burn charges

A Federal Trade Commission hearing examiner has recommended dismissal of a 1970 complaint against Pfizer Inc., New York, for its Un-Burn sunburn lotion advertising.

In the May 7 decision, the examiner found that the FTC prosecution failed to establish either that Un-Burn is ineffective in relieving sunburn pain or that its advertising implied adequate effectiveness tests.

Since the principal ingredients of Un-Burn, benzocaine and menthol, have been used successfully by the medical profession to relieve sunburn pain, the examiner said, it is reasonable for Pfizer to make claims based on this clinical proof. Also, he added, safety tests were adequate and well-controlled.

Overcommercialization worries Blair executive

Despite a projected upturn in the economy by the end of this year, a buyer's market may well continue in national TV spot sales, a station-representative executive said last week.

Jack W. Fritz, vice president and general manager, broadcasting, John Blair & Co., told members of the Ohio Association of Broadcasters at a meeting in Cincinnati that, unless station time inventory is cut back, there may be hard sledding ahead.

In a series of simulated bulletins, Mr. Fritz recommended that stations reduce commercial time to 12 minutes per hour in nonprime time while strictly observing the nine and one-half minutes allowance in prime time, with a goal of 10 minutes in nonprime time in the fall of 1972.

He foresees a 15% growth of national TV spot in 1972 over 1971; with local spot TV growing 20%. Thereafter he sees a 10% growth rate for national TV spot over the next five years, and 13% for local spot TV.

In 1975, Mr. Fritz sees the number of television homes passing 67 million,

with a 65% penetration for color TV sets. He also foresees CATV reaching 17 million homes, 25% penetration.

Other Fritz prognostications through 1980: a limit on total commercial time on all TV stations of five minutes per hour; television viewing for the average family up to 10½ hours daily, with CATV reaching 41 million homes, or 55% of all U.S. television homes, and with the two-minute commercial becoming standard.

TV-network billings down in April, but less so

Network-TV billings last month continued to lag behind the 1970 pace, but the gap appears to be narrowing as the year progresses. April 1971 billings were reported by the Television Bureau of Advertising to be \$133,003,700, or 3.8% behind the \$138.3 million recorded for April 1970.

TVB notes that network billings were off the mark substantially more during the first quarter: They were behind 15.4% in January, 8.6% in February and 11% in March compared with a year ago (BROADCASTING, April 19).

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

	April		
	1970	1971	% change
Daytime	\$ 43,064.7	\$ 40,780.5	- 5.3
Mon.-Fri.	31,515.6	28,671.8	- 9.0
Sat.-Sun.	11,549.1	12,108.7	+ 4.8
Nighttime	95,244.5	92,223.2	- 3.2
Total	\$138,309.2	\$133,003.7	- 3.8

	January-April		
	1970	1971	% change
Daytime	\$186,603.9	\$170,864.3	- 8.4
Mon.-Fri.	128,195.0	115,592.6	- 9.8
Sat.-Sun.	58,408.9	55,271.7	- 5.4
Nighttime	421,715.5	376,563.8	-10.7
Total	\$608,319.4	\$547,428.1	-10.0

	ABC	CBS	NBC	Total
Jan.	\$ 36,905.5	\$ 50,029.2	\$ 52,027.2	\$138,961.9
Feb.	38,478.7	48,870.0	45,322.3	132,671.0
March	39,946.5	54,338.1	48,506.9	142,791.5
April	36,949.8	49,261.3	46,792.6	133,003.7

Year to date \$152,280.5 \$202,498.6 \$192,649.0 \$547,428.1

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

Xerox signs for four specials

Xerox Corp. has allocated almost \$1-million for sponsorship on NBC-TV of four, one-hour NBC News specials in prime time during the 1971-72 season. The first show will be telecast Sept. 8 (Wednesday) at 9-10 p.m. NYT. The new series will be slotted on a quarterly basis, the second show slated for December 1971 followed by programs in March and June of 1972. Entitled *Xerox Presents: the Quarterly Report Produced by NBC News* and featuring David Brinkley, the programs will deal with issues affecting U.S. social, political and economic future.

some degree in the preparation of dozens of others.

In addition, Earl K. Moore of New York, counsel for the United Church of Christ, which is a pioneer in the field of citizen participation in renewal matters, is also listed as attorney in half a dozen proceedings. But Dr. Everett Parker, director of the church's office of communications, says his office has helped "hundreds" of groups across the country in dealing with local stations—a project being given financial support by the Ford Foundation.

Some of the groups have their own volunteer help. Balvino S. Martinez Chaves, of the Spanish surnamed group, is one; I. Jack Kerner, of a separate Colorado citizen group is another. And some, apparently, rely on what has gone before; passages in some petitions have been lifted bodily from petitions already on file.

Station attorneys who have dealt with the groups report a variety of reactions. One Washington-based lawyer who has talked to groups in several cities says he has found some who are "reasonable" with whom he has had "cordial" discussions; others that he described as "extortionists." (A petition filed by those so described was dismissed by the commission as lacking any factual allegations.)

But while finding some of the groups at least reasonable, the attorney says he has refused to negotiate with any of them. He says he has simply stated his client's policies on matters of interest to them in a letter to the commission, and found that to be sufficient. He refers to agreements that some broadcasters negotiate with citizen groups as "treaties of surrender."

However, it was the negotiation route that most licensees of Atlanta stations followed in persuading the Community Coalition to withdraw petitions to deny. The coalition did not get satisfaction on all of its "negotiable demands." But, generally, the stations promised to maintain continuing consultation with the coalition, and many agreed to make an affirmative effort to hire blacks, to provide on-the-job training programs, if none existed, and to place blacks in important positions.

Even such major entities as CBS and ABC sat down across a table from groups seeking to strip them of licenses: CBS's WBBM-AM-TV and ABC's WLS-AM-TV all Chicago. Again, the citizens groups got less than they originally sought—much less. Their demands in effect prescribed programing, commercial and other policies for the network licensees to follow. But both network companies agreed to meet with the groups on a regular basis, and CBS, in addition, promised to open accounts with black-owned banks in Chicago



Hal Fishman, newsman at Metromedia's KTTV(TV) Los Angeles, stands beside the "Super Pinto" he'll fly this week in an attempt to break two light-plane speed records: the transcontinental (Los Angeles to New York) and the trans-Atlantic (New York to Paris). With co-pilot Richard Hunt, chief test pilot for American Jet Industries, Santa Monica, Calif., Mr. Fishman will take off from California May 18 and from New York on May 20, the 44th anniversary of Charles Lindbergh's solo flight across the Atlantic. The KTTV newsman—who began flying seven years ago thinking it would be an asset in his profession—holds records in two international air-speed categories for light planes, and won the Louis Bieriot International Air Medal for 1970 (it was presented to him during a newscast last year).

(BROADCASTING, March 8.) (The groups bypassed NBC's WMAQ-AM-TV after NBC wrote them expressing agreement with many of their objectives and promising to have station representatives meet with them several times a year if they demonstrated that they represented significant elements in the community.)

What do the cards in the card file add up to? There is no clear answer, as yet. Of all the petitions and complaints that have been filed by citizen groups, only a few have led to an order designating a renewal application for hearing. And last week one of the stations involved, WNST(AM) Sandersville, Ga. (BROADCASTING, March 8), petitioned the commission to reconsider the order on the ground that it had reached an agreement with the petitioners that "moots all of the issues." The complaint had been filed by Mr. Kramer in behalf of a local black group and the Southern Christian Leadership Conference.

The only citizen-group petition to deny affecting a major station to reach the commission was rejected—the petition aimed at WMAI-TV Washington. However, the Washington-area blacks who filed the petition are appealing the commission action.

But to at least one of those involved

in the efforts of citizens to participate in the license-renewal process, the record of citizen wins or losses is not the important consideration. "The beneficial aspect," says Mr. Kramer, "is that people are involved in the process of government, in the things that affect their lives. You begin to get a functioning adversary system." The citizen groups, he adds, "are not in the decision-making process, but they are making inroads on the power to influence decisions—and that's the name of the game."

Siegel steps down at WNYC stations

Seymour N. Siegel, director of New York City's office of communications service, which operates noncommercial WNYC-AM-FM-TV, said last week he is resigning after 36 years of service.

Milton Musicus, administrator of the Municipal Service Administration which heads the communications office, said last Wednesday (May 12) that the position definitely will be filled, but that no determination has been made whether to select someone from within the division or from the outside. There is a possibility, he added, that an interim director will be named within the next several weeks.

Mr. Siegel's retirement-resignation followed by weeks a directive by the financially-pressed city to eliminate 82 positions within the municipal service department, and about 60 persons in the broadcasting system itself. These personnel cutbacks, plus reduction of all broadcasting time on the three stations, was scheduled to go into effect last May 1 (BROADCASTING, April 26). But, they have been delayed by a New York state supreme court ruling.

Although the reductions would not have affected Mr. Siegel's position, he said it was an appropriate time to retire. He wasn't protesting the cutbacks with his resignation, Mr. Siegel added. "I'm personally disappointed but this is not necessarily the reason for leaving."

Mr. Siegel began as radio program director of WNYC(AM) in 1934. In 1947, he was promoted to his present position of director of the then Radio Communications Division of New York City.

Mr. Siegel, who has served as executive vice president of the nonprofit Broadcasting Foundation of America and was recently elected its president, an unsalaried position, said he would devote some time to that activity but was not prepared to announce his other plans. BFA is a distributor of foreign import programing to U.S. radio stations.

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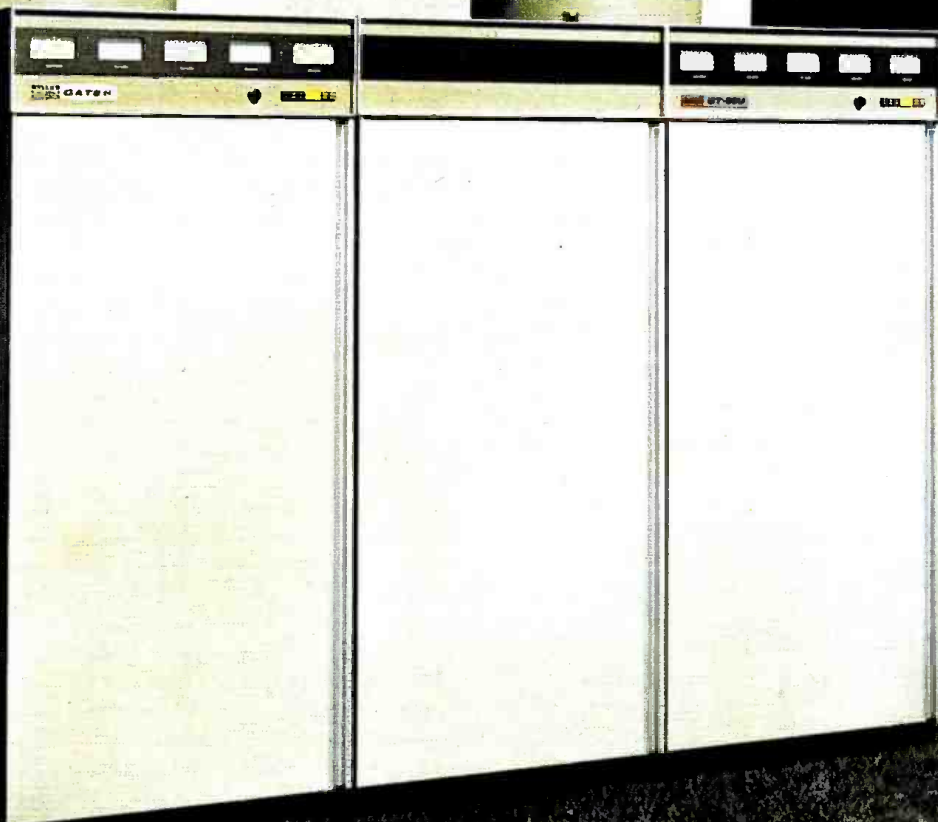
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Money talks for national TV advertisers

It says they spent even more in 1970, despite the economy, in spot and network advertising

All of the top-10 national television advertisers increased their combined network and spot investments in 1970, according to a compilation of the top-100 clients released today (May 17) by the Television Bureau of Advertising.

The listing, based on figures compiled by Broadcast Advertisers Reports,

shows that the largest increase was registered by Warner-Lambert (up \$12.7 million). Other leaders and the increase: Ralston-Purina (\$11.4 million), Sears, Roebuck (\$11.1 million), AT&T (\$10.2 million), Lever Bros. (\$9.0 million), Phillip Morris (\$8.0 million), Nestle (\$7.8 million), Standard Oil of New

Jersey (\$6.7 million), IT&T (\$6.1 million), General Foods (\$5.7 million) and Sterling Drug (\$5.6 million).

Among the top-10 advertisers, Procter & Gamble raised its TV spending in 1970 by 2%; General Foods by 7%; Colgate-Palmolive, 1% and Bristol-Myers, 5%.

The top-100 television advertisers

Company	Total TV	Spot TV	Network TV	Company	Total TV	Spot TV	Network TV
1. Procter & Gamble Co.	\$179,276,100	\$50,799,800	\$128,476,300	35. Richardson-Merrell Inc.	19,142,700	6,006,200	13,136,500
2. General Foods Corp.	93,897,800	49,255,800	44,642,000	36. Block Drug Co. Inc.	19,065,400	3,067,300	15,998,100
3. Colgate-Palmolive Co.	83,381,700	36,863,300	46,518,400	37. Quaker Oats Co.	18,656,900	9,777,900	8,879,000
4. Bristol-Myers Co.	80,407,700	23,329,100	57,078,600	38. Morton-Norwich Products Inc.	18,179,600	4,743,500	13,436,100
5. American Home Products Corp.	67,202,400	26,357,500	40,844,900	39. Rapid-American Corp.	18,154,500	1,912,100	16,242,400
6. R. J. Reynolds Industries Inc.	66,821,400	14,404,900	52,416,500	40. Liggett & Myers Tobacco Co.	17,800,000	3,957,400	13,842,600
7. Warner-Lambert				41. Johnson & Johnson	17,541,100	9,803,900	7,737,200
Pharmaceutical Co.	64,066,800	17,855,900	46,210,900	42. McDonalds Corp.	17,164,900	10,976,100	6,188,800
8. Lever Brothers Co.	59,450,500	20,869,100	38,581,400	43. Chas. Pfizer & Co.	16,927,000	2,005,400	14,921,600
9. Sterling Drug Inc.	54,263,100	12,939,100	41,324,000	44. Carter-Wallace Inc.	16,833,200	5,692,000	11,141,200
10. Phillip Morris Inc.	48,177,600	11,491,800	36,685,800	45. Pillsbury Co.	16,795,300	6,989,600	9,805,700
11. Gillette Co.	43,800,100	16,320,800	27,479,300	46. Greyhound Corp.	16,782,100	4,339,100	12,443,000
12. General Mills Inc.	42,090,800	17,938,400	24,152,400	47. William Wrigley Jr. Co.	16,554,700	16,554,700	—
13. General Motors Corp.	41,935,500	8,963,200	32,972,300	48. Plough Inc.	16,237,300	4,339,100	11,898,200
14. Ford Motor Co.	38,922,400	7,544,800	31,377,600	49. Mattel Inc.	16,151,000	4,239,300	11,911,700
15. Miles Laboratories Inc.	38,545,100	9,591,600	28,953,500	50. Smith, Kline & French Labs	15,244,700	4,756,300	10,488,400
16. Sears Roebuck & Co.	34,226,200	18,952,700	15,273,500	51. Shell Oil Co.	15,007,700	8,542,000	6,465,700
17. Kellogg Co.	33,506,000	8,539,500	24,966,500	52. American Cyanamid Co.	14,515,700	3,265,100	11,250,600
18. Coca-Cola Co.	32,473,200	16,945,400	15,527,800	53. Standard Brands Inc.	14,086,400	10,462,300	3,624,100
19. Kraftco Corp.	31,523,900	13,164,600	18,359,300	54. C. P. C. International Inc.	13,803,500	10,400,200	3,403,300
20. Loews Theatres Inc.	31,468,000	15,537,900	15,930,100	55. Deluxe Topper Corp.	13,419,800	8,742,700	4,677,100
21. British-American Tobacco Co.	30,963,900	7,832,800	23,131,100	56. Standard Oil Co. of New Jersey	13,338,900	6,617,700	6,721,200
22. S. C. Johnson & Son Inc.	30,915,700	2,112,000	28,803,700	57. Eastman Kodak Co.	13,202,800	2,208,400	10,994,400
23. PepsiCo Inc.	30,289,700	13,425,400	16,864,300	58. Mars Inc.	13,120,800	6,134,700	6,986,100
24. American Brands Inc.	30,116,200	2,073,600	28,042,600	59. National Biscuit Co.	13,066,700	4,987,800	8,078,900
25. Alberto-Culver Co.	27,443,000	14,472,000	12,971,000	60. Clorox Co.	13,032,000	5,366,900	7,665,100
26. Ralston Purina Co.	26,616,000	7,876,900	18,739,100	61. Novell Corp.	12,717,000	4,395,000	8,322,000
27. Chrysler Corp.	25,469,200	3,927,600	21,541,600	62. Heublein Inc.	12,527,800	6,040,900	6,486,900
28. American Tel. & Tel. Co.	24,038,200	11,109,900	12,928,300	63. Volkswagenwerk A. G.	12,308,500	3,631,600	8,676,900
29. J. B. Williams Co.	22,605,900	138,100	22,467,800	64. E. I. DuPont de Nemours & Co.	11,705,700	1,238,300	10,467,400
30. Nestle Co.	22,249,200	14,216,800	8,032,400	65. Jos. Schlitz Brewing Co.	11,437,800	5,492,900	5,944,900
31. International Tel. & Tel. Corp.	21,740,700	13,437,600	8,303,100	66. Scott Paper Co.	11,190,200	10,082,500	1,107,700
32. Carnation Co.	21,073,100	9,511,000	11,562,100	67. Mennen Co.	11,047,800	3,377,600	7,670,200
33. Campbell Soup Co.	19,978,600	6,388,200	13,590,400	68. Gulf Oil Corp.	11,009,600	1,929,300	9,080,300
34. Norton Simon Inc.	19,320,500	10,169,800	9,150,700	69. Chesebrough Ponds Inc.	10,746,800	5,565,600	5,181,000

Continued

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended April 11, 1971 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended April 11	Total dollars week ended April 11	1971 total minutes	1971 total dollars
	Week ended April 11	Cume Jan. 1-April 11	Week ended April 11	Cume Jan. 1-April 11	Week ended April 11	Cume Jan. 1-April 11				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 8.0	\$ 109.2	\$ 1,749.4	\$ 352.0	\$ 4,243.0	83	\$ 461.2	1,045	\$ 6,000.4
Monday-Friday 10 a.m.-6 p.m.	1,333.7	20,254.2	2,921.5	44,994.5	1,729.6	24,615.5	893	5,984.8	11,807	89,864.2
Saturday-Sunday Sign-on-6 p.m.	900.9	19,442.2	1,792.0	18,880.9	640.2	11,136.0	293	3,333.1	4,038	49,459.1
Monday-Saturday 6 p.m.-7:30 p.m.	287.0	5,235.9	569.0	7,834.4	561.1	9,111.0	93	1,417.1	1,272	22,181.3
Sunday 6 p.m.-7:30 p.m.	—	1,211.7	202.7	3,990.6	191.2	3,283.8	16	393.9	266	8,486.1
Monday-Sunday 7:30-11 p.m.	4,879.4	78,707.9	5,856.7	90,642.5	6,985.1	102,541.2	429	17,721.2	6,233	271,891.6
Monday-Sunday 11 p.m.-Sign off	413.7	4,214.1	421.8	3,390.4	725.8	8,139.3	142	1,561.1	1,623	15,743.8
Total	\$ 7,814.7	\$129,074.0	\$11,872.9	\$171,482.7	\$11,184.8	\$163,069.8	1,949	\$30,872.4	28,284	\$ 463,828.5

The top-100 television advertisers (continued)

Company	Total TV	Spot TV	Network TV	Company	Total TV	Spot TV	Network TV
70. Seven-Up Co.	10,587,100	7,197,600	3,389,500	86. Mobil Oil Corp.	7,675,200	4,359,900	3,315,300
71. American Motors Corp.	10,365,300	1,996,900	8,368,400	87. Borden Co.	7,664,000	3,828,100	3,835,900
72. United Air Lines Inc.	10,294,200	5,143,400	5,150,800	88. Beecham Group Ltd.	7,651,500	353,500	7,298,000
73. Kentucky Fried Chicken Corp.	9,761,200	5,833,300	3,927,900	89. Firestone Tire & Rubber Co.	7,514,100	1,833,000	5,681,100
*74. F. W. Woolworth Co.	9,732,900	9,732,900	—	90. Avon Products Inc.	7,305,100	4,980,900	2,324,200
75. H. J. Heinz Co.	9,692,400	5,030,900	4,661,500	91. Merck & Co.	7,181,200	998,900	8,182,300
76. Anheuser Busch Inc.	9,669,300	3,967,300	5,702,000	92. General Electric Corp.	7,177,600	2,118,600	5,059,000
77. Union Carbide Corp.	9,337,700	2,076,500	7,261,200	93. Toyota Motor Distributors Inc.	6,916,200	6,916,200	—
*78. Ideal Toy Corp.	9,086,600	6,420,900	2,665,700	94. Gulf & Western Industries Inc.	6,838,300	3,247,300	3,591,000
79. Radio Corp. of America	9,029,800	2,662,600	6,367,200	95. Swift & Co.	6,788,800	3,229,200	3,559,600
80. Goodyear Tire & Rubber Co.	8,846,300	2,778,400	6,067,900	96. Faberge Inc.	6,651,600	2,779,200	3,872,400
81. Triangle Publications Inc.	8,717,100	8,717,100	—	97. American Airlines Inc.	6,627,200	3,309,600	3,317,600
82. General Cigar Co.	8,273,300	3,246,700	5,026,600	98. Dow Chemical Co.	6,558,500	4,793,500	1,765,000
83. Polaroid Corp.	8,209,600	239,700	7,969,900	99. Sun Oil Corp.	6,453,400	2,948,400	3,505,000
84. Standard Oil Co. of Indiana	7,914,100	5,711,400	2,202,700	100. Sperry-Rand Corp.	6,407,400	2,296,400	4,111,000
85. American Can Co.	7,788,900	7,405,900	383,000				

* New to the top-100 in 1970

Hard nudges for ARB and Nielsen

NAB's Dimling hits discrepancies between two; TVB demands accuracy in local-audience figures

A long-simmering dispute between broadcasters and rating services over television audience measurements burst into flame last week. One complaint was addressed to the American Research Bureau, Beltsville, Md., and it charged that ARB's reports on TV viewing were consistently too low compared with other rating services. The second complaint was directed at both ARB and A. C. Nielsen Co., Chicago, and charged that both services were undercounting TV viewership.

ARB was the recipient of a formal complaint from John H. Dimling, vice president for research of the National Association of Broadcasters, in behalf of the 18-man Committee on Local Television and Radio Audience Measurement (COLTRAM), of which he is chairman. In a May 10 letter to Dr. Peter Langhoff, president of ARB, Mr. Dimling noted that TV viewing levels reported by ARB and Nielsen continue to show significant disparities, with those of ARB continuing "to be significantly below the levels reported in the Nielsen local reports."

This has been documented, Mr. Dimling said, by an independent 1969 telephone coincidental study, sponsored by the Committee on National TV Audience Measurement (CONTAM), and two later studies also sponsored by CONTAM, soon to be released. CONTAM consists of representatives of the three TV networks and the NAB. Membership of COLTRAM, on the other hand, consists largely of group owners and station representatives, as well as networks.

Mr. Dimling expressed the view that the discrepancies are due to ARB's use of diaries and other methodologies. Some of the reasons suggested by Mr. Dimling are ARB's product-usage questions in the diary, the open-end format of the diary, the weighting procedures used (both weekly and age of head of household weighting), sample balance,

ing, and mailing diaries to those who have not agreed to cooperate.

Mr. Dimling noted that ARB planned a test of open-end diaries vs. closed-end diaries, as well as product-usage diaries and offered the help of NAB and of COLTRAM in designing these tests. But, he added, the need for review and revision of procedures is urgent.

Broadcasters' dispute with ARB has been raging for the last several years, with charges generally that ARB was short-changing TV broadcasters on viewing levels. The controversy came to a head earlier this year when a substantial number of broadcasters declined to sign renewal contracts to receive the reports, a situation that is not yet completely resolved.

Meanwhile the Television Bureau of Advertising demanded that both ARB and Nielsen provide ratings that measure accurately over-all local viewing levels.

In a letter to ARB and Nielsen being released today (May 17), Norman E. Cash, president of TVB, said recent reviews of reports by each of the organizations show "audience estimates considerably below comparable meter-determined levels." He went on to say:

"If the meter is fact, then your figures must be questioned . . . which is what I am doing in this letter. What must be done to bring advertisers' audience-level estimates closer to the truth? As long as the existing difference continues, we of TVB will feel obligated to point it out to both advertiser and telecaster . . . and indicate our lack of support for your information. When can we expect corrections to be made? We request a prompt reply."

Mr. Cash pointed out that data compiled over the past several years by the CONTAM, aimed at validating the local ratings of Nielsen and ARB through meter measurement, indicate research firm's estimates are less than meter-determined levels.

Mr. Cash said he was sending copies of his letter and attachments to the Association of National Advertisers, the American Association of Advertising Agencies, Broadcast Rating Council and all TV stations.

Dr. Langhoff said last week in response to Mr. Cash's letter that ARB has made many improvements over the past several years in the statistical procedures used in processing raw data. He said the recent questionnaire returned by the majority of ARB station clients indicated a "high degree of satisfaction with the contents of our current local market reports."

Dr. Langhoff said ARB recently has agreed to conduct certain tests of its diary design, and has been offered the cooperation of both COLTRAM and the Advertising Research Foundation in its experimental work. He said ARB intends to avail itself of those services and, with this joint effort, expects to improve the "diary" technique and as a result approach the truth more closely.

From Hays and Abbitt: yet another spending bill

A bill severely limiting campaign expenditures and imposing stringent financial reporting requirements on federal-office candidates was introduced last Tuesday (May 11) by Representatives Wayne L. Hays (D-Ohio) and Watkins M. Abbitt (D-Va.).

Mr. Abbitt is chairman of the House Subcommittee on Elections, which has 17 other election-reform proposals pending before it. Mr. Hays is chairman of the parent Committee on Administration.

The Hays-Abbitt measure (H.R. 8284) limits the aggregate amount of all contributions or expenditures on behalf of House candidates to \$30,000. The limit is separately imposed for primaries, primary run-offs and general elections. The bill contains no restrictions on how the funds are to be spent.

Senate or at-large House candidates would be limited to six cents per person

An Apology for a job well done or the sell charisma of WOR/Barry Farber

This is an unsolicited testimonial of unprecedented power-packed performance by a man, a media, and their combined catalytic crossfire of public motivation.

On the evening of April 19, 1971, it was my privilege to be the guest of the WOR/Barry Farber broadcast.

Mr. Farber had heard of a spectacular scientific breakthrough in the field of emergency portable oxygen. He was fascinated by our company's tiny SAV-A-LIFE oxygen sphere, and its capability of safely harnessing 21 gallons of USP oxygen in its 4¼" diameter "ball"; of its portable lightweight (2 lbs.) simplicity, one-hand method of operation; the fact that this unit had been meticulously field-tested for years, purchased by several government agencies, and was recipient of distinguished medical and editorial testimonials further stimulated Mr. Farber's interest.

It was these facts plus the ecological environmental crisis, I thought, that should dominate the radio interview—and I came prepared with voluminous notes along these lines. I had been encouraged by response to our product's recent ads in the *Wall Street Journal*, *Human Events* and other fine publications. Why not present the same proven promotional technique, thought I?

Instead, at radio time deadline, Mr. Farber almost rudely advised me to dispose of all prepared notes. He in his own provocative, probing manner would ask the questions—and I would answer them, straight-forward, direct, to the point—or there would be no broadcast.

This is the dilemma of a non-commercial, unpaid for guest interview,—and I had begun to doubt the wisdom of public exposure.

However, Barry Farber's standpattedness, sincerity, articulate, persuasive power convinced me to go ahead with the broadcast. Soon Barry's pulsating probity unpeeled for public exposure the stark life-and-death drama behind SAV-A-LIFE emergency oxygen: of how my wife of 35 years, never sick a day in her life was taken suddenly ill, unconscious, gasping for breath, kept alive 30 minutes by mouth to mouth resuscitation, of frantically waiting for an ambulance just hundreds of yards away at the hospital near my home to respond to my several phone calls; of in desperation running into the street, screaming for help that eventually arrived from the hospital with its cumbersome oxygen tank—too little, too late; of how my 28-year-old daughter suffering from an asthmatic attack, gasping for breath, died shortly upon her arrival at the hospital; of my grandchild falling into a pool and quickly rescued by her mother, only to expire while waiting for desperately needed oxygen. In all these tragedies there is no absolute guarantee that life might have been sustained if emergency oxygen was at hand. But it was tragedies such as these and the possibility of sustaining life hanging in the balance that fused men like the Alessi Brothers, Harry Ferguson, Martin Ostrow, and Sam Feldman into the corporate family of SAV-A-LIFE oxygen to do something positive about making emergency easy-to-administer oxygen the on-hand potential of every human being.

The story as unfolded by the WOR/Barry Farber broadcast produced a spontaneous and electrifying public reaction that in my 43 years of major advertising and sales promotion background is unparalleled in the history of any product ever marketed. This by the avalanche of many phone calls, mammoth mail response, middle-of-the-night appeals, orders of units sight unseen, offers of public financial participation, blank signed checks, congratulatory and condolence messages, dealership requests from every state of the union and from every nation on the face of the globe.

Yes, WOR/Barry Farber, I do indeed owe you and your vast listening audience an apology for a job well done.

You have proven beyond the shadow of a doubt the WOR/Barry Farber dynamic "sell charisma" keenly attuned to the public pulse and ever alert to the beat of its heart as the sparkling sizzle to orbit the spectacular scientific SAV-A-LIFE sphere.

Samuel L. Feldman, President
Bruce MacIntyre A.R.P., Inc.
Advertising • Research • Promotion

Attention: Radio Station Owners

We are ready, willing and able to buy time on your station for the Barry Farber show. Write or wire us your interest, and we will be glad—with proper cooperation—to inaugurate the program at once.

The suggested revision in political spending

What would happen if the Senate Commerce Committee's political-spending bill were to become law and candidates ran true to form in their purchases of broadcast time? This table gives an indication. It contains (1) preliminary FCC data on the total broadcast expenditures by candidates for 1970 Senate campaigns and (2) the applicable ceilings for such future expenditures as they would apply under the Senate bill. Final figures will be released in about two weeks.

Figures in the left column—the ceilings—are based on

State	Ceiling	Democrat	Spent	Republican	Spent	State	Ceiling	Democrat	Spent	Republican	Spent
Alaska	\$ 30,000	Kay	\$ 34,000	Stevens*	\$ 17,300	Nevada	30,000	Cannon*	68,100	Raggio	73,800
Arizona	61,400	Grossman	85,400	Fannin*	84,300			Williams*	179,900	Gross	391,500
California	711,800	Tunney*	466,700	Murphy	385,700	New Mexico	31,700	Montoya*	35,400	Carter	27,600
Connecticut	105,800	Oulley	87,000	Weicker*	81,400	New York	635,700	Ottinger	648,500	Goodell	570,400
				Dodd	49,600					Buckley*	522,400
Delaware	30,000	Zimmerman	12,300	Roth*	13,600	North Dakota	30,000	Burdick*	44,800	Kleppe	71,500
Florida	254,400	Chiles*	53,900	CSramer	140,500	Ohio	358,300	Metzenbaum	238,500	Taft*	220,500
Hawaii	30,000	Heftel	64,900	Fong*	27,100	Pennsylvania	406,800	Sesler	25,000	Scott*	268,600
Illinois	378,200	Stevenson*	254,900	Smith	235,900	Rhode Island	33,500	Pastore*	16,400	McLaughlin	3,300
Indiana	174,400	Hartke*	182,700	Roudebush	353,000	Tennessee	135,500	Gore	145,800	Brook*	173,400
Maine	33,100	Muskie*	30,800	Bishop	8,500	Texas	379,500	Bentsen*	174,700	Bush	292,700
Maryland	135,700	Tydings	92,600	Beall*	115,900	Utah	33,700	Moss*	115,300	Burton	91,400
Massachusetts	197,400	Kennedy*	151,500	Spaulding	14,900	Vermont	30,000	Hoff	69,700	Prouty*	53,600
Michigan	293,800	Hart*	140,500	Romney	45,000	Virginia	161,600	Rawlings	26,200	Garland	31,400
Minnesota	126,200	Humphrey*	158,000	McGregor	166,900					Byrd*	97,900
Missouri	161,100	Symington*	192,200	Danforth	231,500	West Virginia	58,800	Byrd*	8,100	Dodson	1,900
Montana	30,000	Mansfield*	10,600	Wallace	10,200	Wisconsin	147,400	Proxmire*	41,100	Erickson	14,400
Nebraska	50,100	Morrison	21,600	Hruska*	26,500	Wyoming	30,000	McGee*	47,600	Wold	38,700

in their states, and in no event less than \$30,000.

Contributions and expenditures by all presidential contenders and their running mates would be limited to six cents per person in all the states and the District of Columbia.

Candidates would be required to file detailed financial reports with the secretary of the Senate or the clerk of the House (or the comptroller general in the case of presidential candidates). The bill also requires such reports from groups or individuals who contribute money to campaigns.

The bill would also end the practice of using the District of Columbia for the collection of campaign contributions that are presently permitted to go unreported.

A novel feature of the bill is a penalty clause disqualifying a winning candidate for Senate or House from taking office if found to have violated the provisions of the bill. Beyond that, such candidates would be disqualified for running again for a House seat for five years or for a Senate seat for seven years.

Winners of primary elections in contests for Senate or House would forfeit their nominations if found guilty of violations.

Winning candidates for the Presidency or Vice Presidency would be subject to fines of \$25,000 for violations, but would be allowed to stay in office.

Violations by committees and individuals would carry criminal penalties similar to those already in effect under the Federal Corrupt Practices Act.

In a joint statement on the measure, Messrs. Hays and Abbutt said the bill would open the doors of Congress to those of limited financial resources and simultaneously free all candidates from political obligations often incurred in raising funds to underwrite political campaigns.

Introduction of the Hays-Abbitt bill comes as the Senate Rules and Finance Committees are considering aspects of the political-spending bill approved last month by the Senate Commerce Committee (BROADCASTING, April 26).

A Senate Rules Committee spokesman said last week that the committee will hold hearings on the bill May 25 at 10 a.m. in Room 301 of the Old Senate Office Building.

Scheduled to testify May 24 are Deputy Attorney General Richard G. Kleindienst and Victor C. Diehm, chairman of Mutual Broadcasting System. On May 25: Dr. Herbert Alexander, director of the Citizens Research Foundation; Senate Minority Leader Hugh Scott (R-Pa.); former Congressman Neil Staebler and Thomas B. Curtis, who will speak for Common Cause; a representative of the Friends Committee for National Legislation; Reed Larson, executive vice president of the National Right to Work Committee, and Dr. Martin Krakowski, a Washington mathematics consultant.

Other witnesses who may appear at the hearings include Senator Robert Dole (R-Kan.), chairman of the Republican National Committee; Democratic National Chairman Lawrence F. O'Brien; Senators Ernest F. Hollings

Census Bureau data and were taken from the Commerce Committee's report on the bill (S. 382).

The measure permits federal-office candidates to spend up to five cents per eligible voter (or \$30,000, whichever is greater) on broadcast media in any campaign.

Candidates in 16 of the 33 states listed would have exceeded this limit.

Successful candidates are marked by asterisks, and the figures have been rounded off. The FCC spending totals do not include data for the Mississippi race, in which Democratic Senator John C. Stennis had no opponent, or the Washington race, for which the Republican spending figure was not available.

(D-S.C.) and Peter H. Dominick (R-Colo.), chairmen of ad hoc campaign committees for their parties, as well as Russell Hemenway, director of the National Committee for an Effective Congress.

An ad service is born

Omnibus Communications Services, a Denver-based firm, is offering a new service to advertising agencies and sponsor companies including competitive ad monitoring, air checks, checking spots, and test-market applications from radio and TV. The firm presently manufactures video tapes, 16 mm optical sound, kinescopes and photoboards, each available in both color and monochrome. Omnibus is giving complimentary subscriptions to its *TV Broadcast Commercial Reports* to readers of BROADCASTING. Address: Box 18478, Denver 80218.

Katz zeroes in on retailers

Katz Television is establishing a retail sales department to obtain national and regional spot-TV business from retail store chains for Katz-represented stations.

Michael T. Membrado, president of Katz Television, said his company is the first broadcast rep to enter this area. He also announced appointment of Richard P. Hogue, formerly with ABC-TV—where he developed retail sales operation for ABC-owned TV stations division—holding the title of director for retail sales.

There's something in your film processor you should know about to cut your costs.

Some of the stuff it takes to process film is silver nitrate—and silver is worth \$1.70 per ounce. There's a way to get back more of the silver after it's done its job. You sell the silver and get back money you now dump down the drain along with other chemical waste.

Treck has silver recovery systems in TV stations. A Treck salesman can tell you about them, and uncontrolled bleach discharge, controlled regeneration, equipment cost and comparative efficiency—all you need to know to make a decision. Call him at your local Treck now, or send in this coupon and he'll get in touch with you.

Treck PhotoGraphic Inc.

434 Midtown Tower
Rochester, New York 14604
We'll do the rest.

Name _____ Station _____

Address _____

City _____ State _____ Zip _____

Phone _____

No cost or obligation, of course.

Arizona, Phoenix (602) 258-7141 • California, Los Angeles (213) 748-7351 • California, San Diego (714) 297-4851 • California, San Francisco (415) 647-2601 • Colorado, Denver (303) 388-4223 • D.C., Washington (202) 484-3200 • Florida, Jacksonville (904) 355-7673 • Florida, Miami (305) 754-2578 • Georgia, Atlanta (404) 875-9205 • Illinois, Chicago (312) 626-6200 • Iowa, Davenport (319) 322-6223 • Iowa, Des Moines (515) 283-2717 • Kentucky, Lexington (606) 278-9591 • Louisiana, New Orleans (504) 488-37 5 • Maryland, Baltimore (301) 243-9880 • Massachusetts, Boston (617) 969-8722 • Michigan, Detroit (313) 833-7800 • Minnesota, Minneapolis (612) 331-4850 • Missouri, Kansas City (816) VI 2-9536 • Missouri, St. Louis (314) CE 1-9770 • Nebraska, Lincoln (402) 477-3702 • Nebraska, Omaha (402) 342-3636 • New York, Buffalo (716) 854-3214 • New York, New York (212) LO 4-6240 • Ohio, Cincinnati (513) 961-7223 • Ohio, Cleveland (216) 621-6440 • Oklahoma, Oklahoma City (405) 232-1155 • Oregon, Portland (503) 234-9272 • Pennsylvania, Philadelphia (215) EV 6-1900 • Pennsylvania, Pittsburgh (412) 782-4230 • Tennessee, Memphis (901) 275-8108 • Texas, Dallas (214) ME 1-0261 • Texas, Houston (713) 781-9201 • Utah, Salt Lake City (801) 484-6131 • Washington, Seattle (206) CH 6-9600 • Washington, Spokane (509) 838-1601 • Wisconsin, Milwaukee (414) 786-9400 • Canada, Alberta, Calgary (403) 263-4291 • Canada, Alberta, Edmonton (403) 454-6505 • Canada, B.C., Vancouver (604) 872-7146 • Canada, Manitoba, Winnipeg (204) 772-9488 • Canada, Ontario, Toronto (416) 789-4586 • Canada, Quebec, Montreal (514) 733-8258

Signs of changing times in renewals

Growing card file at FCC holds clue to the industry's, and the public's, new dialogue over broadcast licensing

Broadcasters may never have approached license-renewal time with the serenity that critics of the FCC's "rubber-stamp" renewal process thought was warranted. But however they regarded it in the past, it is clear that license-renewal time, 1970's style, has become triennial high noon.

Not a license-renewal period goes by without some citizen group emerging with a petition to deny, or an informal complaint, directed against one or two or even all of the stations in a market. The groups—like the Community Coalition on Broadcasting, in Georgia; the Black Broadcasting Coalition, in Youngstown, Ohio; the Colorado Committee on the Mass Media and the Spanish Surnamed Inc.—are taking to heart the message that the airwaves belong to the people and that stations are licensed to serve the public.

The result is evident in a growing card file being assembled in the office of the FCC renewal branch to help the commission staff keep track of the status and number of contested renewal proceedings. It lists some 30 petitions or complaints filed in the past 14 months against applications for renewal of more than 50 stations. The applications of some 35 stations are still pending.

And the file does not yet tell the whole story. A number of informal complaints against renewal applications that have not yet been resolved are still to be included, as are most of the complaints and petitions to deny that have been resolved through negotiation between representatives of the stations and the groups.

But the card file and the pleadings to which it refers help illuminate the rationale behind some of the commission's proposals for amending its license-renewal procedures—proposals aimed at bringing citizen groups into the renewal procedure in a manner that would enable them to work out their differences with stations without having to refer them to the commission. Stations, for instance, would be required to make announcements at specified intervals throughout their license period inviting the public to comment

on their service. The proposals would also give television station viewers an opportunity to comment on what the station regards as the area's most pressing problems.

The file and the pleadings also indicate the relationship between broadcasters and portions of their minority publics. In almost all cases, the protesting groups' complaints boil down to two or three issues:

- The broadcaster has not checked the minority group involved in ascertaining community needs. (And when blacks, for instance, are listed as among those surveyed by the station, the petition frequently describes them as not representative or as dependent on the white community for their livelihood.)

- The station has not carried programs that serve the needs of the mi-

nority group. (Programs submitted by the station as proof of its service to the minority group are often dismissed as not relevant; stations are sometimes described as racist.)

- The station discriminates against minority groups in its hiring practices. (Stations invariably deny the allegation hotly—but a black on-camera newsman cited as proof of a station's forward-looking employment policy may likely be branded an "Uncle Tom" by the protesting group.)

These complaints showed up originally in the protests a coalition of black groups filed against all of the stations in Atlanta, in February 1970—the first such mass filing (BROADCASTING, Feb. 24, 1970). The Community Coalition on Broadcasting also made a number of "negotiable demands" that have since been advanced by other groups around the country—that stations designate an official to meet with the citizens group once a month, train "broadly representative staff," report news of interest to minorities, provide free advertising time for emerging black businesses and appoint blacks to their boards of directors, among them.

Whether the demands are justified or not, some communications lawyers who have the job of responding to them regard the petitions to deny as "bludgeons" held over licensees who know that the mere filing of the petition can result in a delay in commission action on their renewal applications.

Regardless of the skill—or lack of it—with which petitions are prepared, licensees regard them with deadly seriousness. Time-Life Broadcast Inc., in responding to a petition to deny the license renewal of KLZ-TV Denver—a petition it said lacked facts—filed a 450-page pleading that reportedly required 1,000 manhours to produce.

But many of the citizen groups are getting help in the preparation of petitions from increasingly experienced lawyers in the field. Albert Kramer, of the Citizens Communications Center of Washington, a public-interest law firm specializing in broadcast matters, is listed as attorney on six of the petitions in the card file. But he has helped to



An inexpensive card file and a battered filing cabinet in an office in the FCC building in Washington are symbols of a new era in broadcast-license-renewal matters, one in which citizen groups increasingly are participating in renewal proceedings—with petitions to deny. The card file, with a card for every contested proceeding, became a necessity for the staff in its effort to keep track of the status and number of the cases flowing in. The cabinet, and others like it, will contain copies of all the pleadings in each of the proceedings.

These are the opening words of an unprecedented Special Citation given to CBS News by the *Saturday Review*. Never before has that respected publication presented a citation to an entire broadcasting news organization.

We like to think that SR's words sum up the meaning of 26 other notable awards conferred this year on CBS News. Those awards were granted to a broad spectrum of regular and special broadcasts. They were made by ten distinguished panels of judges. And they number many of the most sought-after awards in broadcasting, including *ten* Emmys of the National Academy of Television Arts and Sciences.

For example, "The Selling of the Pentagon" was honored three times — by an Emmy, by the *Saturday Review* and by a George Foster Peabody Award that was also unprecedented in its timing.

It seems particularly significant that eight awards went either to Walter Cronkite or to enterprising segments of his nightly broadcast. For the audience record of his series indicates that excellence in journalism also wins out in the national marketplace of information and ideas. (In an average week 40 million people tune in the CBS Evening News with Walter Cronkite.) Indeed, this has been television's most popular news series *for four straight years*.

Clearly there is a consensus among the award judges and the national jury. You might call it a Special Citation from the American people.

Awards to CBS News, January-May 1971

Christopher Awards

"A Black View of South Africa"

"The Mystery of Pain"

Sidney Hillman Award

"Can the World Be Saved?"

(Ecology series on the CBS Evening News with Walter Cronkite)

George Foster Peabody Awards

"60 Minutes"

"The Selling of the Pentagon"

Ohio State University Awards

"Don't Get Sick in America" (CBS Reports)

"Spaceship Earth" (radio)

Alfred I. DuPont-Columbia

University Award

John Laurence, Correspondent, for

"The World of Charlie Company" on the CBS Evening News with Walter Cronkite

George Polk Journalism Awards

CBS News Correspondent Walter Cronkite

CBS Evening News with Walter Cronkite

Overseas Press Club Awards

"The World of Charlie Company"

CBS News foreign reporting (radio)

Saturday Review Awards

"The Selling of the Pentagon"

"Voices from the Russian Underground"

Special Citation to CBS News

"The World of Charlie Company"

University of Miami Award

CBS News Correspondent Walter Cronkite

National Academy of Television Arts and Sciences Awards (Emmys)

"The Selling of the Pentagon"

Mike Wallace, Correspondent,

for 60 Minutes

60 Minutes: Gulf of Tonkin segment

"The World of Charlie Company"

John Laurence for "The World of Charlie Company"

CBS News Space Coverage for 1970-71

Walter Cronkite for CBS News Space Coverage

Nana Mahomo, narrator, for

"A Black View of South Africa"

Bruce Morton, Correspondent, for reporting of trial of Lieutenant Calley

Larry Travis, cinematographer, for Los Angeles earthquake

CBS

Bullish report to NBC-TV affiliates

At one-day convention, network cuts clutter, pitches new season, talks of booming sales

NBC-TV affiliates were told last Wednesday (May 12) that the network will reduce nonprogram elements in all of its shows effective with the next season ("Closed Circuit," May 10).

The network's anticlutter plan was announced at a one-day convention of NBC-TV affiliates in New York. Among other features on the agenda were a presentation of the 1971-72 schedule, reports of new surges in sales and a wide-ranging question-and-answer session in which the affiliates gave a rousing endorsement to NBC News (see story, page 44).

Details of the anticlutter plan were reported by Don Durgin, NBC-TV president. Mr. Durgin said that the clean-up campaign resulted from an order issued last fall by Julian Goodman, president of the parent NBC. The study was conducted by Robert Kasmire, vice president, corporate information.

The action is expected to remove an average of 30 seconds of so-called clutter from each program (regardless of length), or a total average of 45 minutes per week of nonprogramming material.

Among the changes to be implemented with the start of the 1971-72 season: elimination of the "NBC peacock" opening film, except in the *Today* and *Tonight* shows and in sports, specials and the first program in the afternoon portion of the daytime schedule; elimination of production-company tags at the end of all programs; elimination of five-second promotional spots preceding interior station breaks in one-hour programs (this amounts to approximately 25% of NBC's prime-time availabilities for network promos); restriction of opening and closing credits—exclusive of main titles—to 40 seconds (saving about 10 seconds), and restriction of audio over-the-crawl promotional announcements to a single item, compared to the currently acceptable double announcement.

In addition, Mr. Durgin said, the five NBC-owned television stations will eliminate commercial lead-ins on locally originated programs and audio promotional spots.

"This anticlutter plan is an attempt to start the ball rolling in an area all thoughtful people in the industry have been concerned about for some time," Mr. Durgin observed.

Turning to the record of this year, Mr. Durgin reminded affiliates that



Mr. Durgin

NBC-TV had edged out CBS-TV in prime-time ratings for the season. But he said he was "particularly pleased" that its daytime-schedule audience had risen by 7% while that of CBS had slipped 3% and of ABC 7% for the season to date (April to October).

He was optimistic about network sales for the current period and the future, and made this point:

"I'm not enough of an economist to tell you the recession is over, but I can tell you that the first week in May was the biggest third-quarter billing week in the history of the NBC Television Network, and our fourth-quarter sales have been booming ever since we announced the new schedule. Jack Otter, vice president, sales, and his associates have already secured \$147 million firm business for the 1971-72 nighttime schedule, and the price of the average commercial minute is up 7% over a year ago."

Mr. Durgin also reported that 41% of the nighttime schedule for next fall has been sold firm for 52 weeks; every series has been sold substantially; many returning programs are sold out, or more than 90% sold; all major multiple-specials advertisers have returned for next fall, including AT&T, Chrysler, Hallmark, Sears, Roebuck and Tmcx, and Kraft Foods, an exclusive advertiser on NBC, continues its association with the network in a new form as a major-specials advertiser. He added that Shell Oil and Procter & Gamble have bought sponsorship in *Fourth Friday*, NBC News's monthly two-hour program which succeeds *First Tuesday* in October, and Xerox has bought *Quar-*

terly Report, a new series of four one-hour news specials with David Brinkley as chief correspondent.

Affiliates were provided with a night-by-night preview of programs on the 1971-72 prime schedule by Mr. Durgin and Mort Werner, vice president, programs and talent; Herbert S. Schlosser, vice president, programs, West Coast, and Lawrence R. White, vice president, programs, East Coast. Included in the presentation were film sequences from six new series on the fall schedule: *Sarge*, *Mystery Movie*, *The D. A.*, *The Funny Side*, *The Partners* and *The Good Life*, as well as from motion pictures to be presented in various network feature-film periods.

Mr. Durgin assured affiliates that despite the economic recession and the scheduling problems precipitated by the FCC prime-time access rule, NBC-TV will broadcast next season more specials than any other network. Among the specials cited by Mr. Durgin were two major adaptations of Broadway and screen hits, "Harvey," starring James Stewart, and "The Man Who Came to Dinner," "All the Way Home," starring Joanne Woodward; Paul Gallico's "Snow Goose," starring Richard Harris, and programs built around Bob Hope, Jack Benny, Tennessee Ernie Ford, Perry Como, Johnny Carson and Jack Lemmon.

Mr. White discussed NBC-TV's fall Saturday-morning schedule for children and paid particular attention to the new one-hour *Take a Giant Step* (BROADCASTING, May 10). He explained the program is not only for children but is also by children. He said the entertain-

ment-information series will be live, will use no scripts or instruction, and will permit the children to have their say.

At an afternoon session closed to outsiders, NBC executives solicited and answered affiliates' questions. Mr. Goodman presided. Present and participating were David C. Adams and Thomas E. Ervin, executive vice presidents, NBC; Reuven Frank, president, NBC News, Mr. Durgin, and an array of other officers.

Mr. Goodman reported that NBC-TV was committed to improvement in children's programming. He confirmed that NBC officials had held talks with ABC counterparts, as Elton H. Rule, ABC president, had reported a week earlier (BROADCASTING, May 10). Mr. Goodman said that the two networks were exploring the possibility of a cooperative rotation of children's shows on weekday afternoons, to be introduced perhaps by the beginning of the 1972-73 season. The possibility of joint-network simulcasting has also been discussed, it was said. (CBS, as had been reported earlier, has elected to act on its own.)

Other NBC officials said that the network would be represented—probably by George A. Heinemann, vice president, children's programming—at the forthcoming workshop on children's programming called by ABC-TV for June 23-24 (BROADCASTING, May 10).

Other subjects covered at the closed meeting, according to summaries reported later by network and affiliate officials included these:

Walter Bartlett, Avco Broadcasting, Cincinnati, asked whether NBC-TV would permit affiliates to play delayed broadcasts of pre-empted network shows in the prime-time periods to be vacated by the networks under the FCC's new access rule next fall. (At the ABC-TV affiliates convention of the week before, ABC-TV had said that, upon specific permission, stations in markets below the top 50 could play DB's in the vacated prime periods.)

Mr. Durgin said NBC-TV would give no wholesale approval to DB's.

There was discussion of affiliate compensation in the expanded prime-time baseball schedule to be broadcast under NBC-TV's new contract (BROADCASTING, May 10). Affiliates were told they would continue to be compensated for only one hour in each game. Some affiliates asked that more station breaks be opened during the games, but no commitments were made.

Harold Grams, KSD-TV St. Louis, retiring chairman of the NBC-TV affiliates board of delegates, suggested that the network could give stations breaks during such pauses in the action as the changing of pitchers.

Some affiliates complained about the

frequency of Johnny Carson's absences on the late-night show. Mr. Durgin said Mr. Carson was living up to his contract, and his vacations were beyond the network's control. He was also ready with figures showing that substitute hosts who played a week or longer were averaging 29% bigger audiences than those of Merv Griffin on CBS-TV and 81% bigger than Dick Cavett's on ABC-TV. (When Mr. Carson is on his own show, the figures rise to 69% bigger than Mr. Griffin's and 141% bigger than Mr. Cavett's, according to NBC.)

In response to a question, Mr. Durgin said NBC-TV would accept no barter programs. (NBC's owned-and-operated stations, however, are taking at least one such program. As affiliates emerged from the morning presentation an uninvited model handed them a flyer announcing screenings of *Dr. Simon Locke*, a new half-hour barter series being offered by Colgate-Palmolive through Ted Bates. The flyer said the show had already been taken by NBC O&O's but that some availabilities in other markets were still open.)

Black newsman joins Klein's media staff

Stanley C. Scott, an on-the-air newsman with WINS(AM) New York, is understood to be leaving the station to join the staff of Herbert G. Klein, President Nixon's director of communications. Though Mr. Scott could not be reached last week for confirmation, reliable sources indicated that he had informed Group W licensee of WINS, of his plans.

Mr. Scott, formerly with UPI and the National Association for the Advancement of Colored People, will be the first black on the White House staff handling print and broadcast media.

WONO(FM) fight goes to court

Citizens Committee to Preserve the Present Programming of WONO(FM) (Syracuse, N.Y.) has filed notice of appeal with the U.S. Court of Appeals for the District of Columbia from FCC action affirming the sale of WONO, the city's only classical music station (BROADCASTING, May 10).

The group, which is attempting to block the assignment of the station to Bruce Houston, asked the court in a suit filed May 6 for immediate stay of the commission decision, based on information that the principals of the sale—Houston Broadcasting Co. and Sentinel Heights FM Broadcasters Inc.—plan to close the deal momentarily. The committee understood at the time of filing that the sale was to be consummated May 10, but it learned that the principals have put off the closing for another week, until today (May 17).



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Buffalo combine buying WEBR for \$1.75 million

A group of local businessmen in Buffalo, N.Y., filed last week an application with the FCC for authorization to buy WEBR(AM), the pioneer station of the *Buffalo Courier-Express* and that city's second oldest broadcast facility.

The \$1.75-million transaction, if approved, would bring WEBR to Queen City Radio Corp., a newly created company under the direction of veteran broadcasters Bill McKibben and Edward Kavinoky.

Mr. McKibben, with 34%, is the principal owner of Queen City. He was formerly station manager of WBEN-AM-FM there, where he was associated for six years. Before that he served in a similar capacity at WGR(AM) Buffalo and WIL(AM) St. Louis. Mr. McKibben is also president of the New York State Broadcasters Association and has, in the past, been active in the National Association of Broadcasters.

Mr. Kavinoky, one of 26 minority owners who make up the balance of Queen City, was the guiding force behind the formation of the company. He was formerly general manager of WKBW-AM-FM-TV Buffalo and KYA(AM) San Francisco, and is a director and principal of Welcome Radio, which

owns KTLN(AM) Denver; WOKO(AM) Albany, N.Y.; WSLR(AM) Akron, Ohio, and KLNG(AM) Omaha.

The *Courier-Express*, which has been operating WEBR through its wholly owned WEBR Inc., since 1942, is controlled by the William Conners family of Buffalo. It also operates a CATV system in Buffalo. Not included in the proposed sale is WEBR-FM.

WEBR, which has been on the air since 1924, operates on 970 khz with 5 kw full time.

Try, try again: WCAM sale protested

The city of Camden, N.J., has tried unsuccessfully to sell its WCAM(AM) there three times in the past five years. Last week its latest attempt to sell the commercial station—this time to Starr Broadcasting Group Inc.—was challenged by a citizen group and a Roman Catholic priest.

Through attorneys from the Citizens Communications Center, Washington, the petitioners asked the FCC to deny approval of the \$1.45-million assignment of license or to initiate a hearing to investigate allegations that the proposed licensee would not operate WCAM in the public interest. Asking for denial of the sale is the Rev. Roque Longo, in-

dividually and as pastor of Our Lady of Fatima and of Holy Name churches, and the Council of Spanish-Speaking Organizations Inc.

Petitioners contend that Starr has failed to propose programming specifically designed to meet the needs and problems of Camden and that Starr proposes a substantial curtailment of program services by drastically reducing news, public affairs and other programming "while greatly increasing commercials and virtually deleting all Spanish-language programming."

The city of Camden announced its plans to sell the station to Starr last November, subject to the signing of a formal agreement and commission approval (BROADCASTING Nov. 30, 1970). Over one year ago, Harrison M. Fuerst and others were to purchase the station for \$1.35 million, but questions concerning the financial qualifications of the proposed buyers subsequently led the municipality to search for another bidder (BROADCASTING, March 30).

In the summer of 1969, the FCC disapproved the sale of WCAM to group-owner Gordon McLendon for \$1.35 million principally over the question of whether the station's service would be in tune with Camden's needs (BROADCASTING, June 16, 1969).

And in 1966, the city agreed to sell the station for \$1.35 million to L&P Broadcasting Corp. However, the commission designated the sale for hearing on the question of whether the proposed buyer's programming proposals were designed for the large Negro audience of Philadelphia, rather than Camden. The parties withdrew the application.

Changing Hands

Announced:

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

▪ WEBR(AM) Buffalo, N.Y.: Sold by William Conners and family to Bill McKibben, Edward Kavinoky and others for \$1.75 million (see this page).

▪ WHIM-AM-FM Providence, R.I., and KBNO(FM) Houston: Sold by Culligan Communications Corp. to John E. Franks (for WHIM-AM-FM), Jimmy Duncan and others (for KBNO) for \$450,000 and \$360,000, respectively (see opposite page).

▪ KPLX(FM) San Jose, Calif.: Sold by John F. (Les) Malloy to PSA Broadcasting Inc., San Diego, for \$330,000. Mr. Malloy owns KEST(AM) San Francisco (formerly KSOL[AM]). PSA, a subsidiary of interstate carrier Pacific Southwest Airlines, is awaiting FCC



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71-19

action on its purchase of KBBI(FM) Los Angeles, KBBW(FM) San Diego and KSFM(FM) Sacramento, Calif. KPLX operates on 106.5 mhz with 14.5 kw and an antenna height of 330 feet.

■ WFCM(AM) Winston-Salem, N.C.: Sold by Robert R. Hilker and William R. Rollins to Robert A. Mayer for \$160,000. Messrs. Hilker and Rollins own Suburban Radio Group, which includes: WCGC(AM) Belmont, WEGO(AM) and WPEG(FM), both Concord, WSVN(AM) Valdeese, WZKY(AM) Albermarle and WMDE(AM) Greensboro, all North Carolina, and WJJJ(AM) Christiansburg, WVVV(AM) Blacksburg and WHHV(AM) Hillsville, all Virginia. Mr. Mayer has an interest in WPJD(AM) Daisy, Tenn., and leases and operates PJD2 Netherlands Antilles. WFCM is on 1550 khz with 1 kw day. Broker: Chapman Associates.

■ KMND-AM-FM Mesa, Ariz.: Sold by C. W. Pratt to Dwight Tindle, Rick Muth and Eric Hausenstein for \$250,000 including assumption of liabilities. Mr. Hausenstein is a salesman for WEBN-FM Cincinnati. Mr. Tindle, a recent graduate of the University of Cincinnati, is making an initial broadcast venture. Mr. Muth is presently sales manager of WEBN-FM. KMND(AM) is a daytimer on 1510 khz with 10 kw. KMND-FM operates on 93.3 mhz with 100 kw and an antenna 1,550 feet above average terrain. Broker: R. C. Crisler & Co.

Culligan wants out of station ownership

The fledgling Culligan Communications Corp.—which acquired three radio stations in two years with the avowed intention of becoming a major group owner—will soon cease to exist.

Matthew J. Culligan, former head of Mutual Broadcasting and NBC Radio and now president of Culligan Communications, has announced the company's intention to sell WHIM-AM-FM Providence, R.I., and KBNO(FM) Houston. The total sale price of the stations—\$810,000—is the same price originally paid for them by Culligan.

Subject to FCC approval, the WHIM stations will go to John E. Franks, present sales manager of WPRI-TV Providence, for \$450,000.

And with a nod from the commission, KBNO will be sold to a local firm headed by religious singer Jimmy Duncan, president of Jimmy Duncan Music Co., Houston, a music-publishing firm.

WHIM(AM) operates on 110 khz with 1 kw daytime; WHIM-FM is on 94.1 mhz with 50 kw and an antenna 430 feet above average terrain. KBNO is on 93.7 mhz with 25 kw and an antenna 560 feet above average terrain.

Last-gasp sniping in WHDH donnybrook

BBI rejects as 'sham' the charges against it, asks FCC to do the same

Boston Broadcasters Inc. last week attempted to nail down its victory in the drawn-out Boston channel-5 proceeding with a pleading accusing the present occupant of that channel, WHDH Inc., of resorting to "unadulterated lies" in a "desperate" attempt to hold on to the franchise.

The BBI pleading was aimed at the WHDH petition filed last month requesting the commission to reopen the channel-5 case to investigate allegations of wrongdoing on the part of BBI (BROADCASTING, April 26). BBI said the WHDH pleading was another "sham" designed to prolong WHDH-TV's operation on the channel—the commission decision in the case was issued on Jan. 23, 1969 (BROADCASTING, Jan. 27, 1969)—and urged the agency to deny it "expeditiously."

BBI went through the WHDH petition, answering the charges point by point. Most of them involved the charge that BBI had violated commission rules by

failing to inform the agency of information WHDH said was critical to its consideration of the case.

WHDH's principal charge was that BBI failed to notify the commission until 90 days after its filing, on Jan. 4, of a suit involving Nathan David, a 6.5% stockholder, director and executive vice president of BBI. The suit charges Mr. David with fraud and violation of Massachusetts and federal security laws in the sale of 6,000 shares of unregistered stock in Synergistics Inc., a firm that had interests in CATV.

BBI said it was not until March 4, when the plaintiff—a long-time business acquaintance of Mr. David's—filed an amended declaration to his suit that Mr. David "for the first time, was properly apprised of the basis" of the suit. A copy of the complaint was filed with the commission on April 2.

As for the character qualification issue WHDH raised in connection with the suit, BBI said the commission has historically left it to the courts to resolve matters pending before them that are not entrusted by statute to the commission. BBI also submitted an affidavit from Mr. David denying the allegations against him.

BBI said it could find no precedent that would have required it to report another suit involving Mr. David—one

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growing out of his efforts to obtain a fee from a client. And it said that the charge that Mr. David had obtained from the court, a \$4,400 check payable to the client, "was specious when made, and had already been effectively determined as such by the court."

BBI also said it violated no rule in failing to report interests of its principals in CATV—interests that WHDH suggested were particularly significant in view of the weight the commission gave the diversification issue in its decision.

BBI said that the interests of Mr. David and C. Charles Marran in Synergistics were not sufficiently significant to require reporting. Mr. David never owned more than 1,100 shares of the company's 1,600,000 shares outstanding; Mr. Marran, although "one of the company's larger shareholders," never owned more than 10% of its stock.

BBI also denied the allegation that Mr. David had transferred his interest in a firm organized to take over Synergistics' CATV holdings to his son Steven "to conceal" the father's interest from the commission. BBI said that Steven was not the "straw" he was represented as being in the WHDH filing—that he reimbursed his father the \$1,000 he paid for the stock in Teletransmissions Inc. and that he was qualified by experience to handle the sales-manager's job for

*President Nixon at a dinner
of White House correspondents:*

"The Vice President has three television sets in his bedroom. The first is tuned to ABC. The second is tuned to NBC. The third one he has standing in the corner."

which he was being hired. "Mr. David's motives for assisting his son in acquiring what seemed at the time to be an attractive investment were paternalistic, not deceitful."

And BBI's failure to report that Matthew Brown, chairman of the BBI board, and Martin B. Hoffman, another BBI director, were directors of Newton Cablevision Co. "was due to the simple fact that neither was aware that he was a director of that company," BBI said. Furthermore, it said, the company was—and is—"dormant." It also denied WHDH's assertions that Mr. Hoffman was associated with two other cable companies.

BBI described as "manifestly ridicu-

lous" the WHDH assertion that BBI should have reported the broadcast holdings in the Boston area of mutual funds in which BBI director F. Stanton Deland has interests as a director and trustee. BBI notes that Mr. Deland, a 3% stockholder of BBI, is one of five directors of several related funds, two of which hold nonreportable interests (less than 1%) in companies whose subsidiaries include several licensees.

BBI's charge that WHDH relied on untruths in its pleading involved mainly affidavits it submitted in support of one allegation. It charged that BBI failed to report it had offered the job of general manager and vice president to someone other than Richard S. Burdick, a 6.77% stockholder in BBI. Mr. Burdick's proposed management role presumably figured in the commission's decision to favor BBI on the issue of integration of management and ownership.

A day after the WHDH petition was filed, BBI reported to the commission that Robert M. Bennett, vice president and general manager of Metromedia Inc.'s WNEW-TV New York, had been named general manager for operations. However, it noted last week that Mr. Burdick would remain "fully integrated into the BBI operation" as general manager for "creative services."

And it charged that WHDH's contention to the contrary "is based on fabricated evidence" produced by representatives of WHDH and its parent corporation, the Herald-Traveler, "who swore falsely to the content of conversations" they held with individuals who had been interviewed by BBI for the position eventually filled by Mr. Bennett. BBI submitted affidavits from those who had been interviewed by WHDH to demonstrate what it said were the "sharp differences between what these three gentlemen advised the interviewers, and what the WHDH interviewers sought to attribute to them."

BBI also cited an affidavit given by Harold Clancy, president of both WHDH and the Herald-Traveler, as among the affidavits it said contained "unadulterated lies." The Clancy affidavit recounted a conversation with William M. Tetrick, president of Synergistics, concerning the connection of Mr. Marran and Mr. David with that firm. BBI submitted an affidavit from Mr. Tetrick in which he takes issue with some of the statements made by Mr. Clancy.

BBI, in urging the commission to act swiftly to dismiss the WHDH petition, said that so long as WHDH "can discern a possible prolongation of its occupancy of channel 5 through the filing of sham pleadings, such pleadings will be filed—repeatedly." BBI said it will suggest "appropriate sanctions" that the commission could use in penalizing WHDH for "abuse" of FCC processes.

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For more information, write:

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*ARB-April-May, 1970

Iron ready for wrinkles in conglomerate form

The questionnaire designed by the FCC for use in its study of conglomerate-company ownership of broadcast properties may be revised in a way that would ease the burden on the 31 licensees who have been asked to complete it (BROADCASTING, Feb. 15).

The commission is expected to consider this week several modifications proposed by Commissioner Thomas J. Houser, who was asked to review the questionnaire after several commissioners raised questions about it.

Essentially, the proposals are aimed at reducing the amount of file searches involved. One would recast a question requesting copies of correspondence between parent companies and their subsidiaries, and between entities within the corporate structure in a manner requiring a yes-or-no answer. Licensees replying in the affirmative would be required to supply the data requested for a one-year period. The question now would require licensees to search their files for a three-year period.

Two other questions requesting information concerning stockholder reports and minutes of meetings relating to broadcast matters would be modified to cover only a three-year period. They now ask for the data from Jan. 1, 1965, to the present. Another question that would be modified to cover a three-year period is one that now requests data on matters before courts and public agencies during the period from Jan. 1, 1967, to the present.

Commissioner Houser has also suggested the formation of a special committee to pass on requests by the commission's Conglomerate Task Force for additional information from the licensees being studied.

WLBT contenders point at Evers's admissions

Charles Evers' autobiography has led to a request that the FCC add a character-qualification issue against the Jackson, Miss., channel-3 applicant in which the black civil-rights leader is a principal ("Closed Circuit," April 19).

The request, aimed at Civic Communications Corp., was contained in a joint petition filed by Civic's four competitors for the channel—Lamar Life Broadcasting Co., the former licensee; Dixie National Broadcasting Corp.; Jackson Television Inc., and Channel 3 Inc.

In his book, Mr. Evers reveals that, years before his emergence as a civil rights leader, he had been a pimp, boot-legger and numbers racketeer.

Mr. Evers is now mayor of Fayette,

Miss., and is the Loyalist Democratic Party's candidate for governor.

The joint petition contends that Mr. Evers' revelations warrant the addition of the character-qualification issue in the channel-3 hearing, which is now in its sixth week. Mr. Evers is a vice president, director and 9% owner of Civic.

The channel became vacant when the U.S. Court of Appeals in Washington overturned a commission decision renewing Lamar Life's license. Lamar's WLBT-TV had been accused by the United Church of Christ and local black leaders of discriminating against the area's black population in its programming.

Attorneys for Civic said they would not object to the addition of the proposed issue, provided the inquiry is not limited to those portions of Mr. Evers' background cited in the petition. An unlimited inquiry would permit examination of Mr. Evers' career as a civil rights leader.

Broadcaster's wife shot

Harvey Miller, 36-year-old air personality known as "Humble Harve" on KHJ(AM) Los Angeles, has been named in a murder complaint issued by the city district attorney's office in the shooting death of his wife ten days ago (May

7). Police say Gladys Miller, 35, was found shot to death in the couple's Hollywood home about 8:30 a.m.

Cypress set to purchase Bakersfield CATV system

Cypress Communications Corp., Los Angeles-based owner-operator of CATV systems in 17 states, has agreed in principle to acquire Kern Cable Co., Bakersfield, Calif., for an undisclosed amount of stock.

The transfer must be approved by the board of Cypress and by the board and stockholders of Kern Cable.

Harriscop Broadcasting Corp., Los Angeles, has managed Kern Cable with its 18,000 subscribers since the system began in 1967.

Harriscop also held a 25% interest in the cable system which was transferred to Cypress when the latter merged with Harriscop's cable operations in May 1970.

Other principals of the Kern system, all with 25% ownership, are Time-Life Broadcast Inc., New York; Lincoln Dellar Inc., Bakersfield, former owner of KJTV(TV) there and a group of local businessmen. Harriscop Broadcasting Corp. is the owner of KBAK-TV Bakersfield.

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Nixon did it—brought them together

NBC-TV affiliates throw weight behind network to counter attempts to split them over news

NBC-TV affiliates rallied around their network's news department last week in a show of strength and common purpose. The aim was to present a united front against attempts to make distinctions between the dependability of network news and of local-station news.

Nobody said so in so many words, but the NBC-TV stations had in mind such examples as the message sent by President Nixon to the annual convention of the National Association of Broadcasters through his communications director, Herbert Klein (BROADCASTING, April 5). Mr. Nixon was effusive in his praise of local news while pointedly avoiding all references to networks.

At the same NAB convention Al Capp, the cartoonist and conservative lecturer, made a blistering attack on network newsmen, omitting only ABC's Howard K. Smith. He had nothing unkind to say about local stations and their news presentations.

Since then Vice President Spiro T. Agnew and Senator Robert Dole (R-Kan.), chairman of the Republican National Committee, have repeatedly criticized networks and network news executives.

At their one-day convention in New

York last Wednesday (see story page 38) the NBC-TV affiliates adopted a resolution linking themselves with all other elements of journalism. "Attacks on the independence and integrity of the news media—whether print or broadcasting, stations or networks—undermine the freedom of the press and subvert the guarantees set forth in the First Amendment," the resolution read.

"We vigorously oppose demands made by congressional committees, law-enforcement officials and other government agencies for material obtained by newsmen on a confidential basis and material that has not been published or broadcast, such as reporters' notes, audio recordings and film outtakes," the resolution continued.

ABC-TV affiliates, at their convention the week before, passed a similar resolution, and specifically addressed a copy to Harley O. Staggers (D-W.Va.), chairman of the House Investigations Subcommittee, which has subpoenaed outtakes and other material related to the production of CBS's *The Selling of the Pentagon*. CBS is resisting the subpoena (see story, page 46).

The NBC-TV affiliates, at the start of a discussion session with network officials, were urged by Julian Good-

man, president of the parent NBC and onetime number-two executive at NBC News, to resist attempts to subvert news coverage.

"As television viewing grows and more people learn to depend upon it as the primary source of news," Mr. Goodman told the affiliates, "it is only natural that those with special interests to serve, or special messages to get across, would seek to control us—whether for their own messages or by influencing what we say on the news."

The only answer, he said, is "to cover the news fairly, thoroughly, accurately and objectively, with a balanced view from both sides and with the addition of analysis and interpretation by trained men."

Mr. Goodman told the affiliates that news "cannot be operated by a committee." NBC News, he said, "cannot and will not shy away from covering important news subjects, on our regular or special programs, just because there are those who do not wish to face the unpleasant facts that the news often represents."

Later in the closed meeting Jack Harris, KPRC-TV Houston, was reported to have made a plea for affiliate support of the network news department. Mr. Harris was said to have been applauded when he said that affiliates and network were all part of the same news enterprise and must act together.

Mr. Harris was followed by Douglas Manship, WBRZ(TV) Baton Rouge, who said he was speaking as one who spent his youth in the newspaper business and much of his mature life in broadcasting and had lately returned to the newspaper business as editor and publisher of the Baton Rouge *Advocate* and *State-Times*, commonly owned with the station.

Mr. Manship said broadcasters and newspapermen differed radically in their approaches. "Broadcasters tiptoe around being nice to people," Mr. Manship said. "If the governor calls up, we say: 'Sure we'll put you on the air.'"

"But if the governor calls up a newspaper to complain about something, the newspaper tells him to go to hell."

Broadcasters ought to act more like



NBC's prize correspondent of the moment is John Rich, recently admitted to Red China. At the luncheon during last week's convention of NBC-TV affiliates Mr. Rich (l) gave a brief account of his recent adventure as Julian Goodman, president of NBC and formerly the number-two executive in charge of NBC News, listened.

newspapermen, said Mr. Manship. "It's time we as broadcasters said to those who complain: 'You may not like it, but you are being given the truth.'"

Mr. Manship told the affiliates that the presidents of all three networks had proved to be strong leaders. "It's time stations stood behind these men," he said.

According to unanimous accounts, Mr. Manship drew the loudest applause of anyone at the affiliates' session.

The attitude last week differed sharply from that obtained a year ago at the 1970 NBC-TV meeting. Then, in a closed session, when affiliates were asked how many thought NBC News had been biased, a small forest of hands shot up.

Harold Grams, KSD-TV St. Louis, retiring chairman of the NBC-TV affiliates board of delegates, was asked to explain the change in affiliate opinion.

A year ago the stations were "almost in a panic," said Mr. Grams. They have now composed themselves. "In some quarters there have been efforts to create a distinction between news service provided by local stations and the service provided by the network." Those efforts, he said, have bonded affiliates and network together.

There is today a "much higher degree of unanimity among affiliates than in recent years on news," said Mr. Grams. "NBC in general is doing an excellent job of covering the news."

Is half a story half the truth?

"What is truth?", Vincent T. Wasilewski, president of the National Association of Broadcasters, asked last week in stressing the fine line that must be followed in accurate reporting.

Speaking to members of the Illinois Broadcasters Association meeting in Springfield, Ill., Mr. Wasilewski described a scene he observed from his office window during the May Day demonstrations in Washington two weeks ago. A group of demonstrators had squatted in the middle of Connecticut Avenue. A news photographer was at the scene but was not taking pictures. The police politely asked the demonstrators to get up and move out of the way, said Mr. Wasilewski. The demonstrators refused. The police then began yanking the demonstrators out of the street, and arrested some. It was only then that the news photographer began to take pictures.

If those pictures were published, Mr. Wasilewski said, an unfair impression would have been projected. "The final police action was photographed, but not

*Julian Goodman
on news critics:*

**"Bias occurs when
facts are reported
negative to your
own point of view."**

the provocation," he commented. So, he added, "What was truth?"

The one counter to criticism of news reporting is the "professional vow of objectivity" that those who report the news must take, Mr. Wasilewski stated.

But in a program such as CBS' *Selling of the Pentagon*, interpretation is valid, he said. Interpretative reporting, he added, is as old as journalism itself and has earned a respected place in the profession. "There is no question," he said, "that the public interest is served by it."

The issuance of a "dragnet subpoena," he commented, would result in judgments being made not on the basis of what was seen on the air, but what was not seen. Defense of the principle of First Amendment rights for broadcasters deserves support from all broadcasters, he said. "If CBS's rights go down the drain," he concluded, "the rights of all news media go along with them, including the rights of every radio and television station."

In the long run, he said, "there is no single question of greater consequence to this nation."

At the same meeting, Paul Haney, executive vice president for public relations, called for First Amendment parity with newspapers for broadcasters, repeal of Section 315 of the Communications Act and of the fairness doctrine, and the granting of licenses either in perpetuity or for seven years.

Grains of salt dept: Herb Klein on the news

Herbert G. Klein, director of communications for President Nixon, told the Hollywood Radio and Television Society that better communications now exist between the government and broadcasters than ever before. In a luncheon speech Tuesday (May 11), Mr. Klein added that the administration is not out to intimidate the press nor is there an effort, "conscious or otherwise, to separate the people from their faith in the media."

Network news is essential, Mr. Klein said, adding that a free press is necessary to the success of government in this country. The main fault he would find with network news coverage is the

apparent failure to seek out young spokesmen with a more moderate point of view than the radical youth dominating the TV screen. The government, however, is not about to infringe on the network's right to cover any news story it wishes, Mr. Klein said.

In response to questions, the President's director of communications restated the administration's contention that the CBS News documentary, *The Selling of the Pentagon*, was unbalanced in its approach. While acknowledging that some of what the Pentagon and Department of Defense does may be "self-aggrandizement," Mr. Klein said that the Pentagon also performs many essential services to the news media and the public, and should be allowed to tell that story.

He said the administration is continuing its efforts to make government as open to the people as possible, then noted that for fiscal 1972, some \$45 million had been cut from the federal budget in the areas of information.

Going to Chicago: the APBA membership

The first annual meeting of members of the Associated Press Broadcasters Association will be held at the Sheraton-Blackstone Hotel in Chicago on June 11-12.

In the past, the association's board of directors has held sessions, but the proposal for a nationwide gathering of AP broadcasters originated among the members themselves. The board will meet in Chicago on June 10, the day before the membership sessions open.

Speakers on the first day will include Wes Gallagher, AP general manager; Dr. Warren Agee, head of the Henry W. Grady School of Journalism at the University of Georgia, and Robert Finch, counselor to President Nixon.

The program on Saturday will accentuate new developments in broadcast news and at the AP. There will be reports on AP's use of computers, cathode-ray tubes for writing and editing, and other electronic innovations.

APBA cooperation awards will be presented to five member stations: WLCY(AM) St. Petersburg, Fla.; KRYS(AM) Corpus Christi, Tex.; WWXL(AM) Manchester, Ky.; WASP(AM) Brownsville, Pa., and WMAK(AM) Nashville.

Tom Powell of WDAU-TV Scranton, Pa., and president of the APBA, said meetings are open to news and management personnel of AP member stations and any number may attend. In voting matters, he added, each member station will be entitled to one vote (two in an AM-TV operation).

\$10-million headache comes back to ASCAP

Court orders society to pass out back payments on per-performance basis

A federal appeals court in New York has ruled that nearly \$10 million in back payments collected by the American Society of Composers, Authors and Publishers from CBS and ABC must be distributed to ASCAP members on the basis of their performances during the period covered by the back payments—1962-69.

In doing so, the court overturned an ASCAP plan to distribute \$9,920,000 as an addition to its regular distribution for the fourth quarter of 1970. The ASCAP plan had been approved by the U.S. Southern District Court in New York, and in fact part of the distribution—to ASCAP's publisher members—had been mailed before two West Coast members took legal action to block the rest (BROADCASTING, March 1, 8).

In a May 7 ruling on their appeal, Circuit Judge Paul R. Hays of the U.S. Court of Appeals for the Second Circuit wrote for a unanimous three-judge panel that "the application of usual equitable principles" would seem to support the appellants' argument that the money should go "to those for

whose performances the sum was paid"—that is, "it should be distributed on the basis of performances during the years 1962-69."

Judge Hays and his colleagues rejected ASCAP's contention that distribution on this basis would be highly impractical if not impossible. They held that an opportunity should be offered to the appellants and other interested persons to propose methods of distribution, assisted by the district court and the Justice Department, both of which are involved because ASCAP operates under a consent decree.

The appellants were Gary Zekley, a writer member of ASCAP whose Teenie Bopper Music Publishing Co. is also a publisher member, and Eddie Brandt, a writer member.

Faberge into syndicating

Independent Television Corp. has announced that it has concluded an agreement to produce *The Protectors*, a half-hour action-adventure series for Faberge Inc., New York. The advertiser will syndicate the series in 80 of the top markets.

The series will begin production in June, with shooting scheduled in Rome, Barcelona, Paris, London and other locations in Europe. The advertiser-syndicated series will be available for fall telecasting. Its stars are Robert Vaughan and Nyree Dawn Porter.

The agreement was completed by Sir Lew Grade, deputy chairman and

chief executive officer of Associated Television, London, of which ITC is production and distribution arm, and George Barrie, Faberge president.

Henkin breathes no fire in testimony on 'Selling'

Daniel Z. Henkin, assistant secretary of defense for public affairs, appeared before Chairman Harley O. Staggers's (D-W.Va.) House Investigations Subcommittee last week to testify on his allegations against CBS's *The Selling of the Pentagon* documentary.

Mr. Henkin affirmed his charge that the network edited and rearranged his answers on the program and in the process altered their meaning (BROADCASTING, March 15), but told the subcommittee he did not question the integrity of CBS News—only the professionalism of *Selling*. He said he was "disappointed and concerned" about the "doctoring of words and the misrepresentations" on the program, but that CBS News "had every right to inquire into the public affairs activities of the Department of Defense." And, he said, he places "a high value on the virtually boundless significance and future potential of television news and information programs."

Mr. Henkin, a former newspaper reporter, said he had no reservations about the outtakes from his interview on the program being supplied to the subcommittee by CBS, and in his view

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it would not weaken the First Amendment for the network to supply them. However, he said, "as a newsman, my inclination would be not to provide my notes or source material."

He told the subcommittee that *Selling* was being shown to troops overseas, but that the showings were halted at the request of CBS. However, CBS said last week it is continuing to distribute the program. It said "on advice of counsel" it removed segments featuring Representative F. Edward Hebert (D-La.) "from all available copies of the film, pending resolution of the legal problems created" when, shortly after the March 23 rebroadcast of the program, Mr. Hebert withdrew his permission for CBS to use the film he supplied. Mr. Hebert has contended the film, which showed him interviewing an Army major, was obtained under false pretenses.

In the course of the hearing, Representative Ray Blanton (D-Tenn.) pointed out that the basic issue was Mr. Henkin's views on the instances of alleged distortion. Mr. Henkin agreed to submit them later in writing.

The subcommittee has not yet decided whether it will move to force CBS to submit subpoenaed material connected with the production of *Selling*.

Meanwhile, in a speech before the Illinois Broadcasters Association in Springfield, Ill., last week, Senator Charles Percy (R-Ill.) referred to such subpoena attempts and said "too few people are reacting sufficiently to this threat to the free and uninhibited functioning of the American press. . . ." He said he was more concerned over the possibility "that governmental errors will go unreported and undetected than I am over the prospect of a few inaccurate stories by a few reporters." If news is suppressed and newsmen are cowed, he said, the public may remain uninformed and powerless to alter the course of government.

And, in a House speech last week, Representative Edward I. Koch (D-N.Y.) urged Congress to take immediate action "to preserve our important tradition of a free press." He opposed the CBS subpoena and said that those who dispute the program's accuracy should "present their case to the public, not intimidate CBS." To attack a newspaper, TV program or reporter, he said, is "cheap" and "dangerous" politics.

Mr. Koch also urged passage of a bill he co-sponsored, the "Newsmen's Privilege Act", which would prohibit courts, grand juries or government agencies—including Congress—from requiring a journalist to disclose confidential information or sources (BROADCASTING, Feb. 15).

Macy gives good word at public radio talks

More than 200 noncommercial, educational radio broadcasters went to Washington last week for the second national public radio conference and for once heard some good news about money. James W. Macy Jr., president of the Corp. for Public Broadcasting, announced at the meeting that CPB was putting up \$900,000 in the coming fiscal year for grants to noncommercial radio stations.

Object of the grants, running from a minimum of \$50,000 per station to \$200,000 where warranted, is to establish specialized program production units at the grantee stations. Each is to be in one of four general areas: music, drama, news-public affairs or instructional. Target is the establishment of 11 such units by the end of the 1972 fiscal year, with stations receiving increasing funds the first three years, to be followed by decreasing amounts until perhaps the sixth year when the unit is expected to become self-supporting.

Conferees also heard Donald Quayle, president of National Public Radio, report that the NPR staff now numbers 56 fulltime and seven part-time employees in Washington, with one field office opened in San Francisco, and another due July 1 for Atlanta. NPR began live interconnection May 3, supported with a \$1,250,000 grant from CPB with another \$3 million due July 1 (BROADCASTING, May 3).

William G. Harley, president of the National Association of Educational

Broadcasters, reminded the radio broadcasters that interconnection would result in increased expectations from their listeners. He also urged them to involve minorities in their programing, advisory boards and staff.

The noncommercial broadcasters, most of them managing and operating FM stations, spent the two-and-a-half day conference in workshops and general discussion, principally about how 80% of the 500-odd noncommercial FM stations could become qualified for grants from CPB and membership in NPR. It was evident also that the national organizations were anxious to upgrade local stations in order to benefit from the increased status of having full-fledged community stations in operation, and vice versa.

Among other subjects discussed was that of ascertainment of community needs. This present FCC requirement for commercial stations does not yet apply to noncommercial stations, but that application is under consideration.

Jack Anderson on TV

Columnist Jack Anderson will be featured in a series of five-times-a-week, two-and-a-half-minute TV programs to be produced in syndication. Initial sales have been made to WNEW-TV New York, KTTV(TV) Los Angeles, WTTG(TV) Washington, WTVJ(TV) Miami, WSB-TV Atlanta and WFLA-TV Tampa, Fla. The series will be produced in Washington by Ted Cott for NANA Broadcasting Service Inc., New York. Syndication is by Steve Krantz Productions, New York.



Three of public radio's most prominent executives were together at one time last week as the first annual Public Radio Conference convened in Washington. L to r: William Harley, president of the National Association of Educational Broadcasters; Donald Quayle, president of National Public Radio, and John Macy, president of the Corporation for Public Broadcasting.

Emmy 1971: the complete list of winners

NBC-TV leads with 35 awards as presentation originates on one coast for first time in years

NBC-TV won 35 awards to lead all other contenders in the 23rd annual Emmy Awards presentations. CBS-TV was second with 25, ABC-TV received 10, the Public Broadcasting Service won nine, and one syndicated program—*The David Frost Show*—was honored.

Tops among all shows receiving awards at the May 9 ceremony was the *Hallmark Hall of Fame* with eight—five for "Hamlet" and three for "The Price." Five Emmys went to "The Senator" segment of NBC-TV's *The Bold Ones*; four to CBS-TV's *The Mary Tyler Moore Show*, and four to ABC-TV's *Movie of the Week*.

The Sunday night telecast originated from one coast (Hollywood) with one host (Johnny Carson) for the first time since 1954.

Following is the complete list of winners in all categories, including some that were not presented during the awards telecast. (Preliminary Emmy awards were given at a special ceremony on May 7.)

Entertainment Categories:

Outstanding Series—Comedy: *All in the Family*; Norman Lear, producer (CBS).

Outstanding Series—Drama: "The Senator"—*The Bold Ones*; David Levinson, producer (NBC).

Outstanding Single Program—Drama or Comedy, a single program of a series or a special program: "The Andersonville Trial," *Hollywood Television Theatre*, Lewis Freedman, Producer.

Outstanding Variety Series—Musical: *The Flip Wilson Show*; Monte Kay, executive producer; Bob Henry, producer; Flip Wilson, star (NBC).

Outstanding Variety Series—Talk: *The David Frost Show*; Peter Baker, producer; David Frost, star.

Outstanding Single Program—Variety or Musical (single program of a series or a special program): A. Variety and Popular Music—*Singer Presents Burt Bacharach*; Gary Smith, Dwight Hemion, producers; Burt Bacharach, star (CBS). B. Classical Music—"Leopold Stokowski," *NET Festival*; Curtis W. Davis, executive producer; Thomas Slevin, producer; Leopold Stokowski, star (PBS).

Outstanding New Series: *All in the Family*; Norman Lear, producer (CBS).

Outstanding Single Performance by an Actor in a Leading Role (one-time appearance in a series or for a special program): George C. Scott, "The Price," *Hallmark Hall of Fame* (NBC).

Outstanding Single Performance by an Actress in a Leading Role (one-time appearance in a series or for a special program): Lee Grant, "The Neon Ceiling," *World Premiere NBC Monday Night at the Movies* (NBC).

Outstanding Continued Performance by an Actor in a Leading Role in a Dramatic Series: Hal Brook, "The Senator," *The Bold Ones* (NBC).

Outstanding Continued Performance by an Actress in a Leading Role in a Dramatic Series: Susan Hampshire, "The First Churchills," *Masterpiece Theatre* (PBS).

Outstanding Continued Performance by an Actor in a Leading Role in a Comedy Series: Jack Klugman, *The Odd Couple* (ABC).

Outstanding Continued Performance by an Actress in a Leading Role in a Comedy Series: Jean Stapleton, *All in the Family* (CBS).

Outstanding Performance by an Actor in a Supporting Role in Drama (a continuing or one-time appearance in a series or for a special program): David Burns, "The Price," *Hallmark Hall of Fame* (NBC).

Outstanding Performance by an Actress in a Supporting Role in Drama (a continuing or one-time appearance in a series, or for a special program): Margaret Leighton, "Hamlet," *Hallmark Hall of Fame* (NBC).

Outstanding Performance by an Actor in a Supporting Role in Comedy (a continuing or one-time appearance in a series, or for a special program): Edward Asner, *The Mary Tyler Moore Show* (CBS).

Outstanding Performance by an Actress in a Supporting Role in Comedy (a continuing or one-time appearance in a series, or for a special program): Valerie Harper, *The Mary Tyler Moore Show* (CBS).

Outstanding Writing Achievement in Drama (a single program of a series with continuing characters and/or theme): Joel Oliansky, "To Taste of Death But Once," *The Bold Ones* ("The Senator" segment) (NBC).

Outstanding Writing Achievement in Drama, Original Teleplay (a single program): Tracy Keenan Wynn, Marvin Schwartz, "Tribes," *Movie of the Week* (ABC).

Outstanding Writing Achievement in Drama, Adaptation (a single program): Saul Levitt, "The Andersonville Trial," *Hollywood Television Theatre* (PBS).

Outstanding Writing Achievement in Comedy (a single program of a series with continuing characters and/or theme): James L. Brooks, Allan Burns, "Support Your Local Mother," *The Mary Tyler Moore Show* (CBS).

Outstanding Writing Achievement in Variety or Music (a single program of a series): Herbert Baker, Hal Goodman, Larry Klein, Bob Weiskopf, Bob Schiller, Norman Steinberg, Flip Wilson, *The Flip Wilson Show* (with Lena Horne and Tony Randall) (NBC).

Outstanding Writing Achievement in Comedy, Variety or Music (a special program): Bob Ellison, Marty Farrell, *Singer Presents Burt Bacharach* (CBS).

Outstanding Directorial Achievement in Drama (a single program of a series with continuing characters and/or theme): Daryl Duke, "The Day the Lion Died," *The Bold Ones* ("The Senator" segment) (NBC).

Outstanding Directorial Achievement in Drama (a single program): Fielder Cook, "The Price," *Hallmark Hall of Fame* (NBC).

Outstanding Directorial Achievement in Comedy (a single program of a series with continuing characters and/or theme): Jay Sandrich, "Toulouse-Lautrec is One of My Favorite Artists," *The Mary Tyler Moore Show* (CBS).

Outstanding Directorial Achievement in Variety or Music (a single program of a series): Mark Warren, Rowan and Martin's *Laugh-In* (with Orson Welles) (NBC).

Outstanding Directorial Achievement in Comedy, Variety or Music (a special program): Sterling Johnson, *Timex Presents Peggy Fleming at Sun Valley* (NBC).

Outstanding Achievement in Choreography (a single program of a series or a special program): Ernest O. Flatt, *The Carol Burnett Show* (with Nanette Fabray and Ken Berry) (CBS).

Outstanding Achievement in Music Composition: A. (for a series or a single program of a series, in the first year of music's use only): David Rose, "The Love Child," *Bonanza* (NBC); B. (for a special program): Walter Scharf, "The Tragedy of the Red Salmon," *The Undersea World of Jacques Cousteau* (ABC).

Outstanding Achievement in Music Direction of a Variety, Musical or Dramatic Program (a single program of a series or a special program): Dominic Frontiere, *Swing Out, Sweet Land* (NBC).

Outstanding Achievement in Music, Lyrics and Special Material (a series or a single program of a series or a special program written for television): Ray Charles, *The First Nine Months Are the Hardest* (NBC).

Outstanding Achievement in Art Direction or Scenic Design: A. (for a dramatic program or feature length film made for television, a single program of a series or a special program): Peter Roden, "Hamlet," *Hallmark Hall of Fame* (NBC); B. (for a musical or variety single pro-

gram of a series, or a special program): James W. Tritipo (art director), George Gaines (set director), *Robert Young and the Family* (CBS).

Outstanding Achievement in Lighting Direction (a single program of a series or a special program produced for electronic television only): John Rook, "Hamlet," *Hallmark Hall of Fame* (NBC).

Outstanding Achievement in Costume Design (a single program of a series or a special program): Martin Baugh, David Walker, "Hamlet," *Hallmark Hall of Fame* (NBC).

Outstanding Achievement in Make-Up (a single program of a series or a special program): Robert Dawn, "Catafalque," *Mission: Impossible* (CBS).

Outstanding Achievement in Cinematography for Entertainment Programming: A. (for a series or a single program of a series): Jack Marta, "Cynthia is Alive and Living in Avalon," *The Name of The Game* (Gene Barry Segment) (NBC); B. (for a special or feature length program made for television): Tie—Lionel Lindon, A.S.C., "Vanished," Parts I & II, *World Premiere, NBC Monday & Tuesday Night at the Movies* (NBC), and Bob Collins, *Timex Presents Peggy Fleming at Sun Valley* (NBC).

Outstanding Achievement in Cinematography for News and Documentary Programming (for a series, a single program of a series, a special program, program segment or elements within): A. (regularly scheduled news programs and coverage of special events): Larry Travis, "Los Angeles—Earthquake" (Sylvan V.A. Hospital), *CBS Evening News with Walter Cronkite* (CBS); B. (documentary, magazine-type or mini-documentary programs): Jacques Renoir, "The Tragedy of the Red Salmon," *The Undersea World of Jacques Cousteau* (ABC).

Outstanding Achievement in Film Editing for Entertainment Programming: A. (for a series or a single program of a series): Michael Economou, "A Continual Roar of Musketry," Part I & II, *The Bold Ones* ("The Senator" segment) (NBC); B. (for a special or feature length program made for television): George J. Nicholson, "Longstreet," *Movie of the Week* (ABC).

Outstanding Achievement in Film Editing for News and Documentary Programming (for a series, a single program of a series, a special program, program segments or elements within): A. (regularly scheduled news programs and coverage of special events): George L. Johnson, "Prisons," Parts I through IV, *NBC Nightly News* (NBC); B. (documentary, magazine-type or mini-documentary programs): Robert B. Loweree, Henry J. Grennon, *Cry Help! An NBC White Paper on Mentally Disturbed Youth* (NBC).

Outstanding Achievement in Film Sound Editing (a single program of a series or a special program): Don Hall Jr., Jack Jackson, Bob Weatherford, Dick Jensen, "Tribes," *Movie of the Week* (ABC).

Outstanding Achievement in Film Sound Mixing (a single program of a series or a special program): Theodore Soderberg, "Tribes," *Movie of the Week* (ABC).

Outstanding Achievement in Live or Tape Sound Mixing (a single program of a series or a special program): Henry Bird, "Hamlet," *Hallmark Hall of Fame* (NBC).

Outstanding Achievement in Video Tape Editing (a single program of a series or a special program): Marco Zappia, *Hee-Haw* (with Roger Miller and Peggy Little) (CBS).

Outstanding Achievement in Technical Direction and Electronic Camerawork (a single program of a series or a special program): Gordon Baird (Technical Director), and Tom Ancell, Rick Bennewitz, Larry Bentley, Jack Reader (Cameramen), "The Andersonville Trial," *Hollywood Television Theatre* (PBS).

Outstanding Achievement in Children's Programming (for creative program achievements and for achievements by individuals contributing to children's programs): Burr Tillstrom, performer, *Kukla, Fran and Ollie*, series (PBS); *Sesame Street*, series; David D. Connell, executive producer, Jon Stone, Lutrelle Horne, producers (PBS).

Outstanding Achievement in Daytime Program-



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Among the Emmy victors. (1) *Lewis Freedman*, producer, "The Andersonville Trial," (PBS); (2) *Lee Grant*, best actress, "The Neon Ceiling," World Premiere movie (NBC); (3) *Hal Holbrook*, best series actor, "The Senator," The Bold Ones (NBC); (4) *Jack Klugman*, best comedy series actor, The Odd Couple (ABC); (5) *Bob Henry*, producer, Flip Wilson, star, and *Monte Kay*, Mr. Wilson's manager, outstanding variety series, The Flip Wilson Show (NBC); (6) CBS victors: *Robert Wussler*, executive producer, "The Flight of Apollo 13"; *Bruce Morton*, correspondent, "Reports from the Lt. Calley Trial," CBS Evening News with Walter Cronkite;

Joan Richman, producer, "The Flight of Apollo 13"; *Robert Young* director, best cultural documentary, The Eskimo: Fight for Life; *Perry Wolff*, executive producer, and *Peter Davis*, producer, The Selling of the Pentagon; (7) ABC winners: *Don Meredith*, commentator, NFL Monday Night Football; *Roone Arledge*, executive producer, and *Jim McKay*, commentator, ABC's Wide World of Sports; *Joe Louis*, presenting the awards; (8) *David Frost*, The David Frost Show; *Joey Bishop* presenting the award; (9) *Ed Sullivan*, who received a trustees award for outstanding achievement in television.

ing (for creative program achievements and for achievements by individuals contributing to day-time programs): *Today*; *Stuart Schulberg*, producer (NBC).

Outstanding Achievement in Sports Programming (for creative program achievements in sports and for achievements by individuals contributing to such programs or to the coverage of sporting events): *ABC's Wide World of Sports*; *Roone Arledge*, executive producer (ABC); *Jim McKay*, commentator, *ABC's Wide World of Sports* (ABC); *Don Meredith*, commentator, *NFL Monday Night Football* (ABC).

Special Classification of Outstanding Program

and **Individual Achievement** (for unique achievements): *Harvey Korman*, performer, *The Carol Burnett Show* (CBS).

Outstanding Achievement in Any Area of Creative Technical Crafts (for individual achievement deemed singularly outstanding which does not fall into a specific category and is not otherwise recognized): *Lenwood B. Abbot*, *John C. Caldwell*, Special Photographic Effects, "City Beneath the Sea," World Premiere *NBC Monday Night at the Movies* (NBC); *Gene Wildhoff*, Graphic Art-courtroom sketches, "Manson Trial," *The Huntley-Brinkley Report*, *NBC Nightly News* (NBC).

Outstanding Achievement Within Regularly

Scheduled News Programs: Program Achievement—"Five-Part Investigation of Welfare," *NBC Nightly News*; *Wallace Westfield*, executive producer; *David Teitelbaum*, producer (NBC). **Individual Achievement**—*Bruce Morton*, correspondent: "Reports from the Lt. Calley Trial," *CBS Evening News With Walter Cronkite* (CBS).

Outstanding Achievement in Magazine-Type Programming: "Gulf of Tonkin Segment," *60 Minutes*, *Joseph Wershba*, producer (CBS); *The Great American Dream Machine*, *A. H. Perlmutter*, *Jack Willis*, executive producers series (PBS).

Outstanding Achievement in Coverage of Special Events: *CBS News Space Coverage for 1970-71*:

"Aquarius on the Moon: The Flight of Apollo 13" and "Ten Years Later: The Flight of Apollo 14"; Robert Wussler, executive producer; Joan Richman, producer (CBS).

Outstanding Achievement in News Documentary Programming: *The Selling of the Pentagon*—Perry Wolff, executive producer, Peter Davis, producer (CBS); *The World of Charlie Company*—Ernest Leiser, executive producer, Russ Bensley, producer (CBS); *NBC White Paper: Pollution is a Matter of Choice*—Fred Freed, producer (NBC).

Outstanding Achievement in Cultural Documentary Programming: *The Everglades*—Craig Fisher, producer (NBC); *The Making of "Butch Cassidy and the Sundance Kid"*—Ronald Preissman, producer (NBC); *Arthur Penn, 1922: Themes and Variants*—Robert Hughes, producer (PBS).

Outstanding Achievement by Individuals in: magazine-type programs—Mike Wallace, correspondent, *60 Minutes* (CBS); coverage of special events—Walter Cronkite, correspondent, *CBS News Space Coverage for 1970-71: "Aquarius on the Moon: The Flight of Apollo 13" and "Ten Years Later: The Flight of Apollo 14"* (CBS); news documentary programs—John Laurence, correspondent, *The World of Charlie Company* (CBS); Fred Freed, writer, *NBC White Paper: Pollution is a Matter of Choice* (NBC); cultural documentary programs—Nano Mahomo, narrator, *A Black View of South Africa* (CBS); Robert Guenette and Theodore H. Strauss, writers, *They've Killed President Lincoln!* (NBC); Robert Young, director, *The Eskimo: Fight for Life* (CBS).

The Trustees Award. (An award to an individual, a company or an organization for outstanding achievement in the arts, sciences or management of television which is either of a cumulative nature or so extraordinary and universal in nature as to be beyond the realm of the Awards presented in the categories or areas of achievement): Ed Sullivan.

Outstanding Achievement in Engineering Development (awarded to an individual, a company or an organization for developments in engineering which are either so extensive an improvement on existing methods or so innovative in nature that they materially affect the transmission, recording or reception of television): Emmy Awards to CBS, "for the development of the Color Corrector

which can provide color uniformity between television picture segments and scenes shot and recorded under different conditions at different times and locations"; and to ABC, "for the development of an 'Open-Loop' Synchronizing System which enables the simultaneous synchronization of any number of color programs from remote locations. Citations to General Electric, "for the development of the Portable Earth Station Transmitter which has provided the only means of getting color television pictures of Apollo splashdowns and recoveries via satellite to the mainland for worldwide distribution to the viewing public"; and to Stefan Kudelski, "for his design of the NAGRA IV Recorder which has achieved wide acceptance for sound recording of motion pictures filmed for television."

CIA sought exchange, claims newsman Jaffe

The Central Intelligence Agency has been accused by a former CBS correspondent of having twice approached him about setting up an arrangement for exchange of information while the correspondent was overseas.

The alleged role of the CIA was described by Sam Jaffe, formerly a CBS News correspondent, on *All About TV*, taped for broadcast last Wednesday (May 12) on WNYC-TV New York.

He detailed conversations he said he had with CIA agents in 1955 and 1960, when Francis Gary Powers was being tried in Moscow for spying.

A CBS News spokesman said the company denied any knowledge of the incident and any CIA involvement.

Mr. Jaffe claimed that in 1955 he had applied for a job with CBS. While in California awaiting an answer, he said that he received an unsigned letter from Palo Alto asking to see him.

Mr. Jaffe said: "A young man came to the house and identified himself as an agent of the Central Intelligence Agency and said to me—now, you can't say this was not without someone's approval at CBS—'we understand you're going to join CBS.' I didn't even know. I said I applied for a position, that's correct."

Mr. Jaffe said his visitor told him that he was going to work in Moscow and his superiors would be willing to release "certain top secret information" to him in order for Mr. Jaffe to obtain certain information for the CIA.

Mr. Jaffe said he refused to go along with the proposal; was hired by CBS, but was not sent to Moscow. About five years later, he continued, he was assigned by CBS News to Moscow during the time of the Gary Powers trial. On the eve of his departure, he said, he was asked to drop in to the CIA office in New York. There, he said, he met several CIA agents and one mentioned that Mr. Jaffe was going to Moscow and said the CIA wanted him to find out if Gary Powers was brainwashed. Mr. Jaffe continued:

"What they wanted I don't know to this day. They never contacted me later."

GOP challenges balance of ABC Vietnam coverage

The Republican National Committee has complained to the FCC that ABC has unreasonably refused to provide TV time to the committee to present its views on U.S. policy in Indochina.

The complaint, filed last week, was issued, RNC said, after its party officials failed twice to receive prime time on ABC to respond to a program aired on the network April 22 on which the Democratic National Committee aired its views on the Vietnam War. That program was set by ABC, at DNC's request, to give the DNC position on the April 7 address by President Nixon, also carried by ABC.

A substantial question is raised, RNC said, concerning the comprehensiveness of ABC's efforts to survey and evaluate the views on Indochinese policy by persons appearing on its network. RNC asked the commission to seek ABC's response in the matter and direct the network to provide the commission and RNC any logs and other documents which would show the time used on ABC during the period from February 8 to April 8, for the discussion of viewpoints on the Vietnam War, to determine whether ABC has erred in fixing the balance of conflicting viewpoints.

Changing Formats

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

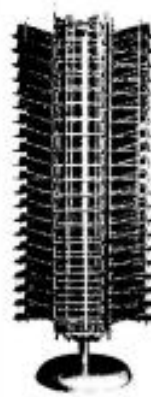
■ WCCV-FM Charlottesville, Va.—Evans Communications Systems Inc. switched May 1 from country-and-western to easy listening and classical music. The station also started broadcasting in stereo with fully automated programming. This reduced simulcasting of WCHV (AM) Charlottesville, its sister station, by seven hours. WCCV-FM operates on 97.5 mhz with 50 kw and an antenna 450 feet above average terrain.

■ WLWL (AM) Rockingham, N.C.—Sandhills Broadcasting Co. last Monday (May 10) changed its format from a combination of country-and-western and middle-of-the-road music to "up-beat modified top-40." WLWL operates on 1500 khz with 500 w during regular hours of operation; 250 w during critical hours.

■ WBBM-FM Chicago—Item in April 19 "Changing Formats" on CBS-owned station's switch to rock music 100% was a duplication of BROADCASTING, Dec. 7, 1970 report. Station facilities in later story should have been listed as 96.3 mhz with 6.2 kw and an antenna 1,174 feet above average terrain.



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Satellite comments land at the FCC

From all directions, interested parties hold forth;
Comsat is target of many direct shots at applicants

A verbal battle is developing over who wants what in a domestic communications-satellite system, and if the comments filed last week in the FCC proceeding are any indication of the ensuing contest, the bout may feature a common carrier versus all comers.

Communications Satellite Corp., one of the applicants for a system, contended that a "multipurpose satellite system" is needed, as well as facilities to meet the requirements of AT&T.

Comsat further claimed that the commission should limit eligibility for satellite facilities to applicants with no major conflicting interests. Comsat noted that, except for itself, each of the applicants is affiliated with manufacturing, user or terrestrial carrier interests, or some like combination, and that each, if authorized to develop a system, "would enjoy a position that could have anticompetitive consequences."

Comsat told the commission that other applicants lack the necessary system operating experience or have proposals which lack sufficient detail. Because of this, Comsat said, they cannot be relied on "to anticipate and solve the numerous complex and subtle problems inherent in the establishment of a satellite communications system."

Comsat concluded that "only through a common-carrier framework can nationwide service at lowest cost and equal access opportunity be insured," and told the commission it should not permit "noncarriers to own and operate any earth stations."

MCI Lockheed Satellite Corp., another applicant, in its comments claimed its system would allow the lowest transmission cost per equivalent channel per year of all the applicants, is the most effective educational and public service offering, and is the most innovative proposal.

MCI urged the commission to encourage the use of satellites with the largest capacity and broadest coverage. However, MCI also urged the commission to authorize any applicant who has satisfied certain technical, financial and legal qualifications and to adopt an approach of "free entry", assuming steps are taken to insure that there is

no cross-subsidization by AT&T between terrestrial and satellite service and that space applicants not affiliated with, or controlled by AT&T will have an equal opportunity to compete."

MCI said the Bell system's applications for satellite earth stations "do not qualify it as a grantee. AT&T proposes no new services," MCI said "and offers no reduction in rates for existing services," a view all non-common carrier participants who filed comments in this proceeding echoed in some form.

MCI further noted that AT&T, which is also involved with Comsat's application, owns 29% of Comsat and has "enormous economic leverage in both the domestic and international communications fields. As a result," MCI and many others concluded, "it is clear

that the appropriate initial role of AT&T should not be as the sole grantee, or the sole grantee via Comsat, in the domestic satellite-communications field."

The National Citizens Committee For Broadcasting, headed by Thomas P. F. Hoving, said in its comments, that AT&T should be excluded from ownership of a domestic satellite-communications system, and that Comsat's proposal for a system be denied because of AT&T's holdings in the applicant.

The committee also urged the commission to exclude from ownership of a satellite system any entity which itself originates programming, including RCA, the networks and major cable owners "such as Hughes."

Filing jointly in the proceeding were the Corp. for Public Broadcasting and

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the Public Broadcasting Service. The joint petitioners told the FCC they want free service consisting of the full-time use of two satellite channels, backed by access to a third channel for 31 hours a week; access to and use of all ground stations that are to serve commercial customers, and satellite and ground station access to meet the needs of National Public Radio, the network organization for noncommercial radio stations.

CPB-PBS told the commission that while it does not urge the authorizing of any one system, it noted that free interconnection had been offered by four of the eight applicants—Hughes Aircraft Co., Fairchild-Hiller, MCI Lockheed and Western Telecommunications—and that it found the Hughes offer “would go far toward meeting the needs of public broadcasting.” The joint petitioners, whose views were fully supported by the Ford Foundation in comments also filed last week, further stated that in the question of whether satellite service should be provided by a “chosen entity” or competing systems,” they said the issue should be resolved in favor of competition.”

In additional comments, the television network affiliates associations of ABC, CBS and NBC told the commission that they analyzed the various applications in respect to their view that local television stations should be given the opportunity to own or control the receive-only earth stations that would be used to provide television program interconnection services to them by means of satellite.

The affiliates associations made no distinction on the relative merits of authorizing a single, multipurpose satellite as compared to authorizing a number of competing satellite systems, but noted that “whatever these merits may be, they do not justify following a similar approach for the ground segment of the system. Despite Comsat’s attempt to demonstrate the benefits of traditional common-carrier economics,” the affiliates associations said, “there is ample reason to have program distribution to local television stations governed by different considerations.

“In short,” the associations contended, “to require television broadcasters to use carrier-owned, multipurpose earth stations may require them to incur larger interconnection expenses than they would incur if allowed to own or control special purpose earth stations. Yet, no valid reason has been advanced to justify broadcasters ‘subsidizing’ the satellite carriers’ offerings to other types of users in this manner.”

ITT World Communications Inc., filing as an interested party and taking no position with regard to the basic

merits of the individual proposals, in its comments said it favored “multipurpose satellite systems offering a full range of communication services.” Such a system, ITT said, would be more economical and more efficient than systems serving only limited interests.

Detailed proposals suggesting how the commission should judge each applicant’s technical, financial and legal qualifications were filed by RCA Global Communications Inc. and RCA Alaska Communications Inc., joint applicants for a system.

RCA noted that a number of the proposals are at present mutually exclusive because of technical and economic conflicts. To resolve these conflicts, RCA said the commission should use RCA’s method of determining eligibility of an applicant, have the applicants negotiate among themselves, and, if all else fails, RCA suggested the eligible applicants negotiate under the auspices of the FCC.

RCA also asked the commission to authorize only RCA’s system to serve Alaska. It claimed that allowing competition of systems in that area “would destroy the possibility of a viable satellite service” there.

Another applicant for a multipurpose satellite system, Fairchild Industries Inc. (formerly Fairchild Hiller Corp.), also asked for a limited grant policy, but not for only one region of the country.

Seeking virtual exclusivity in the domestic communications satellite field, Fairchild asked the FCC to allow TV network affiliates to own their own earth stations.

Rather than authorizing a limited number of systems—as proposed by Fairchild, Comsat and common carriers such as United Telephone Systems—Hughes Aircraft Co. urged the commission to authorize a minimum of three systems: a Hughes-General Telephone & Electronics combination with both common carrier GT&E service and private distribution service to cable television systems, a system for AT&T’s needs, and one or more multi-purpose systems for additional voice, data, TV networking and other specialized communications services.

Also calling for a non-limited policy, Western Tele-Communications Inc., another satellite applicant, refrained from criticizing the proposals of other applicants, praising simply its own proposal and noting that most of the applicants will be amending their proposals to “keep pace with the evolving technology.”

Western Union Telegraph Co., also an applicant for a multi-purpose satellite system and a common carrier itself, told the FCC it should preclude AT&T from

initially owning and operating satellite facilities and charged that the proposals of Hughes, RCA, MCI, Western Telecommunications and Fairchild “suffer from major deficiencies.”

Receive-only earth station applicants LVO Cable Inc.-United Video Inc., Teleprompter and Twin County Trans-Video filed virtually the same comments, urging unlimited and diversified entry in the satellite field including, in their case, CATV owned stations.

Hazeltine and Zenith settle

Hazeltine Corp. and Hazeltine Research Inc. have agreed to pay Zenith Radio Corp. \$16.5 million in cash and a maximum of \$6.5 million in credits, settling a 13-year-old antitrust suit that reached the U.S. Supreme Court. Litigation began in 1958 when Hazeltine sued Zenith for patent infringement. Zenith countersued, alleging Hazeltine’s patents were being used in foreign patent pools to prevent export of U.S.-made radio and TV sets to overseas markets. Zenith won the case in the Supreme Court.

RCA-Fredonia in court

RCA Corp. and Fredonia Broadcasting Corp., licensee of KACB-TV Nacogdoches-Lufkin, Tex., are to appear in Tyler, Tex., federal court today (May 17) in litigation of a \$2,650,000 damage suit filed by Fredonia against RCA. The suit alleges that RCA supplied the channel-10 facility with defective and dangerous equipment. The trial had originally been scheduled for April 26 (BROADCASTING, Jan. 25).

Technical topics:

Colorful News ■ Associated Press now is offering its broadcast members a smaller, quieter and more colorful teletype, the S-32. S-32 is painted blue and gray and can come in other colors. Its stand is 24 inches high, 18 inches wide and 16 inches deep. The machine itself is 11 inches high, 13 inches wide and 16 inches deep. The standard M-15 machine is 16 x 16 x 16, and its stand measures 26½ inches high, 19 inches wide and 21 inches deep. It is available for a small additional charge.

800 to the line ■ GBC Closed Circuit TV Corp. has introduced a new solid-state 17” video monitor with 800 line horizontal resolution. The model MV-17 utilizes silicon transistor circuitry, unitized chassis and plug-in printed circuit boards. Switchable external synchronization makes the MV-17 useful as a studio program monitor. The unit has a built-in power supply regulator which maintains stability despite any variance of AC line voltage, maker claims.

Harder times hit CBS first quarter

Network parent and Viacom, still unspun off, drop in sales and earnings

CBS Inc. reported last week on first-quarter 1971 revenues and income and showed separate financial results for its operations that are to constitute Viacom International Inc. Income was down in both areas.

CBS earlier had reported preliminary data for the first quarter (BROADCASTING, April 19). That report was adjusted slightly in the reporting last week. Sales for the first quarter ended March 31, 1971, were \$281.3 million (\$281.9 million in its earlier report) as against \$305.285,000 for the first quarter ended April 4, 1970. Net income was \$6,431,000 in the 1971 period (\$6.5 million in preliminary reporting) but \$13,174,000 (shown as \$13.2 million in the preliminary report) in the corresponding quarter in 1970.

CBS had indicated earlier that its figures excluded domestic cable-television and domestic and foreign program-distribution operations. The company has proposed to spin off these operations as shares of Viacom International Inc. to CBS common shareholders.

As reported by Ralph M. Baruch, president, CBS/Viacom Group, first-quarter net income was \$305,000 on revenues of \$4,474,000, compared with 1970 results of \$383,000 and \$4,806,000. Per-share earnings, based upon Viacom shares to be distributed, were 8 cents as against 10 cents for first-quarter 1970.

Mr. Baruch noted that "lower CATV equipment sales and some softness in program distribution, together with expenses related to the spin-off and costs for additional CATV program origination affected the first-quarter operating results.

"Because 1971 will be a transitional year for Viacom, we can anticipate that the operating results for the first part of the year will continue to be somewhat below 1970 pro-forma figures. However, we foresee an improvement in our business starting in the fourth quarter."

The Viacom spin-off had been announced in June 1970 and was to be effected Dec. 31, 1970, but was delayed by a stay order issued by the FCC. Viacom International shares are currently

trading on a "when-distributed" basis on the New York Stock Exchange.

CBS Inc. for the first quarter ended March 31:

	1971	1970
Earned per share	\$ 0.22	\$ 0.47
Revenues	281,364,000	305,285,000
Net income	6,431,000	13,174,000

Viacom for the first quarter ended March 31:

	1971	1970
Earned per share	\$ 0.08	\$ 0.10
Revenues	4,474,000	4,806,000
Net income	305,000	383,000

Note on Viacom statement: Per-share data based on 3,791,000 shares of common to be distributed to CBS shareholders of record Dec. 17, 1970, on basis of one share of Viacom common stock for each seven shares of CBS common. 1970 pro-forma expenses amounting to \$545,000 have been allocated to the appropriate classifications within the income statement.

Chris-Craft reports loss but TV division shined

Chris-Craft Industries Inc., New York, which owns TV stations in California, Oregon and Minnesota, had total revenues of \$26,889,000 and a loss of \$1,917,000 after a tax credit for the six months ended Feb. 28. This compares with sales of \$39,622,000 and net income of \$175,000 for the same fiscal period a year ago.

Herbert J. Siegel, chairman and president, said the company's television division has been an outstanding profit center for Chris-Craft, and its sales and profits were only slightly behind last year's record first half.

For the six months ended Feb. 28:

	1971	1970
Earned per share*	\$ (.64)	\$ (.10)
Revenues	26,889,000	39,622,000
Net income	(1,917,000)	175,000
Shares outstanding	3,848,631	3,682,870

New stations add to Bartell revenues

The broadcasting division of Bartell Media Corp. added two FM stations—WJHR Miami and WDEE-FM Detroit—and nearly \$800,000 in revenues in 1970. But net income for the company dropped sharply.

Consolidated 1970 revenues for Bartell Media, including specialized magazine publishing, broadcasting and advertising interests, totaled \$37,945,000, as compared with \$35,762,000 in 1969. Of this figure, the company reported, \$33,366,000 came from the publishing concerns (up from the 1969 total of \$31,882,000) and \$4,579,000 from broadcasting (over \$3,880,000 the year before).

Regarding Bartell's three AM sta-

tions, the company said, WADO New York, a Spanish language facility, had a 10% revenue increase; KCBQ San Francisco, 25%, and WOKY Milwaukee, "increased substantially its share of national and local billing."

A sizable portion of the nearly \$400,000 decrease in profits, was attributed to an extraordinary loss of \$91,000, brought about by "settlement of litigation and other disputed items."

Bartell, publicly owned, is approximately 40% controlled by Downe Communications Inc.

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 0.01	\$ 0.19
Revenues	37,945,000	35,762,000
Net income	21,000	420,000

Note: 1969 figures restated to conform to 1970 classifications.

Company reports:

Teletronics Industries Inc., Dallas, manufacturer and leaser of color-TV sets, reported declining sales and income after nine months of the firm's current fiscal year. While revenue gains showed an improvement during the third quarter, income dropped in comparison with the like period in 1970, the company said.

For the nine months ended March 31:

	1971	1970
Earned per share	\$ 0.10	\$ 0.17
Revenues	591,349	701,268
Net income	43,556	71,964

Schering-Plough Corp., Bloomfield, N.J., newly formed diversified company which assumed ownership of the Plough broadcast stations, reported nearly a \$9-million increase in revenues and a \$2.3-million rise in net income in the first quarter of 1971.

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.52	\$ 0.43
Revenues	106,560,000	97,772,000
Net income	13,714,000	11,417,000
Shares outstanding	26,622,000	25,542,000

Sonderling Broadcasting Corp., New York, group broadcaster, reported revenues and net income for the first quarter of 1971 were, respectively, \$5.2-million and \$156,000. These compared with \$4.9-million and \$185,000 for the first quarter of 1970. Earnings per common share dropped to 16 cents from 18 cents a year ago.

For the three months ended March 31:

	1971	1970*
Earned per share**	\$ 0.16	\$ 0.18
Revenues	5,209,000	4,880,000
Net income	156,000	185,000

* 1970 restated to give effect to additional shares

issued for a company acquired in a pooling-of-interests transaction.

** Assuming the exercise of stock options and warrants; the assumed conversion of the convertible debentures would not have a diluent effect.

Columbia Cable Systems Inc., cable-systems owner, Westport, Conn., reported increased revenues and net income during the first half of fiscal 1971, against the like period a year ago. The improvement was marked by an increase in the number of subscribers during the past year to 53,000, from the 42,000 reported last year.

For the six months ended March 31:

	1971	1970
Earned per share	\$ 0.22	\$ 0.17
Revenues	1,973,000	1,637,000
Net income	216,000	164,000
Cash flow (per share)	0.73	0.63
Shares outstanding	1,001,446	951,226

Oak Electro/Netics, Crystal Lake, Ill., manufacturer of television tuners and other electronic components, lost nearly \$500,000 during 1970, as compared with income approaching \$1.6 million in 1969. The company reported that 15% of its total revenues came from

television-related products, down from 17% a year before.

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ (0.49)	\$ 0.74
Revenues	75,056,484	85,629,695
Net income	(448,849)	1,558,635

Financial notes:

■ CBS board last Wednesday (May 12) declared a cash dividend of 35 cents a share on common stock, payable June 11 to shareholders of record on May 26,

The Broadcasting stock index

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

	Stock Symbol	Ex-change	Closing May 12*	Closing May 5*	Net change in week	High	1971 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	43½	46¼	- 2¼	48	25	7,073	\$205,117
ASI Communications	ASIC	O	3½	3¼	+ ¼	4½	2½	1,789	5,152
Capital Cities	CCB	N	44½	46¼	- 1¼	47	29	6,061	220,499
CBS	CBS	N	43¾	45½	- 1¼	45½	30½	27,042	990,548
Corinthian	CRB	N	36¾	37½	- ½	38½	27¼	3,381	109,883
Cox	COX	N	27¼	29½	- 1½	31	17½	5,789	128,111
Gross Telecasting	GCG	A	14½	15½	- ½	16	10½	803	11,041
Metromedia	MET	N	24½	24½	- ¾	28½	17½	5,734	137,616
Mooney	MOON	O	5¼	4½	+ ¾	5¼	4	250	1,188
Pacific & Southern	PSOU	O	17	17	-	17½	12½	1,636	24,949
Rahall Communications	RAHL	O	11½	14	- 2½	29	11½	1,040	23,275
Reeves Telecom	RBT	A	2½	3	- ¾	3½	2½	2,288	7,733
Scripps-Howard	SCRIP	O	21	21½	- ¾	25	18	2,589	55,016
Sonderling	SDB	A	31	31½	- ½	34	24¼	991	27,748
Starr	SBG	M	15	14¾	+ ¼	15½	8½	461	5,302
Taft	TFB	N	41¼	41¼	+ ½	44½	23½	3,712	128,547
Total								68,400	\$2,081,725
Broadcasting with other major interests									
Avco	AV	N	15½	16	- ½	18	12½	11,470	\$182,144
Bartell Media	BMC	A	6¼	6¼	- ¾	8	4½	2,254	14,651
Boston Herald-Traveler	BHLD	O	27½	27	+ ½	28	23½	574	13,776
Chris-Craft	CCN	N	8½	7¾	+ ¾	9¾	7½	3,804	32,829
Combined Communications	CCOM	O	16½	16½	- ¼	18½	10½	1,945	27,483
Cowles Communications	CWL	N	12½	12½	+ ½	12½	8	3,969	37,229
Fuqua	FQA	N	24½	24½	- ½	26½	13½	6,401	132,053
Gannett	GCI	N	48¾	49¾	- ½	52	32½	7,117	275,784
General Tire	GY	N	23¼	23¾	- ¾	25¼	21½	18,344	449,428
Gray Communications		O	8	8	-	8	6	475	3,325
ISC Industries	ISC	A	6¾	6¾	+ ½	8	5½	1,628	10,582
Lamb Communications		O	2½	2½	- ½	2½	2½	475	1,249
Lee Enterprises	LNT	A	26¾	26¾	+ ¾	27½	18½	1,957	45,990
Liberty Corp.	LC	N	20	22½	- 2½	22½	17½	6,744	151,740
LIN	LINB	O	13¾	14¾	- 1	14¾	6¼	2,244	21,879
Meredith Corp.	MDP	N	26¾	26¾	+ ½	29½	19½	2,744	71,344
Outlet Co	OTU	N	19	20	- 1	22	14½	1,342	22,814
Post Corp.	POST	O	9¼	14¼	- 5	14¼	9¼	734	12,485
Ridder Publications	RIDD	O	20½	19½	+ ¾	27½	18	6,217	145,353
Rollins	ROL	N	39¾	39¾	-	40	25½	8,053	267,762
Rust Craft	RUS	A	45	46½	- 1½	48½	28½	1,159	38,247
Schering-Plough	PLO	N	82	81½	+ ½	84½	60½	25,084	1,749,609
Storer	SBK	N	31¼	28¼	+ 3	32¾	19	4,223	97,129
Time Inc.	TL	N	56¾	57¾	- ½	62¾	40½	7,257	342,022
Trans-National Comm.		O	½	¾	- ½	1¼	¼	1,000	380
Turner Communications		O	3¾	3½	- ½	4	2	1,328	3,825
Wometco	WOM	N	21½	20¾	+ ¾	23¾	17¾	5,817	114,188
Total								134,359	\$4,083,328
CATV									
Ameco	ACO	A	10¼	10¼	-	12¼	6½	1,200	\$10,800
American Electronic Labs.	AELBA	O	9¼	9¼	- ½	10	3	1,620	12,555
American TV & Comm.	AMTV	O	23¼	23½	- ¾	26½	17½	2,042	36,246
Burnup & Sims	BSIM	O	37¾	35¾	+ 1½	37¾	23	987	30,232
Cablecom-General	CCG	A	15¾	16½	- ½	17¼	12¼	1,605	21,074
Cable Information Systems		O	4¼	4¼	-	4¼	2½	955	2,989
Citizens Financial Corp.	CPN	A	20¾	20¾	-	23½	12½	994	15,536
Columbia Cable	CCAB	O	14¼	13¼	+ 1	14¼	9½	900	8,892
Communications Properties	COMU	O	9¼	9½	- ¼	10¼	7¼	1,800	15,534
Cox Cable Communications	CXC	A	23¼	24½	- 1¾	25¼	18	3,550	69,687
Cypress Communications	CYPR	O	8¾	9¼	- ¼	10¼	7	1,679	12,173
Entron	ENT	A	4	4¼	- ¾	7¼	4¾	1,320	4,950
General Instrument Corp.	GRI	N	26½	27¼	- 1¼	29½	16½	6,250	128,938
Sterling Communications	STER	O	5¼	5¼	- ½	6¼	3½	1,100	5,093
Tele-Communications	TCOM	O	17¾	17¾	- ¼	18½	12	2,704	37,856
Teleprompter	TP	A	84½	81½	+ 3	88	58½	3,086	199,818
Television Communications	TVCN	O	9¼	9¼	-	10¾	7	2,897	25,001
Viacom	VIA	N	18	18½	- ½	21	15½	3,760	76,629
Vikoa	VIK	A	9¼	9¼	+ ½	14¼	8½	2,316	26,055
Total								40,885	\$840,058

and a dividend of 25 cents a share on preferred stock, payable June 30 to holders of record, also May 26.

■ Storer Broadcasting Co., Miami Beach, Fla.-based group broadcaster, declared a quarterly dividend of 12½ cents per share of common stock, payable June 10 to shareholders of record May 21. This marks the 70th consecutive dividend paid since an initial public offering in 1953, Storer said.

■ Metromedia Inc., New York, declared

a regular quarterly dividend of 12½ cents per common share payable June 15 to shareholders of record May 21.

■ The board of directors of Schering-Plough Corp., Bloomfield, N.J., has declared a quarterly dividend of 22½ cents per common share, increasing the annual dividend by two and one half cents. Dividend is applicable to stockholders of record on May 7 and payable May 24.

■ J. Walter Thompson Co., New York,

has declared a quarterly dividend of 25 cents per common share, payable Aug. 20 to shareholders of record July 23.

■ Signal Co.'s, Los Angeles, 49.9% owners of Golden West Broadcasters there, declared quarterly dividends on preferred and common stock to holders of record May 10. Common shareholders will receive 15 cents per share on June 10, while a 55-cent dividend on \$2.20 preferred and 25 cents on \$1.00 preferred will be paid July 1.

	Stock Symbol	Ex- change	Closing May 12*	Closing May 5*	Net change in week	High	1971 Low	Approx. Shares Out (000)	Total Market Capitali- zation (000)
Programming									
Columbia Pictures	CPS	N	13½	13½	— ¾	17½	11½	6,150	\$96,125
Disney	DIS	N	126½	120½	+ 5½	126½	77	6,012	1,067,912
Filmways	FWY	A	6½	8½	—	11½	7½	1,754	19,084
Four Star International		O	1½	1½	—	1½	1½	666	1,086
Gulf & Western	GW	N	27½	28½	— ½	31	19	14,964	374,100
Kinney National	KNS	N	37½	37½	— ½	39½	28½	10,469	341,603
MCA	MCA	N	28	28½	— ½	30	21½	8,165	206,166
MGM	MGM	N	23½	24½	— 1½	26½	15½	5,883	126,485
Music Makers	MUSC	O	2½	2½	— ½	3½	2½	589	1,696
National General	NGC	N	27	27½	— ½	27½	15½	4,910	112,341
Tele-Tape Productions		O	1½	1½	—	2	1½	2,183	4,366
Transamerica	TA	N	17½	17½	+ ¼	19	15½	63,630	1,097,618
20th Century Fox	TF	N	14½	14½	+ ½	15½	8½	8,562	99,576
Walter Reade Organization	WALT	O	2½	3½	— ½	3½	2½	2,414	7,242
Wrather Corp.	WCO	A	7	7½	— ½	8½	6½	2,200	16,500
Total								138,551	\$3,571,900
Service									
John Blair	BJ	N	19½	19½	—	22½	16	2,583	\$45,538
Comsat	CQ	N	74	79	— 5	84½	49½	10,000	830,000
Creative Management	CMA	A	14	15½	— 1½	17½	10½	1,102	17,500
Doyle Dane Bernbach	DOYL	O	23	24½	— 1½	26½	21	1,919	47,265
Elkins Institute	ELKN	O	16½	16	+ ½	16½	8½	1,684	17,888
Foot Cone & Belding	FCB	N	10½	11½	— ½	11½	7½	2,175	20,402
Grey Advertising	GREY	O	12	13	— 1	13½	9½	1,207	15,546
LaRoche, McCaffrey & McCell		O	15½	15½	—	16½	10½	585	8,190
Marketing Resources & Applications		O	14½	12½	+ 2	18½	2½	504	7,162
Movielab	MOV	A	3	3½	— ½	4	2	1,407	4,573
MPO Videotronics	MPO	A	6½	6½	— ½	8½	5½	558	3,767
Nielsen	NIELA	O	49½	49½	+ ¼	49½	39½	5,299	233,158
Ogilvy & Mather	OGIL	O	34	36	— 2	36	24	1,029	27,526
PKL Co.	PKL	A	4	4½	— ½	6½	3½	743	4,087
J. Walter Thompson	JWT	N	56½	58	— 1½	60	34½	2,748	118,019
Transmedia International		O	3½	3	+ ¼	3½	3	535	1,873
Wells, Rich, Greene	WRG	A	20	20½	— ½	25½	15½	1,581	37,596
Total								35,637	\$1,238,108
Manufacturing									
Admiral	ADL	N	19½	18	+ 1½	19½	8	5,158	\$56,738
Ampex	APX	N	19½	21½	— 1½	25½	16½	10,874	209,325
CCA Electronics	CCAE	O	2½	2½	+ ¾	3	2½	897	5,512
Collins Radio	CRI	N	18½	18½	+ ½	20½	14	2,968	48,230
Computer Equipment	CEC	A	6½	7	— ¼	7½	3½	2,408	12,944
Conrac	CAX	N	28½	26½	+ 2	28½	15½	1,262	29,026
General Electric	GE	N	120½	121½	— 1½	124½	93	90,884	9,627,287
Harris-Inter-type	HI	N	64½	65½	— 1½	68½	54½	6,308	397,404
Magnavox	MAG	N	49½	50	— ½	50½	37½	18,674	679,466
3M	MMM	N	112½	112½	— ¼	118½	95½	56,058	5,745,945
Motorola	MOT	N	80½	83½	— 2½	86	51½	13,334	648,442
RCA	RCA	N	38½	39½	— 1	39½	26	68,403	2,146,486
Reeves Industries	RSC	A	3½	3½	— ¾	4½	3	3,458	13,417
Telemation	TIMT	O	10½	10½	— ¼	13½	9½	14,040	154,440
Westinghouse	WX	N	90½	92	— 1½	92½	65½	40,705	3,190,458
Zenith	ZE	N	47	48½	— 1½	51½	36½	19,020	829,842
Total								353,648	\$24,195,052
Grand total								771,360	\$35,910,171
Standard & Poor Industrial Average			113.75	114.78	1.03				

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over-the-counter (bid*price shown)

*-Over-the-counter prices are Tuesday closings

Shares outstanding and capitalization as of Feb. 25.
Over-the-counter bid prices supplied by Merrill Lynch,
Pierce Fenner & Smith Inc., Washington.

Broadcast advertising

William H. Kennedy, associate media director, and **John J. Saunders**, group VP, Campbell-Ewald, Detroit, elected senior VP's. **Donald G. Carr**, **Frank Fraser**, **Robert S. Knapp**, and **Edmund P. Zalewski**, all account supervisors, C-E, named VP's.

Elwood Gair and **David Ofner**, both management supervisors, Foote, Cone & Belding, New York, appointed agency directors and senior VP's.

Lawrence D. Senten, creative director; **John S. Schubert**, account supervisor; **Donald F. Mahlmeister**, VP and account supervisor; **Richard C. Stensby**, management supervisor, all Chicago office, D'Arcy, MacManus, Intermarco, named senior VP's. **Walter A. Armbruster**, creative director, St. Louis office, DMI, also named senior VP. **John Macheca**, executive VP, D'Arcy division, DMI, St. Louis, appointed director of client services, DMI, Chicago. Mr. Macheca is succeeded in St. Louis by **Charles J. Prince**, VP and management supervisor.

Roger A. Johnson, account supervisor, Grey Advertising, New York, named senior VP, Harvey & Carlson, agency there.

Jeffrey W. Clapp Jr., account supervisor, Ted Bates & Co., New York, named VP.

Ronald W. Scharbo, account supervisor, and **J. Russell Dopke**, creative head for Atlanta and Birmingham, Ala., offices, Cargill, Wilson & Acree named VP-account group manager and VP-creative director, respectively. Both will be based in agency's Atlanta office.

George E. Robinson, associate creative

director, Benton & Bowles, New York, named VP.

Joel Upin, account supervisor, Clinton E. Frank, Chicago, named VP.

Arden E. Swisher, VP, May Broadcasting, Omaha, and general manager of its KMTV (TV) Omaha, joins Mutual of Omaha there as VP for advertising with responsibilities in TV advertising.

James E. Mortensen, executive VP, Young & Rubicam, New York, appointed manager of New York office.

Joe Brooks, head of his Joe Brooks Agency, Philadelphia, named VP and creative specialist, Public Relations Ltd., Philadelphia-based firm which recently acquired Brooks agency.

Gerald Tolle, creative supervisor, Campbell-Ewald, Detroit, joins Thomas Murray & Austin Chaney Inc., agency there, as VP and associate creative director.

Gary Graves, VP and account supervisor, and **Ted Huston**, VP and head of Los Angeles office, Barnes-Champ Advertising, San Diego-based agency, named senior VP's.

Carl Moore, senior art director, The Bowes Co., Los Angeles, advertising and PR agency, named VP. **Terry Foutz**, account supervisor there, also named VP.

Ken Lane, associate media director, Leo Burnett, Chicago, appointed manager of media department. **Dick Hobbs**, media supervisor, appointed associate media director.

John Chervokas, **Donald Krakaur** and **Donald Wilde**, all VP's and associate creative directors, Grey Advertising, New York, appointed creative directors.

Evelyn Aranson, media buyer, Kenyon & Eckhardt, New York, appointed

media supervisor. **Linda Snelham**, research analyst, appointed media buyer.

Thomas C. Bradseth Jr., with commercials creative staff, J.F.P. & Associates, Duluth, Minn., advertising and PR firm, appointed creative director.

Georgia Malick, with Singer Co., New York, appointed director of marketing for celebrity commercials, Roger Ailes & Associates, there, producer of commercials and programs.

Tom Hexamer, creative director, WEEK-TV Peoria, Ill., appointed broadcast production manager, R. D. Blackard Advertising there.

Gordon H. Hastings, eastern sales manager, RKO Radio Representatives, New York, appointed general sales manager, FM sales division.

Jonathan Hayes, with Television Advertising Representatives, New York, appointed sales manager, KDKA-TV Pittsburgh.

Marty Howard, local sales manager, WFAS(AM) White Plains, N.Y., appointed general sales manager. **Albert R. Levey**, director of sales, WFAS, appointed general sales manager, WFAS-FM.

Media

James H. Geer, controller, and **Kenneth W. Hoehn**, treasurer, CBS Inc., New York, elected VP's.

Thomas D. Kersey, assistant director, West Coast department, broadcast standards and practices, ABC, Hollywood, appointed department director.

Stanley Adams, lyricist, named president, American Society of Composers, Authors and Publishers, New York.

Grant Holcomb, news director, KNXT-TV (TV) Los Angeles, appointed to newly created post of assistant to the general manager.

George R. Andrick, TV national sales manager, wsaz-TV Huntington, W. Va., appointed general manager.

Kevin P. Barry, with sales staff, Television Digest, Washington, joins Ameco, group CATV owner, Phoenix, as advertising manager.

Tal Jonz, VP, sales, KCKC(AM) San Bernardino, Calif., appointed general manager, KFRE-AM-FM Fresno, Calif.

William Jaeger, general sales manager, WCTC-AM-FM New Brunswick, N.J., named VP and general manager, WFAS(AM) White Plains, N.Y.

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Art Fishler, general manager, KFOA(FM) Honolulu, joins KLO(AM) Ogden, Utah, in similar capacity.

Thomas L. Leming, VP and general manager, Continental Telecommunications Corp., St. Louis, subsidiary of Continental Telephone, named VP, Microwave Communications of America, Washington-based communications consulting firm.

Thomas W. Fletcher, attorney associated with Putbrese, Fletcher & Healy, communications law firm, Washington, joins Cole, Zylstra & Raywid, similar firm there.

Lambert B. Beeuwkes, who retires as director for sales, NBC Radio, New York, will open his own office as radio-TV consultant. Location for new office has not yet been selected.

Thomas Boise, general sales manager, KHJ-AM-FM-TV Los Angeles, appointed general manager, KKDJ(FM) Los Angeles, formerly KRFM(FM).

Programing

Walter Kingsley, VP, Metromedia Producers Corp., New York, resigns effective July 1. Mr. Kingsley was executive VP, Wolper Productions when it was acquired by Metromedia four years ago. No successor has yet been named. **Gerald Isenberg**, director, feature film production, ABC-TV, Hollywood, joins Metromedia Producers Corp. there as executive producer. **Neal Pilson**, assistant general counsel, Metromedia Inc., New York, appointed director of business affairs, Metromedia Producers Corp. there.

Elliott Abrams, TV consultant, The Walter Reade Organization, program producer and distributor, New York, named VP in charge of TV division.

Adrian Riso, director, Harold M. Tulchin Productions, program producer, New York, joins Centrex Productions, video-tape production firm, there as VP for production.

Jack Willis, co-executive producer of the *Great American Dream Machine*, National Educational Television, New York, appointed program coordinator and executive producer, noncommercial WNET-TV there.

George W. Snowden, assistant director of studios, CBS-TV, New York, appointed director of programing, WOR-TV there.

Darrell Craig, with WAVY-TV Portsmouth-Norfolk-Newport, Va., appointed production director.

Martha Brooks, 40-year veteran broadcaster with WGY(AM) and WRGB(TV) Schenectady, N.Y., retires.

Tom Johnson, formerly radio and TV

sportscaster with Kaiser Broadcasting, Detroit, named executive VP and director of corporate operations, National CATV Program Library, Dallas.

Mike Anderson, production manager, KEMO-TV San Francisco, joins WXIX-TV Newport, Ky., in similar capacity.

Ed Richards, with CKLW(AM) Windsor, Ontario, joins WIBG(AM) Philadelphia, as program director. He succeeds **Jack Reynolds**, appointed general manager, WWTC(AM) Minneapolis. Both are Buckley Broadcasting stations.

Dick Thyne, with WBCN(FM) Boston, joins WPLG(FM) New York as production director.

William D. Thomas Jr., general sales manager, WOIO(AM) Canton, Ohio, joins Herman Spero Production, program producer and distributor, Cleveland, as director of syndicated sales.

News

Sid Kaufman, producer, CBS News, New York, appointed assistant director of operations.

Paul Cleveland, producer, WOR-TV New York, appointed news director.

Ralph Smith, news director, WIRL-AM-TV Peoria, Ill., appointed news director, WRAU(TV) (formerly WIRL-TV) there.

Dave Henderson, news director, WJIM(AM) Lansing, Mich., appointed news director WIRL(AM).

Lowell C. Duncan Jr., Dallas bureau chief, WBAP-TV Fort Worth-Dallas, appointed assignment editor. He is succeeded by **Robert Jay Welch**, field producer for special projects.

Dennis Holly, anchorman, WTAE-TV Pittsburgh, joins KDKA-TV there as anchorman and general assignment reporter. **Bill Currie**, sportscaster, WSOC-TV Charlotte, N.C., joins KDKA-TV as sports director.

Bill Bonds, anchorman, KABC-TV Los Angeles, rejoins WXYZ-TV Southfield, Mich., both ABC-owned stations, as newscaster.

Tom McIntyre, newsman, WIRL-AM-TV Peoria, Ill., appointed news director, WWTO(FM) there.

Dan O'Connell, producer, WBBM-TV Chicago, joins WSNS(AM) there as news analyst.

Fred Snowden, assistant coach, University of Michigan basketball team, joins WJBK-TV Detroit as sportscaster.

Promotion

Dave Moore, with production staff, KBAK-TV Bakersfield, Calif., appointed promotion director.

David S. Laustsen, with KEMO-TV San Francisco, joins WXIX-TV Cincinnati as promotion manager.

Jon Saunders, with WSB-AM-FM Atlanta,



NBC-TV affiliates board of governors sat for picture last week after election of new chairman and four new members. Seated (l-r) are **Norman P. Bagwell**, WKY-TV Oklahoma City (new); **William R. Roberson**, WITN-TV Washington, N.C.; **Robert W. Ferguson**, WTRF-TV Wheeling, W. Va. (newly elected chairman, succeeding Harold Grams, KSD-TV St. Louis); **George C. Hatch**, KUTV(TV) Salt Lake City (new). Standing (l-r) are **Ancil H. Payne**, King Broadcasting, Seattle

(new); **Douglas L. Manship**, WBRZ(TV) Baton Rouge, La.; **Harold Froelich**, WTVO(TV) Rockford, Ill.; **Walter Bartlett**, Avco Broadcasting, Cincinnati, and **H. Ray McGuire**, WALA-TV Mobile, Ala. Retiring from board, in addition to Mr. Grams, were **Frank Gaither**, Cox Broadcasting, Atlanta; **Stanley S. Hubbard**, KSTP-TV Minneapolis-St. Paul, and **Robert E. Kelly**, KCRA-TV Sacramento, Calif. Absent were **J. S. Sinclair**, WJAR-TV Providence, R.I. (new), and **M. E. Greiner Jr.**, WMC-TV Memphis.

appointed station promotion manager.

Equipment & engineering

Robert M. Kanner, chief engineer, WMCA(AM) New York, named VP for engineering.

John A. Moffet, principal in Washington consulting engineering firm of Silliman, Moffet & Kowalski, elected president of Association of Federal Communications Consulting Engineers. Other consulting engineers elected: **Alvin H. Andrus**, VP; **Elizabeth L. Dahlberg**, secretary; **Paul L. Wimmer**, treasurer. Chosen for executive committee were **Carl E. Smith** and **Marvin Blumberg**,

for two-year terms; **Ogden Prestholdt**, **Raymond E. Rohrer**, for one-year.

Kenneth Cameron, chief engineer, WLEX-FM Lexington, Ky., joins WDIZ-(FM) Orlando, Fla., in similar capacity.

Allied fields

Andrew T. Hatcher, VP, Hill & Knowlton, PR firm, New York, and election analyst for WNBC-AM-FM-TV there named senior VP and chairman of H & K's task force on urban affairs. He will head advisory unit on urban matters in addition to his account and media responsibilities. Mr. Hatcher was formerly

associate press secretary to President John F. Kennedy, title he retained through early days of Johnson administration.

Bill Wright Sr., audition director, Columbia School of Broadcasting, Philadelphia, appointed branch manager.

International

John J. Dunn, director, Ottawa area, Canadian Broadcasting Corp., appointed firm's London representative.

William E. Breda Jr., account executive, ABC International Television, New York, appointed sales manager.

ForTheRecord®

As compiled by BROADCASTING, May 4 through May 11 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

Action on motion

■ Chief, Office of Opinions and Review in Boston (WHDH Inc., et al.), TV proceeding, granted motion by Boston Broadcasters Inc., and extended to May 7, time to file responses to petition for further proceedings on application of Boston Broadcasters Inc. filed by WHDH Inc. on April 21 (Docs. 8379, 11070, 15204-7). Action May 3.

Other action

■ Review board in High Point, N.C., TV proceeding, dismissed appeal by Furniture City Television Co. from hearing examiner's grant of motion quashing subpoena and striking direct testimony, in High Point ch. 8 proceeding (Docs. 18906-7). Action May 5.

Existing TV stations

Final actions

■ KBHK-TV San Francisco—Broadcast Bureau

granted CP to change ERP to 871 kw vis., 87.1 kw aur.; change trans. location to Mt. Sutro, San Francisco; install additional trans.; change type ant.; make changes in ant. structure; ant. height to 1,610 ft. Action April 29.

■ *WMHT(TV) Schenectady, N.Y.—Broadcast Bureau granted CP to change ERP to 1950 kw vis.; 389 kw aur.; change trans. and ant., ant. height 950 ft.; condition. Action May 5.

■ *WCBT(TV) Augusta, Me.—Broadcast Bureau granted CP to change ERP to 309 kw; make changes in ant. structure; ant. height 1,000 ft. Action May 5.

■ WDAZ-TV Devils Lake, N.D.—FCC authorized WDAY Inc., licensee, to establish its main studio in Grand Forks, N.D., on condition that it also complete construction of aux. studio in Devils Lake. Action May 5.

■ WFBG-TV Altoona, Pa.—Broadcast Bureau granted CP to replace expired permit for aux. ant. Action May 7.

■ *WQED(TV) Pittsburgh—Broadcast Bureau granted CP to change ant., make changes in ant. structure; ant. height 690 ft.; specify studio location as 4802 Fifth Avenue; change ERP to 174 kw vis., 32.4 kw aur.; change trans. and ant. Actions May 5.

■ FCC denied request for declaratory ruling on allegations that *Dick Cavett Show* on ABC was altered in content as result of calls from member of staff of executive branch of government March 1971. Action May 5.

Actions on motions

■ Hearing Examiner Charles J. Frederick in Anniston, Ala., proposed grant of application by Newhouse Alabama Microwave Inc., member of Newhouse communications group, for construction of point-to-point microwave service to provide video relay to WHMA-TV Anniston (Docs. 18691-2). Ann. May 7.

■ Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, granted request of Southern Broadcasting and ordered status of proceeding, testimony of Mr. Whitehurst, and entire posture of parties be reinstated to such posture, etc. as obtained on March 25 immediately following Mr. Whitehurst's testimony on March 25, day of rulings referred to and before such rulings were made (Docs. 18906-7). Action April 28.

■ Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV], Central Florida Enterprises Inc.), TV proceeding, sustained objections of Central Florida to Cowles request for admissions (Docs. 19168-70). Action May 3.

Fine

■ KRSD-TV Rapid City, S.D.—FCC ordered The Heart of the Black Hills Stations, licensee, to forfeit \$1,000 for repeated violation of communications act and rules which prohibit rebroadcast of one station's signal by another station without obtaining prior consent of originating station. Action May 5.

New AM stations

Initial decision

■ Hearing Examiner Chester F. Naumowicz Jr. in Flora, Ill., proposed grant of application of The Virginia Broadcasting Corp. for new D AM at Flora. (Doc. 19025). Ann. May 5.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Honesdale, Pa. (Wayne County Broadcasting Corp.), AM proceeding, granted petition by applicant for leave to amend application in certain financial respects (Doc. 19038). Action April 29.

■ Hearing Examiner Ernest Nash in Mt. Pleasant and Chariton, both Iowa, AM proceeding, denied joint petition for approval of agreement by Chariton Radio Co. and Pleasant Broadcasting Co.; denied petition by Chariton for leave to amend and ordered that amendments tendered therewith are not received. Denied Pleasant's petition for extension of time; dismissed its petition for leave to amend and did not receive amendments tendered therewith; also denied Pleasant's motion for leave to file additional pleadings and dismissed its reply to broadcast bureau's opposition (Docs. 18594-6). Action April 30.

■ Hearing Examiner Ernest Nash in Broadway-Timberville, and Charlottesville, all Virginia (Massanutten Broadcasting Co., and Charlottesville-Albemarle Broadcasters Inc.), AM proceeding, rescheduled further prehearing conference for May 24 (Docs. 18903-4). Action April 29.

Other actions

■ Review board in Brush, Colo., AM proceeding, granted motion by A. V. Bamford, applicant for CP at Colorado Springs for extension of time to file responsive pleadings to petitions for enlargement of hearing issues filed by Broadcast Bureau and by Brocade Broadcasting Co., Boulder, Colo. (Docs. 19157-9). Replies to pleadings are to be

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Summary of broadcasting

Compiled by FCC, May 1, 1971

	Licensed	On Air STA*	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,324 ¹	3	9	4,336 ¹	69	4,395 ¹
Commercial FM	2,195	1	34	2,230	119	2,349
Commercial TV-VHF	500	2	10	512 ²	12	524 ²
Commercial TV-UHF	168	0	14	182 ²	82	275 ²
Total commercial TV	668	2	24	694	94	799
Educational FM	448	0	10	458	49	507
Educational TV-VHF	79	0	6	85	5	90
Educational TV-UHF	101	0	12	113	10	123
Total educational TV	180	0	18	198	15	213

* 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.

filed within five days after May 10. Action May 7.

■ Review board in Owensboro, Ky., AM proceeding, granted petition by Owensboro-On-The-Air, licensee of WVJS(AM) Owensboro, party to comparative hearing for new AM on 1140 khz, 500 w-D, requesting addition of failure to maintain complete public file issue. Action May 7.

■ Review board in Warren, Ohio, added cost estimate issue directed against Howard L. Burris, applicant for CP for new AM in Warren, to comparative hearing on Warren and Parma, both Ohio, AM applications (Docs. 18369, 19114-15). Action May 7.

Existing AM stations

Final actions

■ WEYY Talladega, Ala.—Broadcast Bureau granted license covering changes; trans., studio, remote control located at State Highway 21 East, Talladega. Action May 3.

■ KJNP North Pole, Alaska—Broadcast Bureau granted mod. of license covering change of corporate name to Evangelistic Missionary Fellowship. Action May 7.

■ KSON San Diego—Broadcast Bureau granted CP to increase D power to 1 kw; conditions; remote control permitted. Action May 6.

■ KLOV Loveland, Colo.—Broadcast Bureau granted license covering changes; trans.; studio location 1440 East 6th Street, Loveland. Action May 11.

■ WPDQ Jacksonville, Fla.—FCC denied petitions for reconsideration of FCC hearing order, filed by Belk Broadcasting Co. of Florida, licensee (Doc. 19126). Action May 5.

■ East St. Louis, Ill.—FCC remanded to hearing examiner proceeding involving mutually exclusive applications of East St. Louis Broadcasting Co. and Metro-East Broadcasting Inc. for CP's for AM's on 1490 khz, with 250 w-U (1 kw LS), to determine whether current amount of funds held on deposit by East St. Louis Broadcasting is sufficient to meet its first-year cash requirements (Docs. 17256-7). Action April 28.

■ WRRR Rockford, Ill.—Broadcast Bureau granted mod. of license covering change of corporate name to Radio Rockford Inc. Action May 7.

■ WABG Greenwood, Miss.—Broadcast Bureau granted mod. of license covering change in main studio location to TV studio location, 5 miles west of Greenwood on Highway 82, Greenwood; operate by remote control (rules waived). Action May 6.

■ KBET Reno—FCC denied application by Sierra Broadcasting Co., licensee, for remission or mitigation of \$5000 forfeiture. Action May 5.

■ KAVE Carlsbad, N.M.—Broadcast Bureau granted license covering resumption of operation on 1240 khz, 250 w-1 kw-LS, U, main trans. Action May 4.

■ WNYC New York—FCC enlarged and revised issues in proceeding involving applications of WNYC, licensed to City of New York Municipal Broadcasting System, for extension of special service authorization and for CP to increase power from 1 to 50 kw and change facilities to include ascertainment of needs, possibility of interference to other stations, and possibility of utilization of licensee's FM station to meet sunrise and post-sunset needs (Docs. 11227 and 17588). Actions May 5.

■ KOKC Guthrie, Okla.—Broadcast Bureau granted CP to increase power to 250 w, 500 w-LS; change trans.; change trans. and ant. site to 0.25 mile north of interstate 35 and state Route 33, just off County Road, Guthrie; remote control permitted from main studio location; conditions. Action May 4.

■ KKDA Grand Prairie, Tex.—FCC denied peti-

tion filed by KNOK Broadcasting Inc., licensee, asking proceedings revocation of license of KKDA or Republic Broadcasting Corp., licensee, submit immediate application for renewal of license of KKDA and have application designated for hearing. Action April 28.

■ WPIK Alexandria, Va.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio, 523 First Street, Alexandria; conditions. Action April 28.

■ WSL-AM-FM Roanoke, Va.—FCC notified Roy H. Park Broadcasting of Roanoke Inc., licensee, to file assignment or transfer application(s) within six months, and to report on its progress on selling stations within 90 days. Action April 28.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Alexander City, Ala. (Martin Lake Broadcasting Co.), AM proceeding, granted petition by applicant for leave to amend application to reflect surveys made by applicant to respond to community survey needs issue (Doc. 18782). Action April 29.

■ Hearing Examiner Millard F. French in Montezuma, Ga., modified initial decision proposing renewal for one year of license of WMNZ(AM) Montezuma (Doc. 19012). License renewal is "to expire on first day of first even month one year following effective date . . ." Ann. May 10.

■ Hearing Examiner Isadore A. Honig in Jeanette, Pa. (Central Westmoreland Broadcasting Co.), AM proceeding, granted request by WHJB Inc. and extended to May 17 time to file proposed findings of fact and conclusions and to June 2 time to file replies (Doc. 19042). Action April 29.

■ Deputy Chief, Office of Opinions and Review in Gaithersburg, Md., renewal of license of WHMC, granted petition by Nick J. Chaconas to file petition for reconsideration which is in excess of 25 page limitation prescribed in rules, and accepted accompanying petition for reconsideration (Doc. 18391). Action May 4.

Other action

■ Review board in Selinsgrove, Pa., granted application of B & K Broadcasting Co. to increase D power of WSEW Selinsgrove (1240 khz, 250 w, U, class IV), from 250 w to 1 kw (Doc. 18810). Ann. May 4.

Initial decision

■ Hearing Examiner Millard F. French in Montezuma, Ga., proposed renewal of license of WMNZ Montezuma, Ga., for one year (Doc. 19012). Ann. May 4.

New FM stations

Final action

■ Garden City, N.Y.—FCC granted use of FM educational ch. 212 at Garden City on share-time basis to Adelphi University and Nassau College Association Inc. In same action FCC dismissed application by Central High School District #2 for renewal of license of *WSHS(FM) on ch. 212 at Floral Park, N.Y. It also dismissed application for assignment of license of *WSHS(FM) to Nassau College Association Inc., and deleted call letters. Action May 5.

Other actions

■ Review board in Leisure City-Goulds, Fla., FM proceeding, granted petition by Broadcast Bureau for extension of time to May 10 to file responsive pleadings to petition by Resort Broadcasting Co. to enlarge issues. Action May 3.

■ Review board in Rantoul, Ill., FM proceeding, in response to motion by Regional Radio Service to enlarge and delete certain issues in proceeding involving applications for new FM at Rantoul,

has deleted air hazard issue (Docs. 19111-12). Action May 5.

■ Review board in San Antonio, Tex., FM proceeding, petition by Turner Broadcasting Corp. for leave to amend, reopen record and for other relief necessary for acceptance of its new community survey in proceeding involving its application for ch. 298 (107.5 mhz) at San Antonio until May 24 (Doc. 18239). Action May 7.

Designated for hearing

■ Murphysboro, Ill.—FCC set for hearing applications by Radio Station W.I.N.I., and Sunshine Broadcasting Corp., for new FM's on 104.9 mhz at Murphysboro. Action May 5.

Existing FM stations

Final actions

■ KLIR(FM) Denver—Broadcast Bureau granted CP to install trans. and ant.; ERP 100 kw; ant. height 235 ft. Action May 6.

■ KYNA(FM) Des Moines, Iowa—Broadcast Bureau granted license covering resumption of operation on 93.3 mhz; ERP 35 kw; ant. height 410 ft. Action May 4.

■ *KANU(FM) Lawrence, Kan.—Broadcast Bureau granted CP to change studio location: Broadcasting Hall, University of Kansas, Lawrence; operate by remote control from proposed studio site; install trans. and ant.; ERP 110 kw; ant. height 660 ft. Action May 6.

■ *WSHR(FM) Lake Ronkonkoma, N.Y.—Broadcast Bureau granted CP to change frequency from 89.7 mhz to 91.9 mhz; install new trans. and ant.; make changes in ant. system, ERP 1.85 kw, ant. height 145 ft.; remote control permitted. Action May 4.

■ WBLI-FM Patchogue, N.Y.—Broadcast Bureau granted CP to change trans. location to Adirondack Drive, 0.6 mile north of Adirondack Drive and Granny Road; change trans. and ant.; make changes in ant. system, ERP 10 kw, ant. height 360 ft.; remote control permitted. Action May 4.

■ *KOSU-FM Stillwater, Okla.—Broadcast Bureau granted CP to change trans. location to 4.25 miles south of Stillwater on U.S. Highway 177, Stillwater; remote control permitted from studio site, Communications Building, Oklahoma State University, Stillwater; install trans.; ant.; make

(Continued on page 66)



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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.

Join our sales staff. We're enthusiastic and successful. Requires successful track record. Midwest city under 100,000. Please send resume and photo and state salary. Equal opportunity employer. Box E-121, BROADCASTING.

Towers. Need addition to our sales force. Persons interested should have experience in tower sales, AM/FM TV and microwave. Send resume to Box E-128, BROADCASTING.

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Sales—midwest single station medium market. Active account list, commission, bonus, company paid insurance. If you would like to associate with a solid, stable, small group operation we would like to hear from you. Box E-210, BROADCASTING.

Sales continued

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First phone . . . growing Florida group . . . needs seasoned relaxed, easy-going pro for AM or PM drive . . . must create mature audience sound . . . top pay, benefits, combo chief/announcer preferable . . . greatest living area . . . tape, resume, snap-shot, Box E-1, BROADCASTING.

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Immediate opening for versatile, experienced AM-TV announcer for MOR format. TV work also involved. Send pix, full resume, salary requirements and audition tape to Box E-193, BROADCASTING.

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General manager—radio-TV. A dozen years to mold this total broadcaster proven track record with strong emphasis on sales. G.M. and G.S.M. background. Builder and developer of facilities and men. I can do the jobs as well as administrate them. Industry's best references are part of my 1st class prerequisites. Major markets only with executive income and equity potential a must for this mid-thirties professional. Box E-241, BROADCASTING.

Management exec. Sales or G.M. Winner who lost in first equity attempt with industry understanding, move fast for a rare piece of talent with real pedigree. Box E-246, BROADCASTING.

Management execs. G.M. or G.S.M. Confidential consultant may have your man. No fee. No risk of exposure. All details 1st letter. Box E-247, BROADCASTING.

Operations manager with first. Familiar all phases radio. Long hours and hard work no obstacle. Prefer small or medium market. Incidentally, I'm female. Box E-253, BROADCASTING.

Sales

Experienced creative advertising salesman. Successful. Self-starter. Prefer small to medium market in south/southeast. Available June 1 or July 1. Box E-96, BROADCASTING.

Sales Power. Administration + direction. Clean pro, good name, top references. Mid-thirties. G.M. & G.S.M. & rep background radio & TV. Looking to handle group. Box E-245, BROADCASTING.

Ambitious, 26, available now. Ray Lindsay, 614 N. Main St., Clyde, Ohio 43410 (419) 546-4401.

Announcers

Experienced beginner. Twenty-one, mature, undrafted. Announcing, news, production. Box D-63, BROADCASTING.

First phone rock jock—strong copywriting, production—experienced program director—\$200 minimum. Box D-213, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box E-3, BROADCASTING.

Country personality. Strong on production, imagination. Ten years experience. College. Vet. Twenty seven. Single. Third phone. Box E-11, BROADCASTING.

Do you believe in personality radio? If you do, we should get together. Drop-ins, witty comments, and warm personality proven successful. Currently number one in market despite competing against two of the top 14 major market behemoths. First phone too. Box E-21, BROADCASTING.

Versatile announcer, 1½ years experience, third endorsed. Full time only, dependable. Box E-105, BROADCASTING.

Michigan . . . surrounding area, dj, copy, production, experienced, 1-313-881-9348 or Box E-149, BROADCASTING.

Competent radio/TV announcer wishes to relocate. Personable, good voice, good worker. Box E-182, BROADCASTING.

Soul announcer—salesman, experienced; looking for soul, jazz or contemporary station. Box E-184, BROADCASTING.

Female DJ experienced, 3rd, soul, jazz or MOR. Box E-185, BROADCASTING.

First class progressive describes the class of my license and the caliber of my show. I know the music, the medium, and the audience. Will go any place any time. Box E-187, BROADCASTING.

Talented first phone rock jock. Good production, copywriting. Box E-191, BROADCASTING.

Announcers continued

Knowledgeable young sportscaster with two years play-by-play experience in major college football, basketball and baseball. Desire position with play-by-play opportunities. Box E-199, BROADCASTING.

First phone, five years experience, but I never stop learning. Love lots of production. Prefer C&W or creative contemporary. Box E-200, BROADCASTING.

Versatile, young jock; year experience, 3rd ticket, college degree, ready-to-work hard for you. Box E-208, BROADCASTING.

Experienced. Tight board. Actor with full knowledge of all types of music. Mellifluous voice. Excellent diction. Creative & versatile. Very dependable. Third endorsed. Box E-214, BROADCASTING.

Experienced DJ-newscaster, tight board, 3rd endorsed, creative, versatile, aggressive sales. Box E-215, BROADCASTING.

Mature housewife-type MOR announcer seeks opportunity with promotion minded station in the Washington, D.C. area. First ticket. Ratings top. Excellent play-by-play. Ten year pro. Will consider other locations. Box E-222, BROADCASTING.

Experienced top 40 jock, 1st phone, college graduate in TV-R, currently in major market, creative production, knows music, excellent employment record, draft exempt, Box E-224, BROADCASTING.

Young English, two years experience, heavy voice, good production N.Y.C. school grad, any location, any format. Tapes, resume, etc. Box E-228, BROADCASTING.

First Phone experienced looking for heavy rocker or soul station. Box E-236, BROADCASTING.

1st phone announcer; pro-trained; professional music background; tight board; dependable; sincere. Box E-239, BROADCASTING.

First phone, experienced, high ratings, married, 27. Looking for stable MOR station or opportunities in TV. Box E-240, BROADCASTING.

Two degrees plus broadcasting school, 3rd phone needs first break. Want to relocate but will stay in Seattle for right job. Enjoy rock, writing and personal appearances, could be the most creative person you've talked to. Reply Box E-252, BROADCASTING or call Gary 206-365-2372.

First phone. Nine months experience on board, production, sales. Play-by-play at its best. Draft exempt. Dean McMann, 231 N. Alarcon, Prescott, Ariz. 86301.

D.J. announcer looking for MOR or country slot in medium sized market. Fully experienced. Draft free. Salary negotiable. Jack Dev, 145-04 Jamaica Ave., Jamaica, N.Y. 11435.

Hi, I'm 20 but sound 30, had 3 years college, some experience, clean-cut, good voice and delivery, tight board, 3rd endorsed, am looking for my first full-time position, will go anywhere, tape on request: Fred Missman, 5337 Remington, San Diego, Calif. 92115.

Modern country! Experienced professional! Personality of format show. Dick Holiday. (715) 834-5592.

Announcer 1st ticket, 7 years experience rock and top 40. \$150 per week, 703-640-6214.

Here's the (first) ticket; personality, polish, production for your permanent position. Tight, mature, draft-exempt, B.A., soon married. Phone (215) EV 2-9416. Salary secondary to challenging market.

Pro modern country personality—5 yrs. maj./med. markets—first—B.S. degree—31. Seeking pro major market station (all aspects)—anywhere!! Other formats considered. Interview. Call 1-313-728-8280.

Does your station have a communication gap with your listeners? Young, experienced radio announcer looking for college town radio station willing to change with the times. First phone; control board, news and copy writing experience. Prefer rock, but try me. Dennis Meehan, 224½ Main St., Cedar Falls, Ia., 50613. Phone: 319-266-7381.

Announcer, third ticket, 1½ years experience in small market top 40. Married, Northeast and top 40 preferred. Bob Duell, Putney Road, Brattleboro, Vt. 05301.

Talk host, combo D.J., P.D., news director, production; acting; 10 years P.R.; B.S. speech, first ticket. (414) 873-0145.

Technical

First class, maintenance, announcing, production, seven years experience. Box E-180, BROADCASTING.

Chief engineer, presently employed, wants change. 20 years experience in remote AM directionals, FM stereo-SCA and television. Age 39. Box E-181, BROADCASTING.

Technical continued

Chief engineer; 5 kw-DA and FM-stereo; on East coast. Mature, experienced, all phases. Box E-183, BROADCASTING.

Mature, 43. First phone since 1948. AM—FM—TV—microwave. To 50 KW. Air or water cooled. Installation operation and maintenance. Experienced and still learning. Desire to relocate Dallas, Texas area. Resume available. Box E-227, BROADCASTING, or 304-874-3922 after 6:00 P.M.

Experienced chief engineer-announcer available. Box E-231, BROADCASTING.

Experienced chief looking for salt mine. AM/FM, installation, moving, maintenance; no bad habits. Write Box E-235, BROADCASTING.

Experienced B.S.E.E., first phone, desires engineering director and/or management position with group operation. Experience includes: chief engineer, programming, general management, broadcast RF & automation systems design, and consulting. Young, ambitious, responsible. Excellent references. Box E-249, BROADCASTING.

Chief engineer Texas with years of commercial, US government—VOA engineering experience available for construction, installation new station or chief engineer position in Texas-Southwest. Box E-250, BROADCASTING.

First phone engineer. Can do some air work, but prefer engineering. Want permanent position. 26 yrs., married. Bill Coleman, Box 2752, Raleigh, N.C. 27602.

News

Let me replace two of your newsmen . . . experienced, authoritative, tireless. I love long hours, actualities, story digging. Available NYC vicinity June 28. Box E-12, BROADCASTING.

Available June 1st . . . top-notch newsmen with heavy experience. College degree, draft exempt, dedicated. Box E-17, BROADCASTING.

Copywriter, resume and samples on request. 203-658-6196 or Box E-57, BROADCASTING.

3 years experience in top 30 radio market. B.S. broadcasting, 3rd endorsed, great references, draft exempt. Will relocate for responsible news position in television or radio. Box E-111, BROADCASTING.

F.C.C. first . . . college graduate. Creative versatile pro seeking slot with contemporary "going concern". Heavy news, sports and talk format . . . some T.V. Box E-201, BROADCASTING.

Excellent. Young, but years of experience, including work for major station in top 5 market. Plus masters in journalism from best school this June. Available then, let's talk now. Box E-206, BROADCASTING.

Newsman, Black with first, college. Currently employed. Combo, sales, news experience. Anywhere. Box E-230, BROADCASTING.

Young man seeking newscasting position, very ambitious, will relocate, voice tape available. Telephone 212-833-3616.

Experienced newsmen and sports play-by-play announcer with added ability to run board shift available to the right station in/or near Ohio. Write . . . Mark Rodenfels, 159 South Westmoor Avenue, Columbus, Ohio 43204 . . . or call (614) 279-3479.

Programing, Production, Others

College grad., career open, 4 years R-TV & newspaper, veteran, family, reliable, 27. Box E-126, BROADCASTING.

Top 70's female personality. Perceptive, aggressive, inquisitive, creative and humorous. Experienced in production interviews, children's and call-in shows, promotion, news. Single, B.S. degree, pretty! Call 414-766-2136. Write Box E-177, BROADCASTING.

Manager/engineer. Sixteen years in management, sales, production, programming, news, all formats. Resume tells it all. Box E-186, BROADCASTING.

Production man used to say, "Take care of your viewers, and all else will follow." I believe he was right. Box E-196, BROADCASTING.

Carolina area. Number-two-man, assistant chief, various duties, or any specialty considered. Early thirties. 803-332-4377. Box E-226, BROADCASTING.

P.D.—experienced, dedicated, ambitious, loyal, creative and damned good. \$200 +. Box E-248, BROADCASTING.

Good production engineer desires job in southern Calif. Well rounded major market experience. Creative. Call now 714-465-6077.

TELEVISION

Help Wanted Management

Midwestern market has immediate opening for general manager strong in programming and sales. Send qualifications to Box E-15, BROADCASTING.

\$30,000.00 to start. Top 3 market TV needs sales manager. Superior opportunity. Rush information to Box E-69, BROADCASTING.

TV station. Television station in Chicago looking for local or retail sales manager. Write Box E-69, BROADCASTING.

WJAX Radio station manager for 5,000 watt full time NBC affiliated station. College degree and minimum of four years on the administrative level. Must be able to sell. Salary range \$13,000-\$18,000. Apply Mr. Lex Hester—City Hall—14th Floor—Chief Administrative Officer, Jacksonville, Florida. Resumes only.

Development director. Desire experienced person to organize development program for educational/public television station. Write R. Crawford, WSKG-TV, Box 954, Binghamton, New York 13902.

Sales

Aggressive, experienced account executive who is a real go-getter. Strong account list with excellent potential earnings and growth. Outstanding company benefits with the most progressive television station in the southeast. An equal opportunity employer. Send resume to Box E-242, BROADCASTING.

Salesman-TV—Carolina's only independent TV station needs a young, aggressive, experienced radio or TV salesman. Prefers salesman within 300 miles of Charlotte. Write: General Manager, WRET-TV, P.O. Box 12665, Charlotte, North Carolina 28205.

Announcers

Versatile TV announcer to deliver week-end sports and weather shows with a daily booth shift. Top VHF 25 market in northeast. Right money for right man. Send reply to Box E-175, BROADCASTING.

Technical

Experienced only—Studio maintenance/operating technicians. East coast; major market. Send resume to Box E-92, BROADCASTING.

Experienced hard working chief who can maintain new UHF TTU 30 and rest of equipment economically in a competitive metropolitan market. Box E-189, BROADCASTING.

Well organized maintenance conscious engineer for Rocky Mountain station. Administrative, writing, air abilities all appreciated. Not a job. An opportunity. Box E-197, BROADCASTING.

Chief engineer for "showcase" cable-television system midwest. Need know color cameras, videotapes, cable, etc. Considerable local programming, including remotes. Complete charge technical side. Immediate employment. Starting construction, including studios. Everything first-class, brand new. Send resume, qualifications, salary requirements. Box E-212, BROADCASTING.

First class engineer capable of maintenance, trouble shooting and complete repair on UHF transmitter, microwave systems and/or color studio equipment. Call 304-485-4588 or write C. Hunter, Chief Engineer, WTAP-TV, Parkersburg, W. Va. Include references, experience, salary requirements.

Amherst Cablevision, the largest CATV operator in Western New York, has several openings in all categories—chief technician—installers—television studio technicians—200 mile system. All replies held in strict confidence, should be sent to the attention of Mr. Charles C. Monde, Amherst Cablevision, 602 Grover Cleveland Highway, Amherst, New York 14226.

TelePrompter Corporation is selecting personnel for the following positions in both operating CATV systems and new systems beginning construction: Chief technician: Minimum of 7 years direct experience in CATV system test, maintenance, operation, layout, head-end work, customer service, management of personnel and vehicles, and construction practices. Radio-telephone license but not necessary. Construction manager: Minimum of 5 years experience in CATV system construction, customer service installations, plant rearrangements, strand mapping, pole line engineering, to supervise contractors during new plant construction, provide liaison with engineering, coordinating flow of materials, etc. Maintenance technician: Minimum of 4 years direct experience in CATV system test, maintenance, operation, head-end work, customer service and service installation. Join TelePrompter, the largest and most active CATV operator for the best opportunity. Send resume to Roger Wilson, TelePrompter Corporation, 50 West 44th Street, New York, New York 10036.

News

CBS TV 100th market, official FCC list prime time homes. Excellent opportunity for right man. Living conditions excellent. Send resume & tape to Bill Morgan, KNOE TV, Monroe, La. 71201. Equal opportunity employer.

Programing, Production, Others

Cinematographer—director for active community PTV station in Nashville, Tennessee. Must have experience in shooting and editing 16mm color film in both single and double system. Some background in TV production helpful. Degree required. Send resume and salary requirements to Richard Castle, Production Manager, WDCN-TV, Box 12555, Nashville, Tennessee 37212.

Television

Situations Wanted

Management

Profits are the result of efficient management—not simply gross sales. If you are looking for bottom line figures from a proven leader experienced in all areas of station management—not just sales—let me put my 16 years in broadcasting to work for you. Experience includes putting 2 TV stations on the air in major markets within the last 4 years. I don't come cheap, but then again, neither does your station's future. Reply Box E-244, BROADCASTING.

Announcers

Talk show host—young, innovative, versatile. Masters in broadcasting. If you're not afraid of new ideas, let's get together. Write . . . Box E-164, BROADCASTING.

Children's show producer-host. Degree. 4-A, family man. Creative approach with emphasis on worthwhile entertainment. Box E-204, BROADCASTING.

On camera personality—experienced in news, weather and sports. Major market background. Box E-234, BROADCASTING.

Versatile major market announcer. Capable anchorman, weatherman, MC, commercial announcer. Consider all inquiries. Box E-243, BROADCASTING.

Technical

Engineer, BSEE, PE, 15 years experience in all phases of communications. Present background in CATV systems, headends, and microwave with emphasis on operations, maintenance, equipment evaluation and technical direction. Desire responsible engineering position in CATV or related field. Box E-5, BROADCASTING.

Experienced maintenance engineer desires relocation West. Send details to Box E-78, BROADCASTING.

First phone, 27 years experience, transmitter or maintenance. Box E-140, BROADCASTING.

Chief engineer seeking new challenge. Experienced in administration, personnel, maintenance. Cost conscious. Prefer midwest. Box E-190, BROADCASTING.

Experienced—directional AM, FM, doing FM and TV audio work. would like more video. Prefer north Arkansas, south Missouri. Other offers considered. Box E-237.

News

Award-winning reporter (Los Angeles Press Club, American Political Science Association) . . . 32, M.J., w/news director-anchorman-production exp., seeks TV-news, field-reporting challenge. Single, will relocate. Box D-227, BROADCASTING.

CATV. Excellent, young, experienced newsman wants in. Box E-207, BROADCASTING.

Wired City. See it coming? Young broadcast pro getting journalism masters from prestige school seeks cable firm. Will develop best in news and information programming. Want role on management team. Box E-209, BROADCASTING.

Weatherman—top-rated in major market. Good delivery, excellent on camera appearance, pleasant personality. Box E-233, BROADCASTING.

Available June 1st—graduating with masters in journalism, "A" average, Sigma Delta Chi and Headliner awards. Coincident with education I have gained seven years experience in television. Presently employed as operations manager plus air work in wx, sports, and news. Age 24, family, no military obligation, political independent, good appearance. Richard C. Payne, Post Office Box 3837, University, Alabama 35401.

Programing, Production, Others

70 college grad in television, 23, single, draft exempt, will relocate, some commercial and educational experience looking for production job. Box E-188, BROADCASTING.

Tennessee ITV station on shaky legs. Directors unemployment prospects foreseeable. Can't stand the thought of communal living. Help me earn my keep. Have associate degree and five years experience. If it's creativity and ambition you want, contact Bob Zimmerman, Box E-218, BROADCASTING.

Wish to relocate to better utilize eighteen years experience as ITV producer-director and film director. Box E-219, BROADCASTING.

Radio salesman, 26, single, seeks trainee position in creative television programing/production. Box E-221, BROADCASTING.

College grad plus . . . 3 years as student director and T.D. 1 year commercial radio experience. I'm looking for a station I can grow with. 23, single, draft exempt, and a hard worker. Would prefer southwest, but won't refuse a good offer. Box E-232, BROADCASTING.

Budget casualty, syndicated director/asst. production manager. Experienced, energetic. Help. 615-832-3892.

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.

Wanted—used 2 inch quad videotape mechanical splicer in good condition. Box E-22, BROADCASTING.

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.

HJ7-50 Andrews Heliast 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.

Houston Fearless super lab processor. 16mm, 1200 foot capacity, maximum speed 100 feet per minute, complete in good condition with manuals. New cost over \$13,000.00 sacrifice for quick sale \$2,995.00 F.O.B. Miami, Florida. Steve Krams, 254 Giralda Avenue, Coral Gables, Fla.

For sale—Two (2) GE PE-250 color cameras with CBS 527 image enhancers and good plumbicons. The cameras can be seen in operation before purchasing. Call D. L. Balcom, WWJ-TV, (313) 222-2182.

Mint Condition, only 500 total hours. Norelco PC-70 color camera with Angenieux Servo controlled zoom lens, external encoder, 100' TV-33 camera cable \$29,500.00. Box E-10, BROADCASTING.

2 TK-41C color cameras complete (1) 10:1 R.T.H. lens (1) 6:1 Zoomar lens. Solid state preamps, Cohu encoders, pedestals, monitor equipment complete ready to operate. \$12,000.00 each or best offer. Fred Wuenschel, C.E., KGGM-TV, Albuquerque, New Mexico, 505-243-2285.

For sale: The Dallas/Fort Worth Regional Airport Board offers for sale the following equipment: RCA BTA-50F1 50 KW AM transmitter. Complete with control console, audio input, monitoring equipment, output and transmission line tuning equipment. Very complete stock of spare parts and tubes for BTA-50F1. Present operating frequency 820 kHz. RCA BTA-5F 5KW AM transmitter. Complete with control console, audio input, monitoring equipment, output and transmission line tuning equipment. Very complete stock of spare parts and tubes for BTA-5F. Present operating frequency 570kHz. 5,000' 1 1/2" rigid transmission line. 18,000' 3/4" copper sampling loop transmission line. Both transmitters have been used by stations WFAA/WBAP in the Dallas/Fort Worth region. The stations are being relocated due to construction work at the new Regional Airport and have caused this equipment to be regarded as surplus. Inquiries regarding this equipment or visits to the site to examine the transmitters may be obtained from the Regional Airport Board and should be directed to Mr. William H. Leder. Proposals will be received by letter through the 20th day of July 1971. The board will then select the highest proposal and notify all bidders. The proposal should include provisions for the bidders disconnecting the equipment and removal from the premises within 60 days after notification that the equipment is available. It is anticipated that the equipment will be available on or before July 20, 1971. Proposals should be accompanied by a certified cashier's check in 25% of the amount of the bid. Until a proposal is accepted, the board reserves the right to reject any or all proposals, to waive technicalities or to advertise for new proposals. Dallas/Fort Worth Regional Airport Board, Devoity Executive Director, Engineering, 400 Avenue H East Suite 107, Arlington, Texas 76011.

FOR SALE/Equipment

continued

IGM automation. 2 Scully reel to reel playbacks, 1 carousel, 3 cartridge, time announcer, network switcher, and complete control system. \$12,500. Buyer to handle transportation. Contact Jim Thompson, WGIL, 60 S. Kellogg, Galesburg, Illinois 61401.

One stop for all your professional audio requirements. Bottom line oriented. F.T.C. Brewer, Box 8057, Pensacola, Florida 32505.

Ampex model 600/601 users—noise, heat, and flutter reduction kits available from VIF International, Box 1555, Min. View, Calif. 94040. 408-739-9740.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"1971 tests-answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348, San Francisco 94126.

Wow! 25 pages best one liners only \$3.00!! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Command Comedy . . . The "best" deejay comedy collection available anywhere! You must agree — or your money back! Volume 1 - \$7.50. Command, Box 26348, San Francisco 94126.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade, better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Call letter items—Jewelry, mike plates, banners, decals, bumper strips, magnetic signs, audience builders, spot sales incentives, promotions. Write Radio-TV Publicizers, Box 534, Scottsboro, Ala. 35768.

"Orben Comedy Letter" and "Current Comedy." Weekly professional topical laugh services for deejays. Sample \$2.00. Comedy Center, 1529 East 19th, Brooklyn, 11230.

Wanted to Buy—Big Band Era recordings and related artists—78's, 45's and albums—all must be playable—call (412) 821-4100.

WMFJ, Daytona Beach, Florida wants to buy a horoscope feature. If your company has this feature, please send audition tape and rate to Dick Clark, Box 5606, Daytona Beach, Florida.

Computerized FM frequency search. \$100.00. Engineering Associates, Inc., Post Office Box 510, Versailles, Kentucky 40383, Telephone: 606-873-8311.

Contemporary Comedy, the only monthly gag service that offers fresh topical gags plus the top hits of the month and a gag about each title and artist. \$4.00 brings hundreds of sample lines and subscription details. Hurry! Only one per minute! Contemporary, 726 Chestnut Street, Suite "B", Philadelphia, Pa. 19106.

Interested in Christian format for your station? We can help you! Call Dr. Crews, Christian Radio Consultant, 912-432-6436 or write Box 942, Albany, Ga. 31702.

Fair trial? Equal time? Two of the most crucial questions in broadcasting, now examined in one paperback. Ideal for class use. Free & Fair, readings from The Journal of Broadcasting. \$3.95. Contact: Journal of Broadcasting Publications, Temple Univ., Phila., Pa. 19122.

INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. ELKINS INSTITUTE*** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

ELKINS*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9345

Instructions continued

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS*** in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970

ELKINS* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

ELKINS* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio. Texas 78204. Phone 512-223-1848

ELKINS* in Texas, 6801 Viscount Blvd., El Paso, Texas 79925. Phone 915-778-9831.

ELKINS in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445

Announcing Programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. ELKINS in Dallas*** — Atlanta*** — Chicago*** — Houston*** — Memphis*** — Minneapolis*** — Nashville*** — New Orleans*** — San Francisco***.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates July 7-Oct. 6-Jan. 5. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

"1971 Tests-Answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348-R, San Francisco 94126.

Zero to first phone in 5 weeks. R.E.I.'s classes begin May 24, June 28 and August 2, tuition \$395.00. Rooms \$15-\$20 per week, call toll free: 1-800-237-2251 for more information, or write: R.E.I., 1336 Main Street, Sarasota, Florida 33577 V.A. approved.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. Call Joe Shields (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

Attention veterans! First class license in five weeks with complete theory and RCA-equipped laboratory training. Approved for veterans. Tuition \$333.00. Housing \$16.00 wk. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. type exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd and 1st phone exams. 3rd class \$7.00, 2nd class \$12.00, 1st class \$16.00. Broadcast endorsement \$5.00, complete package \$25.00. Due to demand, allow 3 weeks for mailing. Research Company, Box 22141, Tampa, Florida 33622.

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continued

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FOR SALE

Stations

continued

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FOR SALE Stations

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(For Sale Stations continued on page 66)

Programing, Production, Others

Ross Reagan Jay—program director before recent ownership change of number 1 KIMN, Denver, seeks top 40 or progressive MOR programing challenge. Resume, references, tapes, proposals on request. Replies confidential. Write

BOX E-205, BROADCASTING
Or call: 303-237-2926.

MOR STRATEGIST

Programer of top 20 market. Major group owned MOR winner will make this your record year.

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FOR SALE Stations

continued

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Box E-192, Broadcasting

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BOX E-202, BROADCASTING

Outright sale or merger sought for regional coverage Rocky Mountain AM. Present management will continue if desired. Substantial principals only.

BOX E-216, BROADCASTING

(Continued from page 59)

changes in ant. system; ERP 100 kw; ant. height 440 ft. Action May 6.

■ WWDE(FM) Philadelphia—Broadcast Bureau granted CP to install ant.; ERP 48 kw; ant. height 500 ft.; remote control permitted. Action May 6.

■ WFMG(FM) Gallatin, Tenn.—Broadcast Bureau granted CP to replace main trans. line. Action May 6.

Renewal of licenses, all stations

■ K71BB Daggett, Calif.—Broadcast Bureau granted renewal of license. Action May 6.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending aux.: KABR(AM) Aberdeen, KEZU(AM) Rapid City, KGFX(AM) Pierre, all South Dakota; KKWS(FM) Wadena, Minn.; KRKS(AM) and KLIR(FM) Denver; KTIS-AM-FM Minneapolis; KWSR(AM) Rifle, Colo.; WHN(AM) New York and WQYK-FM St. Petersburg, Fla. Action April 30.

■ Broadcast Bureau granted renewal of licenses for following and co-pending aux.: KCLN(AM) Clinton, KDLS(AM) Perry, both Iowa; KFGO(AM) Fargo, N.D.; KLAK(AM) Lakewood, KLZ-AM-FM Denver, KQIL(AM) Grand Junction, all Colorado; KVBC(FM) Grand Forks, N.D.; WCSM(AM) Celina, Ohio; WDAY-AM-FM-TV Fargo, WDAZ-TV Devils Lake, all North Dakota; WPBC-FM Richfield, Minn. and WPIK(AM) Alexandria, Va. Actions April 28.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K07IH, K09HL Baker and K74DK Madera, both California. Actions April 28.

■ Broadcast Bureau granted renewal of licenses for following VHF and UHF translators: K08EQ Seiad Valley and K7ZDM Merced, both California. Actions April 30.

Translator actions

■ WBRC Birmingham, Ala.—Broadcast Bureau granted license covering changes; trans.; retain remote control D and N. Action May 4.

■ WBRC Birmingham, Ala.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action May 4.

■ K02BX Round Valley, Ariz.—Broadcast Bureau granted CP to change frequency from ch. 2 to ch. 11, and change type of trans. for VHF translator (changed to K11KN). Action May 3.

■ K07IH and K09HL, both Baker, California—Broadcast Bureau granted CP to change trans. location to 15 air miles northeast of Baker, on top of Turquoise Mountain; change type trans. and amplifier; make changes in ant. system of VHF translator. Action May 3.

■ K74DM 8 Mile Ridge and Royal Gorge, both Colorado—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 4 for UHF translator. Action May 3.

■ Young Harris, Ga. Georgia Mountain Fair Inc.—Broadcast Bureau granted CP's for new VHF translators at Young Harris, on ch. 7 by rebroadcasting WQXI-TV Atlanta; ch. 10 by rebroadcasting WAGA-TV Atlanta, and ch. 13 by rebroadcasting WSB-TV Atlanta. Actions May 4.

■ Kamiah, Idaho. Kamiah Valley TV Inc.—Broadcast Bureau granted CP for new VHF translator to serve Kamiah on ch. 11 by rebroadcasting KUID-TV Moscow, Idaho. Action May 4.

■ Milltown, Mont. KMSO-TV, Inc.—Broadcast Bureau granted CP for new VHF translator to serve East Missoula, Milltown and Clinton, all Montana, on ch. 2 by rebroadcasting KIVO-TV Missoula. Action May 4.

■ Polson, Mont. Blacktail TV Tax District—Broadcast Bureau granted CP for new VHF translator to serve Big Arm, Elmo, Dayton and Rollins, all Montana, on ch. 3 by rebroadcasting KREM-TV Spokane. Action April 28.

■ Atkinson, Neb. City of Atkinson—Broadcast Bureau granted CP for new VHF translator to serve Atkinson on ch. 2 by rebroadcasting KOLN-TV Lincoln, Neb. Action May 4.

■ K07DU, K09EA and K11EE, all Murry Canyon area in Ely and McGill, all Nevada—Broadcast Bureau granted CP's to include Campton Street area in Ely, in principal communities and to make changes in ant. systems. Action May 5.

■ El Morro, N.M. Ramah Television Association—Broadcast Bureau granted CP for new VHF translator to serve El Morro on ch. 9 by rebroadcasting KOAT-TV Albuquerque. Action May 4.

■ K09JD Ramah, N.M.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 9 to ch. 7; change call sign to K07JQ. Action May 5.

■ Crane, Ore. Crane Sagebrush TV—Broadcast Bureau granted CP for new VHF translator to

serve Crane on ch. 11 by rebroadcasting KTVB-TV Boise, Idaho. Action April 28.

■ Plush, Ore. Plush T.V. Inc.—Broadcast Bureau granted CP for new VHF translator to serve Plush on ch. 4 by rebroadcasting KOTI-TV Klamath Falls. Action April 27.

■ K71AO and K77AW Wallowa Valley, Ore.—Broadcast Bureau granted CP to change type of trans. of UHF translator. Action April 30.

■ Hearing Examiner Frederick W. Denniston in Brady, Rochelle and rural area, all Texas (Heart of Texas TV), VHF translator proceeding, dismissed, but with prejudice application; canceled prehearing conference scheduled for May 12, and hearing scheduled for June 9; and terminated proceeding (Doc. 19184). Action May 4.

■ FCC proposed to permit translators to operate on ch's 14 through 69 which are not allocated in TV table of assignments. Action May 5.

Modification of CP's, all stations

■ KTTB(FM) Garden Grove, Calif.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in ant. system; ant. height 245 ft.; operate by proposed remote control from studio site. Action May 6.

■ *KCRW(FM) Santa Monica, Calif.—Broadcast Bureau granted mod. of CP to extend completion time for changes to Sept. 15. Action May 7.

■ WWSW Berea, Ky.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to Glades Road, 500 ft. west of Kentucky State Highway 595, Berea, and change studio location to 426 Chestnut Street; ant. height 140 ft.; remote control permitted from studio location. Action May 7.

■ *WWNO(FM) New Orleans—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 6. Action May 7.

■ WGTU-TV Traverse City, Mich.—Broadcast Bureau granted mod. of CP to change ant. height to 1300 ft. Action April 29.

CATV

Final actions

■ King City, Calif.—FCC authorized Southern Monterey County CATV Inc., to carry distant signals of KSBY-TV San Luis Obispo, and *KTEH-TV San Jose, both California, on its CATV system at King City, in the Salinas-Monterey, Calif., market (ARB 60). Action May 5.

■ Richmond, Ind.—Clearview Cable of Richmond Inc. Cable Television Bureau granted request for waiver of rules to carry signal of *WCET-TV Cincinnati. Action May 5.

■ Cumberland, Md.—FCC ruled Potomac Valley Television Co., operator of 12-channel CATV at Cumberland and in eight surrounding communities, must grant exclusivity to WHAG-TV Hagerstown, Md., within 30 days. It is not necessary for Potomac to discontinue carriage of WJAC-TV Johnstown, Pa., when its programs do not duplicate WHAG-TV's. Action May 5.

■ Allegan, Mich.—FCC authorized Allegan Tele-ception Inc. waiver of hearing provisions of rules of interim procedures adopted in Doc. 18397 (CATV rule making) and authorized to carry distant signal of WGN-TV Chicago (Doc. 17202). Action May 5.

■ Pipestone, Minn.—FCC authorized Midcontinent Broadcasting Co. to carry distant signals of WTCN-TV Minneapolis-St. Paul, and *KWCM-TV Appleton, Minn.; and KCAU-TV Sioux City, Iowa, on its CATV at Pipestone, provided it also carries signal of KORN-TV Mitchell, S.D., in addition to three local signals it proposes to carry. Action May 5.

■ Ogdensburg, N.Y.—FCC granted Ogdensburg Video waiver of hearing requirements of rules and authorized to carry distant signal of WNEW-TV New York. Action May 5.

■ Findlay and Tiffin, both Ohio; Jackson, Mich.; Quincy, Ill.; Concord, N.H.—FCC granted joint petition by Continental Cablevision Inc., Findlay and Tiffin; Continental Cablevision of Michigan Inc., Jackson; Quincy Cablevision Inc., Quincy; and Telecable Inc., Concord, for waiver of program origination requirement of rules for nine-month period ending Feb. 1, 1972. Action May 5.

■ Perrytown and Pampa, both Texas—FCC granted applications by West Texas Microwave Co. for CP's in domestic public point-to-point microwave radio service to provide microwave service to its CATV customers, LVO Cable, Inc., Perrytown, and Pampa Cable TV Inc., Pampa. LVO Cable was authorized to carry distant signals of KTVT-TV Fort Worth, Tex., and KDTV-TV Dallas. Actions April 28.

■ Winchester, Va.—FCC ordered Winchester TV Cable Co. to comply with program exclusivity provisions of rules by providing protection for signals of WHAG-TV (NBC), Hagerstown, within 30 days from release date of order. Action May 4.

Stanley Gerald Robertson once worked his way down to the mail room. The man who is now vice president, motion pictures for television, NBC-TV, West Coast, started at the network in 1957 as a page, became a record selector three months later, then found himself in the mail room—and for two years, that's where he worked.

"Actually, the personnel director at the time (Kay Hardesty, now retired) did me a favor," Mr. Robertson recalls. "She wanted me to stay with NBC until they had a better job, and the mail room was better than no job at all."

A year earlier, with "no job at all," he was told by an interviewer that, if he were hired, the station would have to take on another Negro "so he'd have someone to talk to." When NBC hired him, he was only the third black to be employed by that network's West Coast facility.

"It wasn't always fashionable to be black," he says in a classic understatement. "Sometimes it even worked against you. After I was hired by NBC, I never really felt that being black made that much difference. In fact," he adds, "I thought the interview I had with Al Saxton, who hired me, was a 'bad one and I wouldn't get any job with NBC.'"

It might be difficult to comprehend why an editor of the *Tiffany* of the black press, *Ebony* Magazine, would want to leave for any job, let alone one in a completely new field.

"Writing for *Ebony* was a high point in my life," the NBC vice president says. "I had attained a status very few black writers had; at a time when there were very few places blacks could go. But it turned into a dead end."

He had gotten the usual warnings about not being able to make it in television, perhaps made a little more forceful because he was black, but he decided to take the gamble. He went to the University of Southern California and studied telecommunications. It was one of his instructors—ironically, a former NBC radio vice president teaching a course in television criticism—who said he really had a future in TV and shouldn't let himself be talked out of it.

Although the "future" has now become the present, Mr. Robertson's past is worth examination. He spent five years in the music-clearance department at the network, partially because he had been a record critic during his newspaper days with the *Los Angeles Sentinel*, a black newspaper.

His initial contacts with the program department came through his work in music clearances. His own drive for self-improvement found him reading scripts and learning the commercial as well as entertainment requirements of teleplays. (He recalls suggesting a script

The establishment made room for Stan Robertson

change that was eventually approved and later, getting a note of thanks from the show's producer.)

Although he says he wanted to get into the news or press section at NBC, it was this close association with programming that eventually led to his transfer to that department.

"Jerry Stanley [now NBC-TV West Coast vice president of film programs] had to get special permission to transfer me because of the corporate grade differences," Mr. Robertson says he

Week's Profile



Stanley Gerald Robertson—vice president, motion pictures for television, NBC-TV, West Coast; b. Nov. 20, 1930, Los Angeles; Los Angeles City College, AA in Journalism, 1947-49; general assignment reporter, L.A. Sentinel, 1949-53; associate editor, West Coast, *Ebony* Magazine, 1953-54; attended University of Southern California, majored in telecommunications, 1954-57; started as page, NBC, West Coast, 1957, music selector, 1958, mail room, 1958-60, music clearance coordinator, 1960-65, manager, film programs, 1965-70, director, motion pictures for television, 1970-71, appointed to present position, April 8, 1971; m. Ruby Grimes of Oakland, Sept. 3, 1953; children—Jill, 13, Christopher, 20 months, hobby—record collecting (has over 12,000 albums dating back to the thirties).

learned later. "I was an eight and they wanted to make me a 22."

By 1965, the move was completed and Stan Robertson was a program executive. He remembers Herb Schlosser, NBC-TV West Coast vice president, programs, telling him to be patient, to learn his new trade well. It was also Mr. Schlosser who brought him to the attention of higher-ups.

"He had, and still has, an excellent story sense," Mr. Schlosser says. "He has his antennae out, not only for what's happening on television, but in the world. He has a kind of good commercial sense and balance about what will be entertaining."

It's not just black awareness, obviously, although that's part of it. About a dozen periodicals arrive at his home in the San Fernando Valley suburban area of Los Angeles. He is a voracious reader—not only of the local papers but of black newspapers from around the country—and reads as many as four books at one time. (The current ones are "Boss," "The Nympho and Other Maniacs," "Zelda" and "Bury My Heart at Wounded Knee.") There is also a regular diet of trade and industry publications. The reading by itself may not entirely explain Mr. Robertson's awareness, but it is a necessary element.

"It's required for my job because the movies we air can be conceived as far ahead as two years," he says. "We have to be able to spot what trends may exist and seek out scripts that will fit next season's mold."

To reach his present position, where he finds scripts to fit a "mold," Stan Robertson had to spend his early years breaking out of a mold—the narrow range of opportunities afforded to many young blacks. As a boy, Mr. Robertson worked at his share of menial jobs, but he used them to help pay his way through Los Angeles City College in the late 1940's. He says that the other blacks he worked with resented him, knowing he wouldn't be doing that kind of work for the rest of his life.

Mr. Robertson knows that success need not be a matter of luck. To prove his point, he has become involved with minority youngsters in his area; he wants to inspire some of the ghetto children to seek something better for themselves.

He still writes a column for the *Sentinel*, expressing a moderate's viewpoint. Mr. Robertson describes it as an outside view of the black community by a black who doesn't live there any more.

Those who haven't met Stan Robertson yet are mildly surprised when they learn he's black. Those who do know him realize that he is a vice president because he worked for it. Herb Schlosser said it: "He's earned the title by doing the best job."

The Dole system

As chairman of the Republican National Committee, Senator Robert Dole (R-Kan.) has done more than his share to carry on the work pioneered by Vice President Spiro T. Agnew. Senator Dole was at it again last week in a speech to Delaware Republicans whom he beseeched to spread the true word about the Nixon administration.

"We cannot count on the mass media to do it for us," said Senator Dole. "Their pens, microphones and cameras are more often attracted to violence, excess and extremism than to the more important but less sensational accomplishments of this country and this administration."

It is, of course, a blessing to the people that the mass media cannot be counted on to pass the Nixon gospel as interpreted by such followers as the Messrs. Agnew and Dole. The media could meet that standard only by uncritically conveying the Original Word and no other.

When Senator Dole complains, as he did in Delaware last week, of "all the television time that has been taken up over the past week by a handful of disruptive, garbage-hurling demonstrators in the streets of Washington," he is guilty of much larger distortion than a television camera can create. Does the senator measure as a "handful" a throng from which 10,000 arrests were made?

Criticism of the Agnew-Dole type has been made before, if with less consistency and heat. It is not peculiar to Republicans. In the Lyndon Johnson administration the media were often blamed when events turned out disappointingly.

It used to be, however, that television journalism was the sitting duck. Now all media are in a common target zone. No longer can the print journalists cover the antitelevision talk without also covering the equally critical attacks on their own media.

It all may be the best thing for the country in the long run. Let the arguments between the practitioners and the subjects of journalism go on. As long as the practitioners continue to practice, only good can come of it.

A sense of proportion

As a report in last week's issue of this publication made clear, there is much agitation these days, including some from broadcasters, for radical changes in the television programming and advertising that are aimed at children. Like most outbursts of reform, this one is getting out of hand.

At the command of the Senate, the National Institute of Mental Health is spending \$1 million on a study of the effects of television viewing on children. All three networks are financing major research projects of their own. Assuming these turn out to be conducted with scientific precision and neutrality, their findings must be heeded in the future design and execution of television for the young.

Meanwhile, however, all sorts of pressures are building for short-term and convulsive change. The FCC has under way a rulemaking that incorporates such provisions as the abolition of advertising in all children's shows and the institution of government guidelines for the scheduling of programs. The Federal Trade Commission, sensing the sweet smell of publicity, has made noises about entering the field. The White House Conference on Children—or rather a small subsection of preconditioned antitelevision types—is preparing an indictment of commercial television.

These are some of the developments that James E. Duffy, president of ABC-TV, had in mind when he called a na-

tional seminar on children's television for next month in New York. But Mr. Duffy himself gave signs of losing his cool when he said the seminar would discuss whether television is "morally delinquent," whether children's programming has been given "short shrift," whether broadcasters have applied a Band-Aid when surgery was needed. Those questions may be fair enough to raise, if they are accompanied by others such as these: Why act in a vacuum of knowledge and in the absence of proof that any harm has come of present television programming and advertising? Who is really responsible for the present surge toward immediate and drastic reform?

It mostly goes back to that little band of Boston mothers who chose to form Action for Children's Television (ACT) in lieu of joining Women's Lib or another device to get out of the house. ACT got Dean Burch to take official notice of its existence before he realized what the FCC chairman's job could mean. It now has a grant from a foundation and the professional help of Thomas P. F. Hoving's National Citizens Committee for Broadcasting, which had run out of both purpose and funds until children's programming came along. From so small and unrepresentative a minority of the U.S. public has this whole national project come.

This is not to suggest that broadcasters and advertisers should make no effort to improve programming and advertising for the young or should ignore the very real threat of government intervention. It is, however, to propose that they conduct their seminars and their private deliberations in the realization that they know at least as much about the subject as anyone else knows right now.

Chuck Jones, executive producer of ABC-TV's *Curiosity Shop*, a new program that the network hopes will elevate its children's block on Saturdays next fall, told ABC-TV affiliates two weeks ago of several sessions he had had with representatives of ACT. It finally dawned on him, he said, that several of the earnest mothers were chain smokers.

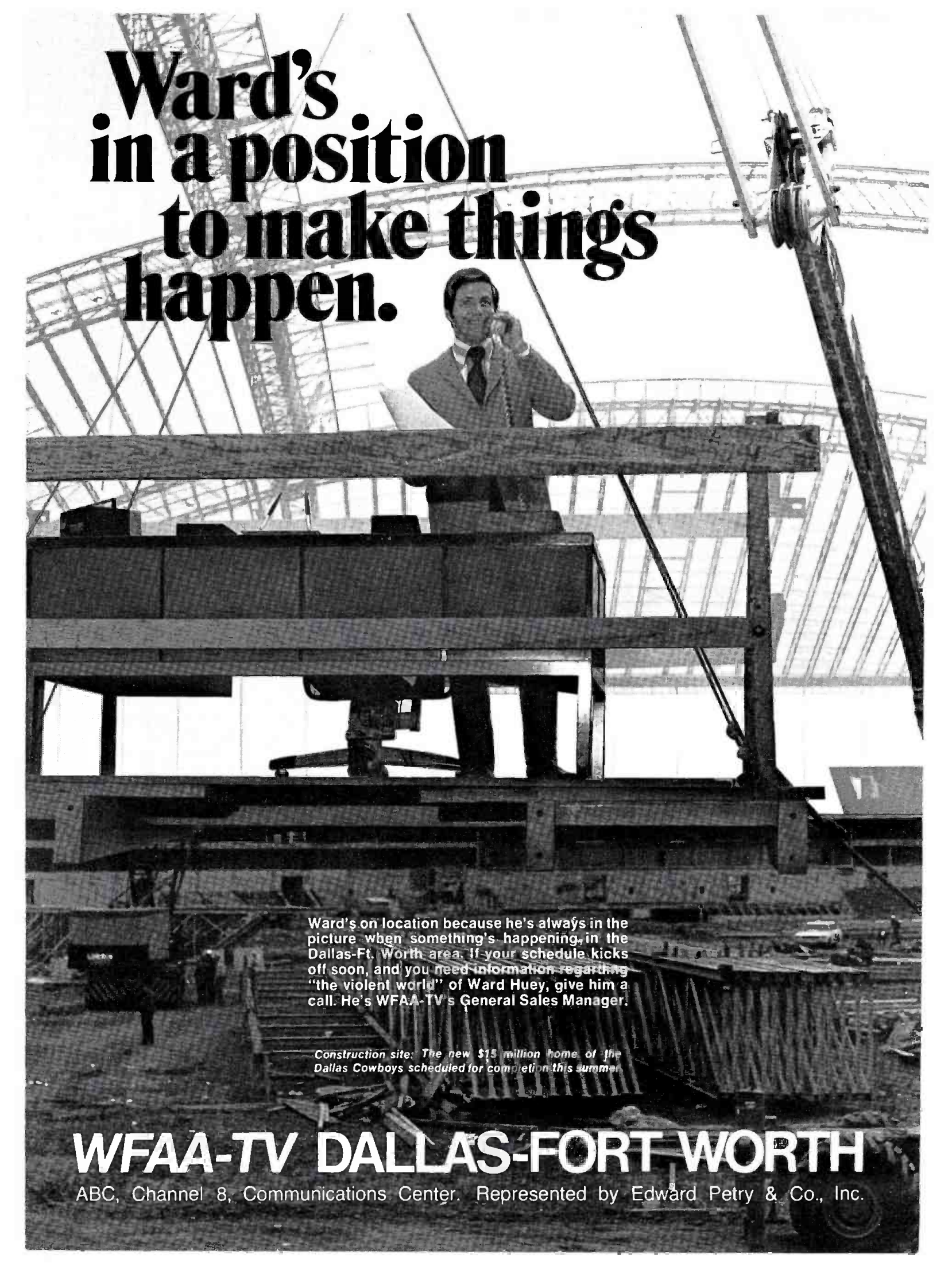
"I told them," said Mr. Jones, "that if they really wanted to set a good example for the kids, they could give up cigarettes."

That, of course, was asking more of the mothers than they were prepared to give.



Drawn for BROADCASTING by Sidney Harris

"First of all, I think you're a bunch of fatheads for giving an Emmy to an interviewer who insults people . . ."



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Construction site: The new \$15 million home of the Dallas Cowboys scheduled for completion this summer.

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ABC, Channel 8, Communications Center. Represented by Edward Petry & Co., Inc.

The Medium is as Modern as the Message

It took about as long for graphic arts to develop Vidifont as it took for the space program to land men on the moon. And for television programming the results are equally innovative. This new generation television display system by CBS Laboratories offers broadcasters:

- A choice of type fonts and sizes
- Exclusive proportional letter spacing
- A unique type font (CBS NEWS 36) that is graphically superior to any being used today
- Upper and lower case characters
- Display on command and in real time
- Instant editing and automatic centering
- Word by word

- color
- Built-in edging
- Three-speed flashing, roll and crawl
- Message storing up to 9600 lines.

Vidifont adds a new dimension to television display and opens up a whole new area of programming possibilities for your station.

CBS LABORATORIES

A Division of Columbia Broadcasting System, Inc.
227 High Ridge Road, Stamford, Connecticut 06905



(Simulated picture.)

