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JUN 1 1971

WINFIELD, KANSAS

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®

FCC, cable industry absorb impact of St. Louis decision, keep moving on
New advertising code—the industry's own—around the corner
Faster acceleration in the FM auto radio business
Special report: exclusive accounting of congressional radio-TV ownership

Now Houston's leading television station proves it:

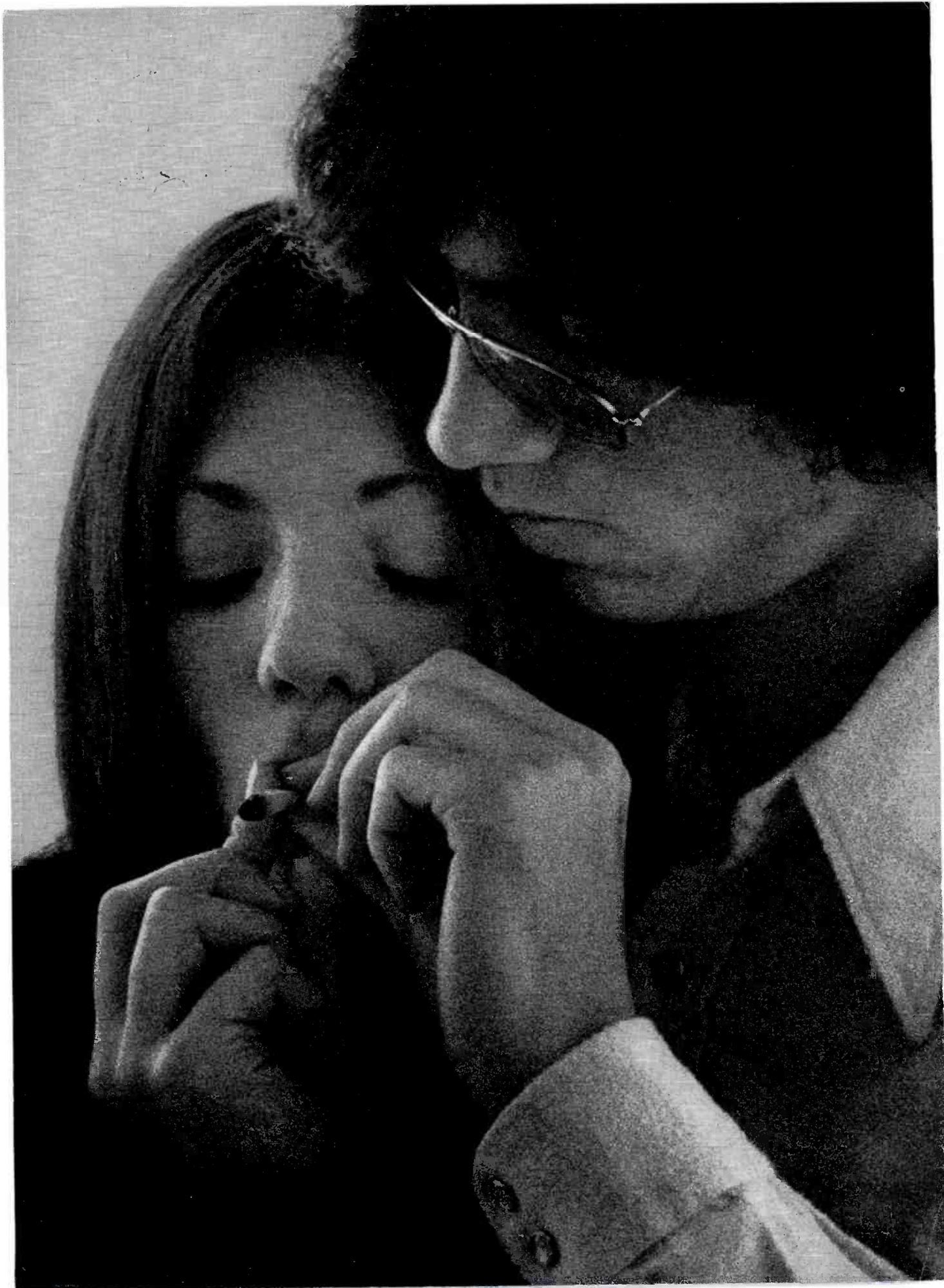
KPRC-TV has the brightest, big-screen color TV picture you can buy.

The brightest color. The most vivid color. A sharper, more successful sales picture. Plus solid-status dependability. Yours in every Hi-Audience '71 model commercial—only from KPRC-TV, Houston.

Personally Crafted Spots

KPRC-TV

National Representatives Edward Petry & Co.
Courtesy: RCA



JUN 1 1971

WINFIELD, KANSAS

If kids turn each other on, we figured they can turn each other off.

Most kids are introduced to drugs by their friends. That was one of the facts revealed in a study commissioned by KNXT, our CBS Owned television station in Los Angeles, in preparation for a broadcast dealing with the problems of teen drug abuse.

The program, titled "If You Turn On," allowed young people themselves to tell in their own words what they found out about the dangers in drugs. And it proved so telling that the first broadcast, on KNXT, generated some 170,000 phone calls and an avalanche of mail from concerned officials, parents and youngsters alike.

But the impact of "If You Turn On" was felt far beyond the Los Angeles area. When one CBS Owned station produces a broadcast applicable to problems shared by other communities, it's our practice to adapt it for broadcast by the other four CBS Owned stations. In this case, we figured the grim experiences of the Los Angeles youths could help turn off youngsters in New York, Chicago, Philadelphia and St. Louis as well. So "If You Turn On" went on WCBS-TV, WBBM-TV, WCAU-TV and KMOX-TV, with special local orientation.

It also went on to garner one of the most coveted awards in broadcasting. The program was singled out by the National Academy of Television Arts and Sciences, which presented its annual Station Award (likened to journalism's Pulitzer Prize) to KNXT for the year's "outstanding program... dealing with a significant issue in the community." Being so honored is not a new experience for the CBS Owned stations, as the annals of the Station Award attest. Of the ten finalists in this year's judging, three were CBS Owned stations. More significant, in the nine-year history of these Emmys, four* of the nine have been awarded to CBS Owned television stations.



Which would seem to indicate that we are better than most at our business: the business of knowing our communities. And being able to do something about their needs.

***NATAS STATION AWARDS TO CBS OWNED STATIONS:**

1962-63: WCBS-TV New York for "Superfluous People"
1965-66: WBBM-TV Chicago for "Revolution in Religion"
1967-68: WCAU-TV Philadelphia for "Now Is the Time"
1970-71: KNXT Los Angeles for "If You Turn On"

The CBS Owned Television Stations

WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago,
WCAU-TV Philadelphia, KMOX-TV St. Louis

**THERE'S ONE PROBLEM
OUR CITIES ARE FACING WHICH MAY MAKE
ALL THE OTHERS OBSOLETE.**

New Yorkers ride to work in subway trains built 35 years ago.

Boston's transportation system is tottering on the brink of collapse.

Los Angeles officials are considering double-decking the freeways to handle all the cars.

The fact is, the public transportation systems in our cities are such a mess that in a few short years they may actually prevent people from coming to the cities to live and work.

In a one hour special, "The Battle for Urban Mobility," Group W illustrates the struggle to find workable systems of transportation in urban areas.

Is the answer more highways? Modernized forms of public transportation? Or both?

"The Battle for Urban Mobility," narrated by Rod MacLeish and produced by Group W's Urban America Unit, makes one thing painfully clear: If we don't do something to make it easier for people to get in and out of our cities, someday it will all just stop. First the people. Then the cities.



WESTINGHOUSE BROADCASTING COMPANY

What are the implications and validity of that court decision setting aside mandatory cable origination? FCC will ask Supreme Court to decide; meanwhile, it won't enforce the rule—and will proceed with its rulemaking. See . . .

FCC defends its turf on cable . . . 20

Origination is coming, regardless of what the government does. That much was clear after a survey of cablemen last week. However, some are reluctant to originate now—and all welcome freedom from forced origination. See . . .

Spirit of St. Louis cheers CATV . . . 21

Advertising's plan for self-regulation was officially launched last week at Council of Better Business Bureaus convention, where related proposal by Senator Frank Moss (D-Utah) was also drawing intense interest. See . . .

New code in sight for advertising . . . 22

Found: much of the cigarette-advertising money that was banished from broadcast media this year. Location: print media, of course—especially magazines. It was all shown dramatically in two studies made public last week. See . . .

The nonsurprise of the year . . . 28

The FCC's proposal to break up multimedia holdings within markets is 'discriminatory, arbitrary and capricious,' and beyond the commission's authority, broadcasters and publishers agreed in comments filed last week. See . . .

Crossownership proposal attacked . . . 32

'Many of us see . . . a grand conspiracy to destroy the credibility of the press,' says Walter Cronkite. And who is ultimately responsible? Nixon's the one, he says, in accepting IRTS award as 'Broadcaster of the Year.' See . . .

Cronkite indicts the administration . . . 42

Is the FCC statement on drug lyrics a reiteration of past policy or something new? Even now, after two months, nobody is certain—and Tracy Westen of the Stern Community Law Firm is still trying to find out. See . . .

Flogging a horse that tried to die . . . 44

FCC is disinclined to question format changes. D.C. Court of Appeals sees it differently. Result: sale of classical station WONO(FM) is remanded to FCC for hearing in record time—seven days. Action may kill the sale. See . . .

WONO(FM) sale bounces back to FCC . . . 48

The notion that many congressmen have broadcast interests is a myth, as BROADCASTING survey again shows. But some do—six senators and nine representatives have either direct or family-related interests. See . . .

Station-ownership ties in 92d Congress . . . 58

The dearth of AM-FM car radios has been a brick wall in the path of FM's attempts to score in drive time. Now Philco-Ford has moved into AM-FM car sets, bringing hope—but so far, its FM is the high-priced, stereo-only version. See . . .

Upbeat market for FM in cars . . . 60

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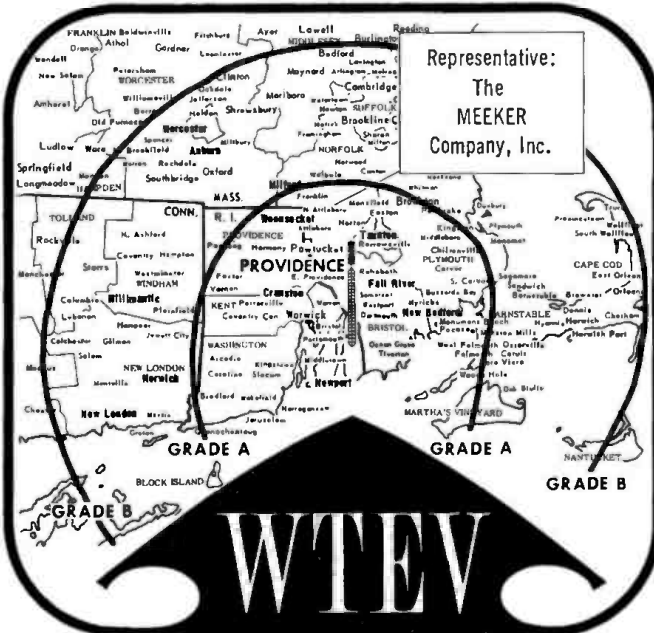
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Subscription orders and address changes: Send to BROADCASTING Circulation Department. On changes include both old and new address plus address label from front cover of magazine.

First telecast in the "At Issue" series - left to right - Dick Bolduc, WTEV-6 News; Governor Francis Sargent of Massachusetts; Governor Frank Licht of Rhode Island; and Governor Thomas Meskill of Connecticut.



Three area Governors inaugurate new WTEV public affairs series



As part of its active and continuing commitment to community service programming, WTEV, Channel 6, recently launched a new Sunday evening series titled "At Issue." Indicative of the stature and scope of the programs, the initial telecast featured the Governors of three area states in a frank discussion of their most pressing problems. "At Issue" is a challenging addition to the WTEV growing roster of public service programs.

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

Channel
6
abc

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

Situation report

Nothing has transpired in recent weeks to alter FCC personnel outlook. Chairman Dean Burch in firmer control but probably will leave before year end if major projects are out of way. Commissioner Robert Wells would be logical successor if he doesn't resign to run for Republican gubernatorial nomination in Kansas.

Commissioner Thomas Houser, Chicago Republican, hopes to stay on beyond June 30, expiration of his interim term (which began Jan. 6, 1971). Slated for new seven year appointment is Representative Charlotte Reid (R-Ill.), but she'd prefer to wait until year end. Meanwhile, Mr. Houser is candidate for any Republican vacancy that occurs, with strong Illinois support. Others sitting tight.

Houser surgery

FCC's newest commissioner, Thomas J. Houser, will undergo surgery for removal of benign pituitary tumor this Friday (May 28). He had undergone tests for blur which cut vision in right eye because of pressure on optic nerve. Mr. Houser will be on job at FCC until he enters hospital Thursday. It is expected he should be released two weeks thereafter.

Feelings Mutual

First public speaking engagement of Vice President Spiro T. Agnew before group of broadcasters since his initial Nov. 13, 1969, attack on broadcast media—which itself was not before broadcast group—is scheduled for June 1. It's reported Mr. Agnew has accepted invitation of Mutual Affiliates Advisory Council to be luncheon speaker at MAAC's spring meeting at Nassau in Bahamas.

NBC coast-to-coast

While no "handshakes" yet, NBC Radio officials are in serious discussion on prospective sale of six AM and FM stations to multiplicity of separate buyers. Present intention is to sell all radio entities, but it isn't certainty there will be simultaneous transactions. And although NBC will continue to maintain radio network service when O & O's are sold, sales contracts won't guarantee such network service.

Group owners as well as newcomers and nonlicensees are said to be among those seeking facilities.

Meanwhile, on opposite coast, sale of NBC's Los Angeles radio affiliate, KFI, is being talked up anew as likely before year end. E. C. Anthony trust is operating stations for two Southern California universities.

In addition to WGN Continental Broadcasting and Cox Broadcasting Co., which have had negotiations in past, General Electric Broadcasting Corp., subsidiary of GE and owner of AM-FM-TV facilities in three cities (Schenectady, Nashville, Denver) reportedly has made offer in neighborhood of \$17.5 million for 640 khz clear-channel outlet, using maximum AM power of 50 kw.

Name game

Accelerating rapidity of change in broadcasting world underscored by fact that National Cable Television Association, which four years ago changed name from National Community Antenna Television Association, banner it had borne for 16 years, is already considering another change to align itself more evenly with its vision of future. Principal possibility is substitution of word "communications" for "television in association nomenclature.

Viva Viacom

Among items FCC will try to dispose of this week—before Chairman Dean Burch's departure for two-week trip to Europe—is CBS Inc.'s proposed spinoff of CBS program-syndication rights and CATV interests to CBS stockholders through Viacom International Inc. Staff is said to be recommending that commission approve spinoff, provided major CBS stockholders—William Paley, chairman; Dr. Frank Stanton, president, and Leon Levy, director—reduce interests they would hold in Viacom at that time.

CBS, as one means of assuring Viacom's independence, had proposed setting up voting trust agreements affecting Viacom stock to be distributed to CBS officials who would own more than 1% of stock. However, this apparently is not considered adequate safeguard. Spinoff has been opposed by group of program producers and syndicators and by minority stockholders in San Francisco CATV owned by CBS. One of arguments both groups make is separation of two companies would be in name only. Feeling is CBS will be getting about 95% of what it sought, albeit about half-year late.

Stark outbreak

Man behind scene in almost-parlay which would have made VHF ch. 11 Los Angeles, facility for noncommercial KCET(TV) (see "At Deadline," page 9) was Howard E. Stark, broker who handled deal that sold commercial ch. 13 WNDT(TV) New York (now WNET) to noncommercial interests in 1961 for \$6.2 million. He was called in by Community Television of Southern California, which now operates KCET on UHF ch. 28 there, to get stalled negotiations off dime. He did, to satisfaction presumably of both hopeful buyer and reluctant seller, but in end was not able to bridge gap between amount bid and asked.

Chotiner to FCC bar

Murray Chotiner, long-time associate of President Nixon and, until March, White House aide, is now in private practice in Washington—with at least one broadcast licensee client. According to letter he filed with FCC, Mr. Chotiner is co-counsel with Richard Eaton's regular Washington attorneys, Cohn & Marks, in case in which Mr. Eaton has been attempting to obtain authorization to operate full time on WBNX(AM) New York. Proposal calls for Mr. Eaton to pay WAWZ Zarephath, N.J.—with which WBNX shares frequency—\$1,050,000, in return for WAWZ going off air and making time it was occupying—6:30-9 a.m. and 6-7:30 p.m.—available to WBNX.

However, Mr. Chotiner's first effort was unavailing. Commission has said it will defer action in matter until it is ready to act on WBNX renewal application, on deferred list since 1966. Involved are allegations of payola directed at two station employees—one of whom was convicted of charge, other acquitted.

Siegel successor

Sheldon Hoffman, executive officer at New York City's Municipal Broadcasting System, which operates noncommercial WNYC-AM-FM-TV, is expected to be appointed acting director of stations when present director Seymour Siegel retires next month (BROADCASTING, May 17). Sources close to system say Mr. Hoffman will be in charge of broadcasting system but will not assume other responsibilities currently under Mr. Siegel's jurisdiction. Mr. Siegel serves as city's director of communications service.

'Hee Haw' is back with a full season of new shows for the 1971-72 season!

Hit in 70-71 with 13 million homes weekly.

Every station gets new shows for 71-72.

Every sponsor gets a big buy — low CPM.

Hit in 71-72 with proven stars.

Always a top rating-getter.

Winner!

More than 150 stations from coast to coast have picked a proven winner, 'Hee Haw', to give their evening schedules that lead-in lift.

'Hee Haw,' this season's 16th ranked show, has an average Nielsen rating of 22; with average Nielsen share of 32.

The more than 13 million homes that now watch 'Hee Haw' can look forward to watching NEW 'Hee Haws' next season.

 **yongestreet program services, inc.**
sales and distribution / 357 north canon drive, beverly hills, california 90210 / (213) 273-8290
alan d. courtney, president

The floor falls out under KTLA-KCET deal

Three-way deal in which noncommercial KCET(TV) Los Angeles would have ended up with VHF ch. 11 there, and ch. 5 KTLA(TV) would have ended up with \$15 million (BROADCASTING, May 10), collapsed Friday (May 21). Announcement was made by Gene Autry, board chairman of KTLA parent Golden West Broadcasters, who said "the directors have carefully reviewed and declined to accept" KCET's offer because company's "investment in ch. 5 and the cost of all property, equipment and programming acquired in connection with ch. 5 greatly exceeded the price offered by KCET."

KCET now operates on UHF ch. 28 Los Angeles, which it would have retained as specialized educational facility. Other factor in deal was Metro-media's ch. 11 KTTV(TV), which would have moved to ch. 5 if KTLA moved out.

Underscoring Golden West's position that deal was dead beyond reviving was companion announcement Friday that John T. Reynolds, ex-head of Paramount TV and before that, president of CBS Television Network, who has been acting general manager of KTLA, would become permanent vice president and general manager. Jobs of approximately 300 staff members would have been jeopardized in station sale, reportedly another factor in Golden West's decision not to sell.

Had sale gone through, Community Television of Southern California, licensee of KCET, would have been financed as buyer by \$1.5 million from each of city's six surviving commercial V's, with Metromedia putting up at least \$3 million more. Rest was to come from Ford Foundation, Public Broadcasting Service and Children's Television Workshop.

Abortive attempt was KCET's second to obtain VHF outlet via commercial buy-out route. First offer, also involving KTLA, was made three years ago. Station wanted \$25 million then, presumably would take no less now.

Intelsat conference winds up

International conference on permanent satellite communications system ended Friday (May 21) with adoption of agreements establishing worldwide service (see page 61). Vote was 73 nations in favor, none against and four abstentions (France, Monaco, Malagasy and Mexico). Two nations (Senegal and

Zambia) were absent at time of vote.

Terms of 40-odd agreements are to be sent to all nations, with articles themselves open for signature in Washington, beginning Aug. 20 for 16-week period.

Closing session was congratulated by President Nixon in person for "closing the world information gap."

Present International Telecommunications Satellite system continues operation under management of U.S.'s Communications Satellite Corp., but after six years new board of governors, plus director general, takes over. Comsat, as U.S. representative, will have almost 40% of weighted voting power in new body, but its pre-eminence as international operator will, of course, be diluted.

Comsat stock, which reached high of 84½ this year, closed Friday at 71¾, down 1 point from day before.

Justice urges wide-open policy on satellites

Department of Justice has urged FCC to permit virtually anyone financially qualified to establish domestic communications-satellite system, subject only "to appropriate conditions to prevent harmful interference and anticompetitive practices."

Justice, in comments filed with commission Friday (May 21), said that "competition is the basic rule of our national economic policy, and even in regulated industries it should be given the widest play consistent with the specific regulatory scheme."

Department thus echoed position expressed by White House, following study conducted by present director of Office of Telecommunications Policy, Clay T. Whitehead, which concluded that there are no technical or economic reasons for abandoning normal competitive principles in developing domestic satellite service (BROADCASTING, Jan. 26, 1970).

However, department suggested im-

Duffy on advertiser support of broadcast journalism (see story, page 30):

"At a time of unstinting barrages upon us, why are there among us so many sheep and so few shepherds?"

position of number of requirements on potential operations, among them one aimed at making sure television-signal transmission becomes source of business for someone other than AT&T and any contractor it uses to construct or operate its system.

Justice said television transmission "is the most important source of potential satellite business outside of the requirements of AT&T (and to a much lesser extent, General Telephone)." Without that business, Justice said, it seems unlikely satellite systems other than ones proposed by AT&T with Communications Satellite Corp. and, possibly, Hughes Aircraft, would emerge.

Justice also expressed number of reservations about proposed AT&T-Comsat proposal, concluding, finally, that commission should not approve companies' agreement unless it is satisfied that Comsat is "the least-cost supplier" of satellite services for AT&T.

Frying pan is nothing compared to the fire

Richard S. Salant, president of CBS News, told Iowa Broadcasters Association last Friday (May 21) in Des Moines—city where Vice President Spiro T. Agnew made his now-famous kickoff speech against broadcast news media on Nov. 13, 1969—that broadcasters' "alarm" and "vigorous reactions" to that and subsequent attacks were justified although worst fears have not been realized.

He said Mr. Agnew's attacks "struck a responsive chord" with many people, giving journalists food for thought and also making clear that journalism's function "is not wholly understood by a disenchanted segment of the public." Vice President's Des Moines speech, he said, started "an interesting debate," raised "some interesting issues," led to "a useful discussion of some of them" and "intensified focus—both internal and external—on what news is and who is responsible for it" without, so far as he could tell, intimidating any broadcast news organization.

Despite furor Vice President stirred up, Mr. Salant said, "no government action on the licensing front has been taken that can reasonably be tied to Mr. Agnew's attacks." Moreover, he said, FCC in series of decisions has "firmly rejected the role of arbiter of truth in news or accuracy of editing."

But, he cautioned, House Commerce subcommittee investigation of CBS

News's *The Selling of the Pentagon*—including subpoena for outtakes, which Mr. Salant reiterated CBS will continue to resist—is something else again: "The 1969 fat which turned out not to be in the fire after all, is in the fire now." He continued: "The issue in the last analysis is not really the subpoena for outtakes; it is whether any governmental unit can require journalists and their bosses to come down to explain to the government why they did what they did, why they put in what they did and left out what they did. We are squarely confronted with the ultimate issue involving broadcast journalism—it is whether the First Amendment really does apply, to any significant extent, to that form of journalism which serves most people as their primary source of news. . . ."

Lamar to be profitless pending court appeal

Lamar Life Broadcasting Co., which has won court order to keep FCC-named interim operator from taking over WLBT(TV) Jackson, Miss., pending appeal (BROADCASTING, May 17), will not make any money from operation of station during that time. This was assured last week when FCC ordered Lamar to place all profits derived from WLBT in escrow.

Order, released last Friday (May 21), is retroactive from April 17, date on which commission granted interim operation of WLBT to nonprofit Citizens Improvement Inc. CII had requested present order.

Commission said if and when station is taken over by CII, all profits since April date will go to that organization. In addition, it ordered CII to submit license application for WLBT, request for program test authority, new call sign and copy of loan agreement CII executed for \$300,000.

Also in Des Moines: Wiley on programing

FCC General Counsel Richard E. Wiley made it clear in speech Friday (May 21) he would oppose efforts "to chisel away" at licensee's discretion in programing area.

Mr. Wiley, addressing Iowa Broadcasters Association convention, in Des Moines, expressed view that commission's fairness doctrine and related policies must continue to permit broadcasters, "in his local community," to exercise discretion as to issues to be covered in programing, time to be devoted to them, format of coverage and spokesman for contrasting views. Although licensee's decisions are subject to com-

Week's Headliners



Mr. Buck

Mr. Quaal

Max E. Buck, VP for national sales, NBC-TV, New York, elected president, International Radio and Television Society succeeding **Richard A. R. Pinkham**, senior VP, Ted Bates & Co. (see story, page 39).

Ward L. Quaal, president, WGN Continental Co., elected to 11-member board of Tribune Co. of Delaware, parent of 45 corporations in newspaper, broadcasting, syndication, newsprint and related enterprises.

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

mission review as to reasonableness, he said, discretion broadcaster now has "is crucial to our system of broadcasting."

"To chisel away" at that discretion, he said, "is to invite not wide-open and robust debate on the great public issues of the day but news and public-affairs programing which is increasingly more and more bland—and, at the same time, to precipitate entertainment programing which is increasingly less and less novel and attractive."

Mr. Wiley made comments in discussing major inquiry in fairness doctrine which commission two weeks ago said it would undertake soon (BROADCASTING, May 17). Inquiry, in turn, was prompted in large part by demands for access to media made by groups claiming fairness doctrine rights had been abridged.

If broadcasting is to remain vital force in society, Mr. Wiley said, "we cannot so structure our fairness, access and public interest standards to demand more of the media than it can effectively and reliably perform within the confines of a limited spectrum."

Striking out again in court

FCC decision denying CATV system's request for waiver of nonduplication rule was overturned by U.S. Court of Appeals in Philadelphia last week.

Court, which said that commission

had failed to set forth adequately reasons for its decision, cited grounds on which waiver would be justified—signal intensity combined with signal quality in monochrome and color.

Meadville Master Antenna Inc., which operates 12-channel system in Meadville, Pa., had asked for waiver of rule so that it might carry WFMJ-TV (ch. 21) Youngstown, Ohio. WVCU-TV (ch. 12) Erie, Pa., which is 15 miles closer to Meadville and, under rule, entitled to nonduplication protection, had requested exclusivity.

MMA contended that more distant UHF placed stronger signal over Meadville than WVCU-TV—that it covered wider area of community—and provided better quality signal in color and monochrome. "These considerations," unanimous court said, "can in our judgment constitute 'unusual or exceptional circumstances'" commission has held would warrant waiver.

MMA provided lengthy engineering report in support of its claims, and it was commission's failure, in court's view, to deal with MMA's contentions that led to remand. "If this court is to properly exercise its judicial function of review, it is necessary that the commission consider the evidence placed before it and set out its conclusions with supporting facts and reasons," court said.

Court said it was remanding case so commission "may set forth in detail its conclusions and the reasons for them on the issues of signal strength, as well as on black-and-white and color-signal quality."

NAB will appeal FCC fees

Third court appeal on FCC's new fees schedule will be filed in next week or two by National Association of Broadcasters.

NAB legal staff was ordered to pursue legal remedy by NAB executive committee at meeting last week. Attack will be on alleged discriminatory and inequitable fee boosts imposed on broadcasters.

Suit will be brought in Fifth Circuit Court of Appeals in New Orleans, where Clay Broadcasting Corp. of Texas already has filed appeal from FCC's imposition of 2% grant fee on Clay's \$5.2-million acquisition of KFDX-TV Wichita Falls, Tex.

Other pending appeal was brought by National Cable TV Association and California Community TV Association in Ninth Circuit Court of Appeals in San Francisco (BROADCASTING, April 26). It was learned late last week, however, that FCC intends to ask Ninth Circuit to transfer case to Fifth Circuit, and that CATV interests have agreed not to oppose move.

A two-inch empty pipe
can carry 230,000 telephone conversations.



The pipe is no bigger than your
wrist.

Yet what really makes it news is
that there's absolutely nothing inside.

Except room for 230,000 simul-
taneous telephone conversations.

In the years to come, millimeter
waveguide pipe will be buried four feet
underground. In a larger cradling pipe
to give it protection and support.

It'll also have its own amplifying system about every 20
miles. So your voice will stay loud and clear.

Even after 3,000 miles.

Yet this little pipe is capable of carrying a lot more than just
conversations.

It can also carry TV shows. Picturephone® pictures. Electro-
cardiograms. And data between thousands of computers.

All at once.

The American Telephone and Telegraph Company and
your local Bell Company are always looking for new ways to im-
prove your telephone service.

Sometimes that means developing a better way to use two
inches of empty space.



Insure with Employers against Broadcasters Liability losses

You'll probably want to insure yourself against libel, slander, piracy, invasion of privacy or copyright violation...up to a maximum. Beyond that, the risk may be more than you'll want to take. That's where we come in. We'll handle the excess. Call us for assistance in setting up a program. You'll get quick action from the one of our 5 U. S. offices which is nearest you. Write

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Datebook

A calendar of important meetings and events in communications

■ Indicates first or revised listing.

May

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

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

May 25—Sales clinic sponsored by *Television Bureau of Advertising*. Albuquerque, N.M.

May 25—Sales clinic sponsored by *Television Bureau of Advertising*. Kansas City, Mo.

May 25-26—Workshop, sponsored by television committee of *Association of National Advertisers*, on "The Segmented Viewing Public of the '70's—And How to Reach Them." Plaza hotel, New York.

May 26-27—Meeting, *Washington State Association of Broadcasters*. Holiday Inn, Yakima.

May 27—Sales clinic sponsored by *Television Bureau of Advertising*. Chicago.

■ May 27—Annual stockholders meeting, *Bartell Media Corp.* St. Regis hotel, New York.

■ May 29—Regional conference and workshops, *Radio Television News Directors Association*, sponsored by *WBAP-AM-FM-TV* Fort Worth.

June

June 1—Annual stockholders meeting, *MCA Inc.*, Sheraton Blackstone hotel, Chicago.

■ June 1-5—Annual spring meeting, *Mutual Affiliates Advisory Council*. Britannia Beach hotel, Nassau, Bahamas.

June 4-5—Meeting of *Wyoming Association of Broadcasters*. Ramada inn, Casper.

■ June 4-5—Annual convention, *Texas Associated Press Broadcasters Association*. La Mansion Motor hotel, San Antonio, Tex.

■ June 5—Regional conference and workshops, *Radio Television News Directors Association*, sponsored by *KVI(AM)* Seattle. Seattle center.

June 6-8—Annual convention, *Florida Association of Broadcasters*. Colony Beach Club, Longboat Key.

June 6-8—Meeting, *Alabama Association of Broadcasters*. Callaway Gardens, Pine Mountain, Ga.

■ June 6-10—80th annual convention, *General Federation of Women's Clubs*. Guest speaker will be Frank Shakespeare, director, U.S. Information Agency, Washington. Hilton hotel, Pittsburgh.

■ June 7-10—International conference on advertising in developing countries, sponsored by *International Advertising Association*. Three topics will be treated: advertising's "New Horizons," media's development "From Tom Tom to TV" and marketing and research in "Developing Countries—Terra Incognita." Sheraton hotel, Tel Aviv.

June 8—Public hearing of *Canadian Radio-Television Commission*. Government Conference Centre, Ottawa.

June 8-9—Annual convention, *Armed Forces Communications and Electronics Association*. Sheraton-Park hotel, Washington.

■ June 8-10—Convention, *Ohio Cable Television Association*. Sheraton Columbus motor hotel, Columbus.

■ June 9—New deadline for reply comments on applications for, and FCC's rulemaking proceeding concerning, domestic communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (Doc. 16495).

■ June 9-12—Meeting, *Montana Association of Broadcasters*. Many Glacier hotel, Many Glacier National Park.

June 10-11—Meeting, *Indiana Broadcasters Association*. Indianapolis Hilton.

June 10-13—Meeting of *Mississippi Association of Broadcasters*. Sheraton-Biloxi hotel, Biloxi.

June 10-14—Spring meeting, *North Carolina Association of Broadcasters*. Jamaica Hilton, Ocho Rios, Jamaica.

■ June 11-12—First annual national meeting, *Associated Press Broadcasters Association*. Paul Finch, special counselor to President Nixon, will address gathering. Sheraton-Blackstone hotel, Chicago.

■ June 12—Regional conference and workshops, *Radio Television News Directors Association*, sponsored by *KOGO-AM-FM-TV* San Diego. Kona Kai club.

■ June 13-14—Spring meeting, *West Virginia Cable Television Association*. Daniel Boone hotel, Charleston.

June 13-15—15th annual *Television Program Conference*. Downtown Holiday Inn, El Paso.

June 14-16—International conference on communications, sponsored by *Communications Technology Group and Montreal Section, Institute of Electrical and Electronics Engineers*. D. M. Atkinson, chairman. Queen Elizabeth hotel, Montreal.

■ June 14-17—Annual convention, *Electronic Industries Association*. Arlington Park Towers, Arlington Heights, Ill.

■ June 16-18—Annual meeting, *Virginia Association of Broadcasters*. Mariner hotel, Virginia Beach.

■ June 17—New deadline for reply comments on FCC's proposal concerning availability of TV pro-

Major convention dates in '71

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

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

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

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

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

grams produced by nonnetwork suppliers to commercial TV stations and CATV systems (Doc. 18179). Previous deadline was June 5.

June 17-19—Meeting of *Missouri Association of Broadcasters*. Holiday inn, Lake of the Ozarks.

June 17-20—Meeting of *Oklahoma Broadcasters Association*. Fountainhead Lodge, Cheetah.

June 18—Deadline for reply comments from all parties on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding (Docs. 18110 and 18891).

■ June 18-19—Meeting, *South Dakota Association of Broadcasters*. Sioux Falls.

■ June 19—Regional conference and workshops, *Radio Television News Directors Association*, sponsored by *KTVU(TV)* Oakland-San Francisco. Kgo-TV studios, San Francisco.

■ June 19-23—Annual convention, *Georgia Association of Broadcasters*. Featured speakers will be FCC Commissioner Thomas J. Houser; Representative Dawson Mathis (D-Ga.), former news director of *WALB-TV* Albany, Ga., and Marianne Campbell, Avco Broadcasting, Cincinnati, president of American Women in Radio and Television. Jekyll Island, Ga.

June 21-26—18th annual advertising film festival, *Screen Advertising World Association Ltd.*, Cannes, France.

■ June 23—Ninth annual *Canadian Television Commercials Festival*. Inn on the Park, Toronto.

■ June 23-25—National Broadcast Editorial Conference, sponsored by *National Association of Broadcasters*, *Radio-Television News Directors Association* and *Southern Illinois University*. Featured speakers: Dr. Barry Commoner, Washington University; Dr. Norton Long, University of Missouri; Dr. William Masters and Virginia Johnson, Reproductive Biology Research Foundation; Richard Jencks, CBS/Broadcast Group; Dr. R. Buckminster Fuller, Southern Illinois University; Representative William Clay (D-Mo.); Harry Ashmore, Center for the Study of Demo-

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■June 23-25—National broadcast editorial conference, in cooperation with *National Association of Broadcasters and Radio-Television News Directors Association*. Stouffers Riverfront inn, St. Louis.

■June 26—Regional conference and workshops, *Radio Television News Directors Association*. Brown Palace hotel, Denver.

■June 26-29—First International Television Exhibition of Programs for Young People. sponsored by New Hampshire Network. New England Center for Continuing Education, Durham, N.H.

■June 27-30—Annual Consumer Electronics Show, sponsored by *Electronic Industries Association*. Includes marketing, video and audio conferences. McCormick Place, Chicago.

■June 27-30—Summer convention, *Idaho State Broadcasters Association*. Sun Valley.

June 27-July 1—Conference on educational communications, sponsored by *Canadian Scientific Film Association, Educational Television & Radio Association of Canada, and Educational Media Association of Canada*. Macdonald hotel, Edmonton, Alberta.

■June 28—Regional conference and workshops, *Radio Television News Directors Association*, sponsored by KOA-AM-TV Denver.

■June 29-July 1—Summer convention, *Maryland-D.C.-Delaware Broadcasters Association*. Cavalier hotel, Virginia Beach, Va.

July

■July 2—New deadline for comments in FCC's inquiry into children's TV programs (Doc. 19142). Previous deadline was May 3.

■July 2—New deadline for comments in two FCC proceedings: formulation of rules and policies relating to renewal of broadcast licenses (Doc. 19153); formulation of policies relating to broadcast renewal applicant (Doc. 19154). Previous deadline was May 3.

■July 7-11—National convention, *American Federation of Television and Radio Artists*. Hilton inn, Dallas.

■July 8-10—Meeting of *Colorado Association of Broadcasters*. Wildwood inn, Snow Mass, Aspen.

■July 10—Regional conference and workshops, *Radio Television News Directors Association*, sponsored by AP, New York. AP building.

■July 11-13—Meeting, *South Carolina Broadcasters Association*. Ocean Forest hotel, Myrtle Beach.

■July 15-16—Annual general membership meeting, *California Broadcasters Association*. Del Monte Hyatt house, Monterey.

■July 16—Board meeting, *Institute of Broadcasting Financial Management*. WGN Continental Broadcasting Co., Chicago.

■July 19-20—Meeting, *New York State Broadcasters Association*. Otesage hotel, Cooperstown.

■July 22-24—Meeting of *Wisconsin Association of Broadcasters*. Abbey resort, Lake Geneva.

August

■Aug. 2—New deadline for reply comments in FCC's inquiry into children's TV programs (Doc. 19142). Previous deadline was June 1.

■Aug. 2—New deadline for reply comments in two FCC proceedings: formulation of rules and policies relating to renewal of broadcast licenses (Doc. 19153); formulation of policies relating to broadcast renewal applicant (Doc. 19154). Previous deadline was June 3.

■Aug. 20-21—Meeting of *Arkansas Broadcasters Association*. Arlington hotel, Hot Springs.

■Aug. 22-25—54th annual meeting, *Association for Education in Journalism*. Meeting concurrently with AEJ is *American Association of Schools and Departments of Journalism and American Society of Journalism School Administrators*. University of South Carolina, Columbia.

■Aug. 24-27—*Western Electronic Show and Convention*. Civic auditorium, San Francisco.

September

■Sept. 9-11—Fall convention, *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.

■Sept. 15-17—Fall convention, *Michigan Association of Broadcasters*. Featured speaker will be former FCC Commissioner Lee Loewinger, now Washington lawyer. Hidden Valley.

■Sept. 23-25—Annual broadcasting symposium, sponsored by Group of Broadcasting, *Institute of Electrical and Electronic Engineers*. Washington Hilton hotel, Washington.

■Sept. 23-25—Meeting, *Minnesota Association of Broadcasters*. Location to be announced.

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*Secretary of Defense Melvin R. Laird
has appointed Sylvia Scott to the
Defense Advisory Committee on Women in the Services*

This Committee consists of prominent civilian women chosen for outstanding service in business, the professions, public service and civic leadership. It interprets to the public the need for, and the role of, women in the services, and promotes public acceptance of military service as a career field for women.

WMAR-TV is proud of the appointment of Sylvia Scott! Her judgment, ideas and experience will serve the Committee well. For the past 12 years her "Woman's Angle" has been aired 1:00 to 1:30 PM, Monday through Friday. Sylvia's audience looks to her for advice and ideas on home management, decorating, cooking, fashions and interviews with interesting and famous people. WMAR-TV believes in "live" women's service programs . . . and advertisers do, too!

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Our company uses the unique skills of the social scientists to examine in detail, program-by-program and personality-by-personality, the strengths and weaknesses of your station and all the competing stations in your market.

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OpenMike

Who's on first?

EDITOR: Enjoyed your great article on the success of the Reasoner-Smith news report [the *ABC Evening News*] in your April 19 issue. As the ABC affiliate in Augusta, naturally I am happy for them. However, in reference to the statement that "ABC news went from second to first in Milwaukee, Rockford, Ill., and Augusta, Ga. . . ." I feel compelled to point out that in Augusta, on WJBF-TV, ABC news has always been first: with Peter Jennings, with Bob Young, with Frank Reynolds, with Reynolds-Smith and now with Reasoner-Smith—due largely to the outstanding effort of the WJBF-TV news team, headed by Jim Davis and his half-hour lead into the network news. In summary, instead of moving from second to first, ABC's news has moved from first to first plus in Augusta.—*John Radeck, president, WJBF-TV Augusta, Ga.*

EDITOR: You mentioned that KOAT-TV Albuquerque was still No. 3 with the Reasoner-Smith news. This is incorrect. We play [the *ABC Evening News*] at 5 p.m., and the other two network news shows are at 5:30. Reasoner-Smith in Nielsen for February 1971 drew 22,000 homes, versus the 24,000 homes NBC's news received. In ARB Reasoner-Smith drew 26,000 homes as compared to NBC's 24,000 homes.

It is true we are No. 3 in the 5 p.m. time slot because we are against two kiddie shows. However, we are No. 1 in adults at 5 p.m., and our 5 p.m. Reasoner-Smith news outdraws the NBC 5:30 p.m. news. At 5:30 we have *Truth or Consequences*, which draws almost as many homes as the other two network newscasts combined, so we are No. 1 at 5:30. But that is no more germane to news than our being No. 3 at 5.—*Max A. Sklower, general manager, KOAT-TV Albuquerque, N.M.*

Point proved

EDITOR: Thanks for your May 3 editorial on the reorganized (sic) postal service. I received it, along with the rest of the surely unintentionally mutilated magazine, on May 10.—*Capt. William B. Lenz, U.S. Air Force, San Bernardino, Calif.*

Right and wrong

EDITOR: The May 17 story about our proposed purchase of WEBR(AM) Buffalo was excellent in general, faulty in two particulars. I am secretary, not president, of the New York State Broadcasters Association. Edward Ka-

vinoky, one of our stockholders and a guiding force in organizing the purchasing group, was formerly general counsel, not general manager, of WKBW-AM-FM-TV Buffalo.—*Bill McKibben, Queen City Radio Corp., Buffalo.*

For all-channel radio

EDITOR: The prospect of a stricter FM/AM non-duplicating ruling from the FCC sounds like an excellent idea, with one proviso—immediate implementation of all-channel radio manufacture. For two good reasons: All the public can thereby enjoy the expanded radio fare, and the FM broadcaster will be given a more equitable opportunity of selling and consequently remaining in business longer, so more of the public can enjoy the expanded radio fare.—*Allen F. Bonapart, president, wzow-(FM) Utica, N.Y.*

(Reader Bonapart and others will be interested in this week's report on the groundswell in all-channel auto radio manufacture, page 60.)

Compliment on cable

EDITOR: I wish to thank you for your coverage of the SDC-TV Channel 7 cable story in your April 26 issue. I wish also to commend your fine magazine for viewing various segments of the industry in cable communication so that each area of the country is aware of the advances in cable television, as well as bringing to our attention the problems in local origination of cable programming. I hope you will maintain the high standard of timely reporting that you have set in the past in *BROADCASTING* magazine, and I wish you continued success.—*Chuck Johnson, president, Black Video Syndication Network, San Diego.*

The Hayduk award

EDITOR: For some time now I have been watching each issue of *BROADCASTING* very carefully, watching for the regular advertisements for yourself. I consider those ads [the most recent of which appeared as a full-page house ad for the "Radio '71" special report June 21] to be solely representative of a new direction in print media advertising. If somebody or bodies doesn't or don't win an officially sanctioned award for the copy and especially layout and design of the ads of which I write, consider this an unsanctioned first place for "The Breaking of Subtle, Effective, Tasteful Print Advertising Ground."—*Duke A. Hayduk, president, Arnold Duke Video/Cinematography, Santa Cruz, Calif.*



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.

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New York, Chicago, San Francisco, Atlanta, Dallas

Computerization, the great equalizer

If you're an agency billing around \$8 million with accounts whose budgets are in the \$1-2 million category, how do you offer them the same media-buying capability as the big agencies with their computer programs?

Answer: Install your own computer program and use it for pre-buying evaluation and post-buy analysis.

Results: Davis, Johnson, Mogul & Colombatto, especially with the post-buying evaluation, has stepped ahead of many major agencies that are still doing the chore manually.

Before going to our own software, we spent a year investigating available computer programs that could be leased. Our goal initially was the very simple one of matching demographics of "heavy" and "medium" users to TV and radio audience profiles. Moreover, we wanted this done in depth (to microscopic degree) for important markets like Los Angeles where our major billing is placed.

With the assistance of Marketron, a computer service bureau that specializes in broadcast media, we designed our own computer software. The program we finally put together is designed to bypass the endless hours of manual computations and put in our buyers' hands a simple ranking of television programs and radio time periods that fall in descending order from the most desirable to the least desirable for any given product.

We eschewed the traditional cost-per-thousand of a specific demographic in favor of the obvious, and widely accepted, goal of reaching the people who buy our clients' products, i.e. the heavy users and the potential users.

After the "ideal" TV programs and radio time periods are selected we are now in a position to refine further the selection of schedules with reach and frequency criteria. Thus, when we initiate a buy for our clients we have the assurance that we are buying at the lowest cost-per-thousand compatible with delivering prime prospects. You might say we are buying at the best CPBPM (Cost Per Best Prospect Thousand).

In simplified form the program works as follows: Step one—and the key to making the system work—is to delineate product buyer profiles with extreme accuracy. Our own client research thus aims at the most detailed possible profile. We do not stop at "women 18 to

49." For example with our client, McDonald's Operators' Association of Southern California, we assign quite different weights to women 18 to 25, women 25 to 35, women 36 to 49 and women over 50. Same for men. We give heavy weight to the presence of children of certain ages as well. When each of these characteristics is individually weighted against 100 as par, they are added together to achieve a final, single index figure for every TV program and station break, plus time periods for radio.

Obviously, we can then rank them in descending order (using our single index figure) and select from every spot on the air only those with the "ideal" audience for our clients.

Our computer program also allows us to input the latest market cost estimates so our buyers immediately can spot programs or break positions that appear to be overpriced.

Step two is to reverse the usual buying procedure with stations. Instead of asking for their avails we go to them with a request for specific spots. If not available at the buying time we ask to be put on the waiting list. Thus, the schedule of buys will be upgraded as spots become open.

A corollary of this is that we no longer accept "orbit plans" as they are put together by the stations. Instead, we put together our "ideal" orbit and request a tailor-made one for our clients. The stations have been most cooperative in this approach and have recognized it as a benefit that serves all parties, without upsetting their needs for rotating plans.

Step three is to re-rate our buys as quickly as data becomes available on each new book. Thus, we can step into

the media market the next morning with revisions in our schedule—canceling programs that have fallen too low in our index rating and buying more desirable replacements.

As those who are working with this type of computer program realize, the time savings and increase in accuracy are enormous.

This releases our buyers to spend more time on applying judgment and in negotiation where before we were not ready for those steps for as much as two weeks after a new book reached us.

The response from clients has been instantaneous. While the creative product often is considered the most important one that an agency provides it is still true that around 85% of a client's dollars go into media costs. Proof that those dollars are being spent at optimum levels is essential in this day of high media costs and strong competition.

It goes without saying that once the ideal program selections are made we add the natural computations of GRP delivery, cost per thousand, reach and frequency. By having both TV and radio analyzed at the same time we can compute net reach and frequency for all-TV versus all-radio versus a combination of the two. Based on the creative product and the audience, we can spend more time on applying the judgmental factors than we did when that time went into the work the computer is now doing.

Last, but of great import, we check every buy with a post-computer-analysis—a check that is now conducted overnight where before it was spot checked manually over a period of three to four weeks.



Frank L. McKibbin is vice president and general manager of Davis, Johnson, Mogul & Colombatto. The agency's accounts include McDonald's, Santa Anita, Forest Lawn and Glendale Federal Savings & Loan, among others. Mr. McKibbin joined DJMC in 1967 when, as a marketing consultant, he worked with the agency to acquire a new account: McDonald's Operators' Association of Southern California. His earlier agency service includes McCann-Erickson and Fuller & Smith & Ross.



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?

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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.

FCC defends its turf on cable

**Commission will take court to court
on challenge to program-origination rule**

The FCC, stunned by an appeals court decision setting aside its order requiring CATV systems to originate programming, began gathering itself last week for what it regards as an essential effort to remove any doubt about its broad authority to regulate CATV systems.

The commission instructed its general counsel to request the solicitor general to seek Supreme Court review of the Eighth Circuit court's decision in the program-origination case (BROADCASTING, May 17). At the same time, it decided to proceed with its major overhaul of its CATV rules on the assumption that its authority is intact.

But in the meantime, it is expected to abandon any effort to enforce the rule, which became effective April 1 and applies to systems with more than 3,500 subscribers—reportedly, some 250. The commission is said to be preparing an announcement suspending the rule pending final court action in the case.

The initial reaction from the CATV industry, however, indicates that the systems now originating programming—and the total includes a number with fewer than 3,500 subscribers—will continue to provide that service voluntarily (see page 21). The National Cable Television Association is urging its member systems to do just that.

The commission's decisions to request high-court review of the appeals court's decision and to proceed with its rule-making task were taken on the recommendations of General Counsel Richard E. Wiley, who is said to have advised the commission that the appeals court decision raises questions concerning the commission's regulatory authority over CATV that go beyond the compulsory program-origination issue. He has informal assurances from the Justice Department that it will join with the commission in requesting the solicitor general to seek Supreme Court review.

All five commissioners present at the commission's meeting on Wednesday were said to have agreed that the ap-

peals court decision was a challenge to the agency's authority that must be met. The only commissioner known to have opposed seeking review was Robert T. Bartley, who has generally taken a softer line on CATV regulation than some of his colleagues.

Commissioner Bartley, who was not present at the meeting, is said to have submitted a memorandum contending that the court's decision was limited to the program-origination question and that the commission need not attempt to disturb it. Commissioner Bartley's narrow interpretation of the decision is shared by NCTA's general counsel, Gary Christensen.

There is some indication that if the commissioners had accepted Commis-

*Papernow on the vagaries
of life among the FCC:*

"We've adopted a watching-and-waiting attitude with compliance in the areas where compliance is called for. And by the way, what is the FCC going to do now?"

sioner Bartley's analysis, they would have followed his advice. It is understood that several commissioners, including Chairman Dean Burch, are cool toward the program-origination measure. The rule was adopted on Oct. 24, 1969, one week before Mr. Burch joined the commission.

However, the commissioners accepted the view that the decision places in doubt the agency's authority to take a number of actions it is contemplating in its present CATV rulemaking proceeding—among them, the setting of minimum channel capacities for CATV

systems and the requirement that they make channels available to the public and local governmental authorities on a lease or free basis.

The court appeared to read the commission's authority over cable very narrowly, asserting that the commission's "power to require cablecasting to the extent that it exists must be based on the commission's right to adopt rules that are reasonably ancillary to its responsibilities in the broadcasting field."

Commission attorneys say this confirms the agency's authority to adopt rules related to CATV's economic impact on broadcasting—rules dealing with CATV importation of distant signals and required carriage of local ones. But, one commission official noted, "We don't argue that leased CATV channels, for instance, have an economic impact on broadcasting."

Commission officials appear confident of winning if the case gets to the Supreme Court. In their view, the appeals court misinterpreted the high court's decision in the Southwestern Cable Co. case (BROADCASTING, June 17, 1968), on which the commission bases its claim to broad authority over cable.

The appeals court suggested that the Southwestern ruling limited the FCC's authority to "the use of signals captured" by cable systems. However, commission officials say no specific limits were placed on the agency's authority. And in one passage in Southwestern, the high court said that there was "no need [in that decision] to determine in detail the limits of the commission's authority to regulate CATV."

If the commission fails to win a reversal of the appeals court decision, officials said it would be obliged to ask Congress for legislation authorizing the kind of CATV regulation the agency feels is required.

There is also the possibility that the commission would reconsider any plans it has of opening major markets to the

importation of distant signals. The top-100 markets are now virtually closed to such CATV service. And "if this decision stands," one official said, "the commission will not release distant signals" in them. One of the prime arguments for opening the major markets to distant signals is to provide CATV systems with an economic base for providing services like public-access channels.

He made the observation in discussing Justice's role in the case, which appears less than clear-cut. Justice has repeatedly urged the commission to promote CATV as a competitive force rather than to curb its growth to protect television. And the Eighth Circuit court's opinion even echoed the position stated by Justice in a brief it filed in the case to the effect that the commission is not authorized "to favor one mode of electronic communication over another." Some commission attorneys say this could be interpreted as a further check rein on commission authority over cable.

However, Justice has supported the commission's program-origination rule as being "pro-competitive." And, according to the commission official, the conflict between Justice and the commission does not involve the law, but policy. Even if the department does not like the commission's policy, he said, it would not place the commission in a position where it would refuse "to release" the distant signals that CATV systems want. "Justice would not be in favor of a stalemate," he said.

Meanwhile, there was growing doubt last week that the commission would—as it had hoped—take some definitive action on the major package of CATV proposals on which it has been working, before Chairman Burch leaves on Wednesday for a two week trip to Europe. He will attend the opening in Geneva on June 7 of the World Administrative Radio Conference on space communications.

The commission spent some or all of three days on the project last week, covering such issues as distant-signal importation, federal-versus-state-and-local jurisdiction over CATV, copyright matters, and minimum channel capacities. But no final decisions were reached.

The staff was instructed to prepare documents putting in focus the various ideas that were discussed, and to bring them back for further consideration this week. The commission is expected to consider the matter today (Monday) and tomorrow as well as at its regular Wednesday meeting. However, the best estimate last week was that the commission would not be in a position to fashion a final order before the end of June.

The spirit of St. Louis cheers CATV

Court's relief may not, however, affect incidence of origination

The cable-television system in Newport News, Va., stopped originating programs several weeks ago. The service had produced indifference among subscribers—who paid their monthly fees primarily to get a better view of *Laugh-In*, not of the local swimming tournament—and gnawing pains among company executives, who had the bank to consider. Yet that same system plans to originate again, "when the time is right." It already has ideas for new and better kinds of original programming and thoughts on how best to spark community interest. At its leisure, the company will try once again to make its mark by voluntarily providing a service that broadcast stations cannot duplicate.

The system—Hampton Roads Cablevision—happens to have 1,000 subscribers. It was therefore exempt from the FCC rule requiring origination by April 1. But the freedom within which it made its decision on origination is what other cablemen throughout the country would like to enjoy. That thought emerged again and again last week in a survey of CATV operators as they pondered their future in the face of the decision of the U.S. Court of Appeals for the Eighth Circuit that the FCC has no authority to require program origination.

Without exception, cablemen welcomed the decision; nobody inside the industry and few outside it want *forced* origination. But their comments reveal vast differences of opinion toward the idea of cablecasting itself. There are almost as many kinds of cable systems as there are municipalities, and each has its own peculiar problems and opportunities. Some operators view cablecasting (the accepted term for originating one's own programs, as opposed to carrying those of an on-air broadcaster) as the wave of the future, some find it alien to the historic role of CATV, some endorse it but find it impractical in their own situations, and some do it from the same combination of community concern and prudence that characterizes many public-service efforts in broadcasting.

Larger companies, with one eye on vast expansion and the other on Washington's expectations, are generally committed to origination. A West Coast cable executive says his company has been trying to proceed as if neither the FCC rule nor the court order ever happened. He felt that the government expects cablecasting to become a big business, and that it would be pointless and imprudent for multiple owners to fight government actions that would bring the day closer to reality.

Among medium-sized and smaller companies, there is considerably more variation—but even here the FCC has had its impact just by adopting the rule. Whether or not it is ultimately upheld, overturned or abandoned, and whether or not the FCC enforces it in the immediate future, many cable operators who have had to live with the rule since it was issued last year are now committed. They have spent money on equipment, personnel and programming. They have no way of knowing what the ultimate fate of forced origination will be. Therefore, willy-nilly, they have become cablecasters.

Some are entering the field with reservations. Dean Cummings, local manager of Empire State Cable TV in Binghamton, N.Y., doesn't face the prospect of cablecasting until July 1. That system received a waiver of the FCC rule because its equipment was not complete. "We're committed," Mr. Cummings says now. "We've ordered the equipment. But had [the court action] occurred earlier, we might have re-evaluated our decision." As it is, Empire will begin by relying heavily upon a stock of feature films provided through its parent, Triangle Publications Inc.

A like-minded comment came from Patrick Conley, who manages Continental Cablevision of Michigan Inc., Jackson, Mich., a subsidiary of Continental Cablevision Inc. Speaking only of his own system he said: "It's our premise that we were not broadcasters to begin with. We were cable operators. We're glad to give groups access, and maybe provide limited programming—local basketball games or something. We'd do it under any circumstances. But we're not broadcasters." The Continental systems have waivers until Feb. 1, 1972.

Representatives of larger companies, themselves committed to origination, are also sympathetic to the problems of small systems. Charles Dolan, president of Sterling Communications Inc., New York, applauded the appeals court decision. "The idea of regulating program origination on cable just doesn't make sense," Mr. Dolan said. He added that if a cable operator doesn't want to originate and is forced to do so, he will not perform a service to his viewers. Because many cable operators recognize the need for additional services, cablecasting will continue to grow regardless of what the government does, he said.

Similar sentiments came from Alfred Stern, president of Television Communications Corp., New York, who described himself as "very pleased" with

the decision and commented that a system with 3,500 subscribers (the point above which origination was required by the FCC) cannot support a program-origination channel at this time.

Robert H. Symons, vice president in charge of the CATV division of Teleprompter Corp., New York, said that company is supplying original programming of some kind on 63 of its 104 cable systems and believes strongly that this approach provides a valuable alternative service. However, he stressed, Teleprompter has always taken the position that cable systems—not the government—should decide whether or not they want to make original programming available.

This is the attitude that has prevailed among the bigger systems and CATV's Washington representatives. Immediately after the CATV decision was announced, National Cable Television Association President Donald V. Taverner noted that "NCTA has always supported voluntary origination." Last week, in a message to members, he repeated that comment and added a pointedly pragmatic reminder: "Many members of Congress and many high-ranking public officials also support the

view that cablecasting is one of the most important elements of cable's service."

Cable operators are sensitive to this fact, but some might note that they can provide a similar service by offering channels for other people's programming rather than by producing their own. This may or may not be "cablecasting" in a strict sense, but it is a service CATV is uniquely equipped to provide. "If Joe Minority Group comes in here with a program," says one operator who has reservations about cablecasting, "we'll be glad to put him on the system. Basically, it's done from a PR standpoint. We'll be nice guys, and all that." The source of that quote denied that this represented any inclination toward common-carrier status—a term and a concept he disliked. In his view, it is just one way to perform a local service.

Whether cablemen will continue to move forward voluntarily on the origination front remains an open question. Right now, according to NCTA's estimate, 370 systems originate some kind of programming, especially in the areas of local news, local talk shows, local sports events and religious programming. That number would probably increase regardless of what the government did.

Those who want to originate will anyway. Those with reservations are being nudged in the direction of cablecasting by the government, despite the court's decision. The combined effect may be to hasten the inevitable.

Experienced cablemen, adhering to the trend rather than the week-to-week fluctuations of federal fiat, will recognize their own situations in the comment of Leon Papernow, executive vice president of Cypress Communications Corp., Los Angeles: "We've adopted a watching-and-waiting attitude," he said, "with compliance in the areas where compliance is called for. And by the way, what is the FCC going to do now?" (Mr. Papernow and others will find a partial answer on page 20.)

The real test, however, is well into the future. It involves not just the number of systems that can be chalked up on a board marked "origination," but the kind and quality of what they provide.

One operator summed it up: "Over the years we've made a lot of promises," he said. "We've made cable TV seem like the solution to a lot of problems. We've got to fulfill those promises."

BroadcastAdvertising®

New code in sight for advertising

50-member National Advertising Review Board hopes to beat government regulation to the pass

The major advertising organizations announced last week that they are going to have a go at voluntary self-regulation. At the same time, many advertising spokesmen began to speak glowingly of the proposal by Senator Frank E. Moss (D-Utah) to establish a National Institute for Advertising, Marketing and Society (BROADCASTING, May 17).

The self-regulation move by advertisers came within a week of the Federal Trade Commission's announcement that it is going to conduct a study, to begin in the fall, on advertising's impact on society, particularly as it affects children (BROADCASTING, May 17), and two weeks before a hearing on advertising codes and their impact on small business and consumers, scheduled to be held by Representative John D. Dingell (D-Mich.) June 7, 11, 14 and 18 (BROADCASTING, May 10).

The voluntary advertising code,

sparked a year ago by the American Advertising Federation, was officially announced at the annual convention of the Council of Better Business Bureaus in Miami.

Victor Elting Jr., chairman of the AAF and vice president of the Quaker Oats Co., who was the initial spokesman for the AAF proposal last year, was the spokesman for the new plan last week. In essence, it envisions the establishment—supported by all the major

advertising organizations—of a 50-member National Advertising Review Board (NARB), comprising 30 from advertisers, 10 from advertising agencies, and 10 "prestigious" names from the public.

The CBBB, as expected (BROADCASTING, March 29), will establish a national advertising department to man the front lines, handling complaints and monitoring the honesty of national advertising. It also will offer advisory opinions on planned advertising when requested.

The NARB will act when the CBBB staff cannot come to terms with an advertiser whose advertising is found to be misleading. This will be accomplished by the formation of a five-man panel of NARB members, specifically including one public member, which will work to compromise the challenged advertising.

If this also fails, the matter will be

Wasilewski on what the FTC is up to:

"... a sort of traveling road show which will muck about the country [on a] murky mission."

WBNS-TV found profits in color film, and Columbus discovered America.

"Thanks to the Kodak ME-4 process, our viewers are getting a more complete picture of what's happening around the country," says Ed Eakins, Promotion Manager for WBNS-TV in Columbus.

"We've increased our news and sports coverage to over one million feet of color film a year. And since we no longer depend on outside processing, our deadlines are more flexible. When a big story breaks we can film

around the clock—updating our news for each broadcast.

"The actual switch to ME-4 processing was no problem at all. Thanks to the ease of operation and Kodak's packaged chemicals, we were getting first rate film quality right from the start.

"And once you have a color processor, the word gets around pretty fast. We're processing commercials for advertising agencies, industrial films for a nearby research institute and sports films for one of the State Universities. At the rate we're going, our outside business alone should pay for the investment!"

Want to improve your profit picture? Check out the commercial processing opportunities in your local area. And if you don't have the Kodak ME-4 process yet, contact your nearest Kodak Representative right away. Before your competitors make the discovery.

EASTMAN KODAK COMPANY ATLANTA: Bob Baker 404/351-6510/CHICAGO: Dick Potter 312/654-0200/DALLAS: Frank Reinking 214/351-3221/HOLLYWOOD: John Waner 213/464-6131/NEW YORK: Bill Reddick 212/262-7100/SAN FRANCISCO: Joe Semmelmayr 415/776-6055





What's sauce for the goose is sauce for the gander.

Recently, the Fetzer television station in Sioux City was contacted by a lady complaining that a city employee was keeping a junkyard next to her home. A year of calls to City Hall had produced nothing. The Fetzer station directed TV attention to the situation, and the lady not only had her neighbor's yard cleaned, but her own. Seems her husband was keeping an old airplane fuselage out back. All ended well, as the lady was glad to be rid of it. And Sioux City was cleaner by several loads of junk and one airplane.



The Fetzer Stations

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

turned over to the Federal Trade Commission or other appropriate federal agency and the NARB's findings will be publicized.

Publicity will be the organization's sanction. Originally, it was proposed that media also be included in membership with a pledge that they would refuse to carry the advertising found misleading. But this immediately brought up the specter of antitrust violations, so it was dropped. At the present time there are no media memberships proposed for NARB, although it is understood there are tentative plans for media representatives to participate later in some form.

It was also noted that the NARB may issue general reports and statements on the progress of the self-regulatory program and trends in advertising. The NARB also will hold meetings with representatives of the public and the government to establish and maintain a dialogue on advertising.

The initial program is directed solely at truth and accuracy of national advertising. Later it may go into other areas, such as taste. The Better Business Bureaus plan to deal with local advertising on their own.

Organization of the NARB is in the hands of a National Advertising Advisory Committee, whose chairman is Mr. Elting. Other members are Howard H. Bell, AAF; Edward M. Thiele, Leo Burnett Co., and John Crichton, American Association of Advertising Agencies; William A. Bartel, Celanese Corporation of America, and Peter Allport, Association of National Advertisers; Elisha Gray II, Whirlpool Corp., and Bruce Palmer, CBBB. There were reports that CBBB was planning to raise \$9 million for the entire venture.

In making the announcement in Miami, Mr. Elting said:

"One of the main reasons for establishing the self-regulatory program is that it will be able to act far more quickly than any existing system of recourse in correcting advertising that is false and misleading. It is hoped a considerable amount of preventive rather than just corrective action can be effected. This will provide a very real and important advantage to consumers. We also expect the prestige of the NARB members, including the nonindustry representatives, to be very helpful in raising advertising standards."

Originally, this announcement was scheduled to be made Wednesday (May 26) in New York, but publication of some of the details earlier last week persuaded the principals to make a full disclosure in Miami.

Comment and reaction were slim. The first reaction of broadcasting spokesmen was that the move is well-motivated, hopefully will help improve advertising's

Braren gets in his licks

A one-time National Association of Broadcasters Code Authority official who has become a critic of broadcasters' self-regulation efforts is supporting a local citizen group's complaint that WTOP-TV Washington's safeguards against deceptive advertising are lax.

Warren Braren, in an affidavit to the FCC, says the procedures WTOP-TV outlined in its response to the original complaint are "token in nature" and create an "illusion of advertising copy review and clearance when in reality very little or none actually exists."

Mr. Braren was manager of the New York office of the NAB Code Authority from 1960 until 1969. He is now executive director of the National Citizens Committee for Broadcasting.

The complaint he supports—filed by the Consumer Association of the District of Columbia—was aimed also at CBS-TV, with which WTOP-TV is affiliated. Both assert that they maintain and follow effective procedures for guarding against the broadcast of deceptive advertising (BROADCASTING, April 12).

Mr. Braren's contention regarding WTOP-TV—filed with the consumer group's response to the station's and network's answers—hinges mainly on the station's statement that it relies on its traffic manager and two assistants for "initial implementation of the station's advertising standards." Mr. Braren claims such personnel are unequipped by training or experience to make the necessary judgments.

image, and, at the least, is worth a try.

It was not thought likely to affect broadcasting's own self-regulatory efforts in any discernible way. Although the new board would be prepared to give advisory opinions on advertising submitted in advance, it seemed clear that the bulk of its work would be done after the fact, at least for the immediate future, with little or none of the advance screening done by the Code Authority and the individual networks.

There was, however, a strong undercurrent of belief by some sources that the idea is basically unworkable, although none advancing this belief wished to be identified with it.

Their reasoning was that (1) the purpose of the system is to diminish the FTC's role in the supervision of advertising and if it is not stricter and sterner than the FTC it cannot accomplish this purpose; (2) advertisers in highly competitive fields, such as drug products, are not apt to gladly knuckle under to panels of their peers and in fact are likely to resist the procedure; (3) the review board itself will include not only advertiser and agency people but also

public figures and these, no matter how well-meaning, know little or nothing about the advertising business, and (4) it will all, in the words of one skeptic, "cost a hell of a lot of money."

Despite their doubts that the system will work—and in some cases near-certainty that it will not—the skeptics appeared hopeful that somehow it will. Their attitudes in this respect were reflected by the invocation of a more favorably disposed executive: "God bless."

The Code Authority of the National Association of Broadcasters was more sanguine. Stockton Helffrich, director of the Code Authority, said last week that he "welcomes" the proposed steps.

"An apparatus to act on complaints," he said, "comprises a further plus in the interest of advertisers."

The advertisers' code, he added, constitutes a desirable backstop to the Code Authority, which screens advertising in advance of use, and strengthens broadcasters' hands, hopefully educating malpractitioners in the advertising field.

One government official who is active in the consumer protection field, Robert F. Pitotsky, chief of the FTC's Consumer Protection Bureau, also welcomed the move, although he noted that the effectiveness of the voluntary system would depend on the people who run it. He said he was particularly anxious to learn the names of the public members of the NARB. Obviously the stature of these members would have significance to him.

Meanwhile, amid all the hubbub about advertising policing, many advertising authorities are setting their hopes on the proposal of Senator Moss to establish a nonpartisan research center in Washington that would undertake pure studies of advertising and its effect on society.

They see the move as a means of taking the whole question of advertising and social good out of the hands of officials and consumer advocates alike who, in their view, are closed-minded about advertising—mostly negative. At the same time, although no one ventures this publicly, there is an attitude among advertising spokesmen that the national institute idea may provide a breathing spell while it is being organized to enable the advertising industry to clean house.

The senator's bill (S-1753) proposes to establish an organization devoted to studying the reaction of the public to commercial messages, especially the impact of those messages that deal in subjective values not related to the sale of the product. The institute would be funded with a \$5-million grant from the federal government and would be housed in the FTC.

In announcing his bill, Senator Moss

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended April 18, 1971
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended April 18	Total dollars week ended April 18	1971 total minutes	1971 total dollars
	Week ended April 18	Cume Jan. 1- April 18	Week ended April 18	Cume Jan. 1- April 18	Week ended April 18	Cume Jan. 1- April 18				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 8.0	\$ 95.8	\$ 1,845.2	\$ 351.8	\$ 4,594.8	77	\$ 447.6	1,122	\$ 6,448.0
Monday-Friday 10 a.m.-6 p.m.	1,312.8	21,567.0	2,940.4	47,934.9	1,742.9	26,358.4	892	5,996.1	12,700	95,860.3
Saturday-Sunday Sign-on-6 p.m.	939.4	20,381.6	1,075.6	19,956.5	543.5	11,679.5	277	2,558.5	4,316	52,017.6
Monday-Saturday 6 p.m.-7:30 p.m.	253.9	5,489.8	589.1	8,403.5	467.5	9,578.5	91	1,290.5	1,363	23,471.8
Sunday 6 p.m.-7:30 p.m.	—	1,211.7	197.5	4,188.1	559.0	3,842.8	20	756.5	286	9,242.6
Monday-Sunday 7:30 p.m.-11 p.m.	5,791.7	84,499.6	6,297.5	96,940.0	6,892.5	109,433.7	435	18,981.7	6,668	290,873.3
Monday-Sunday 11 p.m.-Sign off	225.4	4,439.5	265.9	3,656.3	1,721.8	9,861.1	133	2,213.1	1,757	17,956.9
Total	\$ 8,523.2	\$137,597.2	\$11,441.8	\$182,924.5	\$12,279.0	\$175,348.8	1,925	\$32,244.0	28,212	\$ 495,870.5

said that its first mandate would be to study the relationship of advertising and drug abuse, the alienation of young people from society and the impact of advertising on children. The knowledge gained from this research, the Utah Democrat said, would help "maintain advertising on a socially-constructive path."

Senator Moss for some time now has charged that there is an interrelationship between drug advertising and drug abuse. In fact, last September he held a one-day hearing in Salt Lake City on this subject. He learned there, his aides say, that although there are a number of studies that seem to bear his thesis out, there are no unbiased, professionally-conducted studies on the broader subject of the psycho-social impact of advertising.

Senator Moss, who is chairman of the Senate Commerce Committee's Consumer Subcommittee, was principally responsible for the legislation that took cigarette advertising off the air on Jan. 2 this year.

A companion bill to Senator Moss's was introduced in the House by Representative Robert O. Tiernan (D-R.I.), who is a member of the House Commerce's Communications Subcommittee, and who has been speaking out about children's TV. The bill is HR-8638.

Prognosis for the bill in the Senate, according to Hill officials is good; not this year, they say, but perhaps next year.

Meanwhile, the first opposition to the FTC's proposed study of advertising was enunciated last week and it came from the national spokesman for broadcasters.

Vincent T. Wasilewski, president of the NAB, charged that the FTC in-

tended to spend a large amount of money "in a sort of traveling road show which will muck about the country on [a] . . . murky mission."

Quoting from parts of the FTC release announcing the study, Mr. Wasilewski commented: "The conclusions appear already to have been reached," with, what he saw, the following syllogism: Noninformational advertising is unfair. TV advertising is noninformational. Therefore, TV advertising is unfair.

"We challenge at the outset the specious assumption that advertising should be solely informational," the NAB president declared to the Broadcast Advertising Club of Chicago. "Advertising is partly information, but, depending on the product, it also appeals to the full range of human interests and emotions."

And, he added, "I, for one, dreadfully mistrust the suggestion that the commission sit astride the channels of communication between advertiser and the public, and tell the advertiser what he may or may not say to a potential buyer."

Business briefly:

General Foods, through Young & Rubicam, New York, and **Pacific Lighting Service Co.**, through McCann-Erickson, Los Angeles, has purchased sponsorship of *Alternatives*, Metromedia-produced drug-abuse program, for six months and one year, respectively. Shows air on WNEW-TV New York and KTTV(Tv) Los Angeles.

Post Division of General Foods Corp., White Plains, N.Y., through Young & Rubicam, New York, is launching a network-TV campaign to introduce na-

tionally its new grape-flavored Tang instant breakfast drink. Product was first test-marketed in the Milwaukee area last summer.

Birds Eye Division of General Foods Corp., White Plains, N.Y., through Young & Rubicam, New York, is launching a spot-TV and radio campaign to complete national introduction of Thick & Frosty, frozen concentrate for making thick shakes. The product was first test marketed in April 1970 and became available in the East, South and Midwest during March. The present campaign will cover the remaining areas of the U.S.

Georgia-Pacific Corp., Portland, Ore., through McCann-Erickson there, has exercised its option for a third *An American Profile* television special. The King Family serves as host for the syndicated, one-hour show, slated to air in August.

Rep appointments:

■ WDXR-AM-TV Paducah, Ky.: Savalli/Gates Inc., New York.

■ KYOS(AM) Merced, Calif.: Alan Torbet Associates Inc., New York.

■ KQYX(AM)-KSYN(FM) Joplin, Mo.; KPOP-AM-FM Roseville, Calif.; KLVN(FM) Henderson, Nev., and WFNY(FM) Racine, Wis.: Gert Bunchez & Associates, New York.

■ WDIZ(FM) Orlando, Fla.; WFMM-FM Baltimore, and WCHV(AM) - WCCV-FM Charlottesville, Va.: Adam Young, New York.

■ WCER-AM-FM Charlotte, Mich.: Savalli/Gates, New York; Pearse Sales, Detroit and Riley Representatives, Dallas.



We've got your lens!

P17X30B2

Broadcast or CCTV, manual or motor, 1" or 1 1/4" plumbicon or 1", 2/3" vidicon—Canon's almost sure to have just the size and performance you need, plus extra features you can't afford to pass up.

There are good reasons why the big names use Canon lenses when they build their cameras—and it's not just price or range. It's also to get the optimum in clear, sharp images for any TV need.

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This lens is most suitable for telecasting in dim light conditions, providing ideal pictures for field events in huge open areas like race tracks and athletic fields.

Here are a few examples of the whole Canon line.

	Manual	Servorized/Motorized
1 1/4" plumbicon	P17X30B2 P10X20	P10X20B4
1" plumbicon	PV10X16 PV10X15B	
1" vidicon	V10X15 V6X16 V5X20 V4X25	V10X15R(DC) V6X16R(AC/DC) V4X25R (AC/DC, EE)
2/3" vidicon	J10X13 J6X13 J5X15 J4X12	

For 1" vidicon cameras, try the Canon fixed focal length lenses; they range from 100mm to 13mm.

Professional 16mm movie photography takes on a new simultaneous sound recording dimension with the Canon Sound Scoopic 200 (200 ft. film magazine).



Sound Scoopic 200

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 CANON OPTICS & BUSINESS MACHINES CO., INC.: 3113 Wilshire Blvd., Los Angeles, California 90005, U.S.A.
 CANON AMSTERDAM N.V.: Gebouw 70, Schiphol Oost, Holland
 CANON LATIN AMERICA, INC.: Apartado 7022, Panama 5, Panama
 CANON INC.: 9-9, Ginza 5-chome, Chuo-ku, Tokyo 104, Japan

Canon

The nonsurprise of the year

They've found those broadcast-banned tobacco ads: two studies show them all over magazines

Where has the Marlboro man gone? And all those people who would rather fight than switch? And the gamboling girl who illustrated the message that "you can take Salem out of the country, but—"? Why, into print, as it seemed they would, when the law banning cigarette advertising from radio and television went into effect on Jan. 2.

Two studies that became available last week showed that mass-appeal magazines, at least, have fattened their ad lineage dramatically on cigarettes. One study was filed with a federal district court in Washington in the case in which five owners of six radio stations are seeking to have the law banning cigarette commercials declared unconsti-

tutional. The other will be published next fall in the University of Minnesota's *Journalism Quarterly*. (See tables.)

They overlap to some extent in terms of the magazines covered. But the study filed with the court measures page ads appearing in seven magazines and covers generally the first four months of 1970 and 1971. The other study measures numbers of ads appearing in 14 magazines for the first three months of the two years.

Lawrence M. Cohn, an attorney in the firm representing the radio stations, found that *Outdoor Life* scored the greatest increase among the seven magazines he studied—300%. *Ladies Home Journal* marked up a 286% gain, according to the study, and *TV Guide*, 173%. The smallest gainer was *Time*, with 61%.

The study was filed in support of the broadcasters' contention that the act banning cigarette commercials discriminates against broadcasters—specifically radio licensees—in that it permits cigarette advertising "to flourish" in the print media.

The study accompanied a brief that responded to a pleading by anticigarette crusader John Banzhaf III. He had been asked by the court to file a brief on the law's present or future affect on cigarette advertising in nonprint media. However, his pleading was devoted mainly to arguments supporting the legality of the act (BROADCASTING, May 3).

The study to be published in the *Journalism Quarterly* was conducted by Dr. Barry M. Feinberg, a media researcher for the U.S. Information Agency. He raises the question in his study as to whether the increase in cigarette advertising in magazines contradicts the spirit of the congressional ban on cigarette commercials.

He found that the average increase in the number of ads and amount of space devoted to them over the period studied "was twofold, with 10 of the 14 periodicals publishing more than twice as much."

Women's Day registered the highest increase in the number of cigarette ads among the 14 magazines in Dr. Feinberg's study—533%. The only magazine showing no increase was the *American Legion*. Other magazines which showed increases included *Popular Science Monthly*, 300%; *McCall's* and *Redbook*, each 186%; *Esquire*, 150%; *Newsweek*, 133%; and *Look*, 126%.

Senator Frank Moss (D-Utah), who led the successful fight to ban the broadcast of cigarette advertising, called the increase revealed in the study "shocking." He indicated it would strengthen the argument for a strong mandatory health warning in all cigarette advertising.

Cohn takes the pulse of print's tobacco gains . . .

Publication	Rank ¹ Circulation ¹	Total cigarette advertising pages January through April ² 1970	Total cigarette advertising pages January through April 1971	Percent change
TV Guide	Rank: 2d circ: 14,561,948	33	90	+173
Life	Rank: 3d circ: 8,560,647	64	103	+ 61
Look	Rank: 5th circ: 7,832,511	36½	78	+114
Ladies Home Journal	Rank: 9th circ: 6,909,247	7	27	+286
Time	Rank: 14th circ: 4,137,697	32½	76	+135
Sports Illustrated	Rank: 24th circ: 1,868,559	35	80	+129
Outdoor Life	Rank: 26th circ: 1,711,048	7	28	+300

¹ Source: *The World Almanac and Book of Facts* 1971 edition. Circulation figures are average figures for the six months prior to January 1, 1970.

² Includes the May 1, 1970, edition of *Life* magazine.

. . . and so does Feinberg

Publication	Rank ¹ Circulation ¹	Number of ads in first quarter 1970	Number of ads in first quarter 1971	Percent change
Life	Rank: 3d circ: 8,500,000	43	72	+ 67
McCall's	Rank: 4th circ: 8,500,000	7	20	+186
Look	Rank: 6th circ: 7,800,000	27	61	+126
Woman's Day	Rank: 9th circ: 6,900,000	3	19	+533
Redbook	Rank: 13th circ: 4,700,000	7	20	+186
Time	Rank: 14th circ: 4,300,000	30	61	+103
American Legion	Rank: 18th circ: 2,600,000	3	3	0
Newsweek	Rank: 19th circ: 2,600,000	24	56	+133
Sports Illustrated	Rank: 24th circ: 2,000,000	26	59	+127
U.S. News & World Report	Rank: 25th circ: 1,900,000	23	45	+ 96
Popular Science Monthly	Rank: 31st circ: 1,700,000	5	20	+300
Ebony	Rank: 45th circ: 1,200,000	12	19	+ 58
Esquire	Rank: 48th circ: 1,200,000	8	20	+150
Psychology Today	Rank: 90th circ: 500,000	3	8	+167

¹ Source: Magazine Publishers Association, Audit Bureau of Circulation. Statistics based on average circulation per issue for the first six months of 1970; the latest figures available.



Ex-dropout.

Walt Simmons is making the hard climb back in — with the training/work program of WREX-TV and the Rockford Youth Development Center.

Walt is one of several trainees in our continuing program offering career opportunities to disadvantaged young people. With the other participants, he works a three-day twelve-hour

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The idea is to learn.

Walt and the other young people in the program are exposed to all levels of the television business consistent with their interests and aptitudes. They work in the traffic department, on photo

processing, with color-TV cameras, lighting, and more — all positions of responsibility.

Walt is learning floor managing . . . and learning it well.

In fact, we want Walt full-time. Walt Simmons will be working in the TV Production Department of WREX-TV. He now has a reason for wanting his

diploma. He is returning to school to earn it. No doubt, as the next group of trainees comes through, he will be helping someone else climb back in.

For WREX-TV and the other Gilmore stations, Walt's story is another example of the human dividends we can gain through productive community involvement.



James S. Gilmore, Jr., president

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Harrisonburg

A Macdonald reprise on political spending

One bill duplicates measure Nixon vetoed last year; NAB opposes restrictions

Two political-spending proposals carrying the clout of House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) were added last week to those measures already jockeying for position in the House.

One of the bills Mr. Macdonald introduced last Thursday (May 20) is identical to the bill vetoed by President Nixon last year (BROADCASTING, Oct. 19, 1970).

It would repeal Section 315, the equal-time provision, for presidential and vice-presidential candidates, and would require broadcasters to charge candidates no more than their lowest unit rate. It would also limit expenditures, by federal-office candidates and for governor and lieutenant governor, to seven cents for each vote cast in the state's last general election for that office, or \$20,000, whichever is greater. Primaries would be covered at half that amount—three-and-one-half cents or \$10,000.

Mr. Macdonald's second bill would repeal Section 315 of the Communications Act for presidential and vice-presidential candidates, but would limit to 10 cents per eligible voter the amount a federal-office candidate could spend on all media for the general election. No more than half that amount could be spent on the broadcast media. The same limits are imposed for primaries. However, none of the bill's provisions apply to presidential primaries.

The bill would also allow states to include candidates for state offices under the spending limits. However, because of possible constitutional prob-

lems, state candidates would not be covered by the lowest unit rate as it applies to nonbroadcast media.

Mr. Macdonald said hearings on the legislation would begin June 8 and could run for two or three weeks.

Meanwhile, the executive committee of the National Association of Broadcasters last week instructed its staff to oppose those sections of pending and proposed legislation that would impose restrictions on spending by candidates in the broadcast media. "Any limitation on what a candidate may spend," Willard E. Walbridge, Capital Cities Broadcasting Co. senior vice president and chairman of NAB board, said, "should permit him to put that amount wherever he wishes." Mr. Walbridge also stated that NAB would oppose the section of the bill recommended by the Senate Commerce Committee (S-382) that would require broadcasters to sell time to candidates. (BROADCASTING, April 26).

Agency appointments:

■ The Woolco Department Store chain, New York, has appointed Frank B. Sawdon Inc., for its radio and television advertising which it adds to its present newspaper campaign. The firm operates 125 stores in the U.S.

■ Lit Brothers, a subsidiary of City Stores Co., New York, has chosen Firestone & Associates, there, to handle its approximate \$500,000 account. Former agency for the chain of 12 department stores in New Jersey and Pennsylvania, was Jack Israel Advertising, Philadelphia. According to a Firestone spokesman, the change in agencies represents "a shift in emphasis from newspapers to broadcasting," but he did not amplify.

■ Foremost-McKesson Inc., New York, diversified manufacturer, has named Kane, Light, Gladney Inc., New York advertising agency, to handle its Tawn division's Adele Simpson Collage line of fashion fragrances.

■ Gulf & Western Industries Inc., New York, parent company of Paramount Pictures Corp., has retained D'Arcy-Macmanus-Intermarco Inc., New York, to develop a corporate advertising campaign.

■ International Playtex Corp., New York, has appointed Norman, Craig & Kummel, New York, as agency for its "Eighteen Hour Girdle" line and for company's entire line in Italy. Estimated billings for girdle line were \$2 million and for Italian activity, \$1 million. Both accounts were at Young & Rubicam, New York.

■ Carson/Roberts/Inc., Los Angeles, division of Ogilvy & Mather, New York, has been appointed the agency for

Audio Magnetics Corp., subsidiary of Mattel Inc., Hawthorne, Calif. The new agency will handle consumer advertising. Audio Magnetics, which manufactures blank audio tapes and cassettes, will continue to place trade ads directly.

Untried ally for news: the advertisers

The support of the advertising community in defense of commercial television was advocated last Thursday (May 20) by James E. Duffy, ABC-TV president, in a speech before the Chicago Advertising Club.

Mr. Duffy cited the "harassing, haranguing, investigating and questioning" currently being applied to broadcast journalism and the staunch defense by the three networks. But he pointed to a "glaring void in the advertising community" and said: "Out of all the great advertising organizations in this country, there is not a single large and positive voice. Never was that voice more needed. Never was that stand more required."

Mr. Duffy said that the partnership of broadcasters and advertisers is required to maintain and perpetuate a balanced and integrated news, sports and entertainment mass-communications medium in the U.S.

Illustrative of the way advertisers and the broadcast community can cooperate to solve problems facing them, he said, is the children's programming workshop which ABC-TV has scheduled in New York next month. The workshop will involve advertisers, advertising agencies, the networks, industry groups and producers in an exchange of ideas on ways to improve television for children (BROADCASTING, May 10).

Clearing away the ashes

For the first time in 1971, TV-network make-up of losses caused by loss of cigarette advertising and the sagging economy are showing up in recorded billing figures, according to the Television Bureau of Advertising.

TVB's Harvey Spiegel, vice president for sales and advertising, noted that the 3.8% billing decline in monthly comparisons for April (BROADCASTING, May 17) is the smallest this year, giving documentation that "the networks are attracting new business in addition to getting back funds which were pulled out of the medium in the first quarter [1971] because of the decline in the economy and cutbacks in advertising budgets. Hopefully, since the rate of recovery is very pronounced, network television figures in May and June will be on the plus side."

How much is that spot?

The Katz Agency Inc. last week issued the 1971 editions of its Spot Radio Budget Estimator and the Spot TV Cost Summary and Cost Per Rating Point Guide. They are used for quick estimating of spot radio and TV costs. The budget estimator shows costs, individually and averaged, for each of the four highest-cost radio stations in 150 markets and this year includes FM outlets for the first time. The guide for spot TV shows rates and costs for key dayparts in the top-200 television markets. Copies may be obtained by writing to Katz Corporate Information, 245 Park Avenue, New York 10017.

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Few kind words for crossownership proposal

Many a discouraging one hits FCC in comments
by broadcasters and publishers on same-market ban

From broadcast licensees and newspaper publishers of all sizes and in all markets the comments rolled into the FCC by the score last week, all of them urging the commission to abandon its proposed rule to break up multimedia holdings within markets.

The proposal, they said, echoing comments filed a month ago by the National Association of Broadcasters and American Newspaper Publishers Association (BROADCASTING, April 5, 12), is beyond the commission's authority and is "discriminatory, arbitrary and capricious."

The commission, they said, has the weapons at hand to deal with abuses of common ownership on a case-by-case basis. An across-the-board rule, they said, would disserve the public. Many went beyond legal arguments to cite their own records as proof of what they said were the public-interest benefits to be derived from common ownership. Among them were voices from the past of both affected industries:

■ The "draconian measure would disrupt established and proven patterns of broadcast service," said Westinghouse Broadcasting Co., which would be faced with the question of selling off a television station or KDKA(AM) Pittsburgh, one of the stations claiming to be the first commercial outlet on the air.

■ "The St. Louis public would lose far more than it would gain if the commission forced dissolution of the newspaper-broadcast combination," said the Pulitzer Publishing Co., which next year completes 50 years as licensee of KSD(AM) St. Louis and whose founder, Joseph Pulitzer, established the Pulitzer Prize in journalism and began publishing the *St. Louis Post-Dispatch* in 1878.

Two proposed rules were under fire. The principal one would force the breakup of multiple holdings within a market to one television station, one AM-FM combination or one newspaper. Divestiture would be required within five years. The other proposal would ban newspapers—as television stations are now—from owning CATV systems in the same market. Both are aimed at increasing the diversity of media "voices."

Even the Department of Justice, whose comment in an earlier proceeding (BROADCASTING, Aug. 5, 1968) is embodied in the divestiture proposal, expressed reservations about its scope, though none about the commission's authority to adopt it. The department said that the "concentrated nature of many local advertising markets" warrants commission action breaking up newspaper-television crossownerships in the same market and prohibiting the creation of new newspaper-radio combinations and the transfer of existing combinations.

But it said it does not see any need for dissolution of existing television-radio or newspaper-radio combinations,

Cheyenne licensee gets extra time to divest

Frontier Broadcasting Co., which has elected to sell all its television stations rather than go through an FCC hearing on divestiture of its multimedia interests in Cheyenne, Wyo., was given additional time to find a buyer last week.

In an action last Wednesday (May 19), the FCC rescinded a previous order which directed Frontier to sell KFBC-TV Cheyenne; KSTF(TV) Scottsbluff, Neb.; KTVS(TV) Sterling, Colo., and a construction permit for KVRW(TV) Rawlins, Wyo., within six months.

Instead, Frontier will be required to submit progress reports on sale negotiations in four months and each 60 days thereafter. The commission assured Frontier that these reports will be kept in confidence.

The FCC decision tempers the severity of its previous memorandum issued to Frontier on April 14 (BROADCASTING, April 18). In addition to its sell-in-six-months-or-else order, the commission had rejected Frontier's plan to divest itself of its stations by Aug. 10, 1973.

Frontier presently owns Cheyenne's only AM and TV station, its only daily newspaper and one of two FM's.

at least in the major markets, where radio stations, it said, "generally lack significant market power." In the smaller markets—below the top 100—it suggested that the commission review radio-television and radio-newspaper combinations on a case-by-case basis to determine whether dissolution of the combination would be in the public interest.

The department also supported the "policy behind the commission's proposal to bar newspapers from owning a CATV system in its market. But it questioned whether the commission's authority over CATV is broad enough to adopt the proposal.

As did the ANPA in its opposition to the proposed ban on newspaper ownership of co-located CATV systems, newspaper publishers last week said it was essential that they own them if they were to take advantage of the technology CATV can provide for newspaper distribution. Common-carrier regulation of CATV channels owned by others does not avoid the legal and practical problems that would result from a ban on newspaper ownership of co-located CATV systems, the McLatchey Newspapers said.

But it was the divestiture rulemaking that aroused the most concern. And it was McLatchey, itself a multiple owner, that put the issue in its starkest terms: The proceeding, it said, "is undoubtedly in its ultimate effect more fatal to the continued participation of McLatchey, and others comparably situated, in broadcasting than anything heretofore proposed."

Time and again licensees and newspapers cited a mass-media study submitted by the NAB in support of the contention that there is already a plethora of voices—both print and broadcast—and that diversity is actually on the rise.

Accordingly, Paducah Newspapers Inc., licensee of WPSD-TV Paducah, Ky., echoed the sentiments, if not the language, of others who commented in asserting that "the commission's proposals are supported only by sociological speculations in which pontifical (albeit

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well-intentioned) generalizations are adduced in place of demonstrated facts and reasoned analysis."

NBC said that in each of the five markets where it owns television stations there are at least 64 different owners of broadcast stations or daily newspapers—103 different owners if weekly newspapers are included. Furthermore, it added, the public in those markets relies on a substantial number of different media for its news and information.

And CBS said the proposed rule would have only slight impact in increasing diversity—the increase in the number of separate owners in each of the top-10 markets, it said, would range from two to six, and the increase "would represent only from 5% to 10% of the total number of stations in each market." Inclusion of nonbroadcast media, it noted, would further reduce the percentage.

The Evening Star Newspaper Co., publisher of the *Washington Evening Star* and owner of WMAL-AM-FM-TV Washington, argued that crossownership actually strengthens diversity in Washington because of the "journalistic heritage" the stations bring to the community. It also said that if the commission were to force it to choose between its newspaper and broadcast properties "without specific findings of fact that crossownership is not in the

public interest of Washington," the action would be "arbitrary" and "capricious" and result in a denial of due process.

Cox Broadcasting Corp., which operates stations that are under common ownership with newspapers in Atlanta and Dayton, Ohio, was among the broadcasters arguing that such benefits of crossownership as financial resources and stability and long-term management commitment has enabled it to provide high-quality broadcast services.

In addition, it provided studies indicating that co-located Cox stations and newspapers do not speak with a single voice. The studies, on the editorial and news product of media in Atlanta and Dayton, Ohio, were prepared under the supervision of faculty members, respectively, of the University of Georgia and Ohio University journalism schools.

Scripps-Howard Broadcasting Co. contended that the newspaper-broadcaster's self-restraint is not the only assurance the commission has that common ownership of newspapers and stations will not result in the expression of a single point of view, at least over the broadcast facilities. Scripps-Howard and its newspaper-owning parent corporation, E. W. Scripps, pointed out that the U.S. Supreme Court's decision upholding the legality of the commission's fairness doctrine in the *Red Lion* case

makes it clear that broadcasters must provide time for a diversity of views on controversial issues of public importance (BROADCASTING, June 16, 1969). Indeed, Scripps-Howard said, broadcasters, whether affiliated with newspapers or not, may not monopolize the use of broadcasting facilities.

Several newspaper-connected broadcasters also issued what appeared to be pointed reminders that Congress in its last session exhibited concern about the well-being of newspapers by enacting legislation permitting newspapers in the same market to merge many of their functions in order to keep one of them from failing.

"Given the extent of instability in the industry and this recent congressional effort to deal with the problem [The Newspaper Preservation Act]," Newhouse Broadcasting Corp. said, "the commission should not, in the absence of a clear congressional mandate, adopt rules having such a serious impact on a substantial number of newspapers." Newhouse said the proposed rule would "threaten the careful balance" Congress has struck "between the competing public interest claims."

CBS and ABC warned that the rule would have a serious impact on radio networking, which they claimed is already subject to serious economic strain. CBS said the rule that would require network companies to dispose of radio stations in major markets—where they are under common ownership with television outlets—would impair their ability to provide "high-quality news service," "jeopardize the continued viability of radio networks," "result in a decline in 'all-news' service in the major markets," and "adversely affect the continued development of FM service."

ABC said that if it were forced to give up its major-market radio stations it would probably give up radio networking. Ownership of the stations, it said, is the major justification for networking which, it noted, it has carried on at a loss for "many years." Its owned stations in major markets, ABC said, deliver the largest percent of the network audience; when it can not rely on an owned station, it added, it has trouble lining up a strong affiliate.

In the face of the onslaught of broadcasters and publishers urging denial of the proposed divestiture rule, there was one voice last week arguing that the social case for rejection had not been made—a group of law school students who had worked with Albert Kramer, director of Citizens Communications Center, who signed the comment.

The students, in answer to the claim that newspaper-related stations offer superior service, provided the results of a study indicating that such ownership



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71-20

does not affect performance in specific categories of service, including time devoted to news and public-affairs programming. The students, who compared the performance of stations in 33 markets, said the apparent superiority of newspaper-owned stations turns out to be related to network affiliations—particularly to affiliations with CBS and NBC. Newspaper-owned stations not affiliated with those two networks, they said, "rank at the bottom of their markets."

The students, in urging the breakup of broadcast crossownership in individual markets, said the "fecund field of communications should not be permitted to stagnate because of avoidable economic concentration. Action need not be halted until a growing list of casualties confirms our fears."

Changing Hands

Announced:

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

▪ **KRUX(AM)** Glendale and **KTXT(AM)** Tucson, both Arizona: Sold by Leland Bisbee Jr. and others to Arizona Lotus Corp. for \$480,000 (land and buildings at KRUX and the KTXT transmitter site are excluded from the sale). Mr. Bisbee has less than a 2% interest in Triad Stations Inc., licensee of **WFRL(AM)**-**WELL(FM)** Freeport, Ill., and **WALM(AM)** Albion and **WALM-FM** Marshall, both Michigan. Buyer is owned by Lotus Theatre Corp., licensee of **KWKW(AM)** Pasadena, Calif. Lotus theatres are wholly owned by Howard A. Kalmenson. KRUX is on 1360 khz with 5 kw day and 500 w-directional at night. KTXT operates on 990 khz with 10 kw day and 1 kw night. Broker: Jack L. Stoll and Associates.

▪ **WKTC(AM)** Charlotte, N.C.: Sold by Cowan, Liebowitz & Latman, New York law firm, to George H. Buck Jr. for \$210,000. Mr. Buck currently owns **WCOS(AM)** Columbia, S.C. WKTC is on 1310 khz with 1 kw day. Broker: Walliser-Tige Inc., New York.

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 65).

▪ **WKLC-AM-FM** St. Albans, W. Va.: Sold by Raymond I. Kandel and others to William A. Harrison for \$367,500. Mr. Kandel is president of 2588 Newport Corp., which owns **KYVA(AM)** Gallup, N.M., and **KUTC(AM)**-**KFMM(FM)** Tucson, Ariz. Newport is also selling **WERT-AM-FM** Van Wert, Ohio, to J.

Ray Livesay for \$250,000 subject to FCC approval. Mr. Harrison is a Chicago businessman involved in manufacturing concerns in that city. **WKLC(AM)** is a daytimer on 1300 khz with 1 kw; **WKLC-FM** is on 105.1 mhz with 50 kw and an antenna 500 feet above average terrain.

Playing monopoly with divestiture

Can the Clayton Act step in where the FCC wants to tread?

The FCC, in its efforts to guard against concentration of control of mass media, is overlooking a convenient if not an essential tool in Section 7 of the Clayton Act—the section which bars mergers that may "substantially . . . lessen competition" or "tend to create a monopoly."

An article to be published in the May-June issue of *Northwestern University's Law Review* argues that the Section 7 standards should not only be applied to prospective station acquisitions but license-renewal time as a means of restructuring the broadcast

industry along less concentrated lines.

The article was written by Robert W. Bennett, an assistant professor of law at Northwestern, and a former legal assistant to Commissioner Nicholas Johnson.

Mr. Bennett says the commission should use advertising revenues as a means of determining concentration; that although there are problems associated with their use—among them, that not all sources of information are commercial—they are better than the media counts the commission uses.

"Concentration of control of the media . . . is not control of a large number of media but rather control of a large part of the total capacity of the media to be effective," he says, adding, "Media counts are illusory."

He says figures that came to light in connection with proposed transfers in Chicago and Beaumont, Tex., indicate that the transfers—of **WFMT(FM)** to The Tribune Co. and **KFDM-TV** to the Enterprise Co., respectively—would have violated Section 7. (The Tribune Co., after acquisition of the station was challenged in court—by a citizen group represented by Mr. Bennett, then in private practice—gave it to the Chicago Educational Television Association [BROADCASTING, Feb. 16, 1970]. The **KFMB-TV** sale was abandoned by the

25

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parties after the Justice Department expressed opposition to it.)

Mr. Bennett says there probably are many markets where economic concentration in local mass-media advertising is sufficiently great to warrant investigation, on Section 7 grounds, in the event of a proposed acquisition of one significant competitor by another.

Furthermore, he feels the commission should withhold approval of a license-renewal application by an existing multimedia owner whenever it is found to dominate the advertising market to a degree that is "suspect" under Section 7.

Mr. Bennett contends that present law requires this in the case of combinations which are the result of mergers of competing media properties. He adds that the commission should consider following the same restructuring process even if the license was acquired by original licensing rather than merger.

Mr. Bennett filed page proofs of his article with the commission in its rule-making proceeding aimed at requiring the breakup of multimedia holdings within markets (see page 32).

2 ETV's for 3 schools asked

The Ohio Educational Television Network Commission (OETNC) has applied to the FCC for authority to construct two educational television sta-

tions to be operated under the aegis of three Ohio universities—Kent State, Akron, and Youngstown. The proposed stations would be located in Alliance (channel 45) and Akron (channel 49), serving northeastern Ohio. The plan was approved May 13 by the board of trustees of Kent State University, and awaits similar approval from Akron and Youngstown Universities, the Ohio Board of Regents, and the OETNC.

WCIX-TV again wins its shift to Miami

A four-year-old squabble over a plan by the permittee for channel 6 in North Miami, Fla., to move its WCIX-TV 10 miles north to Miami has been settled by the FCC's review board. The board last Monday (May 17) announced approval of Coral Television Corp.'s move and set aside objections of the FCC's Broadcast Bureau.

WCIX-TV, which has been operating in Miami under program test authority, has been in litigation in the courts and the FCC since the application to move was first filed in 1967.

The commission granted the move in 1967 over protests from several Miami-area licensees (BROADCASTING, Feb. 13, 1967), but the decision was appealed by WLBW-TV (ch. 10) Miami. Later the

U.S. Court of Appeals for the District of Columbia remanded the case to the FCC for hearing. WLBW-TV's contention was that Coral had made an unauthorized transfer of control and had engaged in trafficking to get funds for the station. (WLBW was later sold to Post-Newsweek Stations and is now WPLG-TV.)

The decision last week by the review board followed a disagreement between the Broadcast Bureau and an FCC hearing examiner after the latter in 1969 reaffirmed the 1967 grant in an initial decision. The Broadcast Bureau claimed that C. Terence Clyne, a New York advertising executive and 35% stockholder in Coral, had gained de facto control of the permittee when he bought into that organization in 1965. The bureau said Mr. Clyne had become the corporate power of Coral and had taken control from the company's 10 original stockholders without FCC approval. It also argued that Coral was guilty of trafficking through a 1968 sale of convertible debentures to AVC Corp.

The board last week ruled that testimony had shown the Coral board of directors had final governing authority and that Mr. Clyne is constantly under the board's direction.

In setting aside the trafficking charge, the board said that "plainly, Coral's need for funds was most acute prior to the AVC negotiations" and since the AVC-Coral agreement took place only four months after WCIX-TV went on the air, no attempt to traffic could be found.

Forget-CATV-not seed planted by NCTA

CATV will be in the public's eye and on the government's mind by the time of the National Cable Television Association convention, if the industry and its Washington spokesmen are successful in a campaign to be launched this week.

The drive is intended to spotlight what cablemen have long regarded as a government-imposed freeze on their business. Its official opening was to be marked Wednesday (May 26) by a full-page advertisement in the *Washington Post*. Its scheduled culmination is July 5, when thousands of cablemen come to Washington for this year's NCTA convention.

In between, NCTA plans special press kits and campaigns, mailings to federal officials, and the dissemination of 250,000 specially packaged forget-me-not seeds. The seeds will be mailed to systems throughout the country and from there to Washington officials, who will be urged to "plant a flower in the vast wasteland—let cable TV grow."

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*ARB-April-May, 1970

OTP's agenda for fiscal '72

CPB financing, EBS among areas cited by Whitehead in appropriations pitch

The Office of Telecommunications Policy plans to announce "in the near future" its legislative proposals for long-term financing for the Corp. for Public Broadcasting.

That was one of the points made by OTP director Clay T. Whitehead at a Senate Appropriations subcommittee hearing last Wednesday (May 19) on OTP's fiscal 1972 budget request. A spokesman said last week that OTP expects to announce its proposal by July 1.

In his testimony before the Subcommittee on Treasury, Post Office and General Government under Chairman Joseph M. Montoya (D-N.M.), Mr. Whitehead outlined the history, functions and accomplishments of the office and requested total appropriations of \$2,702,000 for fiscal 1972—an increase over its first-year funding of \$2 million and a supplemental appropriation of \$33,000 it received for salary increases.

Of the \$2.7 million, Mr. Whitehead said, \$1,702,000 is earmarked for salaries and associated expenses, including an increase in staff from 48 to 65 full-time positions by next year. And, \$1 million, he said, "is requested for necessary studies that can be carried out more economically by contract or require highly specialized expertise rather than by in-house staff."

An OTP spokesman said the studies would cover seven basic categories: broadcasting and local wide-band distribution (\$100,000); new applications and improved systems of mobile communications (\$150,000); bulk and specialized communications networks (\$150,000); international conferences and cooperative programs, including a study of the International Telecommunications Union (\$50,000); spectrum allocation plans and policies (\$150,000); federal government communications (\$350,000), and state and local government communications systems (\$50,000).

In testimony submitted to the subcommittee, Mr. Whitehead mentioned other areas of concern to OTP. He said:

- The office is in the process of reviewing the Emergency Broadcast System and the National Warning System.

- OTP is exploring, with the FCC, new methods of spectrum planning and management.

- "The time has come for an over-all

reassessment of the [fairness] doctrine and its effects—including its application to the political field and the threat of governmental content control."

- Many problems pertaining to CATV "do not fit existing regulatory molds and almost certainly will require new legislation."

- Questions about authorizing domestic-satellite systems remain unanswered because of "governmental delay and indecision."

Faint hopes rise for WNYC stations

New York City's beleaguered municipal broadcasting system may get some financial relief from New York state. Senator William T. Conklin (R-Brooklyn), chairman of state commission on cultural resources, has proposed that state educational funds be funneled to city-run WNYC-AM-FM-TV from the \$3-million budgeted for 1971-72 by the state legislature for use by existing educational stations in state.

Under the Conklin plan, the city's system would be eligible to receive up to \$200,000 from the state under Mayor John V. Lindsay's currently proposed operating budget of \$600,000. The municipal broadcasting system, ordered to cut back operating expenses, may, however, have to apply to the FCC to have the designation as a commercial TV channel changed to a reserve channel. Although the system does not sell advertising, its commercial-TV license has heretofore prevented it from applying for state educational funds.

Milton Musicus, administrator of the Municipal Service Administration, which heads the communications office, said last week his department may seek Department of Health, Education and Welfare funds to aid the system.

Columbia Cable adding ninth

Columbia Cable Systems Inc., Westport, Conn., a multiple-CATV owner, and Parker Affiliated Companies, Worcester, Mass., holding company, have agreed in principle for Columbia Cable to acquire a Parker-owned CATV system in Worcester, Mass.

The acquisition will give Columbia Cable its ninth cable system and a total of 56,200 subscribers in nine states.

The Worcester cable system, established in 1968, delivers 21 signals (17 TV stations plus four local originations) over a 216-mile, dual-cable, 24-channel system to 3,200 customers.

The consideration was not announced, but it is understood to involve stock.

Better public service through technology

NAEB program would use cable, cartridge, cassette to expand role

The National Association of Educational Broadcasters has taken the first steps toward encouraging a metamorphosis in public broadcasting stations. The stations will be urged, through talk and action, to become "public telecommunications centers" using all kinds of distribution technologies, as recommended earlier this month by NAEB President William G. Harley.

At its May 15 meeting in Washington, the NAEB board approved a six-point plan that calls for the establishment of prototype public telecommunications centers; for NAEB programs of information and guidance to members; development of an Educational Broadcasting Institute seminar to acquaint members with new technology; and, possibly, an attempt to amend the Educational Broadcasting Facilities Act so that public stations might receive government funding to expand their facilities in other ways than broadcasting.

The idea was first formally presented when Mr. Harley, in a meeting of NAEB's executive committee, said public stations should begin to employ cartridge and cassette systems, cable TV—especially cable TV—and whatever else is needed to expand their service capacity (BROADCASTING, May 10). Mr. Harley added that technological expansion could be accomplished without abandoning or diluting the role of the broadcast station, which he said "will continue to be the voice through which it is possible to speak to the whole community all of the time."

The executive committee members later ordered Mr. Harley's remarks circulated to the entire membership, and asked him to repeat the statement to the boards. With an enthusiasm and unanimity that surprised some observers, the boards moved to translate the recommendations into action.

At the same meeting, the boards adopted a statement expressing dismay over the government's continuing attacks upon the broadcast media.

And, with an eye to keeping its own house in order, the board added: "The NAEB is no less concerned that some licensees, including some noncommercial educational licensees, may themselves be suppressing access to their facilities for accurate, objective and balanced programing designed to serve the public by giving voice to minority groups and ideas."

From the old chief: a few warning words

Rosel Hyde points to creeping carrier-type regulation of radio-TV

A former chairman of the FCC thinks the present route that the commission is taking in asserting more and more control over TV and radio programming inevitably is leading to common-carrier regulation of broadcasting.

Rosel H. Hyde, who retired as chairman of the FCC in 1969 after almost a lifetime with the FCC and its predecessor agency, the Federal Radio Commission, called for a broadcaster's bill of rights by Congress that would, among other things, extend licenses for a five-year period, instead of the present three, and make it clear that broadcasting shall not be subjected to program regulation "by a group of seven men—however distinguished and admirable."

Mr. Hyde, speaking to the Oregon Association of Broadcasters, meeting in Medford, Ore., last week, noted what he considers an alarming relationship between what the FCC is now doing, and proposing to do, in the program field of TV and radio stations and sections of the Communications Act dealing with common-carrier requirements. The Communications Act specifically forbids the FCC from treating broadcasting as a common carrier. Among Mr. Hyde's examples:

- Surveys of community needs and plans to meet those needs. This is exactly what a carrier must do under Section 214 of the Communications Act in order to apply for a certificate. "Perhaps the main difference," Mr. Hyde said, "is that a recognized carrier is required to do this only at the time a service is initiated, not every three years."

- Posting of projected program service at stations for public inspection, and notification to the commission when significant changes in this format are contemplated. Carriers must file descriptions and statements of conditions of service at their offices for public inspection, and must notify the FCC when changes are proposed.

- Sanctions imposed on broadcasters, where the FCC does not agree with proposals, range from a letter of inquiry to delay in license renewal. Under common-carrier rules, a tariff may be suspended for three months only; in the case of the broadcaster, action on renewal or other applications can be deferred indefinitely.

- Complaint procedures involving common-carriers are defined in Section

208 of the Communications Act; there is no such provision for broadcasting, but notwithstanding, there is a long-established complaint procedure, involving Section 315 of the Communications Act and the fairness doctrine. "However," Mr. Hyde said before the conclave, "there is no necessity for making the renewal license process a complaint and program regulatory process."

Broadcast programs, Mr. Hyde said, are continually subject to public examination. A given program succeeds or fails according to the judgment of the public, he said. "This is participatory democracy for the entire public; this is continuous public surveillance."

"Our American experience," he concluded, "teaches that free, uninhibited, open, imaginative competition is the best form of regulation. . . ."

Galveston CATV moves under Teleprompter wing

Teleprompter Corp., New York, has acquired, through an exchange of stock, the 4,000-subscriber Galveston, Tex., cable-TV system of Coastal Community Antenna Television Inc.

The Galveston city council unanimously approved the transfer, to be known as Teleprompter of Galveston Cable TV Corp. Currently, the 12-channel cable-TV system carries five local television signals and originates programming two nights a week. Teleprompter plans to expand original information and entertainment programs to suit its subscribers' needs. Engineering studies are also being conducted to extend the system's existing 110-mile plant to the western section of the city.

\$90,000 fire at KDNT-AM-FM

A fire completely destroyed the remote transmitter site of KDNT-AM-FM Denton, Tex., May 9, but both stations were back on the air with temporary transmitters the following day. Unofficial estimates placed a \$90,000 price tag on the destruction. No determination of the cause of the fire has been made, and station officials were not able to determine any motive for arson.

Rosel Hyde to Oregon broadcasters:

"Our American experience teaches that free, uninhibited, open, imaginative competition is the best form of regulation . . ."

Speedy end asked for WHDH struggle

BBI wants Supreme Court, FCC to wind up case by start of fall season

Twenty-eight months ago the FCC named Boston Broadcasters Inc. the winner in its contest with WHDH-TV Boston and two other applicants for Boston channel 5. Last week BBI was busy on two fronts in an effort to displace WHDH-TV and to begin operating on the channel by the start of the fall television season.

BBI petitioned the U.S. Supreme Court to expedite consideration of the three petitions for review that have been filed in a manner that would permit the court to dispose of the petitions in the current term, which ends next month.

And in a petition filed with the FCC in which it claimed that WHDH Inc., licensee of WHDH-TV, has abused commission processes and harassed BBI principals, BBI asked that Sept. 26 be set as the conditional termination date for WHDH-TV's operations on channel 5. The condition would be that the Supreme Court deny by July 1 WHDH's pending petition for review of the appeals court decision affirming the commission order in the case.

Setting a termination date, BBI said, "should have the salutary effect of putting WHDH on notice that a continuation of its present line of conduct will not be tolerated, and will not gain it the delay which it seeks."

The pleading filed with the Supreme Court involves the petitions for review filed by the other applicants in the case—Greater Boston Television Corp. and Charles River Civic Television Inc., as well as WHDH. BBI asked the court to direct the parties to file all remaining pleadings in time to permit it to dispose of them by the end of the current term. BBI was scheduled to file its opposition to the three petitions for review today (May 24). Ordinarily court rules would allow the other parties 30 days to respond.

BBI suggested that the high court dissolve the commission order staying the Jan. 23, 1969, order granting BBI's channel 5 application unless the three losing applicants meet the proposed tighter deadline.

BBI noted that the U.S. Court of Appeals in Washington which upheld the commission's decision in an order handed down on Nov. 13, 1970, had expressed the hope that petitions for Supreme Court review could be disposed of in the current term of the

court. And, BBI noted the channel 5 case has been before the commission and the courts for 17 years.

Besides its appeal to the appeals court, and a request for rehearing that was also turned down by the court, and its petition for review by the Supreme Court, WHDH has also filed two petitions with the commission asking it to reopen the case.

One was aimed at determining the basis for then-Commissioner James J. Wadsworth's vote in the WHDH case; the other contained allegations of wrongdoing on the part of BBI principals. The first request was denied; the second is still pending.

BBI, which characterized the second pleading as being "based in large part on lies and distortions," said that "so long as WHDH believes there is any chance" of maintaining its place on channel 5, "any action which can result in such extension will be taken." BBI listed a number of instances of what it said was WHDH's readiness to rely on "perjurious" affidavits and to harass and intimidate BBI principals, their associates "and innocent bystanders" in investigating BBI principals.

BBI said a delay in its plans to begin operating in the fall will add to the expense of its principals. WHDH, it said, nets more than \$6 million before taxes every year it operates the station.

Tijuana affiliation granted ABC once again

An initial decision released last week by FCC Hearing Examiner James F. Tierney proposed authorization for ABC to continue feeding programs to XETV(TV) Tijuana, Mexico. Mr. Tierney's conclusion constituted a solution to what he called "a virtual Solomonic dilemma."

ABC's application for renewal of its authority to provide XETV with its programs, as it has been doing since 1955, was designated for hearing last year because of objections by the licensee of KCST(TV) San Diego. Western Telecasters Inc., charged that the ABC practice should be ended because XETV, which serves the San Diego market as its sole ABC-TV affiliate, offers little local programming; because ABC was only permitted the international program service because of a lack of a third station in San Diego at the time, and because KCST is now ready to receive network affiliation and this would not be feasible with the competing Mexican signal.

Examiner Tierney, however, found difficulty in reconciling the issues. On the one hand, he ruled, the San Diego market would be better served by an ABC-TV affiliation there rather than

across the border. He said a local station could better meet the needs of the community because XETV has no local news department and is lax on local issues.

This, he stated, was not the principal issue, however. Mr. Tierney pointed out that, considering ABC's long-endured "competitive disadvantage" with the two other networks, each of which has a San Diego affiliate, the network would be forced to take a financial loss if it were to switch from VHF XETV to UHF KCST.

In granting the authorization to ABC, the examiner stipulated that the practice "is subject to an annual accounting" in that the network must receive commission authorization to continue program delivery each year.

But he further ruled that, because XETV has in the past deleted sizable portions of the ABC feeds, the network must file a "timely and full report" with the commission listing these omissions.

Buck seeks 'new forces' for IRTS board

Max E. Buck, who was installed last Tuesday (May 18) as president of the International Radio and Television Society proposed in his inauguration speech that the IRTS board of governors include a black, a woman and a person under 30.

The NBC-TV vice president for sales told the luncheon meeting of IRTS that "new forces are breaking through the crust." He said the presence of a black, a woman and a person under 30 on the IRTS board will be "abrasive, frequently unsettling, but in the long run, healthy."

Mr. Buck later said his proposal is practicable and he is already at work to implement it. He pointed out that the present board of 17 can be expanded through a vote of the membership or a change in the constitution. He said he also has the right to appoint an advisory group to the governing board and if the other procedures prove to be time-consuming, he will take this route in order to have the three classifications represented by next fall.

He explained that a black, a woman or a person under 30 never have been on the board and he considers their representation "vital" in today's society. He said his speech has engendered considerable reaction and he has received suggestions of particular candidates in each of the minority classifications he named.

The board consists of six officers, the past president, and 10 elected governors, with five of the governors retiring after two years of a four-year-term. The ages of the present board range from nearly 40 to the late 60's.

Court edict saps CATV bid for imports

That's NAB board chairman's contention; association to evaluate renewal proposals

The chairman of the National Association of Broadcasters' joint board admitted last week that he was in as much of a quandary "as the CATV people."

The subject of his remarks, made at a meeting of the NAB executive committee in Washington, was the CATV situation following the decision of the Eighth Circuit Court of Appeals in St. Louis 10 days ago that held the FCC had no authority to order cable systems to originate (BROADCASTING, May 17; see also page 20).

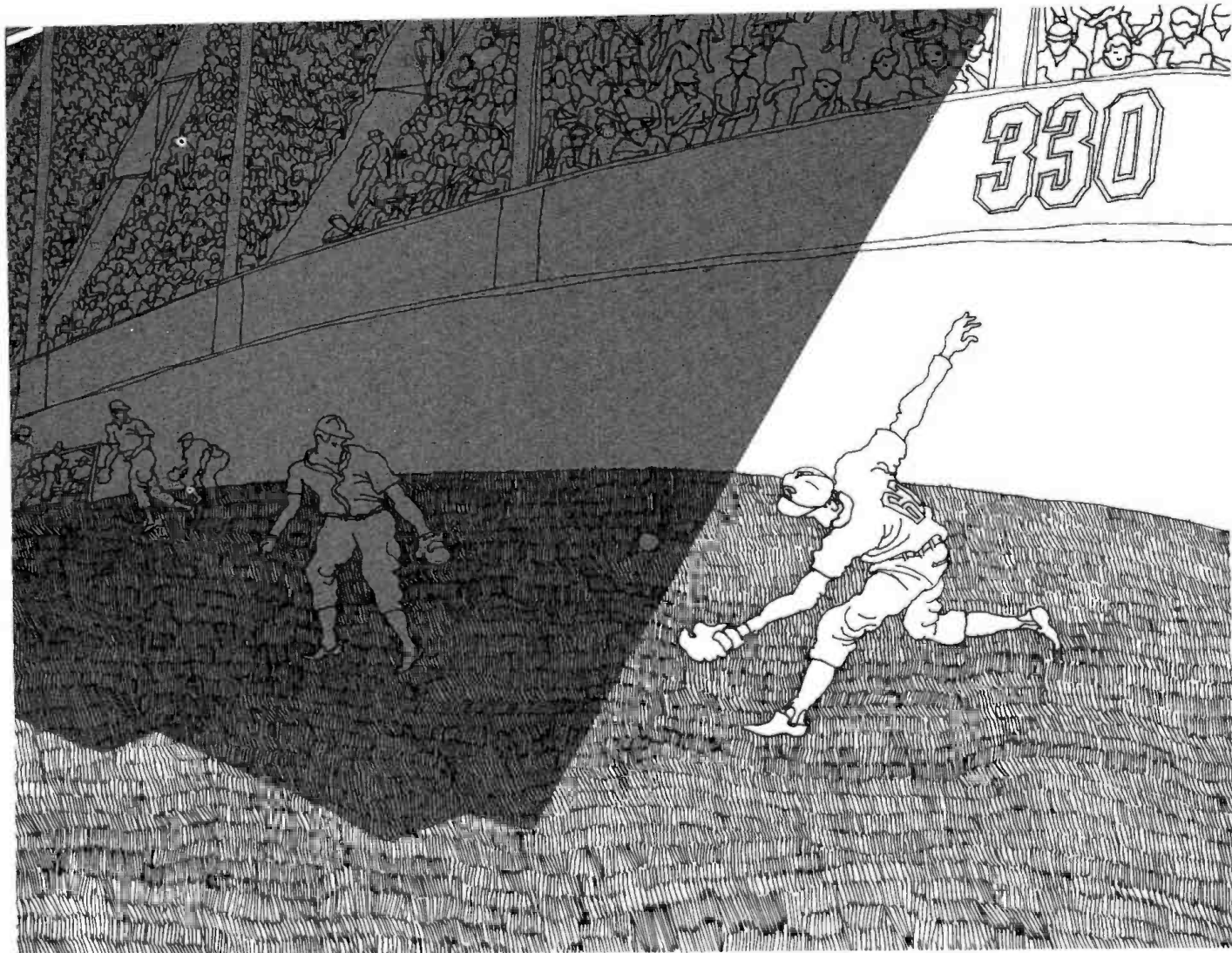
Noting also the increase in activity by state legislatures proposing to place CATV under state public utility regulation, Willard E. Walbridge, Capital Cities Broadcasting senior vice president, added that the court action takes away one of the props on which the cable industry has relied to persuade the FCC to permit the importation of distant signals. CATV, he said, no longer requires the subsidy of distant signals as a quid pro quo for origination.

Mr. Walbridge also reported that the NAB executive committee had asked the staff to make a definitive study of the FCC's license-renewal proposals, including such items as announcements every eight days which he termed "a solicitation of audience criticism," as well as the percentage requirements on news and public affairs programming. The staff was asked to report back with recommendations in time for the NAB board meeting next month.

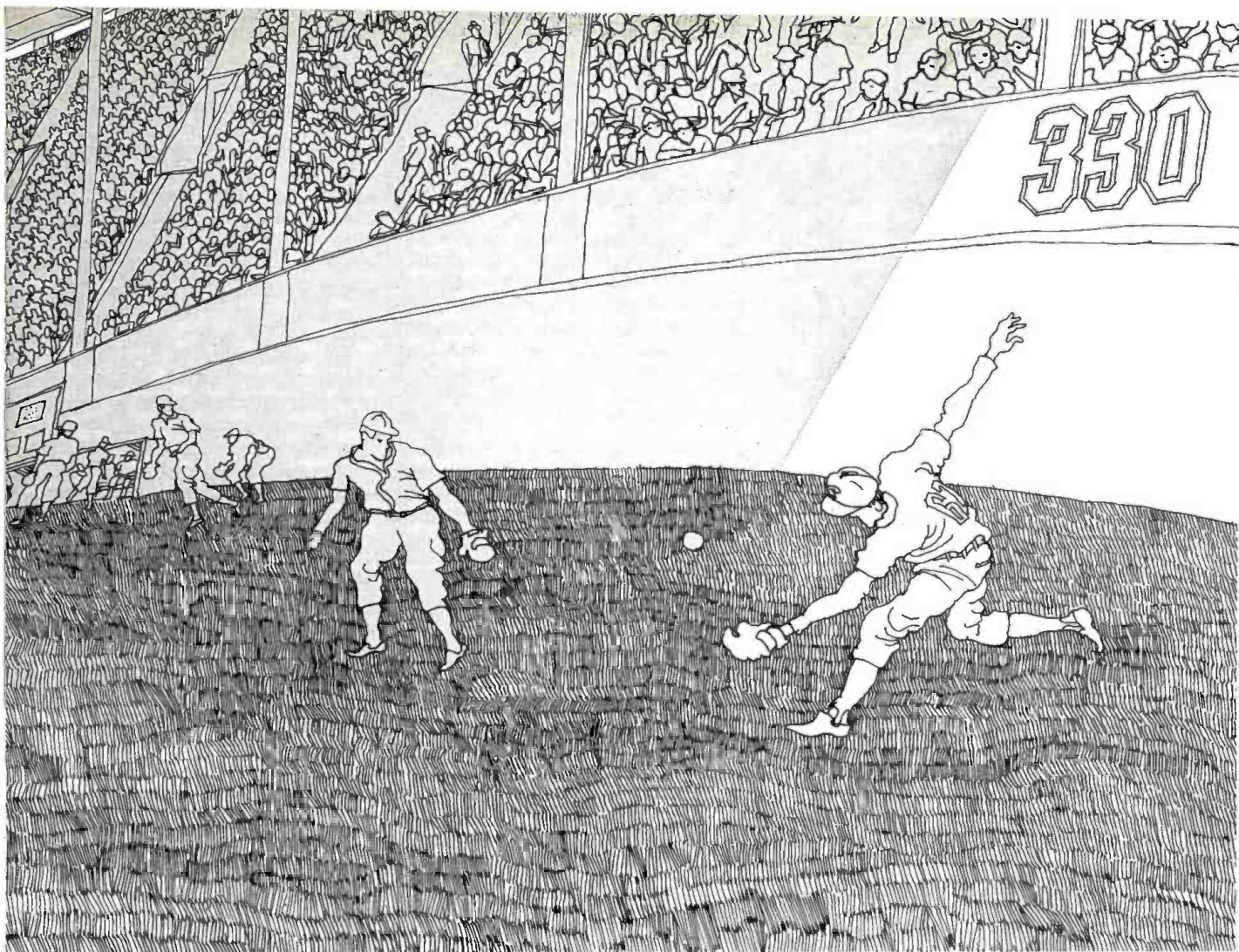
Mr. Walbridge also reported that the association is now virtually in balance on its budget and, in fact, at the moment is operating with a small surplus (estimated at less than \$10,000). For the June board meeting, he said, the budget should be fully in balance.

Mr. Walbridge disclosed that the association's TV Code Review Board, meeting in Washington this week (May 25), would confer with Robert B. Choate, chairman of "Council on Children, Media and Merchandising."

Mr. Choate came to prominence a year ago when he charged before a Senate subcommittee that breakfast-cereal advertisers were catering to children with sugar-coated foods that he alleged, not only were unnutritious but were detrimental to their health. Earlier this year, Mr. Choate proposed a new code of advertising principles for "edibles," and asked NAB to confer with him about it (BROADCASTING, Feb. 22).



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Now the grass is still greener, and the action clearer, on our side.

We've developed a three-part Extended Sensitivity and Scene Contrast Compression option for the TK-44A that cuts the amount of light the camera needs in half. So color and action in dark areas stand out.

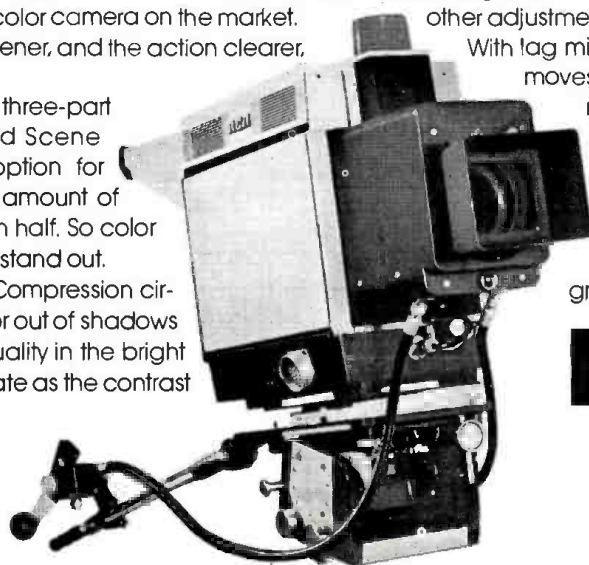
Our Scene Contrast Compression circuit picks detail and color out of shadows without compromising quality in the bright areas. It's as easy to operate as the contrast

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We started by making the best color camera. The TK-44A. Now we're offering you a new option that makes it even better. We want the grass to be greener on your side, too.



RCA

ARB bends an ear to Dimling complaints

Dr. Peter Langhoff, president of American Research Bureau, said last week that his firm is investigating charges that ARB consistently shows lower audiences in local TV audience measurement reports than other research services and that "we have assumed responsibility for driving to the heart of the matter."

Dr. Langhoff was responding to a May 10 letter from John A. Dimling Jr., vice president for research of the National Association of Broadcasters, charging that ARB consistently undercounted the local TV audience (BROADCASTING, May 17).

In his May 19 letter to Mr. Dimling,

Dr. Langhoff noted that ARB had not yet seen the details of the studies cited as evidence that the diary system is suspected of being at fault. He also said that not infrequently the diary shows higher station levels than meters for prime-time viewing, and that at other times, according to what he has been told, the ARB results are higher than the Nielsen Station Index reports.

"We hope," he said, "and we assume you agree that a simplistic view of an immensely complex phenomenon should not prevail."

FCC turns down D&B

Two weeks ago, Corinthian Broadcasting Corp. and Dun & Bradstreet Inc. asked the FCC to amplify its order granting of the former's merger into

the latter (BROADCASTING, May 10). At the time, they said, they were requesting the unusual action in order to eliminate any doubts that might have been raised by Commissioner H. Rex Lee's dissenting statement in the initial grant. They desired such a clarification, they said, to assure that the order will withstand judicial review.

Last Thursday (May 20), the FCC announced it had denied the Corinthian-D&B proposal.

On the same day, the commission also announced that Anthony R. Martin-Trigona, communications industry gadfly, has filed a petition with the U.S. Appeals Court for the District of Columbia Circuit, asking for a review of the FCC grant of the Corinthian-D&B transaction.

Programming

Cronkite indicts the administration

Veteran newsman lays blame on President for 'conspiracy' to discredit news media

CBS News correspondent Walter Cronkite accused the Nixon administration last Tuesday (May 18) of engaging in a plot to destroy the credibility of the news media, especially television journalism.

In a hard-hitting speech in New York before the International Radio and Television Society, which had just honored him as "Broadcaster of the Year," Mr. Cronkite urged both print and broadcast newsmen to speak out and not mute their collective voices. "For," he said, "many of us see a clear indication on the part of this administration of a grand conspiracy to destroy the credibility of the press."

Journalists, he said, must respond: "As long as the attacks, overt and subtle, continue, we must, even at the risk of appearing to be self-serving, rise to defend ourselves against the charges by which the enemies of freedom seek to influence a divided and confused population."

Newsgathering is not an exact science, he said. "We commit errors of fact and the offended always must have the right to bring us to task when such occurs by sloth or inadvertence."

But, Mr. Cronkite said, Vice President Spiro T. Agnew and Senator Robert Dole (R-Kan.), chairman of the Republican National Committee, are spearheading a campaign that goes be-

yond that. "Aside from the attempts at intimidation through reminders that broadcasting is a licensed industry, they are attacking the qualifications of the press as the single most powerful monitor of the performance of the people's government."

It is impossible to know the motives behind this "conspiracy," Mr. Cronkite said. Perhaps, he added, it is designed to turn future electoral campaigns in

the administration's favor. "This would be a cynical and dangerous game—dangerous to democracy, to America, and to the prospects of progress."

President Nixon cannot escape responsibility for the campaign, he said. "He is the ultimate leader. He sets the tone and the attitude of his administration. By internal edict and public posture, he could reverse the antipress policy of his administration if that were his desire."

Other Presidents have expressed displeasure with the news media, Mr. Cronkite pointed out, but these were personal points of view.

"The evidence today buttresses the suspicion that this administration has gone much further—that it has conceived, planned, orchestrated and is now conducting a program to reduce the effectiveness of the free press, and its prime target is television," he asserted.

"With consummate skill it attacks on many fronts: often reiterated but unsubstantiated charges of bias and prejudice from the stump, the claim of distortion or even fakery planted with friendly columnists, the attempts to divide the networks and their affiliates, harassment by subpoena."

One of Mr. Cronkite's chief targets, Vice President Agnew, was speaking on the same night, firing another barrage at his favorite targets, the *New*



Mr. Cronkite

York Times, *The Washington Post*, and the networks. The Vice President, at a Republican gathering in Jackson, Miss., said that to the media, 10,000 persons "raging" through the capital, "defacing buildings with their favorite obscenity or Maoist slogan of the moment, disabling automobiles . . ." were "kids" who are 'trying to sell us something, if we would only listen'."

And he had this to say about the intimidation charge. If "some outspoken public official who has totally lost patience with such fatuous nonsense" disagrees "with this media assessment—he isn't just exercising his right to dissent . . . He's being 'repressive.' He's trying to 'intimidate' the national news media. "And," he added, "you don't have to look back any further than Walter Cronkite's speech tonight."

Mr. Cronkite defended the integrity of CBS News operations, saying that in his nine years as managing editor of *CBS Evening News*, CBS management has never asked him to either include or exclude any news item. Nor, he added, has management told him how to treat a particular story. "Quickly I might note here too," Mr. Cronkite said, "in answer to another criticism we receive from the left—never once has our [CBS] management ever permitted advertising pressure to be exerted on my level at the *CBS Evening News*."

Cronkite to the IRTS:

"Many of us see . . . a grand conspiracy to destroy the credibility of the press . . . [President Nixon] is the ultimate leader. He could reverse the antipress policy of his administration if that were his desire."

Newsmen are not "jugglers, dancers, ventriloquists, singers or actors seeking applause," he said. "We are not in the business of winning popularity contests. It is not our job to entertain, nor, indeed, to please anyone except, perhaps, Diogenes."

"Unfortunately, we have seen lately the growth of 'happy news time' on some stations, promoted by managements willing to sell their journalistic responsibility for a few fickle Nielsen points. They are the dupes of those who urge more 'good news' in the hope, subconscious or Machiavellian, that it will blot out the bad news—in other words, suppress the news of aber-

rant behavior and dissent from establishment norms.

"To seek the public's favor by presenting the news it wants to hear is to fail to understand the function of broadcast news in a democracy."

Electronic journalists, Mr. Cronkite said, have spent 35 years convincing the public that broadcast news is not a part of the entertainment business, and "it is a shame that some would endanger that reputation now. More responsible managements have not yielded to this pressure, and we all can be grateful for their strength."

The road is clear for all journalists, he said. They must continue to resist "unflaggingly and with all our resources, every effort to intimidate, coerce and control us. The resources we employ must include the use of our own air. We should not be timid or modest or fear misunderstanding in answering the attacks upon us."

Mr. Cronkite urged the news media to take a strong offensive "to secure legislation spelling out the inviolability of the press and broadcasting from government harassment." It was strange, he said, that it is necessary "that Congress specifically apply the First Amendment to us, once and for all underlining that the licensing power carries no right to question news judgment or performance."

**Paul Sills, who created this unique theatrical form,
and Zev Bufman, award-winning producer,
will stage and produce the television series,
that's who...**

**David Winters, brilliant creative head of
Winters/Rosen, will directly supervise the
transformation of this Broadway hit to television,
that's who...**

**Aesop, Grimm Brothers, Andersen, Arabian Nights
and other great myths in "contemporary
adaptations, wild, witty, jaunty!" (Theatre Review)
That's who.**

WHO IS

STORY THEATRE



ASK WINTERS/ROSEN

Flogging a horse that tried to die

Tracy Westen petitions FCC for clarification of clarification of drug-lyrics statement

Another chapter in the continuing story of "what the FCC is really saying about drug lyrics" was penned last week by Tracy Westen of the Stern Community Law Firm, Washington.

Mr. Westen, attorney for a group of individuals, college broadcasters and a drug-education group, filed a petition with the commission for three specific actions on the FCC's April 6 statement on drug lyrics (BROADCASTING, April 19). That statement attempted to ease the widespread anxiety brought about by the March 5 public notice warning licensees of their responsibility to be aware of the music they play (BROADCASTING, March 8, et seq.).

Mr. Westen's petition asked the commission to define the reasoning behind the April statement—to determine whether it merely reiterated "its long-established policy of licensee responsibility to be aware of the material it is broadcasting" or if the commission "is requiring the pre-screening of lyrics." If the latter is the rule, the petition said, the commission should abandon its two previous statements and implement rulemaking proceedings to determine a proper procedure for reviewing record lyrics before broadcast.

A third request set down in the petition was for a declaratory ruling on the station policy of Yale Broadcasting Co., licensee of noncommercial WYBC(FM) New Haven, Conn., on the broadcast of musical recordings.

In addition to the Yale station, the petitioners included University of the Pacific, licensee of noncommercial KUOP(FM) Stockton, Calif.; the National Coordinating Council on Drug Abuse Education and Information Inc., and a number of individuals including Steve Leon, former program director of WDAS-FM Philadelphia, who was fired because of his stand against censorship of lyrics at the station (BROADCASTING, March 22).

The petitioners contend that "several important aspects" of the commission's position on drug lyrics "remain so vague that petitioners and other licensees remain uncertain what they must do to comply therewith." "Other aspects" of the April statement, they said, "are clear as to their import but continue to suffer from constitutional and statutory deficiencies." They asked that these areas of the statement be removed.

They also charged that the commission's April order "is apparently inconsistent" with its March notice in that while the earlier statement set up a five-step procedure for the prescreen-

ing of lyrics, the subsequent statement "appears to retreat somewhat from the severity of these requirements."

And, they alleged, the commission "has failed to establish a link between song lyrics and drug usage." They said this must be "empirically established" before government may "censor or burden this mode of speech."

The Yale statement is in line with this contention. Its programing proposal states that WYBC treats lyrics as "part and parcel of the music and have no independent life of their own." Music, the Yale licensee contended, is an expression of the artist involved, and "more often than not the lyrics are not as important to the artist's view as is the music." Records are not preprogrammed at the station, Yale said, because it would interfere with the "spontaneity and objectivity" of programing.

The petitioners have also taken their case against the commission to court in an attempt to override the March and April statements. A federal court judge threw out the initial suit, seeking a declaratory stay that the notice is unconstitutional and an order retaining the commission from enforcing it. The court ruled that it lacked jurisdiction (BROADCASTING, April 16), but that action is being appealed.

The RTNDA's regional news-award winners

The awards in display cases at 12 radio and 12 television stations will have to make room for one more. The Radio and Television News Directors Association has announced recipients of regional honors in the organization's broadcast-news awards competition.

Winners from these four regions will compete with RTNDA of Canada award winners for RTNDA's annual international awards:

Region 1 (West), radio: Edward R. Murrow documentary award, KSFO(AM), San Francisco; editorializing, KFI(AM), Los Angeles; on-the-spot news story, KTNT-AM-FM, Tacoma, Wash. TV: Murrow documentary, KNXT(TV), Los Angeles; editorializing, KOGO-TV, San Diego; spot news, KATU(TV), Portland, Ore.

Region 2 (Midwest), radio: Murrow documentary, WMAQ-AM-FM, Chicago; editorializing, WGHN-AM-FM, Grand Haven, Mich.; spot news, WGN(AM), Chicago. TV: Murrow documentary, WCCO-TV, Minneapolis, and WOOD-TV, Grand Rapids, Mich.; editorializing,

WJBK-TV, Detroit; spot news, WOOD-TV.

Region 3 (Northeast), radio: Murrow documentary, WIP(AM), Philadelphia; editorializing, WEEI-AM-FM, Boston; spot news, WJDM(AM), Elizabeth, N.J. TV: Murrow documentary, WNBC-TV, New York; editorializing, WTOP-TV, Washington; spot news, WKYC-TV, Cleveland.

Region 4 (Southeast), radio: Murrow documentary, WBT-AM-FM, Charlotte, N.C.; editorializing, KEEL-AM-FM, Shreveport, La.; spot news, KFYO(AM), Lubbock, Tex. TV: Murrow documentary, KPRC-TV, Houston; editorializing, WSB-TV, Atlanta; spot news, WHAS-TV, Louisville, Ky.

The regional award winners will be honored at forthcoming RTNDA regional conferences and workshops.

Murrow fellowship awarded

The 1971-72 Edward R. Murrow Fellowship for foreign correspondents has been awarded to Robert L. Mott, a veteran journalist presently serving as co-editor of the *Washington Post's* Sunday "Outlook" section.

The fellowship is awarded each year by the Council on Foreign Relations, a private, independent center for the study of American foreign policy. It is designed to give working journalists an opportunity to conduct sustained study of a specialized topic, without the usual pressures of deadlines.

Mr. Mott—former European editor of the *Los Angeles Times-Washington Post* News Service and London editor-correspondent for the *Post*—will use the fellowship to explore long-range foreign-policy problems, with particular focus on Europe. He will study at the council's New York headquarters.

CBS pollution series honored

CBS News was one of four recipients of the Sidney Hillman Foundation awards presented a fortnight ago in New York for outstanding achievement in mass communications in 1970.

The CBS News environment documentary series, *Can the World Be Saved?*, produced by Ron Bonn with commentary by Walter Cronkite, was given one of the awards, which are named after the first president of the Amalgamated Clothing Workers of America, AFL-CIO. The foundation was established in 1946. Other winners were John Kifner of the *New York Times* for a series of articles on the events leading up to the Kent State killings; Ramsey Clark, former attorney general, for his book, *Crime in America*, and Christopher H. Pyle, former Army intelligence officer and writer, for his expose of military surveillance of civilians and elected officials which was in *Washington Monthly*.

Saturday Review awards dominated by CBS

The 1970-71 television season shone when it "cultivated" dissent and the "general vigor of social critique" both in the U. S. and abroad. That is how the judges summed up the 1970-71 season in announcing their program selections for *Saturday Review's* annual television awards for 1971.

Of the three commercial TV networks, CBS dominated the awards. CBS News's *The Selling of the Pentagon*, *The World of Charlie Company* and *Voices From the Russian Underground* were winners in the "single-program" category. CBS News itself received a special citation for its "courageous and almost single-handed leadership among the networks in the cause of alert, vigorous and uncompromising reporting and forthright commentary on public affairs. . . ."

Regular TV series honored were CBS-TV's *All in the Family* and the National Educational Television series, *The Great American Dream Machine*.

Also receiving awards: in the "limited series" category, British Broadcasting Corp.'s *Civilisation*, which was seen on noncommercial TV in this country, and WGBH(TV) Boston's *The Nader Report* (also on other noncommercial stations). Also, for single programs, awards went

to *Belonging* (Ontario Educational Communications Authority, Canada); "The Man from Uncle (Sam)," a 50-minute segment on NBC News's *First Tuesday*; *The Eye of the Storm* (ABC News); *The Man Hunters* (MGM Television).

Special citations were also accorded to KING-TV Seattle for public-service programs on a local level; to noncommercial WPBT(TV) Miami for its *Politiathon '70* four-and-a-half-hour, open-ended show on political candidates, which also was fed to several other stations, and to WCKT(TV) Miami for *The Forbidden Fruit*, which dealt with the attempt to legalize casino gambling in Miami Beach.

Arthritis Foundation awards

KING-TV Seattle and noncommercial KFUO-AM-FM St. Louis were among the communications-media recipients of Russell L. Cecil writing awards. These annual honors were presented last week in New York by the Arthritis Foundation and are given in recognition of outstanding writing on that disease.

Elizabeth Wright Evans, education director of KING-TV, was honored for writing and producing *Unrelenting Pain: New Hope*. Brad Holiday, production manager of the KFUO stations received his award for the two-part *Arthritis—No Age Gap*.

Oh! Calcutta video tape draws Texas indictment

To a federal grand jury in Corpus Christi, Tex., the off-Broadway show "Oh! Calcutta" is "obscene, lewd, lascivious and filthy." As a result, it indicted the New York producers of a videotape version of the show for transmitting it over closed-circuit television lines.

The grand jury acted under an 1873 law which makes it illegal to transport obscene matter by common carrier in interstate commerce. The Justice Department said the charge involves only interstate transportation and is not connected with any local showing of the videotape.

Named in the indictment were the Colormedia Corp., a Delaware corporation doing business in New York; Rodney Erickson, president of the firm; Henry A. Schwartz, vice president and technical consultant; Barry Burnstein, in charge of distribution and contacts, and Cynthia Brooks, head of public relations and promotion.

The firm transmitted the video-tape version of the play to 14 cities, including Corpus Christi, on Sept. 28. The indictment was said to be the first against closed-circuit television for carrying allegedly obscene matter.

The first show to move into television while still running on Broadway, that's what...

Proven family appeal to deliver audience demographics comparable to successful network programming in the 7:30 time period, that's what...

"Pure delight, talent, invention, with the universality of appeal that spans small children and the most erudite adults" (Scripps-Howard Syndicate) That's what.



ASK WINTERS/ROSEN

CBS content with 'Selling' fairness

Network tells FCC there was ample chance for opposing views

CBS told the FCC last week that it was satisfied it had fully met its fairness-doctrine responsibilities in the controversial *The Selling of the Pentagon* case. Robert V. Evans, CBS vice president and general counsel, made the assertion in a letter responding to a commission request for comment on complaints that CBS-TV failed to meet fairness-doctrine requirements in connection with the program (BROADCASTING, May 3), which dealt with the Defense Department's public-information activities.

"While you do not detail these complaints we assume that [they] contend that CBS has not afforded sufficient time for the presentation of views of those supporting these Defense Department public-information activities," Mr. Evans wrote. "CBS has provided extensive coverage of the issues discussed in this documentary broadcast, including significant opportunity to those who were critical of the broadcast's treatment of the substantive issues presented."

He noted that the *Selling* broadcast itself first presented Feb. 23, included viewpoints favorable to the Pentagon; listed four *CBS Morning News* with *John Hart* programs between March 4 and March 19 and the *CBS Evening News* with *Walter Cronkite* on March 19, all of which he said carried extensive interviews with—or clips from speeches by—prominent critics of the program; noted the rebroadcast of the program on March 23 with the addition of a quarter-hour postscript featuring three critics and CBS News President Richard S. Salant, and pointed out that "a further in-depth discussion" of the issues was presented April 18 in a one-hour special report with both sides represented.

Mr. Evans also reported that Vice President Spiro T. Agnew and Senator Robert Dole (R-Kan.), two of the foremost critics of the news media, as well as six other senators and Admiral Arthur Radford, General Maxwell Taylor and Assistant Secretary of Defense for Public Affairs Daniel Henkin had all declined invitations to appear on the April 18 discussion. He expressed hope that Assistant Secretary Henkin may yet accept "his continuing invitation" to appear on CBS's *Face The Nation*.

The letter also commended the "re-

straint" shown by the FCC in telling Representative Harley O. Staggers (D-W. Va.), chairman of a House subcommittee investigating the program, that the commission could not investigate charges of distortion in the broadcast without violating the First Amendment (BROADCASTING, May 3). That restraint, Mr. Evans said, "is particularly appropriate and, is, in fact, essential to the continued existence of robust and independent broadcast journalism."

"With independence, of course," he added, "goes the responsibility both to invite and consider honest criticism and to continually seek ways to improve our performance."

But he clearly did not expect the controversy to evaporate soon: "Since the issue involved is quite obviously one which is likely to continue to be of interest, further coverage of the varying points of view may be anticipated."

Network news executives disclaim direct pressure

The Nixon administration is very concerned with news and has overtly stated an antinews position in sharp terms, Av Westin, executive producer of *ABC Evening News*, told the New York City chapter of the American Women in Radio and Television last week. But, he added, "at ABC, we have not felt direct pressure on our daily news program."

Wally Westfeldt, executive producer of *NBC Nightly News*, agreed with Mr. Westin on that point. He commented, however, that Vice President Agnew's problem was that he didn't understand the function of the press.

Both men presented their views during a panel discussion on "Government Censorship of the News: Is It a Growing Threat?" In answer to a question

Farber fires on fairness

Barry Farber, New York talk-show personality and unsuccessful congressional candidate in 1970, believes the FCC equal-time rule governing political candidates goes too far. In addressing the Washington Advertising Club during its observation of Radio Week last Monday (May 17), Mr. Farber said that when air personalities are involved in a campaign as he was, the opposing candidates should be entitled to equitable opportunity rather than equal time. The WOR(AM) personality recalled that his Democratic opponent, Bella S. Abzug, asked for 45 one-minute spots to answer his 45 minutes of air time. Mr. Farber thought three one-minute spots would be equitable.

from the floor as to whether a reporter should reveal his news sources, Mr. Westin replied that outtakes, a reporter's notes and his sources were nobody's business but his own. Mr. Westfeldt, asked whether a threat of loss of broadcast license had any bearing on the news stories he used, said, "a license has absolutely nothing to do with what we do. There are some well-paid lawyers at NBC to take care of that business."

DNC's latest pitch for right of reply

The Democratic National Committee wants an automatic right of response to presidential broadcasts. Or, if that ruling is not to be forthcoming, it wants a full-scale FCC hearing, to test the networks' claims that they have complied with the fairness doctrine in dealing with DNC requests for reply time.

In a letter to the commission last Tuesday (May 18), DNC General Counsel Joseph A. Califano Jr. said that such a hearing will be necessary "so long as the FCC operates under its current ad hoc, case-by-case, minute-by-minute balance standards."

The DNC proposed last June that the FCC give opposition party spokesman equal-time when the President appears on TV or radio. The FCC has not as yet ruled on the request.

Mr. Califano's letter was based on four cases pending at the FCC in which the DNC requested time from all three networks to reply to presidential broadcasts (BROADCASTING, April 19).

Mr. Califano charged that the networks' responses to the DNC's equal-time requests are "replete with unproved and untested factual assertions, which the networks contend justify their refusal to comply with the DNC's request."

The hearings, he said, would enable the FCC to determine how much time each network has given both parties on important issues, and whether the White House has exerted pressure on networks to gain time for the President or to preclude opposition spokesmen from obtaining it.

Video tape's the game

Columbia Pictures Industries has announced formation of a new division, Pictronic, which will specialize in high-speed duplicating and trafficking of video-taped programs and commercials. Pictronic will be headed by Jack Lemmon, formerly with Wilding Productions and WCD Productions, and Milton Schwartz, an independent film producer, director and editor, who have been named vice presidents of the new division.

CBS-TV relaxes, may not enjoy

Network bypasses challenge to FCC's prime-time rule

The prospects for an appeal to the Supreme Court to overturn the FCC's prime-time access rule appeared to dwindle last week when CBS, prime appellant in the case until now, disclosed it would not seek such review.

"We still believe that the rule will not accomplish the commission's goals, but on the contrary will be harmful to the public as well as to individual television stations," the CBS-TV network said in a telegram to its affiliates. "But we have concluded that the most constructive approach at this time will be to ask the commission to reconsider the rule on the basis of its practical consequences. We are encouraged by the commission's assurances that it intends to observe closely the results of the operation of the rule, and to take such remedial action as may be appropriate in the public interest."

The rule, which, effective this fall, bars major-market stations from taking more than three hours of network pro-

gramming between 7 and 11 p.m., was upheld by a unanimous three-judge panel of the U.S. Appeals Court in New York earlier this month (BROADCASTING, May 10). The rule could still be appealed by one of the five other organizations that joined CBS in seeking the court of appeals review, one of which is its own affiliates' association. Representatives of the association say no decision has been reached as to whether to appeal.

The likelihood of appeals on related restrictions—barring networks from domestic syndication, limiting their overseas syndication and prohibiting them from acquiring financial interests in programs produced for them by others—remains unclear. These, too, were unanimously upheld in the appeals court decision.

CBS says it has not decided whether to appeal the financial-interest rule (it had not opposed the syndication prohibition), and NBC and ABC indicate they are undecided on whether to appeal the financial-interest and syndication rules, both of which they had opposed without opposing the prime-access rule. ABC not only did not oppose the access rule but tacitly supported it.

In electing to wait and seek commission reconsideration of the access rule

CBS is choosing essentially the same course that NBC took in the first place. NBC passed up even the initial court appeal on the ground that the consequences of the rule in actual operation could be used to support a later bid for reconsideration.

CBS sources indicated they adopted this course now because it was too late to get a further court decision in time to affect the 1971-72 program schedule. Since no such timetable applied to the financial-interest rule they said there was no comparable urgency about deciding whether to appeal that rule.

The Kennedy awards

Migrant: an NBC White Paper, the 1970 NBC News special, has been honored with a Robert F. Kennedy Journalism Award. The awards, now in their third year, are presented annually to recognize outstanding coverage of those aspects of American life to which the late Senator Robert Kennedy directed much of his attention. Also presented with an award was Westinghouse Broadcasting Co. for the Group W production on the aged, *When You Reach December*. Mrs. Ruben Salazar, wife of the late KMEX-TV Los Angeles newsman, accepted an award for her husband's *Los Angeles Times* editorials.

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Perfect for prime time showing, that's when.



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WONO case bounces back to FCC

Court overturns commission on programing issue and orders hearing—which may never come about

"I never saw one come back so fast," said the FCC attorney last week of an appellate court's action reversing the commission. Neither, probably, had anyone else. For it had to have been among the fastest reversals of an agency action on record—the order of U.S. Court of Appeals for the District of Columbia reversing the FCC order approving the sale of WONO(FM) Syracuse, N.Y., and directing the commission to hold an evidentiary hearing on the matter.

The court decision—which could have the effect of killing the sale—was dated May 13, seven days after the Stern Community Law Firm, acting in behalf of The Citizens Committee to Preserve the Present Programing of WONO(FM), filed a notice of appeal from the commission's order and requested a stay of that order. Neither side filed briefs; there had been no oral argument. The court, which issued a terse, unsigned order, acted on the basis

only of the committee's initial pleadings and the commission's opposition to the request for stay.

The only clue to the court's reasoning—and to the reason for the swiftness of the action—was one lone citation to the court's decision involving another citizen group's efforts to preserve the programing of an AM-FM combination that was being sold—WGKA-AM-FM Atlanta (BROADCASTING, Nov. 2, 1970).

In Syracuse as in Atlanta, the citizens were concerned about losing the city's only full-time classical-music format—at least one that they favored. In the WGKA case, the court remanded the case for hearing on factual issues, but made clear its position that the commission should have considered the wishes of the classical-music enthusiasts, even though a survey showed they were a distinct minority in the community.

The commission, in the WONO case, was affirming a staff action approving the station's sale, for \$79,000, from

Sentinel Heights Broadcasters Inc. to WPAW(AM) East Syracuse. The Syracuse committee had urged the commission to hold a hearing on issues not only of "improper program format" but of alleged "misrepresentation" on the part of Bruce Houston, majority owner of Houston Broadcasting.

The "misrepresentation" charge involves reports which circulated in Syracuse following the commission staff's action on Dec. 31, 1970 approving the sale, and which gave rise to the efforts to block its consummation. The reports indicated that Mr. Houston intended to eliminate all classical music from the station's schedule. Houston Broadcasting had promised to retain six hours of classical music in the evening.

Subsequently, Houston Broadcasting said Mr. Houston had been "misunderstood" and that it would comply with its program proposals. But this was no longer enough for the newly formed committee, which held that Houston Broadcasting could not eliminate two-thirds of WONO's classical-music programing without a strong "public-interest showing."

Later, Houston Broadcasting amended its application to provide for classical-music programing 24 hours a day, saying it would use tape recordings from a music-supply service. But the citizens' committee produced letters from its musicologists—the president of the Syracuse Music Library Association and the dean of the Syracuse University School of Music—describing the proposed programing as an inadequate replacement for the kind of music WONO was providing, a "potpourri" of "incongruous works," and "kitsch."

The commission, in denying the petition for a hearing, said that the affidavits the citizens' committee had presented in support of its "misrepresentation" charge raised "possible unresolved factual issues" which did not require an evidentiary hearing. It also said that the type of classical music it airs is up to the licensee.

The court, in reversing that order, pointed up dramatically a difference of opinion between the court and the commission on the question of programing regulation. The court has now made it clear twice that the commission should listen when listeners complain about an entertainment format change, at least when the change involves what the citizens fear will be an abandonment of classical-music programing.

The commission, on the other hand, has shown little interest in entertainment-format changes. It is reductions in the amount of news and public-affairs programing that arouse its concern. This attitude was plainly delineated three weeks ago, in an order rejecting a peti-

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tion that the commission institute proceedings aimed at stripping KKDA(AM) Grand Prairie, Tex., of its license in part because it had changed its entertainment format without first notifying the commission. The petition had been filed by KNOX(AM) in nearby Fort Worth.

The commission, in a unanimous decision, said its interest in program formats has always centered on a licensee's efforts to ascertain and meet a community's problems—not on the particular form of entertainment the licensee presents. KNOX, it added, had presented no evidence that KKDA's public-service programming had been curtailed or that the station was not programming to meet the problems of the communities it serves (BROADCASTING, May 10).

And in rejecting the citizen group's petition in the WONO case, the commission indicated that, although it would review WONO's programming at license-renewal time, the station would not be bound to a classical-music format forevermore. "This is not to say," it said, "that the licensee is bound to broadcast the music format proposed during its entire license period," since there might be "valid reasons" for a change.

Whether the commission will be forced to re-examine that attitude in a hearing remains to be seen. As one

commission attorney noted, cases like WONO's "never go to hearing." Strauss Broadcasting Co., whose purchase of WGKA-AM-FM was overturned by the court, has proposed reselling the stations to a third party—GCC Communications of Atlanta—rather than undergo the hearing that would be needed to confirm its acquisition of the licenses. (The purchaser has promised a classical-music format that satisfies the Atlantans who had opposed the sale to Strauss). And it is understood that Henry Fogel, principal owner of WONO(FM), is not interested in pursuing the sale of the station through a hearing.

Reuven Frank to speak at symposium in Japan

NBC News President Reuven Frank will participate in a television documentaries symposium this week (May 25-27) in Hacone, Japan.

Representatives from the U.S., U.S.S.R., England, Norway, the Netherlands, Japan and France will be shown *The Tunnel*, a 90-minute NBC News special produced by Mr. Frank. The documentary covers an underground escape from East Berlin and was shown on NBC-TV Dec. 10, 1962. Mr. Frank will also discuss American

commercial TV's experience in the documentary field.

This visit to Japan is part of a three-week tour by Mr. Frank to NBC News bureaus in Tokyo, Rome, Tel Aviv, Saigon and Hong Kong. Nippon Television Network Corp. is conducting the symposium.

KRAB definitely gets three-year renewal

Noncommercial KRAB(FM) Seattle, which was considered by some to be a fallguy in FCC Chairman Dean Burch's antismut campaign, has emerged victorious from its fight to reverse an FCC decision granting it one-year renewal because of alleged obscenity violations.

The commission announced last Tuesday (May 18) that an initial decision of March 25 by an FCC hearing examiner, overturning the earlier decision and ordering full three-year renewal for KRAB (BROADCASTING, March 29), has become final. The decision, by Examiner Ernest Nash, was uncontested.

The Jack Straw Memorial Foundation, licensee of KRAB, was originally found by the commission to have broadcast segments of a local minister's taped autobiography which allegedly con-

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tained a number of profane words.

In setting aside the original FCC order, however, Examiner Nash ruled that although KRAB "did broadcast a few programs that included some language offensive to some people, KRAB is not a station that presents smut regularly or frequently."

Grambling football back on TV sports network

The 11 football games of all-black Grambling College will be delay-broadcast again this year over a coast-to-coast television network. Black Associated Sports Enterprises will televise the games on about 100 stations, up from 51 last year.

The games will be video-taped in color, edited on location and fed directly to major markets throughout the U.S. for showing the following morning. Stop-action, slow motion, instant replay, directional microphones and background music are among the special effects provided.

Haltony Production Co. will produce the series; George Wallach, Sports Media Sales Inc., Beverly Hills, Calif., is the sales agent. Oldsmobile has already announced that it will again be among the national sponsors.

The Grambling Football Network is said to be the second largest in the country, exceeded only by the 141 stations that carry Hughes Sports Network's rebroadcasts of Notre Dame football.

Pro basketball report spins off summer series

The initial acceptance of *This Week in the NBA* has prompted NBA Films, Los Angeles, to produce a new series for summer called *Action Highlights—NBA*. The half-hour series of 10 programs about the National Basketball Association will run through September.

First refusal is being offered to the 51 stations currently airing *This Week in the NBA*, according to Jack K. Samuels, president of NBA Films. "We are including the playoff highlights as well as the All-Star Game and historical footage of the NBA's top-10 players as selected by the league," Mr. Samuels said. "We'll also have features on the top-four teams in the league."

Mr. Samuels also said that one of the sponsors of the weekly series now being broadcast has budgeted \$500,000 for partial sponsorship of next season's shows, merchandise tie-in promotions and point-of-purchase displays. Black and Decker Manufacturing Co., Towson, Md., through Vansant Dugdale,



The most valuable player in the National League last year was Johnny Bench of the Cincinnati Reds and this year, the young catcher will be the star of his own syndicated television series, MVP—The Johnny Bench Show. Douglas Schustek (l), will produce the show, set to debut this month. Guests on the first of the half-hour programs are Bob Hope and Willie Mays. Stadium Productions and its president, Mr. Schustek, has created a series of MVP shows. Willis Reed of the New York Knickerbockers basketball team, 1970 NBA most valuable player, was host of the first group of programs.

Baltimore, one of four sponsors of the barter show this season, said that part of the arrangement includes the preparation of a film for its dealers announcing their close affiliation with the NBA highlights program.

The agreement includes a major sponsorship position in *This Week in the NBA*, but does not exclude other advertisers already on the show for next year. Mr. Samuels added that the program may be expanded to an hour for the 1971-72 season.

Cosby will return—on CBS

Comedian Bill Cosby, whose half-hour series on NBC-TV ends a two-year run this season, has signed with CBS-TV for an hour-long comedy-variety program, starting in September 1972. Robert D. Wood, president of CBS-TV, announced the signing last week and said the series will originate in New York, enabling Mr. Cosby to continue studies toward his doctoral degree in education at the University of Massachusetts.

Baseball players get say on new pact in July

Marvin Miller, executive director of the Major League Baseball Players Association, said that negotiations with the baseball commissioners will begin in July on a new benefit (pension and insurance) agreement, which is funded from revenues accruing from TV-radio broadcasts of baseball. The agreement expires March 31, 1972.

Mr. Miller indicated that players will seek to obtain "a larger share" for their benefit plan as a result of an estimated \$70-\$75-million contract negotiated earlier with major-league owners (BROADCASTING, May 10).

Mr. Miller said the players had notified the networks (through the baseball commissioner's office) that they did not consider themselves bound to any agreement since the owners had refused the players' request to participate in the negotiation sessions. Mr. Miller said no further step has been taken on this matter.

Syndicated show is Gardner group forum

Common Cause, the citizen lobby whose chairman is John W. Gardner, former secretary of Health, Education and Welfare, held a special showing last Thursday (May 20) of its controversial television program, *The People Speak Out on the War*. The program responds to the Nixon administration's views on the Indochina war and is being offered to stations on a commercial basis.

According to a spokesman of the 150,000-member group, Common Cause offered to buy time on CBS, NBC and ABC to present the half-hour program, but was refused on grounds that sales for controversial issues would bring about a lack of balance and give the partisan with the most money the advantage.

The screening last week was to promote sponsored syndication of the program on independent stations. It is expected to be shown Sunday, May 30, in 65 cities. Charles Guggenheim Productions produced the program for Common Cause.

ACT up in arms over demise of 'Hot Dog'

Action for Children's Television (ACT) protested has the cancellation of NBC-TV's children's program, *Hot Dog*.

In a letter to George Heineman, vice president of children's programming at NBC, Mrs. Evelyn Sarson, president of ACT, classified the show as "one

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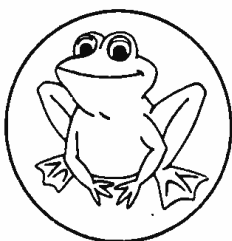
It's "as lovable, skybound and evanescent as a large red balloon, under Sills' inventive and whimsical direction" (New York Magazine) That's why...

Popular television performers include the latest Emmy Award winner, Valerie Harper, That's why...

"The stories follow a straight narrative line, but veer off into uproarious lunatic humor and fancy" (Time) That's why...

It's a "lot of fun, a miracle" (Newsweek) That's why...

It's a triumph of illusion (Newark News), a truly unique presentation (Newhouse Newspapers), a champagne bubble (Walter Kerr), bright spirited, charming and funny (Associated Press) with praise to the skies (New Yorker) and completely delightful (Newman, NBC-TV), That's why.



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of the few entertaining and informative programs on Saturday morning television." Commenting that NBC executives had blamed low ratings and lack of public support for the program's demise, Mrs. Sarson said: "Children's television must cater to the varied needs of children, not the needs of the advertisers."

As a solution for the lack of support, Mrs. Sarson listed three things the network could do: Commit a minimum number of hours per week to children's programming and bring in "a talented and dedicated group of professionals" with the budget and freedom to produce "outstanding" programs; ask "responsible and concerned companies" to underwrite the programs as a public service, and air children's programs at hours when many children are watching. She added that each network could take different blocks of time.

An NBC spokesman said Mr. Heine-man had received the letter, but that he was on the West Coast on a business trip and would answer when he returned.

What about radio and cable regulation?

Distant-radio signal petition by Rocky Mountain group receives back-up of NAB

The National Association of Broadcasters has told the FCC that it supports an April 9 petition of Rocky Mountain Broadcasters Association asking for regulation of distant-signal radio carriage by cable television systems (BROADCASTING, April 19).

Much of the NAB brief echoed the earlier Rocky Mountain assertion that there is no present FCC guideline for the radio-CATV issue, although present or proposed commission regulations deal extensively with the relationship of CATV to off-air television.

NAB said that importation by CATV of distant radio signals works a "serious injury" on local radio stations in the same market. Specifically, small market licensees with limited resources face "serious audience fragmentation as a result of widespread infiltration of their markets by attractive distant radio signals, carried by a CATV system which has paid nothing for the privilege of importing its product," NAB said.

Accordingly, NAB asked the commission to implement either a total ban on such carriage, or, if that is not possible, at least to establish a provision requiring cable systems to carry local stations as well as distant. NAB said that local radio, "unlike television, can

rely on no rule to assure that it will be carried on the cable along with the distant signals," and consequently may be denied the opportunity to compete with imported signals for the cable audience. This "adds insult to injury," NAB said.

It added that the predicament is made "all the more unpalatable" because cable "is exploiting radio for no other reason than it happens to be available," using it "as a gimmick to squeeze another dollar a month from the subscriber."

NAB reminded the commission of a situation in Cumberland, Md., which has 70% CATV penetration. While that city's two FM stations are on cable hookups, NAB admitted, they have been "hidden by the deluge" of 10 to 12 imported signals. This, NAB said, caused the one station that is programming independently from its AM affiliate to lose 80% of its revenues over a three-year period, while the other, which simulcasts, will "clearly never be in a financial position to offer separate programming."

Program notes:

Moves West ■ Four Star Entertainment Corp. is moving its international sales department from New York to Beverly Hills, Calif., present home of its parent company, Four Star International. Four Star said the purpose of the move (effective May 24) is to provide a closer working relationship with the production division. California address is 400 South Beverly Drive.

Tandem pair for NBC ■ Two half-hour pilots are being readied for NBC-TV's 1972-73 season by Tandem Productions, Hollywood, producers of *All in the Family* on CBS. The two shows are *Steptoe and Son*, based on a BBC series, and a program that takes a satirical glance at the medical profession, tentatively titled *Doctor, Please*.

Of, for and by the children ■ For the past month, WKBS-TV Philadelphia has been experimenting with a 60-second daily news segment written and visually presented for children six to 11 years old. Kaiser Broadcasting last week decided to expand the segment, called *Newsbreak*, to two per day. It is carried in the station's 4-6 p.m. block of children's programming.

Bobby gets it together ■ The new show starring Bobby Sherman, which will premiere on ABC-TV this fall, has been titled *Getting Together*. Produced by Screen Gems, the program is a spin-off of that studio's *The Partridge Family* and previously had been referred to as *The Bobby Sherman Show*.

Crazy news ■ Newradio Productions is offering a new five-minute radio show, *Crazy News*. Utilizing a regular news

format, the program reports offbeat news to appeal to the top-40 and underground FM listener. Information and an audition tape is available from the company at 303 East Crawford, Elkhart, Ind. 46514.

Sound pad ■ Manhattan Sound Studios, New York, has opened "The Pad," a new TV-sound mixing studio complex located at 17 East 45th Street, New York. The new complex also has a film-sound mixing studio, recording studio, electronic post sync, film and tape editing facilities, music studio and stereo record-mastering.

One more for TV quarterbacks ■ Another postseason football bowl is being added by the Arizona Sports Foundation. To originate from Sun Devil stadium at Arizona State University, Phoenix, the still unnamed bowl will pit the winner of the Western Athletic Conference against an invited team from the outside. A major figure in establishment of the new bowl is Karl Eller, member of the foundation, who is president of Combined Communications Corp., diversified company with broadcast station holdings.

Galloping gourmet, French style ■ A half-hour TV program titled *Master Chef and His Friends* is slated for production by Ted Hudes Associates, Paris, with pilot episode to be filmed there later this month. The gourmet cooking series will feature famed French chef Raymond Oliver and world-renowned personalities who dine at his Grand Vefour restaurant. Subsequent episodes in the series will be taped in London where Mr. Oliver will open a London Grand Vefour in May.

Garroway on CBS ■ Dave Garroway has been signed as the host of *The CBS Newcomers*, a summer comedy-variety series, starting Monday, July 12, 10-11 p.m. EDT on CBS-TV. The series previously was called *New TV Faces*, and was scheduled to begin June 14. It will feature professional talent discovered in a 56-city quest by CBS with the cooperation of its affiliated stations. This marks Mr. Garroway's return to network TV after a 10-year absence.

Matching wits ■ Teletronics International Inc., New York, has completed the video-taping of a pilot program for *US (Back Talk)*, a 30-minute show, with Bob Trout as host. The program pits the views of well-known theater, sports and political personalities against those of the man in the street. After the opinions have been given, the George Gallup Poll statistics on the national opinion of the subject are examined and compared with similar polls of 20 years ago. Joe Namath, New York Jets' quarterback, and Carol Channing, musical comedy star, are interviewed in the pilot.

MPC makes movies ■ Metromedia Producers Corp., Hollywood, will be making at least three movies for television during the 1971-72 season. MPC announced the signing of Oscar winner Francis Ford Coppola for the development and co-production of a film for ABC's *Movie of the Week*. Mr. Coppola will work with James M. Miller on "The Pilgrimage: The Book of the People." MPC also announced plans to produce two feature films for the *New CBS Friday Night Movie*.

Paramount's newest game ■ *The Great American Family Jackpot*, series in

which two families with representatives from three generations compete for cash and prizes, is being produced for ABC-TV by Paramount Television, Hollywood. William Carruthers has been signed to produce the daytime entry created by Gary and Anthony W. Marshall.

Changing Formats

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

■ WGMF(AM) Watkins Glen, N.Y.—Watkins Glen Montour Falls Broadcasting Corp. switched its format from middle-of-the-road music to country and western effective May 7. Station broadcasts on 1500 khz with 250 w day.

■ KRMD-FM Shreveport, La.—T. B. Lanford, station licensee, has announced that effective May 2, station switched its format from country and western to religious and inspirational music. KRMD-FM operates on 101.1 mhz with 25 kw and an antenna 185 feet above average terrain.

■ WDAF-FM Kansas City, Mo.—Taft Broadcasting Co. has changed its format of easy listening music with emphasis on popular songs to emphasis on contemporary music. WDAF-FM operates on 102.1 mhz with 36 kw and an antenna 640 feet above average terrain.

■ KSFM(FM) Sacramento, Calif.—KSFM Inc. has altered its middle-of-the-road format to contemporary country-and-western music. KSFM broadcasts in stereo on 96.9 mhz with 64 kw and an antenna 270 feet above average terrain.

FocusOnFinance.

Bodycount needed for Fox battle

Proxy struggle unended until votes are tabulated; Zanuck resigns as chairman

A bitter and costly proxy battle for the control of Twentieth Century-Fox Film Corp. almost culminated last Tuesday (May 18) at the firm's annual stockholders meeting in Wilmington, Del. But interested parties who had converged on that city in hope of seeing a financial confrontation had their expectations dashed when it was announced that the final proxy tally would not be announced until next month.

At issue was a case of management vs. insurgent stockholders—the present Fox board, headed by newly elected president Dennis C. Stanfill, against a group of stockholders led by Norman Alexander, president of Sun Chemical Corp.; financier Charles Lewis, and New York attorney Louis Powell.

The factions have in the past two months waged a \$1-million-plus campaign to solicit proxies for their respective slates of directors.

The major argument of the insurgent group was obvious—the fact that Fox had over the past two years lost \$144 million and had incurred a bank-loan default approaching \$67 million.

Mr. Stanfill and associates were not quite as to the point as their adversaries. Among their accusations regarding the stockholder group, they charged that

none of the proposed directors of the group had had any experience in running a major motion-picture company; that neither Mr. Lewis nor Mr. Powell owned a single share of Fox stock prior to filing their proxy-fight intentions with the Securities and Exchange Commission (BROADCASTING, March 15, et seq.), and that Mr. Alexander and Sun Chemical had run the gamut in the past in attempts to take over other companies.

One week before the meeting, a New York Federal Court judge denied a request by the stockholder group to postpone the meeting for 30 days on the ground that Fox had misrepresented a report on its first-quarter earnings. The stockholder group claimed that \$9.88 million the Fox board had claimed as part of the first-quarter operating income should have been attributed to its

over-all 1970 returns. The money in question came from 13 made-for-television movies sold to CBS. But presiding Judge Harold Taylor Jr. threw out the allegation, saying that Fox might have had sound banking and accounting reasons for holding off the funds until the first-quarter report.

One surprise arising out of last week's events was the resignation of Darryl Zanuck as chairman of the Fox board. Mr. Zanuck, who helped found the company almost four decades ago, had

been rumored to be the target of a management shakedown during the weeks preceeding the meeting. But last week the company management announced that if it is victorious over the insurgent stockholders it will create an independent production organization centered around the 68-year-old Mr. Zanuck. The meeting last Tuesday unanimously elected him as chairman emeritus of the company.

The fate of the company now rests in the hands of tabulators. It was

announced that final results of the proxy count will be disclosed at a similar meeting on June 8 in New York.

Slight gain made by Gross in quarter

First-quarter returns for group broadcaster Gross Telecasting Inc., Lansing, Mich., slightly exceeded those reported for the corresponding period a year ago. In releasing the interim report,

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 19	Closing May 12	Net change in week	High	1971 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	43½	43½	— ¾	48	25	7,073	\$205,117
ASi Communications	ASIC	O	3½	3½	—	4½	2½	1,789	5,152
Capital Cities	CCB	N	46½	44½	+ 1½	47	29	6,061	220,499
CBS	CBS	N	43½	43½	—	45½	30½	27,042	990,548
Corinthian	CRB	N	35½	36½	— 1½	38½	27½	3,381	109,883
Cox	COX	N	26½	27½	— ¾	31	17½	5,789	128,111
Gross Telecasting	GGG	A	14½	14½	— ¾	16	10½	803	11,041
Metromedia	MET	N	23½	24½	— 1	28½	17½	5,734	137,616
Mooney	MOON	O	5½	5½	+ ½	5½	4	250	1,188
Pacific & Southern	PSOU	O	17	17	—	17½	12½	1,636	24,949
Rahall Communications	RAHL	O	9½	11½	— 1¾	29	11½	1,040	23,275
Reeves Telecom	RBT	A	2½	2½	+ ½	3½	2½	2,288	7,733
Scripps-Howard	SCRH	O	21½	21	+ ¾	25	18	2,589	55,016
Sonderling	SDB	A	29½	31	— 1½	34	24½	991	27,748
Starr	SBG	M	15	15	—	15½	8½	461	5,302
Taft	TFB	N	40½	41½	— 1½	44½	23½	3,712	128,547
Total								68,400	\$2,081,725
Broadcasting with other major interests									
Avco	AV	N	15½	15½	—	18	12½	11,470	\$182,144
Bartell Media	BMC	A	5½	6½	— ¾	8	4½	2,254	14,651
Boston Herald-Traveler	BHLD	O	26	27½	— 1½	28	23½	574	13,776
Chris-Craft	CCN	N	8½	8½	— ½	9½	7½	3,804	32,829
Combined Communications	CCOM	O	14½	16½	— 1¾	18½	10½	1,945	27,483
Cowles Communications	CWL	N	12	12½	— ¾	12½	8	3,969	37,229
Fuqua	FOA	N	23½	24½	— ½	26½	13½	6,401	132,053
Gannett	GCI	N	47½	48½	— 1½	52	32½	7,117	275,784
General Tire	GY	N	23½	23½	+ ¾	25½	21½	18,344	449,428
Gray Communications	O	O	6½	8	— 1½	8	6	475	3,325
ISC Industries	ISC	A	6½	6½	— ¾	8	5½	1,628	10,582
Lamb Communications	O	O	2½	2½	—	2½	2½	475	1,249
Lee Enterprises	LNT	A	24½	26½	— 2	27½	18½	1,957	45,990
Liberty Corp.	LC	N	20½	20	+ ½	23½	17½	6,744	151,740
LIN	LINB	O	13½	13½	— ½	14½	6½	2,244	21,879
Meredith Corp.	MDP	N	26½	26½	—	29½	19½	2,744	71,344
Outlet Co	OTU	N	18	19	— 1	22	14½	1,342	22,814
Post Corp.	POST	O	11½	9½	+ 2	14½	9½	734	12,485
Ridder Publications	RIDD	O	20½	20½	— ¾	27½	18	6,217	145,353
Rollins	ROL	N	40½	39½	+ ¾	40½	25½	8,053	267,762
Rust Craft	RUS	A	42½	45	— 2¾	48½	28½	1,159	38,247
Schering-Plough	PLO	N	78½	82	— 3½	84½	60½	25,084	1,749,609
Storer	SBK	N	30½	31½	— ½	32½	19	4,223	97,129
Time Inc.	TL	N	53	56½	— 3¾	62½	40½	7,257	342,022
Trans-National Comm.	O	O	¾	½	+ ½	1½	¾	1,000	380
Turner Communications	O	O	3½	3½	+ ½	4	2	1,328	3,825
Wometco	WOM	N	21½	21½	— ¾	23½	17½	5,817	114,188
Total								134,359	\$4,083,328
CATV									
Ameco	ACO	A	8½	10½	— 2	12½	6½	1,200	\$10,800
American Electronic Labs.	AELBA	O	8½	9½	— 1	10	3	1,620	12,555
American TV & Comm.	AMTV	O	22½	23½	— 1	26½	17½	2,042	36,246
Burnup & Sims	BSIM	O	37½	37½	— ¾	37½	23	987	30,232
Cablecom-General	CCG	A	14½	15½	— ¾	17½	12½	1,605	21,074
Cable Information Systems	O	O	3½	4½	— ¾	4½	2½	955	2,989
Citizens Financial Corp.	CPN	A	20	20½	— ¾	23½	12½	994	15,536
Columbia Cable	CCAB	O	15½	14½	+ 1½	14½	9½	900	8,892
Communications Properties	COMU	O	8½	9½	— 1	10½	7½	1,800	15,534
Cox Cable Communications	CXC	A	20½	23½	— 2½	25½	21½	3,550	69,687
Cypress Communications	CYPR	O	8½	8½	— ¾	10½	7	1,679	12,173
Entron	ENT	A	4½	4	+ ¾	7½	4	1,320	4,950
General Instrument Corp.	GRL	N	25½	26½	— 1½	29½	16½	6,250	128,938
Sterling Communications	STER	O	5½	5½	—	6½	3½	1,100	5,093
Tele-Communications	TCOM	O	16½	17½	— ¾	18½	12	2,704	37,856
Teleprompter	TP	A	80½	84½	— 3¾	88	56½	3,086	199,818
Television Communications	TVCM	O	9½	9½	+ ½	10½	7	2,897	25,001
Viacom	VIA	N	17½	18	— ¾	21	15½	3,760	76,629
Vikoa	VIK	A	8½	9½	— 1½	14½	7½	2,316	26,055
Total								40,865	\$840,058

the board of directors announced that on May 10, a quarterly dividend of 17½ cents per share of common and class B common stock was paid to stockholders of record on April 26.

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.23	\$ 0.22
Revenues	1,075,506	1,009,082
Net income	184,795	181,184

Note: 1970 figures were restated to show revenues and expenses of Gross Telecasting of Wisconsin Inc. and reflect year-end adjustments.

Vikoa reports loss, names new president

Vikoa Inc., Hoboken, N.J., which had an \$8-million net loss last year, announced the election of a new president last week and the possible discontinuance of its television-cable manufacturing activities.

Following the annual meeting in New York, the company's board of directors elected Charles C. Hermanowski, a di-

rector, as president and chief executive officer. He succeeds Theodore B. Baum, who will continue as a director.

He said Vikoa expects continued growth in its nine CATV systems and intends to acquire three additional systems. He reported a drop in revenues and net income for the first three months of the year, ended March 31:

	1971	1970
Earned per share	\$ 0.02	\$ 0.03
Revenues	5,075,000	5,882,000
Net income	38,000	68,000

	Stock Symbol	Ex-change	Closing May 19	Closing May 12	Net change in week	High	1971 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programing									
Columbia Pictures	CPS	N	12½	13½	— ¾	17½	11¼	8,150	\$96,125
Disney	DIS	N	123¼	126½	— 3¼	128½	77	6,012	1,067,912
Filmways	FWY	A	8½	8¼	— ½	11½	7½	1,754	19,084
Four Star International		O	1¼	1¼	—	1½	1½	666	1,086
Gulf & Western	GW	N	28	27½	+ ¾	31	19	14,964	374,100
Kinney National	KNS	N	38¼	37½	+ ¾	39½	28¼	10,469	341,603
MCA	MCA	N	26½	28	— 1½	30	21½	8,165	206,166
MGM	MGM	N	22¼	23½	— ½	26½	15½	5,883	126,485
Music Makers	MUSC	O	2½	2¼	+ ¼	3½	2¼	589	1,696
National General	NGC	N	24½	27	— 2½	27¼	15½	4,910	112,341
Tete-Tape Productions		O	1¼	1¼	— ¼	2	1½	2,183	4,366
Transamerica	TA	N	17	17½	— ½	19	15¼	63,630	1,097,618
20th Century Fox	TF	N	12½	14½	— 2	15½	8½	8,562	99,576
Walter Reade Organization	WALT	O	2½	2½	— ¼	3½	2½	2,414	7,242
Wrather Corp.	WCO	A	6¼	7	— ¾	8¼	6½	2,200	16,500
Total								138,551	\$3,571,900
Service									
John Blair	BJ	N	17½	19½	— 1½	22½	18	2,583	\$45,538
Comsat	CO	N	73¼	74	— ¾	84½	49½	10,000	630,000
Creative Management	CMA	A	12½	14	— 1½	17½	10½	1,102	17,500
Doyte Dane Bernbach	DOYL	O	22¼	23	— ¾	28½	21	1,919	47,265
Elkins Institute	ELKN	O	16½	16½	+ ¼	16½	8¼	1,664	17,888
Foote Cone & Belding	FCB	N	10½	10½	— ½	12	7½	2,175	20,402
Grey Advertising	GREY	O	13	12	+ 1	13½	9¼	1,207	15,546
LaRoche, McCaffrey & McCall		O	14½	15½	— ¾	16½	10¼	585	8,190
Marketing Resources & Applications		O	9¼	14½	— 4¼	18½	2½	504	7,182
Movielab	MOV	A	3	3	—	4	2	1,407	4,573
MPO Videotronics	MPO	A	5½	6¼	— ¾	8½	5½	558	3,767
Nielsen	NIELA	O	49¼	49¼	— ½	49½	39¼	5,299	233,156
Ogilvy & Mather	OGIL	O	32¼	34	— 1¼	36	24	1,029	27,526
PKL Co.	PKL	A	3¼	4	— ¼	6¼	3¼	743	4,087
J. Walter Thompson	JWT	N	55½	56½	— 1¼	60	34½	2,748	116,019
Transmedia International		O	3¼	3¼	—	3¼	3	535	1,873
Wells, Rich, Greene	WRG	A	18½	20	— 1½	25½	15¼	1,581	37,596
Total								35,637	\$1,238,108
Manufacturing									
Admiral	ADL	N	19½	19½	+ ¾	19¼	8	5,158	\$56,738
Ampex	APX	N	18¼	19½	— 1½	25½	16½	10,874	209,325
CCA Electronics	CCAE	O	3¼	2¼	+ ½	3	2¼	897	5,512
Collins Radio	CRI	N	16½	18½	— 1¼	20½	14	2,968	48,230
Computer Equipment	CEC	A	6¼	6¼	— ½	7¼	3½	2,406	12,944
Conrac	CAX	N	27½	28½	— ¾	28½	15½	1,262	29,026
General Electric	GE	N	119½	120½	— ¾	124½	93	90,884	9,827,287
Harris-Intertype	HI	N	62½	64½	— 2	68½	54½	6,308	397,404
Magnavox	MAG	N	49½	49½	— ¼	50½	37½	16,674	679,466
3M	MMM	N	114¼	112½	+ 2¼	118¼	95½	56,058	5,745,945
Motorola	MOT	N	82	80¼	+ 1¼	86	51½	13,334	848,442
RCA	RCA	N	38½	38½	— ¾	39½	26	68,403	2,146,486
Reeves Industries	RSC	A	3	3¼	— ¼	4¼	3	3,458	13,417
Telemation	TIMT	O	9½	10¼	— ¾	13¼	9¼	14,040	154,440
Westinghouse	WX	N	89½	90½	— 1½	92½	65½	40,705	3,190,458
Zenith	ZE	N	47¼	47	+ ¼	51½	36½	19,020	829,842
Total								353,648	\$24,195,052
Grand total								771,360	\$35,910,171
Standard & Poor Industrial Average			111.82	113.75	— 1.93				

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

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

ABC looks toward better second half

Financial improvement in ABC's fiscal second half of 1971 was predicted by Leonard H. Goldenson, president of ABC Inc., during the company's annual meeting last Tuesday (May 18) in New York.

Mr. Goldenson's optimistic projection was based on several factors: the higher level of network-TV prices for

the fourth quarter compared with a year ago; the improvement in prime-time program ratings for the current season, and the lesser amount of prime-time inventory because of the FCC prime-time access rule.

He told stockholders that the company reported lower earnings for the first quarter of the year as was anticipated because of the loss of cigarette advertising and the sluggish economy. He said there was a turnaround

in television advertising in the second quarter, and added:

"While we do not expect second-quarter earnings to equal those of the like period of the prior year, the percentage decline is expected to be less than the first quarter."

"With the currently improved advertising environment and with the greater acceptance of our television network programming by audiences and advertisers, we are optimistic about showing an improved performance in the last half of the year, particularly with the start of our new television season."

Mr. Goldenson said that the five ABC-owned television stations, which had a record year in 1970, "felt the effects of the economic softness in the first quarter of 1971, but are benefiting from the improved advertising climate in the second quarter." The seven ABC-owned AM radio stations are continuing to show sales increases, he noted, while the ABC Radio Network has been making progress in sales and is attracting new advertisers.

In reply to questions from the audience, Mr. Goldenson said ABC Pictures Inc. has not been profitable in the three and a half years it has been operating and that the need to start reruns on the TV network as early as April is dictated by economic considerations.



Mr. Goldenson's bright outlook matched the "light-flare" camera effect.

Fine first quarter for Teleprompter

Teleprompter Corp., New York-based cable-television firm, reported its first-quarter earnings for 1971 rose 49.2% to \$1,407,367 over the \$943,454 for the first three months of 1970. Revenues increased by 29.1% to \$9,382,839 as against \$7,268,016 for the 1970 quarter.

The company's merger with H&B American Corp. last September made Teleprompter the largest cable-TV systems operator in the U.S.

For the three months ended March 31:

	1971	1970
Earned per share***	\$ 0.45	\$ 0.30
Revenues	9,382,839	7,268,016
Net income***	1,407,367	943,454

Note: 1971 figures include results of a group of six cable-TV systems bought from Reeves Telecom Corp. on Dec. 31, 1970. 1970 figures are restated to reflect a pooling of interests with H&B American Corp. Earnings per share and net income are on a fully diluted basis after provision for federal income taxes of \$863,000 and \$473,000, respectively. 1970 net income is adjusted for year-end audit results.

Company reports:

MCA Inc., Universal City, Calif., pro-

gram producer, posted a comfortable increase in revenues and net income for the three months ended March 31:

	1971	1970
Earned per share	\$ 0.44	\$ 0.37
Revenues	78,868,000	72,814,000
Net income	3,619,000	3,021,000

Memorex Corp., Santa Clara, Calif., reported a combined net loss of nearly \$2.3 million for the first quarter of 1971 compared with net income of just over \$2 million in the same period last year. The loss is said by the company to be the result of a change in accounting procedures covering transactions with a computer peripheral leasing corporation of which Memorex owns 20%. For the three months ended March 31:

	1971	1970
Earned per share	\$ (0.59)	\$ 0.53
Revenues	20,776,000	22,636,000
Net income	(2,289,000)	2,008,000
Shares outstanding	3,888,000	3,760,000

Note: Figures for 1971 reflect a combination of the Memorex results with those of ILC, their 20%-owned computer leasing firm. Earnings for 1970 have been adjusted for a pooling of interests from the previously reported 54 cents to 53 cents.

Ogilvy & Mather International Inc., New York, reported an increase in billings but a decline in net income for the first quarter of 1971.

David Ogilvy, chairman, told stockholders the decreases were due to clients' shifting billing from the first to the second quarter and that streamlining measures initiated in January would

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Eastman Dillon, Union Securities & Co.
Incorporated

Goldman, Sachs & Co.

Halsey, Stuart & Co. Inc.

Hornblower & Weeks-Hemphill, Noyes

Lehman Brothers
Incorporated

Loeb, Rhoades & Co.

Smith, Barney & Co.
Incorporated

Stone & Webster Securities Corporation

Wertheim & Co.

Dean Witter & Co.
Incorporated

Bache & Co.
Incorporated

Paribas Corporation

May 14, 1971.

not be fully effective until the second quarter.

For the three months ended March 31:

	1971	1970
Earned per share*	\$ 0.23	\$ 0.41
Billings	58,151,408	54,675,393
Net income	262,589	451,823

* Based on common shares and common equivalent shares.

Financial notes:

▪ **Sonderling Broadcasting Corp.**, New York, group station owner, had per-share net income of 16 cents for the three months ended March 31, com-

pared with the 1970 quarter's 18 cents after restatement of the 1970 period's per-share results to give effect to additional shares issued for a company acquired in a pooling-of-interests transaction. A misplaced asterisk in BROADCASTING's earlier account made it appear that the restatement applied to all 1970 figures rather than per-share income only (BROADCASTING, May 17).

▪ **Metromedia Inc.**, New York, declared a regular quarterly dividend of 12½ cents per share, payable June 15, to shareholders of record May 21.

▪ A registration statement for a public offering of 150,000 shares of stock has been filed with the Securities and Exchange Commission by Computer Image Corp., Los Angeles. Proceeds from the offering, if approved, will be used principally to manufacture a computer-animation device which is now in the prototype stage.

▪ **Walt Disney Productions**, Burbank, Calif., has declared a quarterly dividend of five cents per share, payable July 1 to the firm's stockholders of record June 13.

SpecialReport

Station-ownership ties in the 92d Congress

Survey shows that 10 congressmen have direct interests in radio-TV; five others have family connections

Crosschecking of FCC records and Capitol Hill offices reveals that six senators and nine representatives in the 92d Congress have either a direct or family-related interest in U.S. television or radio stations.

The total is close to that of a survey made for the 91st Congress, when five senators and 11 representatives had broadcasting interests (BROADCASTING, Dec. 15, 1969). Analyses of each Congress have been reported regularly in BROADCASTING since 1957.

Of the 15 legislators connected with the industry, three senators and seven representatives have a direct interest. Thus, of 535 members of Congress, only slightly more than 2% personally own any part of a broadcast property.

Two names have been deleted from the list for the 91st Congress. Representative **Clarence J. Brown Jr.** (R-Ohio) last year sold his nonvoting preferred shares and 225 voting common shares of WCOM-FM Urbana, Ohio (Brown Publishing Co.). He is on the Communications Subcommittee of the House Commerce Committee. And Senator **Ernest F. Hollings** (D-S.C.) has sold his six shares (1%) of stock in WSIB(AM) Beaufort, S.C. (Sea Island Broadcasting Co. of South Carolina).

The addition to the list is freshman Senator **James L. Buckley** (C-R-N.Y.), whose brother, **William F. Buckley Jr.**, is board chairman and a stockholder of the Starr stations.

Broadcast interests of congressmen carried over from the previous compilation remain unchanged in most cases. Representative **Thomas L. Ashley** (D-

Ohio) has increased from 100 shares to 3,319 shares his interest in the Pacific & Southern group. However, there has been no percentage increase because the group owner has increased its outstanding stock. Representative **John R. Dellenbeck** acquired another 10% of Radio Medford Inc. (KMED-AM-FM-TV Medford, Ore., and KQMS[AM] Redding, Calif.), giving him 20% of the stock. Senator **B. Everett Jordan** (D-S.C.) still retains about 8% of WBBB-AM-FM Burlington, N.C., but has transferred some of the stock to his children. And, a trust held for the benefit of Senator **Robert Taft Jr.** has reduced its holdings in Taft Broadcasting Co. from 64,224 shares to about 60,000 shares.

▪ **Representative Thomas L. Ashley** (D-Ohio)—owns 3,319 (of about 1,636,000) voting common shares of Pacific & Southern Broadcasting Co. Pacific & Southern owns WQXI-AM-TV Atlanta and WQXI-FM Smyrna, Ga.; WSAI-AM-FM Cincinnati; KHON-TV Honolulu, and its satellites KHAW-TV Hilo and KAHN-TV Wailuku, all Hawaii. WQXI-TV is affiliated with ABC-TV, KHON-TV with NBC-TV.

▪ **Senator James L. Buckley** (C-R-N.Y.)—his brother, **William F. Buckley Jr.** (columnist, TV commentator and owner of the *National Review*) is board chairman and owns 67,909 voting common shares (13.7%) of Starr Broadcasting Group Inc. He has options on another 6% of the stock. The Starr stations are KISD(AM) Sioux Falls, S.D.; KUDL(AM) Fairway and KCJC(FM) Kansas City, both Kansas; WBOK(AM) New Orleans; KYOK(AM) Houston;

WLOK(AM) Memphis, and KXLR(AM) North Little Rock, Ark. KISD, KCJC, KYOK and KXLR are ABC affiliates.

▪ **Representative John R. Dellenbeck** (R-Ore.)—owns 140 voting common shares (20%) of Radio Medford Inc. Radio Medford owns KMED-AM-FM-TV Medford, Ore., and KQMS(AM) Redding, Calif. KMED and KQMS are NBC affiliates. KMED-TV is affiliated with NBC-TV and ABC-TV.

▪ **Representative Joe L. Evins** (D-Tenn.)—his first cousin, **John Bill Evins**, is vice president and director of Center Hill Broadcasting Corp., licensee of WJLE(AM) Smithfield, Tenn., and owns 50 voting common shares (12%) of the licensee. Center Hill has a construction permit for a new FM in Smithfield.

▪ **Representative L. H. Fountain** (D-N.C.)—is vice president, director, and 29% owner (86 voting common shares) of Coastal Plains Broadcasting Inc., licensee of WCPS-AM-FM Tarboro, N.C. Members of his family own the remainder of the stock. Mr. Fountain's brother, **V. E. Fountain**, is president of the licensee.

▪ **Representative Richard H. Fulton** (D-Tenn.)—owns 500 voting common shares (6.7%) of Music City Video Corp., licensee of WMCV(TV) Nashville. The channel-17 independent went dark last March 14.

▪ **Representative Orval Hansen** (R-Idaho)—owns 122 voting common shares (37%) of Idaho Broadcasting Co., licensee of KFXD(AM) Nampa, Idaho. His brother, **Reed Hansen**, serves as a vice president and director of the li-



Sen. Taft



Rep. Ashley



Rep. Pucinski



Sen. Symington



Rep. Symington



Rep. Dellenback



Sen. Prouty



Sen. Stevens



Rep. Evins



Rep. Fountain



Sen. Jordan



Rep. Fulton



Rep. Hansen



Sen. Buckley



Rep. O'Konski

censee Idaho Broadcasting Co.

▪ **Senator B. Everett Jordan (D-S.C.)**—owns 24 voting common shares (5%) of Alamance Broadcasting Co., licensee of WBBB-AM-FM Burlington-Graham, N.C.; his children own another 12 shares (2½%). His son, B. E. Jordan Jr., is assistant secretary and director of the licensee and owns four shares (less than 1%). The senator's wife, Ellen, owns 152 voting common shares (3%) of Catawba Valley Broadcasting Inc., licensee of WHKY-AM-FM-TV Hickory, N.C. WHKY-TV is an ABC affiliate.

▪ **Representative Alvin E. O'Konski (R-Wis.)**—is president, director and 68%-owner (43,800 voting common shares) of Northland TV Inc., licensee of WAEO-TV Rhinelander, Wis. His wife, Veroniah, owns 6% (3,988 shares) and is secretary-treasurer and director. WAEO-TV is an NBC-TV affiliate.

▪ **Senator Winston L. Prouty (R-Vt.)**—his second cousin, John J. Prouty, owns one share (of 1,643) of Memphremagog Broadcasting Co., licensee of WIKE(AM) Newport, Vt. WIKE is affiliated with CBS.

▪ **Representative Roman C. Pucinski**

(D-Ill.)—is board chairman and director and owns 600 voting common shares (60%) of Foreign Language Broadcasters Inc., licensee of WEDC(AM) Chicago. WEDC shares time with Chicago stations WCRW(AM) and WSBC(AM).

▪ **Senator Ted Stevens (R-Alaska)**—owns five voting common shares (less than 1%) of Northern TV Inc., licensee of KBYR(AM), KNIK(FM) and KTVA(TV) Anchorage, and KFRB(AM) and KTVF(TV) Fairbanks, both Alaska. Before he took his Senate seat in 1968, Senator Stevens was also legal counsel to the company. KTVA and KTVF are ABC-TV affiliates.

▪ **Senator Stuart Symington (D-Mo.)**—Valeria Symington, the wife of his brother, James H. Symington, owns 42 shares (67%) of Radio WAGE Inc., licensee of WAGE(AM) Leesburg, Va. The senator's brother-in-law, Huntington Harris, is president of the licensee.

▪ **Representative James W. Symington (D-Mo.)**—is the son of Senator Stuart Symington and nephew of James H. Symington, whose wife has interest in WAGE(AM).

▪ **Senator Robert Taft Jr. (R-Ohio)**—

a trust held for his benefit owns approximately 60,000 shares (of about 3,712,000 outstanding) of Taft Broadcasting Co. He once owned 76,000 shares in his own name, but now has no such interest. In addition, the senator is co-trustee of three family trusts that hold 314,926 shares (8.5%) of Taft, but these are not for his benefit. He is also co-trustee of a charitable trust that owns 91,516 shares (2.5%). Beneficiary of this trust is the University of Cincinnati. Senator Taft, who won his Senate seat last year after two terms in the House, said he does not vote on issues affecting broadcast regulation in order to avoid a conflict of interest. The Taft stations are WKRC-AM-FM-TV Cincinnati, and WTVN-AM-TV and WBUK(FM) Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala.; WGR-AM-FM-TV Buffalo, N.Y.; WDAF-AM-FM-TV Kansas City, Mo.; WNEP-TV Scranton-Wilkes-Barre, Pa. and WTAF-TV Philadelphia. WKRC-TV, WTVN-TV, WBRC-TV and WNEP-TV are affiliates of ABC-TV. WGR-TV and WDAF-TV are NBC-TV affiliates. WTVN, WBRC and WDAF-FM are affiliated with ABC; WGR with NBC.

Upbeat market for FM in cars

Drive-time audience, prize target for stations, is coming within reach of radio's other half

The Philco Corp. (now the Philco-Ford division of Ford Motor Co.) has been making car radios for years, but the sets have been AM-only. Two weeks ago, in its Lansdale, Pa., plant, Philco-Ford began making AM-FM radios for the first time. The hitch this time: the FM is stereo-only.

That move by one manufacturer of car radios is seen by many FM broadcasters as another step toward the day when all car radios will be AM-FM and when they truly can begin claiming drive-time audiences. At present, FM cannot make that claim because the number of FM radios in automobiles on the highways is small. Drive-time audiences are the bread and butter for any radio broadcaster; they mean the difference between full participation in radio advertising dollars and merely making ends meet by serving the in-home audience exclusively.

Most estimates put FM radio production today at 20% of the total auto-radio market. Five years ago, FM was a

bare 6%. In five years more, according to most observers, the "mix" is expected to be 50-50.

But there's an aspect of this activity by automobile manufacturers that disturbs FM broadcasters. The FM being produced and sold by auto makers today tends more and more to be stereo. And that means that the price differential for consumers, running about twice for monaural AM-FM as compared to AM-only, is likely to be three or even four times higher.

FM enthusiasts have been unhappy for a long time with even the conventional price differential. They claim, with some validity, that the cost of adding FM to AM sets is a nominal \$5 to \$10 for parts, labor and construction. But with stereo FM now the growing option for auto buyers who want FM, the differential is going to run much higher: a conventional AM runs about \$65; the AM-FM stereo, including four speakers, is likely to run over \$200.

But things may not remain at that

disadvantageous level. Oscar P. Kusisto, vice president and general manager of Motorola's automotive products division, sees the continuing price of AM-FM stereo automotive radio sets at the \$130 to \$160 level, with considerable reductions over the next few years as advanced technologies come into being. Twenty percent of Motorola's auto radio production is now FM, Mr. Kusisto says, and he expects that some 80,000 of the 450,000 to 500,000 Motorola radios that will be installed in cars this year will include FM—both monaural and stereo. Motorola is a major supplier of car radios for Volkswagen, Chrysler and American Motors.

One of the new technologies that Mr. Kusisto has in mind is the increasing use of integrated circuits in radio receivers. IC's, as they are known, incorporate in one solid-state chip a number of functions that normally require a half-dozen or more resistors and condensers.

One company working along these lines, and about which Gunther S. Meisse, vice president and general manager of WVNO(FM) Mansfield, Ohio, is excited—he also is secretary of the All Channel Radio Committee that is trying to persuade Congress to require all radio sets to be capable of receiving FM as well as AM (as the all-channel TV law requires all TV receivers to have both VHF and UHF tuning capability)—is Signetics Corp., Sunnyvale, Calif. The company last year came up with a monolithic chip, called a phase-lock loop, that incorporates in one unit radio tuning, intermediate frequency and detector functions. But for car radios the loop is being revised and the new unit is expected to be on the market by the end of this year, according to Arthur Fury, marketing director of the firm.

One potentially exciting feature of the newly designed phase-lock loop is its ability to permit voltage tuning. This could mean, according to Mr. Fury, that automobile makers can get the radio box out of the dashboard and put it out of the way some other place in the car—in the trunk, for example. This would leave the off-on volume control and tuning dial in front of the driver, and these could even be placed on the steering wheel.

The philosophy of the auto maker is significant. Paul D. Fadow, executive engineer of Ford Motor Co.'s electrical systems, says "there certainly is a future for FM in the car radio field." Mr. Fadow explains that Ford introduced FM radio in its 1965 cars. In 1968, it switched to FM with stereo only and

**Chevrolet's
Summer Sale
is on.**

White stripe tires. AM/FM radio or any stereo equipment. Wheel covers. Custom seat belts.

Order any Chevelle or Camaro with these four features and we'll help save you some money.

FM broadcasters got a lift when they saw this Chevrolet ad in the May 6 Wall Street Journal, emphasizing AM-FM radio as part of a summer-sale package deal. Unfortunately, it is up to the dealer to make the deal, and General Motors sources say that it probably will cover car, radio, seat belts, white stripe tires, and wheel covers as a package. There's no way of knowing how much will be knocked off the list price of the radios. Here are the regular suggested retail prices for Chevelle radios: AM-FM mono, \$139.05; AM-FM stereo, \$239.10; AM-FM stereo-stereo tape deck, \$372.85. For the Camaro, only AM-FM mono is offered, and that regularly is \$139.05.

that combination became 4% of all factory radio installations. This is still the Ford policy including the installation of four speakers (except for the smaller cars like the Cougar and Mustang). For 1971, Mr. Fadow sees Ford FM-stereo installations running 10% of all radio installations. And further, he figures the price of the AM-FM stereo installation should run in the neighborhood of \$180-\$190.

One source of the unhappiness of FM broadcasters with the auto makers is General Motors, which, in its 1971 cars, installed a wrap-around, windshield antenna for reception. Because this type of antenna degrades the FM signal—unless the car is pointing directly to the station's antenna—many complaints were registered from broadcasters and the public.

The GM antenna situation came to a head last fall with the National Association of Broadcasters and its engineering vice president, George Bartlett, taking the lead to overcome these deficiencies. Over the past nine months, under the prodding of NAB and pressures from FM broadcasters, GM has taken steps to improve reception. Among these are moves to deresonate the antenna, thus minimizing its strong directivity, as well as increasing the sensitivity and selectivity of the Delco-made receivers.

Most manufacturers, however, still use the fender-mounted antenna. One complaint against it, however, is that because FM's radiation is horizontal, the best signal is not received on such vertical-whip models. But this is countered by records at the FCC showing that roughly half of all FM stations are now broadcasting with circular polarization (a combination of horizontal and vertical radiation). And, undoubtedly with the increasing numbers of car FM sets, more and more broadcasters will institute this type of radiation.

The history of FM car-radio production is one of steady climb. Only five years ago, U.S. radio manufacturers' total output of car radios was 8,741,000 units—of which 6.3% included an FM capability. In 1969 and again in 1970, when 10.2 million and almost 9 million units were manufactured, respectively, the FM ratio had reached 16%. And in the first quarter of 1971, when U.S. manufacturers produced almost 2.3 million car radios, the FM ratio had reached a healthy 22%.

This, related to the total number of car-radio installations that now approach over 90% of all cars sold, would mean that there are, or soon will be, a healthy number of automobiles with the capability of receiving FM broadcasts.

All this has not happened in a vacuum—and certainly not without the nudging and pressures of FM broad-

Ford's tally on FM sets

How FM radio-set installations have grown in the automobile industry can be seen in the following figures that were furnished by the Ford Motor Co. for its standard Ford line and for its top-of-the-line Mark III.

	Ford		
	Total radio installations	With FM	Percentage
1965	978,519	14,727	1.5%
1966	1,034,928	17,095	1.7%
1967	952,537	20,031	2.1%
1968	867,292	25,489	2.9%
1969	1,014,750	66,665	6.6%
1970	854,364	54,696	6.4%
*1971	749,135	66,192	8.8%
	Mark III		
1968	7,770	3,877	49.9%
1969	23,088	13,434	58.2%
1970	21,432	14,667	68.4%
*1971	24,852	18,282	73.6%

* As of May 13.

casters on auto makers. The theme of car FM radios was one of the features of the convention of the National Association of FM Broadcasters last March in Chicago. The impetus that led to that panel (BROADCASTING, March 29) has been running at high gear since. Fred Allen, executive director of the NAFMB, has already instituted liaison with FM, Ford, Chrysler and American Motors, as well as with importers like Datsun and Toyota. He has also been making presentations to auto rental firms, as well as fleet owners. There soon will be national advertising promoting FM in cars. There's even a plan to persuade auto dealers to carry and sell FM converters for existing AM-only car radios. The target of all this activity: to have AM-FM radio as standard optional equipment in all cars that come on the market in 1972.

TV-set sales doing well in 1971, EIA says

Sales of TV sets by distributors to dealers registered a 15.3% jump for the first four months of the year compared to the same period last year, according to the Electronic Industries Association. Color-TV sales zoomed by 21.8%, while black-and-white sales increased by 8.9%.

Total radio sales were up 20.7% for the period, with FM sets making a strong 37.5% jump.

Sales for the first four months of 1971:

	1971	1970
Television		
Color	1,682,542	1,381,831
Monochrome	1,488,653	1,367,415
Total	3,171,195	2,749,246
Radio		
AM	1,552,999	1,441,961
FM	1,049,080	762,703
Auto	3,627,185	2,956,295
Total	6,229,264	5,160,959

Worldwide satellite system blueprinted

79 countries draw up plans for organization to start six years after ratification

An international conference aimed at establishing a permanent international satellite system was scheduled to end two years of work Friday (May 21) with an agreement.

The projected new international satellite system will have two assemblies, one of governments and the other of telecommunications - operating companies, and a board of directors and a director general.

The new organization is due to become fully operative six years after ratification of the treaty.

Key sticking points were thrashed out at special night meetings last week by the 79-member Intelsat group, that began meeting in Washington in 1969. In addition, sitting as observers were another dozen countries, not now members of the satellite consortium, including the USSR as well as other Communist-dominated nations. They have been invited to join.

In establishing the \$500-million organization, voting rights on the 12-member board were assigned according to a weighted ratio related to each country's use of the current Intelsat system. The U.S. was calculated to have a 38.28% ownership; the United Kingdom, 10.86%, with these others in descending order: Australia, Japan, Canada, France, Italy, Germany, Pakistan, Spain, Israel, and the Philippines.

The U.S., through the Communications Satellite Corp., already has invested \$140 million in the space communications system. It is therefore liable for an additional \$60-million contribution to the system's capitalization.

Comsat would continue to operate the system until the end of the six-year period. At that point, it would remain as the U.S. chosen instrument in international satellite telecommunications and would be among the expected very few organizations capable of playing a part in managing the system, under contract to the new Intelsat.

The new system comes into existence when two-thirds of the countries that are now members of the temporary Intelsat sign the treaty. This same voting ratio holds for voting on the board of governors. In both instances, they have to represent 66⅔% of ownership.

The Intelsat communications system began commercial operation in 1964. The system now has more than 70 earth stations in 50 countries.

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No Digisonics friends show in comments

IDC request for FCC to expand coding concept draws thumbs down

The FCC's latest 90-day grace period granted International Digisonics Corp. in which to iron out the bugs in its visual encoding system for program and commercial monitoring ran out last month. Subsequently, and in accordance with an FCC invitation, IDC filed, on April 12, a request for a broadening of the code form into which encoded signals may be placed.

Last week, the commission received several comments on the IDC proposal. Among those filing were broadcast interests—CBS, Meredith Corp., Newhouse Broadcasting Corp. and the National Association of Broadcasters; a competitor—Audicom Corp., and a society of film producers—the Association of Cinema Laboratories.

Last month, the Society of Motion Picture and Television Engineers presented a detailed study of encoding procedure, to which many of those filing last week made reference. That study concluded that the specifications made by IDC for its program were not compatible with present FCC rules.

Some of the main arguments given by those filing comments last week included:

- That the IDC system has over the past year been plagued with numerous technical problems to the extent that the company has been forced to seek out (and obtain) several extensions on its authorization to operate the system from the FCC.

- That the system developed by IDC adversely affects the quality of visual reception in home receivers.

- The system, in requiring broadcasters to purchase and operate new equipment, places an extra and unneeded burden on television licensees.

- That visual methods of program and spot identification might not be the most effective means of encoding and that the same result might occur with an aural system, or some other type.

Another heated contention of some of the respondents, particularly the film society, was that the IDC system is effective only by means of video tape, thus eliminating film from the encoding process. As did SMPTE last month, ACL asked that the commission enact a further rulemaking proceeding to review all the "technical parameters" for encoding systems.

CBS also took exception to the alleged practice of basing a rule on and

permitting only one type of system. It charged that IDC's proposal, if implemented by the commission, would exclude any other form of visual encoding system.

NAB contended that IDC had had full opportunity to show the commission how its system works and had failed to do so. It said IDC's technique is technically unsound and called on the commission to deny its request to continue the program.

Newhouse and Meredith, both of which have group-broadcast interests, called for further investigations also. Meredith requested that any rulemaking proceedings arising out of IDC's latest request be combined with one already in progress. That investigation involves competing programs devised by IDC and Audicom, respectively, for aural-encoding systems for AM, FM and TV stations (BROADCASTING, Dec. 7, 1970).

Newhouse's proposal suggested that IDC itself "should carry out or sponsor adequate field tests reflecting the actual effects on raster positioning of coded information patterns." Newhouse also attacked IDC's lack of progress. Newhouse charged that IDC has been unable to comply with the commission's present ruling on the placement of codes (by line number and microseconds) and had not given evidence that it could even comply under the broader allocation it is proposing.

Audicom stressed its concern over the matter as a "potential competitor." While citing the drawbacks in IDC's over-all proposal, Audicom asked the commission to delay action on IDC's spectrum-expansion proposal until completion of all rulemaking proceedings.

Educational interests want in on satellites

Group asks for close look at applications by FCC re public services

An already long list of comments received at the FCC on domestic communications-satellite systems (BROADCASTING, May 17), has been bolstered with a filing by the Joint Council on Educational Telecommunications. The council, representing some 27 educational institutions—including the Public Broadcasting Service, the Corp. for Public Broadcasting and National Association of Educational Broadcasters—asked the commission to take a long, hard look at satellite applicants' plans for providing educational services on their proposed systems.

Specifically, the council asked the commission to "examine closely" appli-

cants' plans to make satellite services for data and computer usage available to educational institutions. And it expressed support of a March 22 request by CPB that the commission do the same on portions of the applications dealing with provisions made for free channels for educational use.

In regard to the latter request, JCET applauded what the commission has called the "public dividend" on an "investment of billions of public dollars in the development of space technology." It contended that this "dividend . . . is a small return for the American public to expect."

In further explaining its satellite stance, the organization cited its 1969 letter to Office of Telecommunications Director Clay Whitehead, then staff assistant to President Nixon and chairman of the executive branch satellite policy study, in which JCET said: "Noncommercial needs may not be congruent with requirements of a commercial service." Comsat's offer of "free channels for educational and instructional television," it said, while desirable, "may not be adequate to the task of realizing the full benefits which noncommercial satellite services could offer."

Spectrum of ideas on TV test signals

Networks, NAB, EIA march to different drummers before FCC review

When the FCC asked for comments on possible test signals for the remote control operation of television stations two months ago (BROADCASTING, March 22), it requested specific responses—what type of signals should be used, and how they should be implemented. Now, with the deadline for comments past, the commission may have its hands full.

Among those comments received at the commission last week were those of the three TV networks, the National Association of Broadcasters and the Electronics Industries Association. In all cases, the remarks were varied and in some cases they were at odds with each other.

While ABC and CBS suggested that vertical interval test signals be placed in a single transmission line, NBC said it has "no test signal which it may recommend for this particular application." And while the former networks were asking that "minimal" regulations be imposed on licensees in the matter, NBC requested that the commission specify the lines on which the signal should be placed and that it require

"some minimum time of transmission, perhaps periodic" during which test signals should be sent.

NAB's argument was partially in keeping with that of NBC. It contended that "inadequate information" exists on the use of vertical interval test signals and asked for further investigations "looking toward developing a meaningful test program." NAB disagreed with the NBC view, however, saying that it should be "the responsibility of the licensee" to transmit signals "as often as is deemed necessary."

Regarding the type of signal to be used, ABC lauded its own "Omit Vit" signal, which it claims permits measurement of 13 transmission parameters while using only one line out of a possible six, as "the optimum signal."

A broader analysis of test signals was offered by EIA's Communications and Industrial Division Broadcast Equipment Section, which said it is currently field testing a VIR system that makes use of three individual signals on two lines. While its system is designed for color monitoring, EIA said, monochrome transmissions can be tested by omitting a chrominance bar signal. CBS's proposal, a more intricate version of the EIA system, would use only one line of the EIA set up.

Republic buying Glen Glenn

The acquisition of Glen Glenn Sound Co., Hollywood, by Republic Corp. there has been agreed to in principle by the two companies. No price has yet been arranged; an exchange-of-stock agreement is being prepared and will be submitted to the boards of both companies.

In April, Republic purchased certain video-tape operations from Acme Film and Videotape Laboratories. The combination of the new subsidiaries will result, according to Republic estimates, in annual sales of \$28 million.

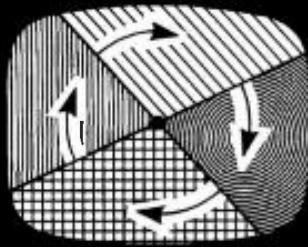
Technical topics:

Four-channel encoder ■ Electro-Voice, a subsidiary of Gulton Industries, Buchanan, Mich., is producing a professional model stereo encoder, part of the firm's channel processing system. The encoder, model 7445, is a standard 19-inch rack-mounted unit. Input and output lines are 600 ohm with zero insertion loss, and manufacturer claims little degradation of signal response, distortion, or noise level. The unit makes it possible to manufacture four-channel records and to broadcast four-channel sound by FM stereo stations by encoding any original four-channel program into a two-channel signal which contains both

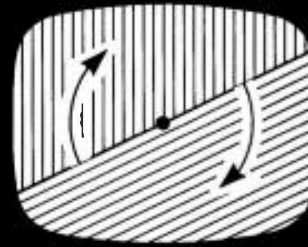
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two- and four-channel material. The system has been approved for use by the FCC. Model 7445, E-V Stereo-4 Encoder has a net price of \$795. Inquiries: 600 Cecil St., Buchanan, Mich. 49107.

New terminals ■ Microwave Associates, Burlington, Mass., has developed a series of microwave terminals which have the capacity to handle up to 10 channels of distant TV signals. The units have been made for CATV or miscel-

laneous common carrier service between 10.7 and 12.95 ghz. They feature single channel TV off-air or direct tap signals fed into individual transmitters up to a total of 10 channels. The system offers full FM color television quality and negligible channel-to-channel intermodulation products for typical video signal-to-noise of 65 to 70 db per hop per channel.

For close work ■ A new zoom lens with

macro-capability for institutional and industrial television is being made by Canon U.S.A., Woodside, N.Y. Designed for use on one-inch vidicon cameras, the Canon V10X15 TV macro zoom has a focal length range of 15-150mm and can achieve close-up effects up to 1mm from the vertex of the front lens element. The lens is priced at \$895 and is available from Canon's Optics Division, 64-10 Queens Boulevard, Woodside, N.Y. 11377.

Fates & Fortunes

Broadcast advertising

Kenneth A. Longman, VP and manager of developmental research, Young & Rubicam, New York, joins N. W. Ayer & Son there as VP and director of its advanced methods group.

Peter A. Nelson, VP and senior account supervisor, and **Bradley M. Wyatt Jr.**, VP and account supervisor, Chicago office, Needham, Harper & Steers, appointed senior account directors. **Eugene S. Mahany**, VP and director of merchandising, also appointed senior account director in Chicago office.

Roger LaReau, group sales manager,

New York office, Petry-TV, moves to Los Angeles office as VP, West Coast sales. Mr. LaReau is succeeded in New York by **Jack Mulderri**, VP and group sales manager, WNEW-TV New York.

William H. Mallery, manager, Chicago spot sales, NBC, appointed manager, Eastern TV spot sales, New York. He is succeeded in Chicago by **Don Douglas**, sales manager, WTOP-TV Washington.

Frank Balnaves, VP and account director, McCann-Erickson, New York, joins W. B. Doner & Co., Baltimore, as account supervisor.

Lynn Reed, manager of local sales, KOA-AM-FM Denver, appointed manager of sales for KOA-FM. **David Walstrom**, with sales staff, KOA-AM-FM, appointed manager of sales for KOA(AM).

Media

George Diab, VP for broadcasting, Rollins Inc., group owner, Atlanta, named president, WWAY(TV) Wilmington, N.C. and KFDX-TV Wichita Falls, Tex. Both stations are owned and operated by Charleston (W. Va.) Mail Association, publisher of *Charleston Daily Mail*.

Morton N. Goldstein, manager of production control, taped shows, West Coast, ABC-TV, Los Angeles, appointed director of production control and assistant business manager there. **Edward E. Lerche**, business manager, television facilities and service, West Coast, appointed manager, financial forecasts, and production controller there.

Robert D. Gordon, VP and general manager of WCPO-TV Cincinnati, elected to board of directors of parent Scripps-Howard Broadcasting Co.

Mickey L. Hooten, program/operations manager, WTOL-TV Toledo, Ohio, appointed assistant general manager and program/operations manager, WIS-TV Columbia, S.C.

Donald L. Smith, with news staff, WTVD-

(TV) Durham, N.C., appointed general manager, WZOO(AM) Asheboro, N.C.

Horace E. Stone, member of FCC review board since its inception in 1962, retires.

Max G. Falkenstien, manager, WIBW-AM-FM Topeka, Kan., appointed general manager, Sunflower Cablevision, Lawrence, Kan.

Jon T. Reynolds, program director, WIBG(AM) Philadelphia, joins WWTC(AM) Minneapolis as general manager. Both are Buckley Broadcasting stations.

Jerry Jennen, with KLOH-AM-FM Pipestone, Minn., appointed general manager, KDMA(AM) Montevideo, Minn.

Michael Drew Shaw, general sales manager, WIBM(AM) and WBBC(FM) Jackson, Mich., appointed general manager, WAWR-FM Bowling Green, Ohio.

Programing

Alan Levin, talent and program negotiator, business affairs department, CBS-TV, New York, appointed associate director.

William E. Moore, program manager, WIS-TV Columbia, S.C., appointed program and promotion manager, WSFA-TV Montgomery, Ala.

Donald M. Hess, promotion director, WTOL-TV Toledo, Ohio, appointed to newly created position of program/promotion director.

Walt Williams, program director, WSGN(AM) Birmingham, Ala., joins WRVA-AM-FM in similar capacity. **Glen Powers**, program director, WTOB(AM) Winston-Salem, N.C., succeeds Mr. Williams as program director for WSGN. Stations are all owned and operated by Southern Broadcasting, Winston-Salem, N.C.

Steve Irwin, freelance commercial producer, New York, joins KRIZ(AM) Phoenix, as production director.

Tommy Walker, with WKIX-AM-FM Raleigh, N.C., joins WTOB(AM) Winston-



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BROADCAST ELECTRONICS, INC.
A Filmways Company
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Salem, N.C., as new program director.

Dave Hedrick, operations manager, WRNC(AM) Raleigh, N.C., appointed operations and program director, wzoo-(AM) Asheville, N.C.

Ralph E. Combes, news director, KWTU-TV Oklahoma City, appointed program and PR director, Mid-west Video Systems, closed-circuit TV operator there.

News

Hal Classon, technical director, CBS-TV, New York, appointed producer in CBS News special events unit.

Dave Cohen, sports director, WUTR-TV Utica, N.Y., appointed to additional duties as news director.

Dennis J. Spalazzi, with noncommercial WTU-TV Bloomington, Ind., joins news staff of WNDU-AM-FM-TV South Bend, Ind., as anchorman.

James R. Quinn, regional executive, Omaha office, UPI, appointed regional editor for Iowa, Nebraska and Dakotas while continuing to operate out of Omaha branch. **Rudolph G. Faircloth**, news-picture bureau manager, Chicago, succeeds Mr. Quinn. **Philip K. Elliott**, news-picture bureau manager, Columbus, Ohio, succeeds Mr. Faircloth in Chicago.

Don Martin, VP and news director, KIMN(AM) Denver, appointed news director, KLAQ(AM) and KJAE(FM) Lakewood (Denver), Colo.

William Winn, program and news director, WESB(AM) Bradford, Pa., elected president of Pennsylvania Associated Press Broadcasters Association.

Equipment & engineering



Mr. Nevin

John J. Nevin, VP for marketing, Ford Motor Co., Dearborn, Mich., elected president and chief operating officer, Zenith Radio Corp., Chicago. Mr. Nevin had been with Ford for 17 years.

Allied fields

Roger D. Shaw, VP of sales, A. C. Nielsen clearing house division, Clinton, Iowa, named VP of marketing. **Donald G. Garvey**, director of client relations for Nielsen's clearing house, appointed national sales manager for division.

George S. Smith, chief of Broadcast Bureau, FCC, Washington, joins Marmet & Webster, law firm there, as counsel ("Closed Circuit," May 3).

International

Emil R. Sveillis, editor, foreign cables desk, UPI, New York, appointed news director for Canada, UPI, Montreal.

Deaths

Donald A. Wells, 51, executive VP and general manager, BBDO, New York, died May 19 in New York hospital of complications which developed after heart surgery. Mr. Wells had been senior officer of agency for past 12

years. At time of death, he was agency director, member of executive committee and member of plans review board. He was also responsible for TV programming, marketing and media research. Mr. Wells is survived by his wife, Nancy Jane, and one daughter.

Earl C. Hull, 75, owner, WHLD-AM-FM Niagara Falls, N.Y., died May 11 at his home there after long illness. Mr. Hull became interested in radio before World War I and later helped to establish WCAD(AM) Canton, N.Y., pioneer college station of St. Lawrence University. He founded WHLD in 1940. He is survived by his wife, Hilda.

Charlotte Brader, 60, former co-owner, KOJM(AM) Havre, Mont., died April 7 at St. Joseph's hospital there after chronic illness. Mrs. Brader began her career in 1947 with KRAM(AM) Las Vegas. She then returned to Havre to become KOJM owner, position which she held until 1969. Mrs. Brader was past president of Montana Association of Broadcasters. She is survived by two daughters.

William J. Murphy, 66, former script editor with NBC Radio, Chicago, died May 3 in Detroit after heart attack. Mr. Murphy served as script writer and editor during the 1940's, responsible for several daytime series. He was awarded a Peabody Award in 1947 for American Medical Association program. In 1953 he established communications-arts department at University of Detroit, where he served as its chairman for 14 years. He retired from position of associate professor there in 1970. He is survived by his wife, Mary, one daughter and four sons.

ForTheRecord

As compiled by BROADCASTING, May 11 through May 18 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aural.—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

■ Hearing Examiner Frederick W. Denniston in Hartford, Conn. (RKO General Inc.), TV proceeding, dismissed application of RKO General Inc. without prejudice and terminated proceeding (Doc. 18821). Action May 7.

Other action

■ Review board in Pocatello, Idaho, TV proceeding, dismissed petition of Post Co. to reallocate burden of proceeding, modify language of char-

acter issue and add parties to hearing (Docs. 18401-2).

Call letter application

■ State Board of Directors for Educational Tele-

vision, Aberdeen, S.D.—Requests *KDSD-TV.

Call letter actions

■ Mississippi Authority for Educational TV granted following: *WMAW(TV) Meridian; *WMAU(TV) Budc; *WMAO(TV) Greenwood;

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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.

*WMAV(TV) Senatobia, and *WMAH(TV) Biloxi, all Mississippi.

■ Northern Virginia Educational Television Association, Goldwein, Va.—Granted *WNV(TV).

Existing TV stations

Final actions

■ WSLA-TV Selma, Ala.—FCC affirmed grant of power increase for station, silent since 1968 because of fire, and denied petitions for reconsideration filed by two Montgomery, Ala., UHF licensees, Montgomery Independent Telecasters Inc., licensee of WKAB-TV and WCOV Inc., licensee of WCOV-TV. Action May 12.

■ KTVU(TV) Oakland, Calif.—Broadcast Bureau granted license covering aux. trans. Action May 11.

■ KWGN-TV Denver—FCC granted application of WGN of Colorado Inc., for CP to make changes in facilities of station, conditioned on whatever action commission may take on petition to deny KWGN-TV renewal application filed by the Colorado Committee on the Mass Media and the Spanish-Surnamed Inc. Action May 12.

■ WXLTV-TV Sarasota, Fla.—FCC denied motion by Broadcasting-Telecasting Services Inc., asking for stay of FCC action granting applications by Sarasota-Bradenton Florida Television Co., permittee of WXLTV-TV, for extension of time to complete construction and for mod. of CP. Action May 12.

■ KVOS-TV Bellingham, Wash.—Broadcast Bureau granted CP for alt. main trans. Action May 12.

Actions on motions

■ Chief, Office of Opinions and Review, in Boston (WHDH Inc., et al.), TV proceeding, granted motion by Boston Broadcasters Inc. and extended to May 11, time to respond to petition for further proceeding on application of Boston Broadcasters Inc. filed by WHDH Inc. (Docs. 8739, 11070, 15204-7). Action May 7.

■ Hearing Examiner Basil P. Cooper in Boston (Integrated Communication Systems Inc. of Massachusetts [WREP]), TV proceeding, denied petition by Broadcast Bureau to dismiss applications of Integrated Communication Systems (Docs. 18338-9). Action May 7.

■ Hearing Examiner Chester F. Naumowicz, Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, denied motion by Central Florida Enterprises Inc. for extension of time (Docs. 19168-70). Action May 6.

■ Hearing Examiner James F. Tierney in Charlotte, N.C. (Jefferson Standard Broadcasting Co. [WBTV(TV)]), TV proceeding, ordered that times for filing proposed findings and reply findings are extended from May 17 to June 7 and June 18, respectively (Doc. 18880). Action May 10.

Call letter applications

■ KOGO-TV, McGraw-Hill Inc., San Diego—Requests WGTV(TV).

■ WFBM-TV, McGraw-Hill Inc., Indianapolis—Requests WRTV(TV).

■ WOOD-TV, McGraw-Hill Inc., Grand Rapids, Mich.—Requests WOTV(TV).

■ WKSH(TV), Wisconsin Television Corp., Kenosha, Wis.—Requests WKRL(TV).

New AM stations

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Brush, Colorado Springs and Boulder, all Colorado

(Pettit Broadcasting Co., et al.), AM proceeding, on request of Pettit Broadcasting Co., postponed prehearing conference until July 12 (Docs. 19157-8-9). Action May 7.

■ Hearing Examiner Lenore G. Ehrig in Honesdale, Pa. (Wayne County Broadcasting Corp.), AM proceeding, on informal request of applicant rescheduled hearing for June 21 (Doc. 19038). Action May 6.

■ Chief Hearing Examiner Arthur A. Gladstone in Stirling and Freehold, both New Jersey (K & M Broadcasting Inc., Molly Pitcher Broadcasting Co.), AM proceeding, upon request of Molly Pitcher Broadcasting, ordered that time for it to file revised exhibits and other material is extended from May 10 to May 17 (Docs. 18292, 18593). Action May 10.

■ Hearing Examiner Isadore A. Honig in East St. Louis, Ill. (East St. Louis Broadcasting Co., Metro-East Broadcasting Co.), AM proceeding, scheduled hearing conference for May 19, to make procedural arrangements for further hearing on financial qualifications of East St. Louis Broadcasting Co. as indicated in commission's decision remanding this proceeding to examiner for further hearing on limited financial inquiry set forth in paragraph 13, at page 5 of decision (Docs. 17256-7). Action May 11.

■ Hearing Examiner Isadore A. Honig in Jeanette, Pa. (Central Westmoreland Broadcasting Co.), AM proceeding, granted motion by Central Westmoreland to reopen record to receive additional exhibit of applicant, insofar as it requests reopening of record for receipt of Central Westmoreland exhibit 24 and denied insofar as it requests reclosing of record; record is being left open for submission of additional information by applicant as proposed by Broadcast Bureau and within earliest practicable time (Doc. 19042). Action May 17.

■ Hearing Examiner Jay A. Kyle in Greenwood, S.C. (United Community Enterprises Inc.), AM proceeding, granted petition by applicant for leave to amend its application with respect to its efforts to ascertain community needs and problems (Doc. 18503). Action May 6.

■ Hearing Examiner Forest L. McClenning in Baton Rouge (Capital City Communications Inc.), AM proceeding, scheduled prehearing conference for May 13 (Doc. 19067). Action May 6.

■ Hearing Examiner Forest L. McClenning in Jacksonville, N.C. (Sencland Broadcasting Systems Inc. and Seaboard Broadcasting Corp.), AM proceeding, granted petition by Seaboard Broadcasting Corp. for leave to amend its application to show change in station managers of WLAS there occasioned by resignation of former manager; granted petition by Sencland Broadcasting Systems Inc. and dismissed its application with prejudice (Docs. 18813-4). Action May 6.

■ Hearing Examiner Forest L. McClenning in Jacksonville, N.C. (Seaboard Broadcasting Corp.), AM proceeding, denied motion to strike and motion to dismiss filed by Seaboard Broadcasting Corp. and scheduled hearing for May 18 (Doc. 18814). Action May 7.

■ Review board in Circleville, Ohio, AM proceeding, denied motion by Post-Newsweek Stations, Florida Inc., to modify issues in proceeding involving mutually exclusive applications of George E. Worstell and Circleville Broadcasting Co. for authority to construct new AM on 1540 khz at Circleville (Docs. 18856, 18858). Action May 10.

Call letter action

■ Veer Broadcasting Co., Greensburg, Ky.—Granted WGRK.

Existing AM stations

Applications

■ KIKN Sinton, Tex.—Seeks CP to make changes in N-DA pattern. Ann. May 13.

■ KLO Ogden, Utah—Seeks CP to change hours of operation from directional to nondirectional. Ann. May 13.

Final actions

■ KDEO El Cajon, Calif.—FCC denied petition by Metro Communications Inc., for reconsideration of commission's order designating for hearing Metro's unopposed application for CP to increase D power of KDEO from 1 kw to 5 kw, and for grant of its application without hearing (Doc. 18879). Action April 28.

■ WTAN Clearwater, Fla.—FCC granted application of Clearwater Radio Inc. to increase facilities on 1340 khz from 250 w-U, to 250 w, 1 kw-LS-U; conditioned on permittee accepting such interference as may be imposed by other existing 250-watt Class IV stations in event they are subsequently authorized to increase power to 1 kw. Action May 12.

■ KHLO Hilo, Hawaii—Broadcast Bureau granted CP to install new trans. for aux. use on 1 kw. Action May 12.

■ WKBQ Garner, N.C.—FCC granted application by Edward G. Atsinger III to change operation of WKBQ to nondirectional. Action May 12.

■ WLAS Jacksonville, N.C.—FCC affirmed monetary forfeiture option in license renewal proceeding of Seaboard Broadcasting Corp., licensee. Action May 12.

■ WBNS Columbus, Ohio—Broadcast Bureau permitted remote control. Action May 7.

■ KXYZ Houston—Broadcast Bureau permitted remote control. Action May 7.

Actions on motions

■ Deputy Chief, Office of Opinions and Review, in Gaithersburg, Md. (Nick J. Chaconas), renewal

(Continued on page 73)

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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.

Salesman. \$500 reward for information leading to apprehension and development of successful salesman candidate. Person accepted will be processed through most successful radio sales training program in industry and will earn in excess of \$20,000 first year. Candidate may turn self in and collect reward if other qualifications are met. E.O.E. Women welcome. Box E-263, BROADCASTING.

Good salesmen are in demand so you can be choosy. If you prefer working with well established station in medium market that reeks of success, then apply Box E-305, BROADCASTING.

Dynamic radio salesman. Willing and eager to go places, in management. New 24-hour stereo FM added to AM station. All new facilities. Opportunity for man that wants the better things in life in the best place to live, Winona, Minnesota. Call K.A.G.E. 507-452-2867.

Georgia—medium market's only good music station has golden opportunity for experienced self-starter who can take direction. Salary + commission + insurance. Protected account list. Must travel for interview at own expense. Present happy staff is all pro. Send resume, references to WCRY, P.O. Box 900, Macon, Georgia 31202.

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Sales continued

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Ann Arbor, Michigan—WNRS/WNRZ FM needs two experienced salesmen. Excellent market—exciting university area—progressive, contemporary format. Make money with us! Phone or write; P.O. Box 5, Ann Arbor, Michigan 48107.

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Immediate opening for versatile, experienced AM-TV announcer for MOR format. TV work also involved. Send pic, full resume, salary requirements and audition tape to Box E-193, BROADCASTING.

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One of the nation's top 10 modern country stations located in the southeast is inviting professional broadcasters to apply now so that future staff openings may be filled in a manner to insure continuity of sound and continued growth. Our prime facility and phenomenal success story are the talk of the trade . . . our pay scale is competitive. Our new plant leaves nothing to be desired. If you appreciate a businesslike atmosphere and your background stands up under scrutiny, send resume with references and audition tape now (first ticket may be helpful) . . . Box E-223, BROADCASTING.

Midwest radio-TV outlet seeking 2 experienced men. Newsman & jock with minimum 2 years experience & some college background preferred. Send pic, air-check, resume & job preference to Box E-281, BROADCASTING.

Young progressive group has an immediate opening for a heavyweight drive-time personality. Golden opportunity for growth within chain. No beginners need apply. Air-special tape, resume, references and salary requirements to, Box E-293, BROADCASTING.

Announcer wanted for afternoon drive time, must be a real swinger and experience, send tape and resume to Box E-320, BROADCASTING.

Good all night jock. CHED, Edmonton, Alberta, Canada. Contact Keith James.

Midwest major market good music station needs announcer—good voice—at least 3 years experience with working knowledge production techniques. Send tape and resume to Frank Proctor, P.D., WATI, Indianapolis.

Hockey play-by-play and color announcers are being auditioned by WBZ Radio, Boston for champion Boston Bruin broadcasts . . . tapes and material to Bill Shupert, Program Manager.

Mature DJ who understands bright MOR operation. Quality personality station in important Florida market. All details first letter with tape and resume. Bill Taylor, Prog. Dir., WDBO Radio, P.O. Box 21, Orlando, Florida . . . exciting, growing home of Walt Disney World.

One of America's great contemporary radio stations—WERK—is looking for a first phone, experienced D.J. production man. Send resume, air check and picture to: Bill Shirk, P.O. Box 2465, Muncie, Indiana 47302.

Announcers continued

Outstanding opportunity for a professional sounding radio announcer seeking permanent position with one of the nation's finest WKZO Radio-TV pioneer of the Fetzter stations. Our working conditions, fringe benefits, and advancement possibilities are tops in outstanding community. Send tape, resume, and salary requirements to WKZO Radio, 590 W. Maple St., Kalamazoo, Michigan 49001.

2—Part time announcers first phone needed. Scott Standiford, WLMD, Laurel, Md. An equal opportunity employer.

WNVY, Pensacola, Florida is looking for a strong announcer. 24 hour modern country with contemporary announcer approach. Send tape, resume and salary requirements to Mike Wingfield, Box 8098, Zip 32505.

MOR-announcer, emphasis on news delivery, morn-shift open—25 hour week 1st ticket. Mike Valgus, WRGM-Richmond, Virginia.

Technical

News and technical help wanted! Are you an engineer who can properly maintain equipment on 1KW AM but would like to do something more? Then we have the job for you. It's a combo news director and engineer for a medium market in West Texas. It will be lots of work, but offers excellent potential for the right person. Box E-217, BROADCASTING.

Combination engineer-announcer . . . or engineer-newsman . . . or engineer-salesman. As engineer, must have FM stereo knowledge and be familiar with Shaefer automation. Good pay, benefits, excellent opportunity for advancement. Send resume, audition, other information to KEBE/KOOL Radio, P.O. Box 1648, Jacksonville, Texas 75766.

Experienced technician to chief automated daytime in suburban Columbus. WDLR, Delaware, Ohio.

Assistant Chief for WEAM, Arlington, Va. EOE. Send resume and references to manager, WEAM, Box 589, Arlington, Va. No phone calls please.

Chief engineer . . . experienced in audio, directional and stereo required. Send resume to General Manager, WGOM/WMRI, Box 158, Marion, Ind.

News

Somewhere in the southeast there is a young, experienced newsman who is ready to move up. A top rated medium market station in the southeast wants this man to head up a full time radio news department. We will provide the finest equipment and facilities, excellent pay and fringe benefits he wants. He will provide the dedication, authoritative delivery and professionalism we want. Send your air check, resume and photo to Box E-313, BROADCASTING.

Programing, Production, Others

We appreciate creativity that's realistic. Send evidence with resume. Become our program and production director. Medium. Rockies. Box E-271, BROADCASTING.

Genius needed for copy, production and talk program. WHMI, Howell, Michigan, thirty minutes from Detroit, Lansing, Ann Arbor.

Situations Wanted Management

I'm having trouble reaching a station owner who wants his to be the top station in his market . . . instead of "that other station"; maybe you can help me. Southern major markets. Box E-225, BROADCASTING.

Presently general manager. Young, energetic, hard-working. Experienced all phases radio and TV. Community minded family man. Station sold. Can bring your operation increased image, audience and profits. Box E-229, BROADCASTING.

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 continued

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.

Stable family man beginning tenth year in radio seeking assistant manager or manager trainee position. Strong in program/news, first phone—no maintenance, some sales. Medium to large market U.S. or Canada. Box E-264, BROADCASTING.

Aggressive radio salesman with 5 figure income looking for a challenging position as manager only position—15-25,000 size city. Experienced in all phases including small market management. Box E-267, BROADCASTING.

Successful general manager, under 40 topflight experience in major, medium, small markets. Experience includes creative selling, programming, first class ticket. Excellent references, will relocate for greater opportunity and challenge. Box E-268, BROADCASTING.

Skilled professional broadcaster. Twenty years in sales, programming and administration, including ownership. Low key operator. Strong sales. Box E-278, BROADCASTING.

Eighteen years broadcasting experience. Includes management, sales, programming, promotion, announcing. Sober, sincere, stable. Family currently Maryland. Box E-303, 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.

College grad, broadcast school grad, 1st phone. Seeks challenging sales position radio-TV. Education equals some experience. Sales management training. Ref Vice Presidents, nation's largest corp. Prefer medium market. Will consider all. Box E-262, BROADCASTING.

Year's best seller!—Honest—family—creative—self starter—early 30's . . . AM/FM sales management experience—projected 1971 billing—over \$300,000! San Francisco or coastal area preferred. Box E-274, BROADCASTING.

Innovative idea man seeks professional association with aggressive station or group. Can sell at all levels. Box E-279, BROADCASTING.

Available June 7—south only—selling sales manager. Direct, train staff—good personal sale—20 yrs. a pro., family, stable. Box E-311, BROADCASTING.

Ambitious, 26, available now. Ray Lindsay, 614 N. Main St., Clyde, Ohio 43410 (419) 546-4401.

Young broadcast school graduate wants sales position, willing to relocate—contact Bruce Stamo, 35 Ingraham St., New Bedford, Mass. 02745 or call collect (617) 995-8838.

Announcers

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.

Michigan . . . surrounding area, dj, copy, production, experienced, 1-313-881-9348 or Box E-149, 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.

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.

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.

First phone! All markets. Mature adult music. Nights or midnights. Pro. Married. Age 48. \$165.00. Box E-258, BROADCASTING.

First ticket, experienced, will relocate. Box E-275, BROADCASTING.

First ticket, married, draft exempt, will relocate, experienced in all phases of broadcasting. Sincere, hard working, dependable. Seeking security and advancement. Available immediately. Air check and resume upon request. Box E-276, BROADCASTING.

Female, third phone, wants announcing or news. Box E-282, BROADCASTING.

Priced reasonable—man with pro-voice, 3rd phone, prefer up-tempo or rock nite slot. Box E-284, BROADCASTING.

Top rated medium morning personality doing top 40 desires MOR. Not boss, gimmicky or hilarious. Just folks. Young, hitched, no hangups, best references, will travel. Box E-286, BROADCASTING.

Disc jockey—newscaster—salesman—dependable—experienced—creative—tight board—third endorsed—authoritative news—aggressive salesman—will locate anywhere in U.S. Box E-288, BROADCASTING.

Beginner, but trained in broadcasting school. Want experience in small market. Writing and eager. Box E-289, BROADCASTING.

Soul and good on news. Need experience. Please hear my tape. Box E-290, 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-295, BROADCASTING.

Sportscaster, experienced, football, basketball, baseball play-by-play. Strong gathering, reporting news. Also MOR board shift. 3rd endorsed. Box E-296, BROADCASTING.

11 years experience; 10 years top 40. Stable, sober. Medium, large market. Box E-297, BROADCASTING.

Experienced Black radio-TV personality. Seeks 4 or 5 hour shift. R&B preferred. Will relocate anywhere. 3rd. June 10. Box E-299, BROADCASTING.

Experienced personality with know how ability . . . looking . . . warm environment preferred. Box E-300, BROADCASTING.

First phone/rock/B.S. degree/5 1/2 yrs. exp./hip. but mature/intelligent—enthusiastic—fast moving show/love good production/very good news/3rd yr. At top notch minor market/ready to make a good move. Box E-302, BROADCASTING.

Soul jock—heavy on production. 1st phone. Prefer southeast but will relocate if money and market are right. Box E-307, BROADCASTING.

Combo man—1st phone and no prima donna. Prefer MOR or top 40. 23 years old and stable. Box E-308, BROADCASTING.

Hard working rock jock wants stable position. Over 3 years experience, strong production, news, tight board—programming experience. Will work any shift, any capacity. Married, 1 child. Box E-315, BROADCASTING.

Award winning Black D.J. seeks announcing job with top 40 rock or rock and blues or soul station. Highly recommended. Present position eliminated due to automation. Asking only moderate pay. Wife is teacher. Strong on personality, production and news. Audition tape and resume on request. Write or call Larry Mathis, WIRA, Ft. Pierce, Florida (305) 464-1400.

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.

Announcers continued

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.

Stop . . . right here. Michigan . . . surrounding area. D.J., MOR, top 40, copy, production, experience. 1-313-884-6526.

21 year old, Career Academy graduate, one year air experience, good voice, eager, available now. Draft exempt. Craig Vance, 831 Cedar, Webster City, Iowa, Phone 515-832-5426.

Tired of hum-drum radio? Then I want to be your man. I am a young, experienced first phone looking for a college town radio station. If I described you and your radio station, see if what you want describes me. Dennis Meehan, Phone 319/266-7381.

First phone, 2 1/2 years top 40 and up-tempo MOR, along with selling, copy, basketball play-by-play, news and some P.D. and M.D. experience. Draft status 3A and number 265, married, father, dependable, 20 and willing to relocate. Tape, resume and character references on request. Send to Steve Rouse, Sleepy Acres, Gouverneur, New York 13642.

Caution: Spontaneous personality, 3rd endorsed, broadcast grad, tight board. Announcing, news, copy. Will re-locate. Thom O'Grady, 435 Cottage St., New Bedford, Mass. 1-617-993-8705.

1st phone, experienced. MOR—up-tempo. Mike Sullivan, 3327 Freeman St., San Diego, Calif. 92106. (714) 222-5334.

First phone—3 years of experience at same station in major market, all phases of radio, age 21, draft exempt. Prefer southwest, but will consider right opportunity anywhere. I love the medium, and will work hard for it. Tape and resume on request. Box 793, Shawnee Mission, Kansas 66201.

Black, female announcer and newswoman. Excellent voice and deportment. 2 1/2 years as stewardess with major airline. Good writing and production. 3rd endorsed. Call L. Miller, Seattle 206-329-3660.

1st phone, happy sounding bright, conscientious. 1 year experience, tight board. Available now. Paul Krakus 1-513-825-2430.

First phone, top 40 jock. Eager and dependable, experienced and draft exempt. Will relocate. On the go; a mover and doer looking for a station that is the same. Call (419) 729-2292, 1 P.M. to 4 P.M.

Please give me a start! Broadcast school, 3rd endorsed, single, veteran. Will relocate, Wash. D.C. area desired. John Morrow, 516 Ganttown Rd., Turnersville, N.J. 08012.

First ticket, some experience, 19, single, draft deferred, references, dependable . . . Dave Wolf, 235 Pleasant, Dallastown, Pa. 17313. 717-244-8081.

1st phone country D.J. Looking for someone that really knows country music?? 12 years experience, also pro musician & owner of syndicated radio program. Currently employed—will relocate. Dennis (213) 828-8464.

Attention Dayton, Cincinnati, Indianapolis and surrounding areas. 30 year old personality announcer. 10 years experience. Available for interview. Now working. Nick Powers, 869 St. Agnes, Dayton, Ohio 45407. 513-274-1003.

Energetic, hard worker, first job, 20, married, draft status 1Y. Available today, will relocate, some experience. Contact: J. Scott Stark, 2510 N. Hazelwood, Davenport, Iowa. (319) 322-4303.

Technical

First class, maintenance, announcing, production, seven years experience. Box E-180, BROADCASTING.

Experienced chief engineer-announcer available. Box E-231, BROADCASTING.

Chief engineer, 23 years experience all phases AM and FM. Presently employed but desire change. All locations considered. Box E-259, BROADCASTING.

Chief engineer 703-663-2470, urgent more pay, relocation advance. Box E-298, BROADCASTING.

Chief AM-FM, directional. 43, single, available. C. L. Sweet, 1011 E. Broadway #20, Hopewell, Va. 23860, 703-541-0061.

News

Copywriter, resume and samples on request. 203-658-6196 or Box E-57, BROADCASTING.

Hard working objective reporter, experienced news director, wants responsible news operation. PBP football, basketball. 3rd endorsed. Late 30's, family. Box E-318, BROADCASTING.

Situations Wanted

News continued

Major market newsmen, seasoned, versatile. Try me. All queries acknowledged. Box E-321, BROADCASTING.

Chicago-Milwaukee area, freelance man. Versatile, creative. Call (414) 461-7909 Milwaukee.

Hold a first class, 3 years experience, am 24, single and raring to work hard for the station, anywhere in Wisconsin. Love sportscasts, news, all around disc-jockey. Please, somebody let me stay in the state of the three greats—Bucks, Packers, Brewers. Call 414-387-3895.

Programing, Production, Others

Manager/engineer. Sixteen years in management, sales, production, programing, news, all formats. Resume tells it all. Box E-186, 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.

I've got it. Period. But I've had it writing belt-it-out, hand-it-in type copy. If you know what I mean and offer a creative position with a future, let's not waste any more time. Prefer Northeast. Box E-256, BROADCASTING.

There he goes, heading west. Production man will reach California in June, if nobody tries to stop him. Box E-272, BROADCASTING.

Experienced progressive rock jock with P.D. experience and fantastically popular program looking for P.D. or jock position at progressive rock station. Object: to get daytime job at station that believes radio can still be fun. Box E-306, BROADCASTING.

Tired of engineer type production men? Look no longer. I never met a man that didn't like me. Hire this well experienced, hard working, major market type production freak. Southern California only. 714-465-6077.

TELEVISION

Help Wanted Management

CATV. General Managers, engineers, and technicians needed for new CATV systems under construction in Southwestern Ohio and Indiana. Immediate openings available. Send resume with reply to Box E-257, 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

Immediate opening: Local television account executive. Top 75 Mid-Atlantic TV market. VHF network affiliated station. Salary plus commission with list of established accounts. Only young, aggressive person interested in expanding list of accounts need apply. Send photograph and resume to Box E-283, BROADCASTING.

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.

Chief engineer for "showcase" cable-television system midwest. Need know color cameras, videotapes, cable, etc. Considerable local programing, 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.

Technical continued

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 opportunities! 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.

South Florida TV, AM, FM station staffing news department. Need three aggressive reporter-photographers; one must also qualify for anchorman weekend news. Send resume and photo to Clay Scott, News Director, WEAT-TV, P.O. Box 70, West Palm Beach, Florida 33402.

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

Energetic program/operations man in medium market desires advancement. Box E-266, BROADCASTING.

Sales manager—can offer you experience, knowledge, great record, fine references, strong sales, intense desire, hard work. Seek large TV market in South. Box E-309, BROADCASTING.

Manager/general sales manager for major market or medium with good potential. Degree with honors, family man, personal record open to close inspection. Extensive experience in programing and sales. Consistent billing increases, especially national. Strong community participation. Outstanding references. Box E-314, BROADCASTING.

Announcers

Versatile major market announcer. Capable anchor-man, weatherman, MC, commercial announcer. Consider all inquiries. Box E-243, BROADCASTING.

Radio personality with strong news and sports background desires TV. Good writer, reader, voice, appearance. 23, married, no problems, top references, will relocate. Box E-285, BROADCASTING.

Experienced, dependable, enthusiastic announcer with news and sports background. Some production. College grad, military complete, married. Box E-301, BROADCASTING.

Experienced, versatile air personality available mid July. Prefer top 50 but all considered. Tape and resume on request to Box E-317, BROADCASTING.

Children's show for major market or chain syndication? Here's the producer—host that pleases the young. Call (301) 262-3914.

Technical

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.

Technical continued

Veteran, age 26, skilled in set design, construction, and lighting; motion pictures, still photography and lab work desires position in small TV station. Will relocate. Resume upon request. Box E-265, BROADCASTING.

Help! Assistant chief/operations. First with radar, B.A., four years college, TV and radio experience. Will work either or both. All markets. Salary no object—a career is. References. Will relocate. Box E-269, BROADCASTING.

News

Award-winning reporter (Los Angeles Press Club, American Political Science Association) . . . 32, MJ, w/news director-anchorman-production exp., seeks TV-news, field-reporting challenge. Single, will relocate. Box D-227, BROADCASTING.

Experienced professional journalist. News director, reporter and/or anchorman. More than ten years experience, including top five market. Seeks challenge. Box E-316, BROADCASTING.

Programing, Production, Others

Radio salesman, 26, single, seeks trainee position in creative television programing/production. Box E-221, BROADCASTING.

What sort of a job requires—a director's feel for cutting, motion, and timing; a cameraman's eye; a strong engineering background, including operation and maintenance of all types of VTRs (even AVR-1), and familiarity with all the latest editing control systems; a producer's sense of time and money; and an agile and adaptive mind? I'm a video tape editor—a good one, because I bring to the job an over-view, through experience in all of the fields listed above, and more. I'm one of a new breed—a good engineer who is stifled by the limitations that engineering imposes on my creativity. If you can challenge me, we need each other. Maybe the position I'm looking for doesn't exist yet, but if you're looking to the future too, maybe it's time you created it. Box E-260, BROADCASTING.

More powerful than a speeding VR-1200. Able to run station breaks in a single motion. Faster than a local cut-in, it's super director—a take charge producer/director disguised as a mild-mannered M.A., who, when faced by insurmountable odds, becomes the superhero of TV staffs across the world. Now available for your market. Send \$1.00 plus self-addressed envelope for illustrated brochure and sample catalogue. Box E-270, BROADCASTING.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted—used 2 inch quad videotape mechanical splicer in good condition. Box E-22, BROADCASTING.

Need Gates BC-1F 1KW AM transmitter in restorable condition, regardless of present status. Reply with full particulars to Bill Goodson, WMJM, Cordele, Georgia, 31015. Will consider equivalent equipment.

Marti 30 B T and MR 30 or equivalent. WTBQ Radio, Warwick, N.Y. 10990.

Wanted: Used FM antenna and transmission lines. State price, condition, and location first letter. S-K Electronics, 5210 Avenue F., Austin, Tex. 78751. 512-454-7014.

Equipment is needed for a broadcast station commencing soon, to be owned and operated by people in an urban redevelopment program. Donations tax deductible. Call 314-231-9320 or write Jim Atkins, 2505 St. Louis Ave., St. Louis, Mo. 63107.

For Sale Equipment

Helix-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 Helix 1 1/2" air coaxial transmission cable jacketed 6,000 feet available 50% of factory price can be cut to order at tremendous savings. For FM broadcast communications microwave radar. Action Electric Sales, 1633 N. Milwaukee Ave., Chicago 312-235-2830.

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.

FOR SALE Equipment

continued

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, extremely reasonable, 200 foot insulated, lighted Truscon tower now in use. Available August 1971. Box E-287, BROADCASTING.

Hewlett-Packard 803A RF bridge, current calibration, mint \$190; HP bridge detector 417A excellent, \$135; Stoddard field strength meters, NM-30A, 20-400 MHz mint, \$780, and NM-40A 30kHz, excellent, \$590. Box E-292, BROADCASTING.

Complete background music system by Automation Labs. Consists of 2-14" auto reversing decks plus intersperser. Switches on tone. Includes rack plus timer clock. Excellent. \$1,500. Box E-294, BROADCASTING.

Gates M6095 Exciter—excellent condition—currently on air . . . \$900.00. Gates M6146 Stereo Gen. for this exciter . . . \$500.00. Gates M6095 Exciter—good condition . . . \$800.00. 425 Watt Pwr. Amp. for M6095 Exciter—similar to Gates BFE-50C—used about 1 yr. . . \$700.00. Western Electric 5A freq. and modulation monitor . . . \$400.00. Will sell separately or as packages. All units tuned and tested to your frequency. All prices FOB Atlanta. WREK Box 32743, Atlanta, Ga. 30332. 404-872-7373.

Studio equipment, Gates, almost new. Includes Gateway II Console. ATC Card playbacks, Card record amplifiers, turntables & pre amps, Electro-voice RE15 mike, Sentry I speaker, Ampex AG440B tape recorder, audio racks, Atlas boom mike stand, other misc. equipment. Take any or all. Call Bergen Liquidating, (201) 836-7848.

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ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

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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.

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ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

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(Continued from page 67)

of license of WHMC(AM), granted petition by Broadcast Bureau and extended to June 2, time to file responsive pleadings to Chaconas's petition for reconsideration of commission's decision released March 29 (Doc. 18391). Action May 10.

■ Chief Hearing Examiner Arthur A. Gladstone in Greenwood, S.C.) Greco Inc. and Radio Greenwood Inc.), AM and FM proceeding, granted petition by Radio Greenwood Inc. for leave to amend application to reflect recently obtained interest of W. C. Woodall Jr. in WPFA(AM) Pensacola, Fla. (Docs. 19176-7). Action May 6.

■ Hearing Examiner Forest L. McClennan in Jackson, Mo. and Mattoon, Ill. (Jackson Missouri Broadcasting Co. and Mattoon Broadcasting Co. [WLBH]), AM proceeding, scheduled hearing conference for May 14 (Docs. 18354-5). Action May 7.

Other actions

■ Review board in Golden, Colo., granted motion by Voice of Reason Inc. (KICM[AM]) for extension of time to June 14 to file exceptions (Doc. 18710). Action May 14.

■ Review board in Poughkeepsie, N.Y., AM proceeding, granted request by WNAB Inc. to withdraw its petition for mod. of issues in proceeding on Olympian Broadcasting Corp. (WKIP-[AM]), Poughkeepsie (Doc. 19171). Action May 11.

■ Review board in Vancouver, Wash., KVAN-(AM) license renewal proceeding, granted motion by Cathryn C. Murphy for extension of time to May 19 to file responsive pleadings to Broadcast Bureau's petition to enlarge issues (Doc. 18672). Action May 14.

Initial decision

■ Hearing Examiner Isadore A. Honig in Pine Bluff, Ark., AM proceeding, proposed grant of application by James J. B. Scanlon for authorization to change facilities of KCAT Pine Bluff, from 1530 khz, 250 w-D to U on 1340 khz with 1 kw-D and 250 w-N (Doc. 19093). Ann. May 11.

Fine

■ KMYC Marysville, Calif.—FCC ordered California First Broadcasting Corp., licensee, to forfeit \$500 for repeated violation of rules for operation of station by unlicensed operator from Aug. 1967 to Sept. 16, 1968. Action May 12.

Call letter applications

■ KPLC, KPLC Inc., Lake Charles, La.—Requests KLCL.

■ WKBR, Family Radio Inc., La Crosse, Wis.—Requests WIZM.

New FM stations

Final actions

■ Bangor, Me.—FCC denied petition of Bangor Broadcasting Co., licensee of WGUY Bangor, to add ch. 293 as third FM ch. to Bangor. Action May 12.

■ FCC gave notice that initial decision released March 16 proposing approval of application of Mortenson Broadcasting Inc. for CP for new FM in Huntington, W. Va., on 107.9 mhz with 50 kw, became effective May 5 (Doc. 18439). Ann. May 13.

Actions on motions

■ Chief, Broadcast Bureau, granted petitions of Eliot A. Keller and Latin American Corp. and extended through May 27, time to file comments and through June 9, time to file reply comments in amendment of FM table of assignments (West Allis, Berlin, Hartford, Neenah-Menasha, Shawano and Watertown, all Wisconsin, and Anamosa and Iowa City, both Iowa) (Doc. 19161). Action May 15.

■ Chief Hearing Examiner Arthur A. Gladstone in Murphysboro, Ill. (Radio Station WINI and Sunshine Broadcasting Corp.), FM proceeding, designated Hearing Examiner Basil P. Cooper as presiding officer; scheduled prehearing conference for June 30 and hearing for Aug. 2 (Docs. 19224-5). Action May 6.

■ Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Gahanna FM Radio Broadcasting Station Inc.), FM proceeding, granted petition by Delaware-Gahanna FM Radio Broadcasting Station Inc. and dismissed its application with prejudice; listed remaining issues to be determined in proceeding, closed record (Docs. 18308, 18793). Actions May 6.

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■ Hearing Examiner Forest L. McClenning in Sarasota, Fla. (Christian Fellowship Mission Inc. and Trend Broadcasting Inc.), FM proceeding, scheduled further prehearing conference for May 12 (Docs. 18971-2). Action May 6.

■ Hearing Examiner Forest L. McClenning in Rantoul, Ill. (Rantoul Broadcasting Co. and Regional Radio Service), FM proceeding, granted joint petition by applicants and approved supplemental agreement; dismissed application of Rantoul Broadcasting with prejudice and granted application of William R. Brown and Donald R. Williams d/b as Regional Radio Service (Docs. 19111-2). Action May 6.

■ Hearing Examiner Forest L. McClenning in Scottsdale, Pa. (L. Stanley Wall), FM proceeding, granted petition by applicant for leave to amend; granted request by applicant and reopened record; admitted L. Stanley Wall exhibits 7 and 8 and closed record, and further ordered that proposed findings of fact and conclusions of law be filed within 20 days of release date of order, May 10, and reply findings of fact, if any, be filed within 30 days of release date (Doc. 19054). Action May 6.

Initial decision

■ Hearing Examiner Millard F. French in Camarillo, Calif., proposed grant of application of Hot Air Radio for new FM at Camarillo (Doc. 18970). Ann. May 17.

Rulemaking petition

■ Los Angeles—Viewer Sponsored Television Foundation. Requests amendment of rules to add ch. 68 for noncommercial educational purposes at Los Angeles. Ann. May 14.

Call letter applications

■ Christian Radio Fellowship Inc., Valdosta, Ga.—Requests WAFT(FM).

■ Parker View Enterprises, Exmore, Va.—Requests WEPR-FM.

■ Mortenson Broadcasting Inc., Huntington, W. Va.—Requests WEMM(FM).

Call letter actions

■ Radio Metter, Metter, Ga.—Granted WHCG(FM).

■ Flora Broadcasting Co., Flora, Ill.—Granted WNOI(FM).

■ Colby Community Junior College, Colby, Kan.—Granted *KTCC(FM).

■ Iowa Central Community College, Fort Dodge, Iowa.—Granted *KICB(FM).

■ Grand Rapids Baptist Bible College, Grand Rapids, Mich.—Granted *WCSG(FM).

■ Thiel College, Greenville, Pa.—Granted *WTGP(FM).

■ Tennessee Technological University, Cookeville, Tenn.—Granted *WTTU(FM).

■ Lower Columbia College, Longview, Wash.—Granted *KLVR(FM).

■ Lee & Associates Inc., La Crosse, Wis.—Granted WSPL(FM).

Designated for hearing

■ Mobile, Ala.—FCC set for hearing mutually

exclusive applications of WABB Inc., Gospel Voice Inc., Trio Broadcasters Inc. and Hartzog Broadcasting Inc. for new FM on 92.9 mhz, with ERP of 100 kw in Mobile. Action May 12.

Existing FM stations

Final actions

■ *KFCA(FM) Phoenix—Broadcast Bureau granted CP to change trans. location to: in South Mt. Park, 8.2 miles south of Phoenix Post Office; install new trans. and new ant.; make changes in ant. system; ERP 100 kw; ant. height 1,640 ft.; remote control permitted. Action May 7.

■ WEQY-FM St. Augustine, Fla.—Broadcast Bureau granted CP to install ant.; ant. height 160 ft.; ERP 3 kw. Action May 12.

■ WOKZ-FM Alton, Ill.—Broadcast Bureau granted CP to install ant.; ant. height 490 ft.; permitted remote control; conditions. Action May 12.

■ WJJD-FM Chicago—Broadcast Bureau granted CP to change trans. location to 130 East Randolph Street, Chicago; install ant.; ERP 14 kw; ant. height 820 ft.; remote control permitted. Action May 12.

■ *WWHI(FM) Muncie, Ind.—Broadcast Bureau granted CP to change trans. and studio location: 1601 East 26th, Muncie; make changes in ant. system; ERP 330 w; ant. height 79 ft.; ERP 330 w. Action May 10.

■ *KDIC(FM) Grinnell, Iowa—Broadcast Bureau granted CP to change frequency to 88.5 mhz. Action May 11.

■ *WBJC-FM Baltimore—FCC authorized Community College of Baltimore, licensee, waiver of rules so that it may broadcast series of programs aired on commercial radio stations between 1937 and 1959. Action May 12.

■ WBET-FM Brockton, Mass.—Broadcast Bureau granted CP to install trans. and ant.; ERP 1.20 kw; ant. height 280 ft. Action May 12.

■ WBIL(FM) Biloxi, Miss.—Broadcast Bureau granted CP to install ant. Action May 12.

Call letter applications

■ KSDD-FM, Gordon Broadcasting of San Diego Inc., San Diego—Requests KOZN-FM.

■ WLOP-FM, Jesup Broadcasting Corp., Jesup, Ga.—Requests WIFO-FM.

■ KPLC-FM, KPLC Radio Inc., Lake Charles, La.—Requests KLCL-FM.

■ KRMD-FM, Radio Station KRMD, Shreveport, La.—Requests KJKL(FM).

■ WXQL(FM), Soundcasters Inc., Glens Falls, N.Y.—Requests WBZA-FM.

■ WNYR-FM, Mairite Inc., Rochester, N.Y.—Requests WEZO(FM).

■ WBFi(FM), True Radio Broadcasting Inc., Southampton, N.Y.—Requests WWRJ(FM).

■ KEIR(FM), Starr Broadcasting Group Inc., Dallas—Requests KDTX(FM).

■ WINA-FM, Charlottesville Broadcasting Corp., Charlottesville, Va.—Requests WQMC(FM).

Call letter action

■ WCJW(FM), SJR Communications Inc., Cleveland—Granted WQAL(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following and co-owning aux.: KNCV(FM) Rochester, Minn.; KSTP-FM St. Paul; KTOE(AM) Mankato, Minn.; WGOK(AM) Mobile, Ala.; WIMA(AM) Lima, Ohio; WKOP(AM) Binghamton, N.Y.; WMT(AM) Cedar Rapids, Iowa, and WVCA-FM Gloucester, Mass. Actions May 12.

Other action, all services

■ FCC ruled that fairness doctrine does not apply to Standard Oil of California's television-spot announcements for Chevron F-310 gasoline, broadcast by five California television stations and subject of complaint by Federal Trade Commission. Action May 12.

Translator actions

■ K7IBB Daggett, Calif.—Broadcast Bureau granted mod. of license covering change in primary TV to KNXT(TV) Los Angeles. Action May 6.

■ North Fork, Calif. Madera County Superintendent of Schools—Broadcast Bureau granted CP for new VHF translator to serve North Fork and Bass Lake, both California, on ch. 12 by rebroadcasting KQED(TV) San Francisco. Action May 11.

Modification of CP's, all stations

■ Review board in Miami, TV proceeding, granted application by Coral Television Corp., permittee of WCIX-TV Miami, for mod. of CP to change principal community from South Miami to Miami, move ant. site and make other changes in operation (Doc. 18325). Ann. May 17.

■ Memphis, Memphis Community Television Foundation—Broadcast Bureau granted mod. of CP to change trans.; ERP 40 kw; ant. height 580 ft. Action May 11.

CATV

Final actions

■ Augusta, Ga.—FCC authorized Cablevision of Augusta Inc., operator, to carry distant signal of WIS-TV Columbia, S.C. Action May 12.

■ Rome, Ga.—FCC granted request by Rome Cable TV Co., operator, for extension of time to start cablecasting through Oct. 1. Action May 12.

■ Charlotte, N.C.—FCC granted petition by Cox-Cosmos Inc. for waiver of rules (program origination) through Nov. 1, 1972, or until Cox-Cosmos disposes of Charlotte CATV system, whichever occurs first. Action May 12.

■ Stillwater, Okla.—FCC authorized Frontier Cablevision Inc. to carry distant signals of Kansas City, Mo., stations KCIT-TV and KBMA-TV on its system at Stillwater, Okla. Action May 12.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through May 18. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Rochester, N.H.—Continental Cablevision Inc. (multiple-CATV owner), Boston, has applied for a franchise.

■ West Long Branch, N.J.—Futurevision Cable Enterprises Inc., West Long Branch, has been granted a franchise.

■ Newark, Ohio—Licking Cablevision Inc. has applied for a franchise.

■ Bridgewater, Pa.—A monthly rate increase, from \$5 to \$6, has been granted to CATV of Pennsylvania Inc., Rochester, Pa., a subsidiary of Continental CATV Inc. (multiple-CATV owner), Hoboken, N.J.

■ Frazer, Pa.—Township supervisors have granted a franchise to Westmoreland Cable Co., New Kensington, Pa.

■ Spartanburg, S.C.—City council has granted a 20-year franchise to Telecable Corp. (multiple-CATV owner), Norfolk, Va.

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Working in shadows can obscure men of accomplishment. Despite two impressive shadows over Renville McMann's career—the late Major Edwin H. Armstrong and Dr. Peter S. Goldmark, president of CBS Laboratories—Mr. McMann has emerged from working under and with these two giants in communications engineering to achieve his own impressive accomplishments.

A key aide to the renowned Dr. Goldmark, he now occupies the post of vice president and director of engineering at CBS Labs; holds 15 patents on various electronic devices (with 10 still pending), all assigned to CBS; was co-developer of a color corrector for which CBS this year was honored with an Emmy award; and in 1969 accepted for CBS the first Emmy citation for engineering development for the Minicam Mark VI TV camera system, which he also co-developed.

The tall, scholarly looking Mr. McMann considers himself fortunate to have been able to work with Major Armstrong, the famed broadcast engineering inventor and innovator best known for his pioneer endeavors in FM broadcasting.

It was Mr. McMann's father, an electronic-sales executive and ham radio operator, who introduced him to Major Armstrong. The major was impressed with the youngster's singular devotion to radio and hired him to work initially at his experimental radio station in Alpine, N.J., and later at the Hartley Research Laboratory at Columbia University. (This laboratory was financed by Major Armstrong.)

While attending the Choate school in Connecticut (where he built a radio transmitter) and later at Yale University, Mr. McMann was gaining invaluable experience in Alpine and at the laboratory. He recalls these assignments as arduous but fulfilling inasmuch as some of the projects were trail-blazing efforts.

"We were involved at the laboratory," he says, "in a long-range radar project shortly after World War II that resulted in the bouncing of the first signal off the moon. And we also participated in the initial experimentation on multiplexing for transmitting stereo signals over the air."

With the expansion in television in the late 1940's and early 1950's, Mr. McMann decided the time was ripe in 1952 to move into TV broadcasting, and he applied for a post with NBC. He was accepted in NBC's executive training program and was assigned initially to television production rather than engineering.

"I helped put on some of the early color shows as well as black-and-white programs," he recalls, "and remained in production for about two years. In

Armstrong protege making his own marks in engineering

1954, I moved into the engineering department and helped develop the first color-film scanning system. NBC put *Dragnet* on the air in color film late that year."

In early 1955 Mr. McMann moved over to CBS Laboratories, reasoning that there was more opportunity for growth there than at NBC. His advancement at CBS Laboratories was rapid: from engineer in 1955 to pro-

Week's Profile



Renville Hupfel McMann Jr.—VP and director of engineering, CBS Laboratories, Stamford, Conn.; b. Aug. 20, 1927, New York; served in U.S. Navy, 1945-46; B.S.E.E., Yale University, 1950; on staff of Major Edwin H. Armstrong, 1940-52; and full time at Harley Research Laboratory, 1950-52; executive training program, NBC, 1952-54; development engineer, NBC-TV, 1954-55; engineer, CBS Laboratories, 1955; project engineer, 1958; section head, military and industrial engineering, 1958; director of engineering, 1960; assumed present post 1965; m. Sheila Knott, 1968; member Radio Club of America (past president); Society of Motion Picture and Television Engineers; Institute of Electrical and Electronics Engineers; Royal Television Society; fellow of Yale Engineering Society; hobbies—sports-car racing, glider flying, sailing, target shooting.

gressively more responsible posts and, in 1965, to his present job, vice president and director of engineering.

The range of Mr. McMann's development projects at the laboratories has embraced a "starlight" television camera that beams color pictures from inside the human body; the image enhancer for increasing the sharpness and detail of color images on the TV screen and the electronic color corrector. He was also part of the CBS team that built the electronic video recorder (EVR).

In 1969 Mr. McMann and a colleague from CBS-TV accepted the first Emmy citation for engineering development awarded by the National Academy of Television Arts and Sciences. It was for the CBS Minicam Mark VI handheld TV camera system that uses advanced computer techniques on live color telecasts of sporting and news events.

And two weeks ago, a 1971 Emmy went to CBS for the development by Mr. McMann and Adrian Ettlinger, a consultant to the company, of a color corrector that can provide color uniformity to television picture segments shot under different conditions.

Mr. McMann finds the time for his projects and accomplishments by an intense work week. At his desk at 8:30 in the morning, he is there often until 7:00 at night and Saturday for him is a work day.

But he says he is always thinking about new technological developments and applications. About four years ago, he was hospitalized because one of his eyes had been exposed to a laser beam. (He can see perfectly today.) While recuperating, Mr. McMann considered possible applications of the laser beam, and came up with the concept for a laser color recorder.

"This recorder makes movies by television techniques," Mr. McMann explains, "and the quality approaches that of regular feature films. The device is now being tested by the network."

He is not, however, the solitary scientist. His associates respect his professional skill and ability to work with groups. They describe his nature as good-humored and his wit as dry. Other adjectives that often come up: low keyed and confident.

But this low-keyed individual finds his relaxation in glider flying and car racing. "I've been driving a F for a number of years," he said do all my own mechanical work car. But I'm not a handyman. A wife."

His wife, Sheila, must appreciate his dry wit. She's from Nottingham, England, and they met while she was Dr. Goldmark's secretary. They were married in 1968.

Editorials

Boss rule

Once again the U.S. Court of Appeals for the District of Columbia has appointed itself the super-FCC, the ultimate shaper and enforcer of broadcast regulation. In an action without remembered precedent, the court has reversed an FCC decision only seven days after the filing of a mere notice of appeal and before the submission of either briefs or arguments. Kangaroo courts on the old frontier were no more peremptory.

As reported elsewhere in this issue, the appellate court sent back an FCC approval of the sale of a faltering FM station in Syracuse, N.Y. The sale had been opposed by a little band of citizens who wanted to maintain the classical-music format that had reduced the property to a market value of \$79,000. In a place the size of Syracuse, \$79,000 will buy no station that can show any audience at all.

But never mind the hard reality that classical music had been proved a loser. According to the appellate court, the Citizens Committee to Preserve the Present Programming of WONO(FM) is entitled to the full trappings of a hearing.

Where does this leave the seller and buyer of the station? Out in the cold. The challenging citizens are represented by the Stern Community Law Firm, which is supported by foundation grants. For the citizens and their lawyers this is an amusing exercise. For the applicant who hoped to get an FM facility that could be built into a viable enterprise, it is an invitation to disaster. Nobody wants to buy into a hearing and its years of legal expense against the possibility of ultimate rejection.

The question here is whether the public interest is really being served when the court persistently reverses the public-interest findings of the agency that is expert in the field. The record of recent years can only serve to intimidate the FCC from fulfilling its function of acting with wide discretion in the granting and assigning of broadcast licenses.

As was said on this page last Nov. 9 when the same court reversed an approved transfer of WGKA-AM-FM Atlanta, only Congress has the power to reverse the court's penchants for reversal. Is anybody drafting legislation to get things back where they belong?

Fair warning

Barter programming, traditionally and with some justification treated by most broadcasters as something to look down the nose at, is currently enjoying a revival and an acceptance of unaccustomed proportions. This rehabilitation is not surprising. Given the costs of television programming and the fact that, come fall, stations will need an average of seven extra half-hours of it each week, both broadcasters and the advertisers see in barter an unusual opportunity for mutual advantage.

Barter offers no such opportunity, however, unless both program and its price are right. Not one or the other, both. The program must of course be competently produced, competitive with if not superior to the programs—these include network programs in some cases—that it be up against.

Where the going can get sticky is in the pricing—not only the number of commercial positions to be yielded to the advertiser in return for the program but also the time period and therefore the values of the positions involved. Agencies like their clients to think of them as hard bargainers, and their chances of success in hard bargaining

were never better than in barter, because the values of the time tend to get obscured by the attraction of "free" programming. In addition there are allegations that agencies in some cases threaten to withhold regular spot-TV allocations from stations that refuse their bartered product. If that happens, the bargaining will have sunk from hard to reprehensible.

In any case, barter programming is never free, and it isn't even a good deal if what the station gives up is worth more than what it gets. The fact that a program has wide acceptance among stations does not automatically make the deal acceptable for all. The quality of the program and the terms of the deal must balance, and whether they do or not can vary from station to station. Each broadcaster must judge the question in the light of his own circumstances. If he consistently gives more value than he receives, he invites the advertiser into more barter, inevitably at the ultimate expense of the advertiser's regular spot-TV budget, and in that case the barter buy, far from being inexpensive, may be the most costly he has ever made.

Right direction

Just when it looked as if the government was approaching a clarification of its policy on regulating CATV, the U.S. court of appeals has introduced a new element of uncertainty. As reported in last week's issue of BROADCASTING and discussed elsewhere in this one, the appellate decision may raise more questions than it answers. In setting aside the FCC rule requiring cable systems to originate programming, the court casts at least some doubt about the legal underpinning of other FCC rules, in being or in prospect.

The FCC is wise to seek Supreme Court review as a means of tidying up the judicial record. It is also wise to proceed with the rulemaking that is nearing completion. The agency owes affected enterprises a decision.

Whatever comes out of the FCC will be tentative, in view of the announced interest in both Senate and House to apply legislative review. It is becoming evident that the Hill will be the scene of the ultimate clash over CATV regulation. And indeed if national policy is to be fashioned, it should be by legislation instead of litigation. The Hill is where the battle belongs.



Drawn for BROADCASTING by Sid Hix
"An FBI man came by to check out a neighborhood rumor that a weatherman lived here!"

Which of these cities has the worst traffic?



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Philadelphia



Chicago



St. Louis



San Francisco



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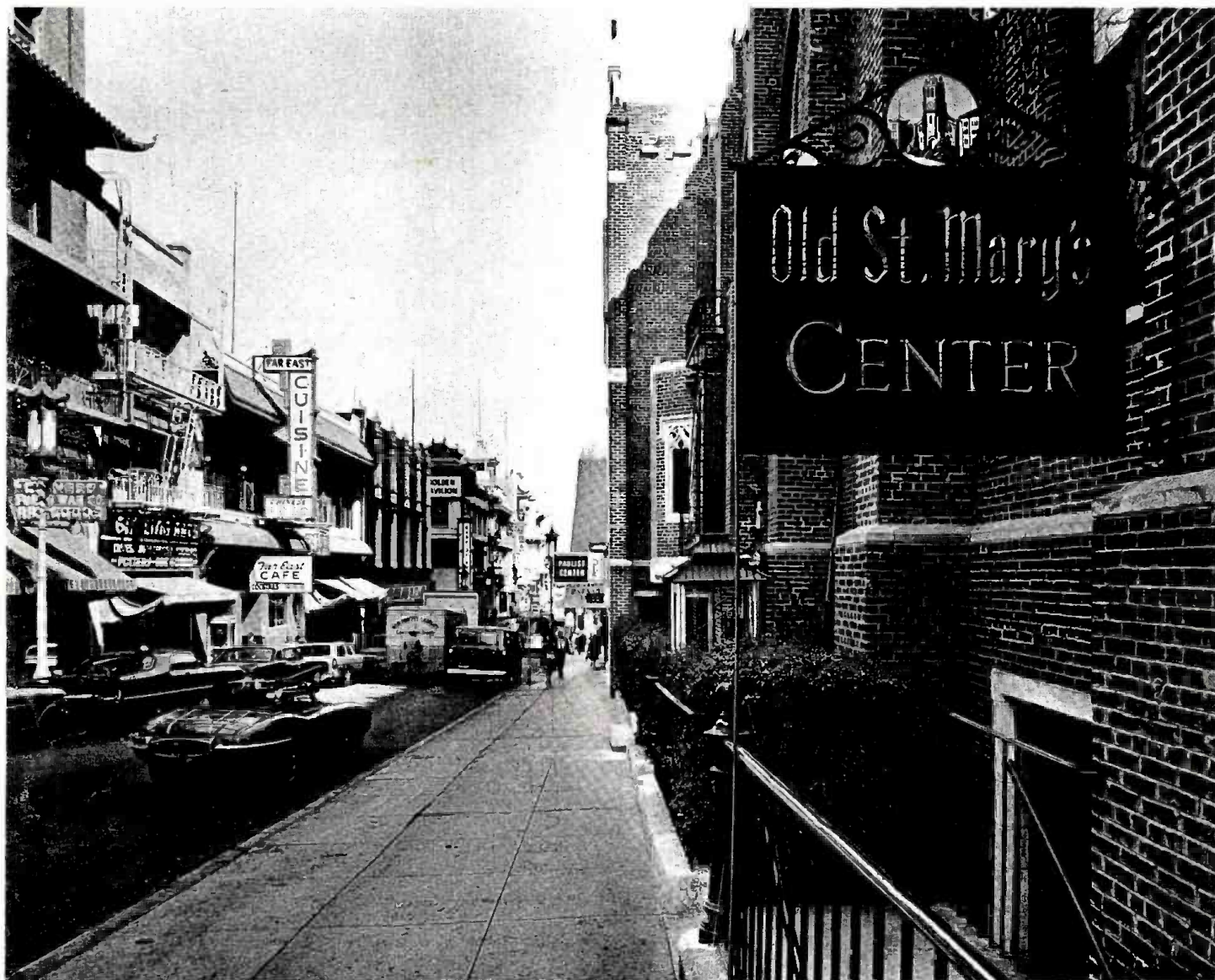
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