

TK

May 31, 1971: Our 40th Year: \$1.00



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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COLLEGE OF WOODSTOCK
ANDREWS LIBRARY
BASEMENT

FCC almost decided on what it has in mind for cable
Advertisers take hard look at TV future, find it some time away
Administration goes to bat on political spending bill
Cable reporting form in new, less onerous incarnation at FCC

JUN 7 1971

THE COLLEGE OF WOODSTOCK



KGMS, Sacramento

... One of America's outstanding radio stations
REPRESENTED BY ALAN TORBET ASSOCIATES

Sacramento is one of America's most amazing markets
—virtually recession-proof.

As America's 2nd largest seat of government (capitol of California being 2nd only to Washington, D.C.), thousands of well-paid state employees provide a high, steady income base.

Backed by exceptional retail activity, plus one of America's major agricultural areas, and with healthy industrial production, Sacramento's economy is unsurpassed year after year.

KGMS is one of America's most amazing radio stations
—in consistently strong audience position.

KGMS' Beautiful Music and award-winning news are uniquely matched to the interests of Sacramento—to the state employees, the affluent business community and the prosperous suburban life.

Sacramento people enjoy rewarding life-styles—casual, friendly, unharried—and KGMS matches their tastes in music, news and services. KGMS is *the* way to sell Sacramento.



KGMS . . . represented by

Alan Torbet Associates, Inc.

THE RADIO REPRESENTATIVE

New York
Los Angeles

Chicago
San Francisco

Detroit

Atlanta
Denver

Memphis
Portland

Dallas
Seattle

First with daytime women



In the Dallas-Fort Worth market KDFW-TV is first choice among the daytime women viewers. Channel 4 reaches more women per average quarter-hour, 9:00 a.m.-6:30 p.m., Monday thru Friday than any other station in the market . . . leading the second station by *9.3%. To reach more women in the nation's 11th ranked television market, ask your H-R representative for further information and availabilities.

*January 1971 ARB TELEVISION AUDIENCE ESTIMATES
DAY-PART AUDIENCE SUMMARY, TOTAL SURVEY AREA

KDFW-TV



DALLAS-FORT WORTH

The Dallas Times Herald Station ☐ Ves R. Box, President ☐ represented nationally by



Let's Make A Deal

Starring Monty Hall

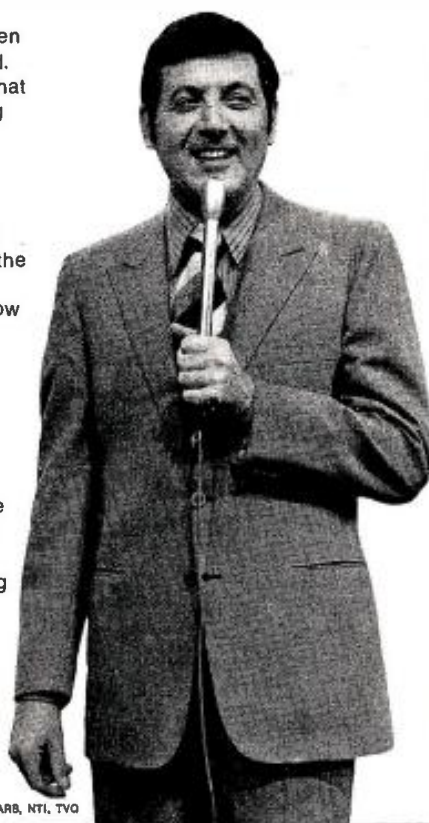
It's your winner for first-run primetime programming.

"Let's Make a Deal" is a proven winner with a great track record. No guesswork about this show that has been consistently delivering top ratings and shares in its evening time period in over 170 cities.

No longshot by any means. "Let's Make a Deal" takes first prize with women 18-49 in 15 of the top 20 markets. Nationally, it's ABC-TV's number one game show having reached a high of 32% share in its three year prime-time run.

No surprise either is the fact that Monty Hall continues as television's most popular host.

For a change the odds are stacked in your favor. The same network quality, fun-filled half-hours may still be available for first-run primetime programming on your station.



Source: ARB, NTI, TVQ

Already sold in:
New York (WABC-TV)
Los Angeles (KABC-TV)
Chicago (WLS-TV)
Boston (WNAC-TV)
San Francisco (KGO-TV)
Detroit (WXYZ-TV)
Washington (WMAL-TV)
Dallas (KDFW-TV)
Seattle/Tacoma (KING-TV)
Portland (KGW-TV)
Nashville (WSIX-TV)
Louisville (WLKY-TV)
Greensboro/Winston-Salem (WGHP-TV)
Little Rock (KATV)
Wilkes-Barre (WBRE-TV)
Spokane (KREM-TV)
Honolulu (KHON-TV)
Evansville (WTWV-TV)
Rockford (WREX-TV)
Lafayette (KATC-TV)
Joplin (KODE-TV)
Atlanta (WSB-TV)
Milwaukee (WITI-TV)

More Programming Power



NEW YORK: (212) LT-1-7777
CHICAGO: (312) 263-0800
HOLLYWOOD: (213) NO-3-3311
ATLANTA: (404) 255-0777

JUVENILE JURY renewed for another 26 weeks!

KABC-TV

ABC TELEVISION CENTER, HOLLYWOOD, CALIFORNIA 90027

NO 3-3311

JOHN J. McMAHON
Vice President
General Manager

May 13, 1971

Four Star International, Inc.
400 South Beverly Drive
Beverly Hills, California 90212

Gentlemen:

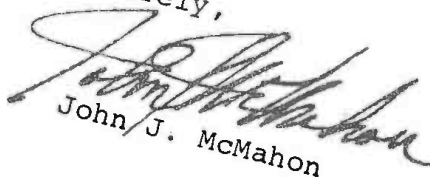
As you are aware, we are presently in a hiatus period in the production of "Juvenile Jury".

Even though our option period on going back into production of new shows still has two months to run, I would like to give you a go-ahead at this time.

Please consider this a vote of confidence for Jack Barry and "Juvenile Jury" on the part of Channel 7. The show has had fine rating success and has become an anchor point for our local weekend programming.

I wish you continued success in syndication.
Best regards.

Sincerely,


John J. McMahon

Jack Barry
is host on television's
newest all-family
fun series.

A JACK BARRY/FOUR STAR PRODUCTION

Now 52 first-run half-hour color episodes available!

Already sold in these markets:

KABC Los Angeles, WJW Cleveland, WJAR Providence,
WCCO Minneapolis, WAGA Atlanta, WPIX New York,
KREM Spokane, KING Seattle, WFLA Tampa, WBEN Buffalo,
WFBN Indianapolis, KOOL Phoenix, WTMJ Milwaukee,
WFBC Greenville, WDSU New Orleans, WBAP Ft. Worth,
KPRC Houston, WPVI Philadelphia, WBSA York, KFSN Fresno,
WTNH New Haven, WLYH Lebanon, WNBX Binghamton,
WEBG Altoona, WLWT Cincinnati, KWTU Oklahoma City,
KNTV San Jose, KFMB San Diego, WREC Memphis,
WOAI San Antonio and WLWC Columbus.



555 MADISON AVENUE, NEW YORK, N.Y. 10022
(212) 421-4444



Sources differ on details, but it seems apparent that FCC Chairman Dean Burch marshalled majority support for a new cable package before leaving for Europe—one designed to thaw that major-market freeze. See . . .

Cable: It looks all over but the voting . . . 20

The theme is continuity rather than change at Association of National Advertisers workshop. New technology's impact on broadcasting will be gradual, panelists say—and biggest changes may come from inside the medium. See . . .

Vote of confidence for status quo . . . 22

Television Bureau of Advertising reports that advertisers spent \$3.5 billion last year in network, spot and local TV. And, for the first time, TVB adds a report on TV investments by local retail business categories. See . . .

How all TV fared in 1970 . . . 26

NAB TV code review board votes to permit independents 12 minutes of commercials per prime-time hour. Rationale: (1) independents have heavy program expenses; (2) change may induce more to join the code. See . . .

Code board's present to independents . . . 27

Nixon administration's push to get antibroadcasting discrimination out of the political-spending bill, through single ceiling for all media and partial repeal of Section 315, keynotes testimony before Senate Rules Committee. See . . .

GOP formula for campaign reform . . . 28

Those long-awaited CATV reporting forms have been submitted to the Office of Management and Budget—although the FCC has yet to give its formal endorsement. The forms reflect some sensitivity to cablemen's comments. See . . .

CATV reporting forms taking shape . . . 32

FCC commissioners are staying home more often, but they managed to get out of Washington 50 times in the past 12 months, for \$13,000 worth of conventions, convocations and conferences, with Robert Wells leading the way. See . . .

Travels with the FCC commissioners . . . 40

Redrafted *Selling of the Pentagon* subpoena excludes all film not broadcast 'even in part'—but still includes other outtakes; calls for appearance of CBS President Frank Stanton before House Investigations Subcommittee. See . . .

Staggers juggles the hot potato . . . 43

One of the strongest statements yet delivered on behalf of First Amendment protection for broadcast journalism has come from a most intriguing—some might say unlikely—source: Senator Frank E. Moss (D-Utah). See . . .

Cigarettes' nemesis—news defender . . . 44

Two-way cable communication will be the subject of an elaborate experiment next month on Telecable Co.'s system in a suburb of Kansas City, Kan. Key to the test is new hardware developed by Vicom Manufacturing. See . . .

Dialing up a dialogue on cable . . . 45

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Broadcasting

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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.

Words Worth Knowing

The world is too much with us; Late and soon
Getting and spending, we lay waste our powers.

Wm. Wordsworth — 1870

Deeds Worth Doing

Bringing to the public a greater awareness of environmental
abuse with a hard hitting documentary entitled "Do You Miss
America?"

WQAD TV — 1970

Recognition Worth Receiving

The coveted Broadcast Media Award to WQAD TV for its pro-
duction of "Do You Miss America?"

San Francisco State College — 1971

WQAD TV gratefully appreciates San Francisco State College's award for "Do You Miss America?", a part of more than 25 weekly hours of community service programming.

AVAILABLE FOR
TELECAST IN YOUR
MARKET
309-764-9694

WQAD
TELEVISION
MOLINE, ILL.



Paley-Stanton pact

CBS's top team, Chairman William S. Paley and President Frank Stanton, will stay on jobs at least until April 1, 1973. Dr. Stanton, instead of relinquishing presidency Dec. 31, end of present contract, will continue until he's 65. Chairman-Founder Paley, already beyond retirement but continuing in office by board mandate, will serve until he's 73 in 1973—and in all probability thereafter.

But in another CBS echelon, there may be significant change by year-end. Dr. Peter Goldmark, guiding genius of CBS Laboratories and man behind many innovations in electronics and other sciences, may leave corporation. He wants to expand laboratories into manufacturing. Mr. Paley sees little profit potential in that.

Busy, busy

Another "public-service" law firm specializing in attacking incumbent licensees in proceedings before FCC has drawn support from FCC Commissioner Nicholas Johnson. It's Stern Community Law Firm of Washington (financed by Stern Foundation and run by Tracy Westen, one-time legal assistant to Mr. Johnson). Mr. Johnson, it's now learned, was principal attraction at party given for political activists in Hollywood and intended to recruit their work in production of television shows that will induce public action against establishment. Stern firm may open Hollywood branch to coordinate such activity.

Party was given at expensive Bel-Air hotel on May 15-16 weekend when Mr. Johnson was in Los Angeles area at government expense to "inspect media" and appear on TV show. Another "public-service" law firm that has been tangibly benefited by commissioner is Citizens Communications Center of Washington, recipient of royalties from Mr. Johnson's book, "How to Talk Back to Your Television Set."

Sun seeker

Clark George, long-time CBS executive who was to have become president of Viacom International Inc., CATV and syndication spinoff still awaiting FCC approval, is going into business—land development in Antigua. He reportedly has arranged substantial bank loan for initial phase of project on Caribbean island.

Signs are at hand

Whether NBC-TV President Don Durgin was right or wrong when he said that by 1980 stations will be paying networks for programs (story page 22), that's way trends have been running. In 1969, by official FCC count, three TV networks paid out \$255.7 million in station compensation. Last year, piddling economy on top of 6.5% comp cuts imposed by NBC and CBS to help offset AT&T rate increases brought total down to \$235.5 million. And despite resurging economy, it's bound to go down again this year.

For one thing, ABC's own 6.5% AT&T-inspired comp cut went into effect Jan. 1. For another, bigger thing, FCC's prime-time access rule goes into effect this fall and by best available estimates will cut comp roughly 9-10% per year. For ABC affiliates, effect of access rule's program cutback this year will be even more severe than for other stations because ABC reduced prime-time programming by two and one-half hours in January, without waiting for access rule to take effect.

Money talks

FCC decision to be announced this week indicates commission will take CATV systems' financial condition into account in determining whether to permit importation of distant signals under present rules. Case involves request of Cablevision of Hendersonville Inc., of Hendersonville, N.C., owned by WHKP Hendersonville. CATV system said it was losing money and would go under if not permitted to carry WBTv(TV) and wsoc-tv Charlotte, N.C., both receivable in large part of Spartanburg-Greenville-Asheville market that it serves. CATV has 500 subscribers, says its potential, with distant signals, is 3,500.

Commission, in granting waiver, reportedly took note of system's financial plight, thus establishing kind of "failing-CATV policy," as well as off-air availability of signals.

Like fathers

William P. "Bill" Hobby Jr., president and executive editor of *Houston Post* (with which KPRC-AM-TV is affiliated), son of late Governor Will and Mrs. Oveta Culp Hobby, and J. Fred Hofheinz, son of Roy W. Hofheinz, proprietor of Astrodome and baseball Astros and affiliated enterprises, former mayor of Houston, and former sta-

tion owner (KTHT[AM]), are entering politics. Mr. Hobby, 39, will seek Democrat nomination for lieutenant governor; Attorney Hofheinz, in early 30's, will go for Democrat nomination for mayor.

Watering mouths

Line of top FCC staffers interested in filling Horace Slone vacancy on Review Board—considered real plum—is beginning to stretch around corners of FCC headquarters. Among those said to be interested, if not actively campaigning, are Daniel Ohlbaum and John Conlin, top lawyers in general counsel's office; James Tierney, hearing examiner; Thomas Fitzpatrick, chief of hearing division; Philip Cross, legal assistant to Commissioner Robert T. Bartley; Joseph Zias, in Opinions and Review; and four engineers—Wallace E. Johnson, assistant chief of Broadcast Bureau; Robert G. Weston, assistant to Commissioner Robert E. Lee; George Ashenden, on Review Board staff, and Bruce Longfellow, in rules and standards. Many candidates are at or near pay level that job offers—\$32,546-\$36,000. But prestige of job plus independence of those on board make it attractive.

No field, no hit

It was "all in the family" but CBS, without fanfare, has terminated its agreement making CBS/Viacom sales representative for broadcasts of CBS-owned New York Yankees. Report is that CBS/Viacom, scheduled for spin-off from parent company, scored low in sales for Yankees. Club has hired Don Stuart, formerly with CBS-TV, as vice president, broadcast affairs, to add advertising punch to team's TV-radio schedule.

Branching out

Look for U.S. Office of Education to expand its educational broadcasting role. Division of Libraries and Educational Technology, formed last year, is expected soon to have more money to spend in this area than Corp. for Public Broadcasting—and, if present agency plans materialize, more projects on which to spend it. Division now oversees traditional broadcast functions—facilities grants and *Sesame Street*—but Office of Education hopes to move more deeply into educational program production and nonbroadcast areas such as closed circuit.

KOVR brought four top ABC newsmen to Stockton.

Not to report news
...to make it.



William Lawrence, ABC National Affairs Editor.
Jim Kincaid, ABC Vietnam Correspondent.
Barrie Dunsmore, ABC Rome Bureau.
Edward P. Morgan, ABC News Commentator.

These four top newsmen made the top of the news recently in Stockton. KOVR sponsored their appearance at a free, public discussion program presented, not on TV, but live in one of Stockton's large community centers.

The correspondents visited only two other California cities on their speaking tour. And Stockton was the only city where the public was admitted at no charge.

KOVR-TV takes pride in presenting off-the-air programs as a public service to the community it serves. And that's one reason why KOVR-TV is known in Stockton as a true community station.

KOVR-CHANNEL 13
STOCKTON/SACRAMENTO, CALIFORNIA
McClatchy Broadcasting
Basic ABC Affiliate
Represented Nationally by Katz Television



We're eyeing satellites, networks warn AT&T

Three major networks, in effort to persuade FCC to roll back new AT&T rates for program transmission service, have warned that new rates could drive them to use competitive service.

Networks put forth case in rate hearing in written testimony presented to hearing examiner on Friday (May 28).

Warning on AT&T's potential loss of network business came in testimony provided by David M. Blank, vice president, economics and research, CBS/Broadcast Group.

Mr. Blank, noting that net impact of new rates was increase of about \$18,700,000—nearly 37% of network profits in 1970—said other services are available.

He said domestic satellites represent "real and viable alternative which would offer major savings for broadcast use." He noted that networks have received detailed proposals from "approximately half-a-dozen entities" who are applying for FCC satellite authorizations and are interested in network business. He also said there is growing availability of non-AT&T terrestrial microwave services that would "offer major savings for program transmission purposes."

Children's parley report on President's desk

Stephen Hess, chairman of last year's White House Conference on Children, presented President Nixon with final draft of conference report Friday (May 28) with its scathing, controversial TV recommendations of panel on Children and Mass Media still intact.

Recommendations of that panel (forum 20)—among other things—calls for advertisers and networks to undertake innovations in next fall's children's TV, including tests of clustering of commercials; elimination of commercials, and formation of national organization to participate in broadcast license renewals as public defenders (BROADCASTING, March 22 et seq.).

Vincent T. Wasilewski, president of National Association of Broadcasters, challenged Mr. Hess last April on forum 20 recommendations, claiming that neither members of mass media group nor conference as whole voted on proposals. Mr. Hess responded to Mr. Wasilewski early in May, and repeated again on Friday at White House

that forum 20 recommendations had not been voted on by full conference because members of mass media group felt all recommendations were significant and could not choose single one to submit to full membership. Also, he noted, conference had important children's TV programmers among members, mentioning Fred Rogers, of *Misterogers Neighborhood*, who was chairman; and Joan Ganz Cooney, creator of *Sesame Street*. Mr. Hess added that he felt strong recommendations in report were helpful in "stirring up creative controversy."

In report to President, Mr. Hess, accompanied by Dr. Edward Zigler, director of Office of Child Development at Department of Health, Education and Welfare, announced creation by OCD of National Center for Child Advocacy. Center, President was told, will work with all levels of federal, state and local government, national organizations and private citizens. Dr. Zigler later announced center would be divided into three divisions: children's concern, to accept and respond to inquiries and suggestions from individual citizens; secretariat to oversee activities of federal government in area of child development and aid, and group to be responsible for "vulnerable" children, those children who are victims of

Senator Moss on broadcast journalism (page 44):

"There are certain fundamental verities that ought to be set straight. The First Amendment guards the integrity of a broadcast journalist with precisely the same fierce jealousy as it guards [newspapermen] Bill Buckley, Nick von Hoffman and Jack Anderson . . . If we cannot stand the heat generated by a free press, then we cannot stand the responsibilities of a free society."

either mental or physical retardation.

No director has been chosen yet for the center, Dr. Zigler said.

The chosen ones

NBC has chosen its delegates to workshop on children and television to be sponsored by ABC-TV in New York June 23-24 (BROADCASTING, May 10). They will be George Barimo, manager of children's program operations, and June Reig, producer of *NBC Children's Theater*. CBS does not plan to participate.

Virginia AM loses license

WCFV(AM) Clifton Forge, Va., has been denied license renewal by FCC, it was announced Friday (May 28).

In 4-to-3 decision, commission found licensee Image Radio Inc. guilty of misrepresentations, fraudulent billing practices, assorted technical violations, and general irresponsibility of operation.

Ruling reversed initial decision of Hearing Examiner Herbert Sharfman, who had found licensee guilty of violations but had recommended one-year renewal because principal offenders were no longer with station. Commission majority, however, ruled that remaining principals had been guilty of unacceptable negligence in overseeing station affairs, not mere "carelessness" as examiner had concluded.

Dissenting votes: Chairman Dean Burch and Commissioners Robert E. Lee and Robert Wells.

Alberto-Culver, Ayer part company

Break in four-year relationship between heavy broadcast advertiser, Alberto-Culver, Melrose Park, Ill., and N. W. Ayer & Son, Chicago, puts approximately \$11 million in billings on market. Advertiser and agency said they "came to the reluctant decision that it was in the best interest of both companies to sever the relationship." Ayer won account in 1967.

According to Henry Witteman, Alberto-Culver vice president for advertising services, billings will be split between two agencies, probably in New York and Chicago. These appointments will be announced shortly. Alberto-Culver allocated \$42 million in 1969 to Ayer and its other agencies, J. Walter Thompson, and Arthur & Wheeler, both Chicago.

Alberto-Culver and Ayer led pres-

sures against Code of National Association of Broadcasters to allow broadcast of commercials for vaginal spray deodorants and followed breakthrough with heavy media campaign for FDS feminine-hygiene products account.

Continuing story of WHDH-TV

WHDH Inc., accused of relying on lies in its request that FCC investigate allegations of wrongdoing on part of Boston Broadcasters Inc. officials, last week stood by its charges and said it is BBI that is guilty of "falsehoods and deliberate distortions of fact."

WHDH made new charges Friday (May 28) in pleading filed with commission in which it asked that Boston channel-5 hearing record be reopened to determine whether BBI has filed affidavits in proceeding that it knew "to be false and misleading."

WHDH, fighting to hold on to license that commission awarded to BBI in 1969 comparative hearing, opened latest series of filings on April 21. It said it had uncovered evidence as to wrongdoing on part of BBI principals, particularly its executive vice president, Nathan David (BROADCASTING, April 26). BBI fired back on May 11, denying allegations and accusing WHDH of "unadulterated lies."

In replying to that pleading last week, WHDH said BBI has been guilty of "the precise kind of reckless and irresponsible conduct with which BBI has charged WHDH."

WHDH said affidavits it has produced demonstrate that sworn testimony of BBI director C. Charles Marran denying that Mr. David asked him to invest in new CATV company is false.

It also cited numerous affidavits in support of its charge that affidavit Mr. David submitted in connection with BBI filing "is replete with lies, misrepresentations, distortions and concealments of material facts."

Challenge to license of WFMY-TV fades away

Competing applicant for channel 2 in Greensboro, N.C., which has sought to have license of WFMY-TV there denied, dropped out of proceeding last week. Greensboro Television Co., said its chances for success in comparative hearing for channel against present licensee "had been substantially diminished" in light of FCC's Jan. 5, 1970, policy statement on comparative hearings for license renewals.

GTC had based its challenge on concentration of mass-media control grounds (BROADCASTING, Nov. 10, 1969): WFMY-TV is owned by parent company of publisher of *Greensboro Daily News*

Week's Headliners



Mr. Swafford

Thomas J. Swafford, VP, international services, CBS Television Services Division, New York, named VP and assistant to CBS/Broadcast Group President Richard W. Jencks. He previously served as VP and general manager of CBS-owned WCBS(AM) New York, and had been assistant to president of CBS/Broadcast Group when John A. Schneider, now executive VP, CBS Inc., held that position.

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

and *Greensboro Record*. But FCC's January 1970 policy statement, which came out after GTC's initial filing, said that agency would favor incumbent licensee over challenger in renewal proceeding if incumbent had met needs of its community and had no severe deficiencies in service during past license term.

Parties in proceeding filed joint petition with FCC last week to dismiss GTC's petition to deny renewal for WFMY-TV. They also asked commission to approve agreement between themselves whereby WFMY-TV licensee will reimburse GTC for expenses latter incurred during proceeding—sum to be set by commission and not to exceed \$44,195.

Two proceedings similar to this were dissolved last year when licensees offered to pay challengers to drop complaints—last July, in proceeding involving NBC-owned KNBC-TV Los Angeles, and Voice of Los Angeles, petitioner; and other last November with Post-Newsweek Stations, licensee of WPLG-TV Miami, and challenger, Greater Miami Telecasters Inc.

Go-ahead given for sale of two West Coast FM's

Transfer of KBBI(FM) Los Angeles and KBBW(FM) San Diego from religious organization, Biola Schools and Colleges Inc., to PSA Broadcasting Inc. has been approved by FCC. Total consideration

for both station transfers is \$1,150,000.

In decision announced Friday (May 28), commission noted that Biola—formerly The Bible Institute of Los Angeles—wanted to sell stations because of mounting losses, including projected \$52,000 loss in fiscal 1971. Biola also operates two financially hard-pressed educational stations, commission said.

There have been some complaints concerning proposed format change from predominantly religious programming to "easy listening," commission said, but it concluded that areas are already well served by religious stations. Commission also noted that buyer PSA Broadcasting intends to continue broadcasting Biola Hour.

PSA Broadcasting is wholly owned subsidiary of Pacific Southwest Airlines. Officers and directors of PSA have no other broadcast interests.

Decision was adopted on vote of 6 to 1, with Commissioner Nicholas Johnson dissenting.

NATPE's say on subpoenas

National Association of Television Program Executives is formally protesting by resolution House Investigations Subcommittee subpoena action involving CBS's *Selling of the Pentagon* controversy. NATPE, whose membership is drawn from TV stations throughout country, attacked subpoenaing of notes, outtakes or other background material as First-Amendment violation, and as deterrent to future news sources and to pursuit by TV of investigative reporting. NATPE officials indicated group was "tardy" in issuing resolution because it required membership approval.

Is TV advertising's pet?

Advertisers and agencies were accused last week of practicing "media prejudice" against radio because of attitudes of "vanity, fear, ignorance, arrogance, sloth and greed." Charge was made by Charles Warner, vice president, CBS Radio, and general manager, CBS Radio Spot Sales, during speech at Advertising Club of New York last Friday (May 28).

Mr. Warner, touching on vanity, said creative agency personnel are "chauvinistic about television" and ignore radio. They fear radio, he said, because they grew up with television and are afraid to break a pattern. Mr. Warner said they betray ignorance by setting up goals they can't reach with small budget, allotted to radio.

To exemplify his other charges, he said agencies ask for all kinds of research information and ignore it; treat radio salesman cavalierly during business calls, and concentrate on television because of their extensive budgets.

Can three beautiful girls from Petticoat Junction wow them in New York?

Practically overnight.

They're New York's Number One Attraction weekdays at 6:30 PM. With 1,211,000 viewers.

That's almost half a million more "Petticoat Junction" watchers than the girls started with last October.

Wow!

In 10 other markets, "Petticoat Junction" has the most viewers in its time period. And in 19 markets, it increases audiences over lead-in programming.

The "Petticoat Junction" girls draw a crowd wherever they appear. For an introduction, call us.



©CBS Enterprises Inc.

New York, Chicago, San Francisco, Atlanta, Dallas

Source: NSI, Feb.-Mar. 1971, and New York NSI report, Oct. 1970.
Estimates subject to qualifications which will be supplied on request.

GOODSON-TODMAN'S **"TO TELL THE TRUTH"**

Currently,
1970-71

**Outstanding
in the 7:00 p.m.
prime-time
lead-in slot.....**

Next Season,
1971-72

**"To Tell The Truth"
will also be outstanding
in the 7:30 p.m.
prime-time lead-in slot.**

**TENTATIVELY
SCHEDULED FOR FALL
AT 7:30 IN VARIOUS
KEY MARKETS
INCLUDING MEMPHIS,
ST. LOUIS, PROVIDENCE,
INDIANAPOLIS, ROANOKE
AND CINCINNATI**

THE TRUTH^{II}

LOOK AT THESE CURRENT RATINGS!

#1 7 PM PROVIDENCE

in rating & share (Metro & ADI), homes, adults, total women, women 18-49/25-49 against Get Smart and Dragnet.

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV HOMES	ADULTS 18+	TOTAL WOMEN	18-49	25-49
WJAR	TELL TRUTH	20	32	23	38	113	160	101	35	26
A	A	15	24	11	18	87	71	34	28	21
B	B	14	22	16	27	86	103	55	31	22

#1 7 PM SOUTH BEND

in ratings & share (Metro & ADI), homes, adults, total women, women 18-49 (tie)/18-34/25-49 against Truth Or Consequences and 2nd half of Daniel Boone.

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV HOMES	ADULTS 18+	TOTAL WOMEN	18-49	WOMEN * 18-34 25-49
WSBT	TELL TRUTH	28	47	31	52	56	71	42	16	9 14
A	A	8	13	9	15	17	22	13	9	6 6
B	B	20	33	20	33	42	43	22	16	8 13

#1 7 PM SYRACUSE

in rating & share (Metro & ADI), homes, adults and total women against I Dream of Jeannie and News.

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV HOMES	ADULTS 18+	TOTAL WOMEN	18-49	25-49
WHEN	TELL TRUTH	27	44	30	48	108	152	95		
A	A	23	37	26	42	89	87	46		
B	B	7	11	7	11	29	37	20		

#1 6 PM CENTRAL TIME WICHITA

in ratings & share, homes, adults, total women, women 18-49/18-34/25-49 against News and News.

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV HOMES	ADULTS 18+	TOTAL WOMEN	18-49	WOMEN * 18-34 25-49
KAKE	TELL TRUTH	18	37	27	56	61	81	49	29	17 22
A	A	15	31	13	27	51	70	39	20	8 17
B	B	14	29	9	19	47	63	35	13	7 10

#1 7 PM BANGOR

in ratings & share (Metro & ADI), homes (tie), adults, total women, women 18-49/18-34 (tie)/25-49 against F Troop/Have Gun.

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV HOMES	ADULTS 18+	TOTAL WOMEN	18-49	WOMEN * 18-34 25-49
WLBZ	TELL TRUTH	26	45	32	51	25	35	22	9	4 8
A	A	23	40	25	40	25	26	11	8	4 7
B	B	4	7	5	8	3	4	2	1	1 1

*** VERY STRONG IN YOUNG WOMEN DEMOGRAPHICS.**

From the ARB Television Market Report of February/March 1971. Data and Information quoted are subject to the limitations contained in the reports.

1972-73

"TO TELL THE TRUTH"
MEETS THE FCC
REQUIREMENTS CONCERNING
FIRST-RUN PROGRAMMING
IN PRIME-TIME...
THEREFORE IT CAN
CONTINUE TO WIN FOR
YOU AT 7:30 P.M.

With host
GARRY MOORE
and panelists
KITTY CURTIS, PEGGY CASS
and BILL GULLEN

Distributed by

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The Ayer story of the Army's ads

The readers of BROADCASTING are quite aware of the recent decision by the U.S. Army Recruiting Command to purchase radio and television time. And judging by articles in the trade press, plus discussions with a large number of broadcasters, it is clear to N. W. Ayer & Son that our client's entry into paid broadcast has created quite a stir.

Anything new and different always generates a lot of discussion—although Army recruiting advertising itself is not new. There has been Army advertising directed at obtaining qualified young men for active duty since the Revolutionary War. In 1945, the Army began to purchase space in magazines and newspapers and has continued to use print media on a planned, controlled basis ever since. The current 13-week broadcast buy is accompanied by a substantial investment in both magazines and newspapers.

From this you can see that N. W. Ayer's current advertising strategy for the U.S. Army calls for a mix of major media. However, this is not new either. The Army has followed mixed-media strategy for many years, relying on public-service broadcast time to balance and enhance its exposure in paid print.

The decision to purchase broadcast time for Army recruiting was made for marketing reasons. Simply stated, the marketing problem facing the U.S. Army Recruiting Command has changed over the past few years. As with all Ayer clients, we have been active in helping the Army define its marketing problem, identifying the advertising assignment and developing a total media plan to meet the defined advertising objectives.

Two major factors have sharply increased the difficulty of the Army's recruitment efforts: the involvement of U.S. forces in Southeast Asia and prevailing attitudes about, and changes in, the draft system. Reduced draft quotas, extension of the present lottery draft system, and the ultimate objective of a zero draft have withdrawn one of the major stimuli for voluntary enlistments.

These variables in the market have affected the actual number of enlistments the Army has been getting. A decline in the number of volunteers was occurring late in 1970 in spite of a substantial advertising campaign by the Army Recruiting Command in paid print media, and in spite of the excellent cooperation of thousands of broadcast-

ers across the country in providing public-service air time for Army commercials.

Ayer proposed to the Army that it move into paid broadcast on an experimental basis to see whether the controlled (time and frequency) use of radio and television could enhance our ability to meet advertising objectives. This concept was approved, and in February of this year we began the final arrangements to create the 13-week broadcast test utilizing fresh new creative material to more accurately reflect today's modern Army.

The test campaign began March 1 and includes all major media. The target audience is men 17 to 21 and the strategy is to reach them in two ways.

First, we are utilizing media which reach these young men directly with a high degree of efficiency. Contemporary radio is a good example, as well as some of the magazines on our schedule, like *Hot Rod*, *Sports Car Graphic* and other special-interest publications.

The second way we go about reaching our target audience is indirectly. For each young man in our target audience, there are many adults who can counsel him on a career decision—parents, teachers, relatives, friends, clergy. We want this much larger audience to be aware of the new professional personnel policies of today's Army and the many opportunities the Army can offer a volunteer in the way of training for a career, education, travel and personal challenge. For this reason, our test also includes media like *Life*, *Look*, and *TV Guide*, Sunday and daily newspapers, middle-of-the-road radio stations, and prime-time (plus weekend sports) network participation in shows that also

deliver high concentrations of men 18 to 24.

The test is national in scope. In addition to network television and national magazines, we are utilizing the highest rated radio stations reaching men 18 to 24 in the top-100 markets. Contemporary or country-and-western AM and FM formats were selected. Middle-of-the-road and ethnic stations also are being used in the top-100 markets.

In markets below the top-100 and on beyond into C and D counties, we sought the leading radio stations delivering men 18 to 24 in each market. 50 kw clear-channel stations were added for their wide nighttime coverage which raised the total number of radio stations carrying this advertising to over 2,000. Scheduling on radio is confined to drive times and weekends.

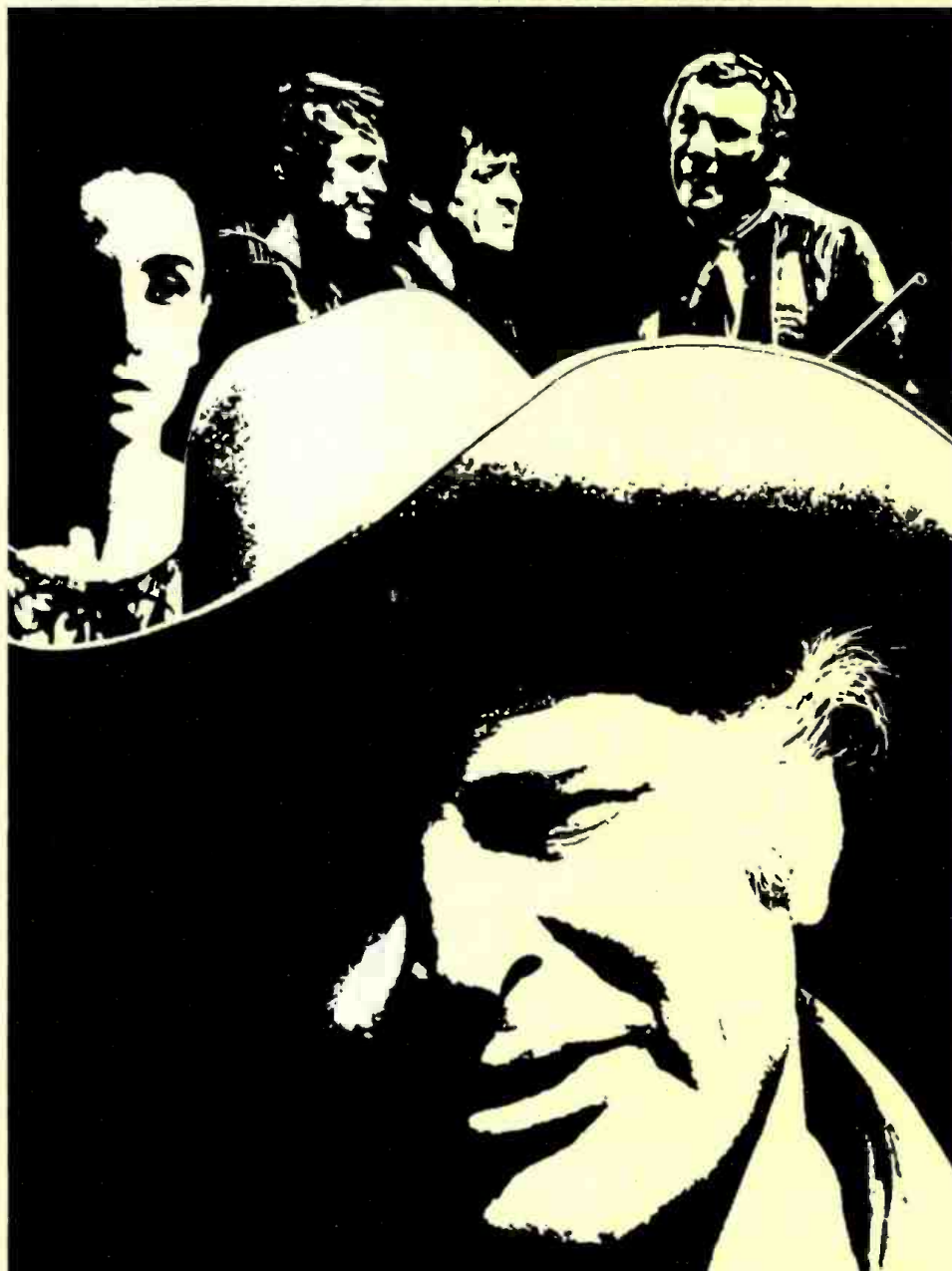
Many stations that have generously supported the Army with public-service time in the past are not included in the current buy. However, our media guidelines were and are quite strict. Cooperation of these stations in airing Army public-service announcements in the past could not be used as a basis for judging media value, and everything we are doing in placing this test buy is based on a very careful examination of media delivery. It can't be done any other way.

What of the future? The test will be evaluated in great depth. Perhaps most important will be the actual number of volunteers that can be traced to the advertising. We are hopeful that it can be demonstrated that carefully planned and purchased broadcast time can be effective in helping to solve the Army's recruiting advertising and marketing problems.



Don Reath is a vice president of N. W. Ayer & Son and media director of Ayer/Philadelphia, where his responsibility includes all media planning, estimating and buying for all accounts served by Ayer/Philadelphia. He joined Ayer's executive training program in 1957, was named vice president and associate manager of the plans and marketing department in 1965, and in 1967 was named account supervisor in New York for American Tobacco. He returned to Philadelphia to his present post in 1969.

AVAILABLE FOR FALL START



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96 hours plus one 2-hour feature, all in color

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(Avery Knodel)

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(Blair)

El Paso KTSM-TV
(Avery Knodel)

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(H-R)

Fresno KJEO-TV
(Edward Petry)

Houston KTRK-TV
(Blair)

Kansas City WDAF-TV
(Katz)

Las Vegas KORK-TV
(PGW)

Los Angeles KCOP-TV
(TeleRep)

Memphis WMC-TV
(Blair)

Minneapolis WTCN-TV
(TeleRep)

Nashville WSIX-TV
(Harrington, Righter, Parsons)

Phoenix KOOL-TV
(H-R)

Portland, Ore. KGW-TV
(Blair)

Reno KOLO-TV
(PGW)

Spokane KREM-TV
(Blair)

Syracuse WHEN-TV
(Katz)

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(Blair)

Tucson KOLD-TV
(PGW)



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Bela Lugosi
Zasu Pitts
George Raft
Ginger Rogers
Will Rogers
Gloria Swanson
Franchot Tone
Spencer Tracy
John Wayne

50

World Television Premieres



Datebook

A calendar of important meetings and events in communications

■Indicates first or revised listing.

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.

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.
■Oct. 17-20—Annual convention, *National Association of Educational Broadcasters*, Fontainebleau hotel, Miami Beach.
Nov. 14-17—Seminar, sponsored by *Broadcasters Promotion Association*, Washington Plaza hotel, Seattle.

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 Center, Ottawa.

■June 8—Annual meeting, *National General Corp.*, Fox Wilshire theater, Beverly Hills, Calif.

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, 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—Conference, sponsored by *Knowledge Industry Publications*. Topic to be discussed is "The Network Thing," dealing with new channels

for direct marketing; new distribution systems for printed, filmed, digital, audio and video information. Representing satellite and CATV will be Beardsley Graham, formerly with Comsat and first president of Spindletop Research Corp. Hilton inn, Tarrytown, N.Y.

June 11-12—First annual national meeting, *Associated Press Broadcasters Association*. Robert 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 programs 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, Checotah.

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 22-25—Spring meeting, TV and radio boards, *National Association of Broadcasters*, NAB building, Washington.

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

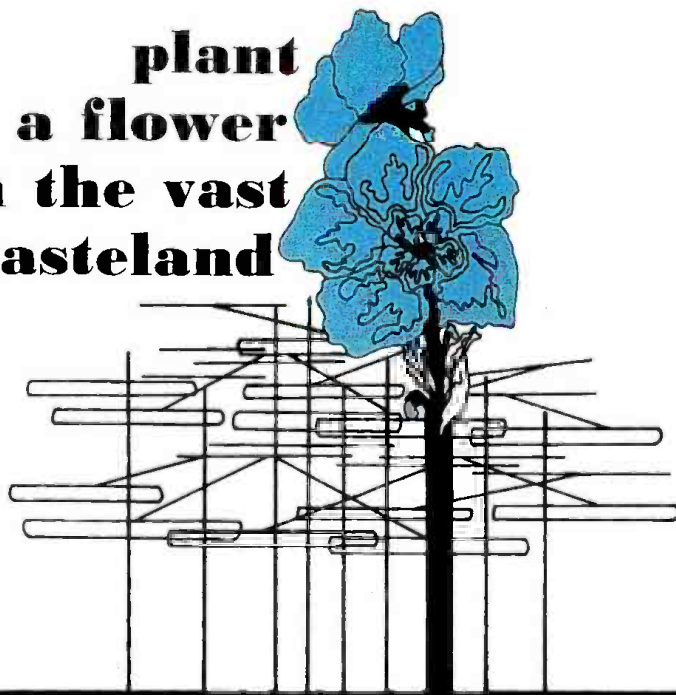
June 23-25—National Broadcast Editorial Conference, sponsored by *National Association of Broadcasters*, *Radio-Television News Directors Association* and *Southern Illinois University*. Featured speakers: Dr. Barry Commoner, Washington University; Dr. Norton Long, University of Missouri; Dr. William 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 Democratic Institutions. 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*.

**plant
a flower
in the vast
wasteland**



Several years ago a chairman of the FCC characterized television in the United States as a "vast wasteland." Today most critics agree. Very little has changed.

In spite of technology that could give millions of Americans greater variety in TV programming, most viewers are limited to a handful of sometimes difficult-to-receive broadcast TV signals. The irony is that we can easily bring a clear color TV picture live across 225,000 miles of space from the moon—only to find it will probably be distorted between the local station and your television set.

Cable television offers a solution to the problems of reception, program diversity, and needed outlets for truly local expression.

But, there is another problem.

The FCC in a series of regulations dating back to 1966 has frozen the growth of the CATV industry. That is why 92 percent of U.S. television viewers cannot enjoy any form of cable television.

The Justice Department's Antitrust Division has followed the CATV issue and has frequently criticized FCC cable policy. In a memo to the FCC last year the Antitrust Division concluded:

... the Commission's purpose must be two-fold: to make efficient use of spectrum space considering all public interests, and to allow development of a combination of broadcast and CATV programming which will serve the public interest. Discrimination against one media because it is newer or more efficient is unjustified.

In addition to the position taken by the Antitrust Division, every major *impartial* study of CATV concluded that FCC regulations are so restrictive that the viewing public is deprived of additional programming.

The people who most directly feel the effects of restrictive cable regulation have also spoken out. Numerous mayors from cities around the country have urged and are still urging the FCC to allow cable to develop.

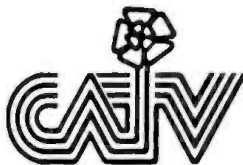
LET CABLE TV GROW

The FCC, after recent extensive public hearings, is considering changes in cable television regulations.

It is expected that any major relaxation of rules will be contingent on revisions of copyright law in the Congress. The cable television industry, in the interest of developing CATV's potential, is on record as supporting revisions requiring reasonable copyright payments.

There is no valid reason for continuing to stifle cable television's potential through overly restrictive regulations. The industry does not oppose reasonable Federal regulation; it does oppose the continuing freeze on its development.

The issues are clear. Cable has been studied and debated for years. The overwhelming bulk of impartial evidence points to the conclusion that the public is being denied a service it wants. The time has come for action.



National Cable Television Association
918 16th Street, N.W.
Washington, D. C. 20006

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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 and Radio Association of Canada, 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 1-7—94th annual meeting, *American Bar Association*. First part of meeting will be held in New York City; second portion will be held in London from July 14 to 20. Among topics to be discussed is communications. Guest speakers will include Miles Kirkpatrick, chairman, Federal Trade Commission; Robert W. Sarnoff, president, RCA, and Clay T. Whitehead, director, Office of Telecommunications Policy. New York Hilton (first meeting); Grosvenor House hotel, London (second half.)

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*. Wom 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.

Sept. 26-28—Meeting, *Nebraska Association of Broadcasters*. The Villager motel, Lincoln.

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1961. Broadcasting-Telecasting* was
introduced in 1946.
*Reg. U.S. Patent Office.

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It only hurts when

EDITOR: I think the "Monday Memo" in your May 17 issue criticizing the postal service is somewhat exaggerated. I received my May 17 issue of BROADCASTING this morning [May 22] and the postal service outdid itself by simultaneously delivering your issues of April 12 and May 3. While I am still missing a number of your back issues, the postal service has struggled valiantly to run acceptable make-goods by bringing me a fascinating variety of publications to which I do not subscribe—the most recent substitute boasting a particularly illuminating lead article about how to worm a Siamese cat. Let's give credit where credit is due.—*Greg Macafee, Palo Alto, Calif.*

EDITOR: Congratulations on the "Monday Memo" in May 17. It's a great piece of writing and I would appreciate your congratulating the [anonymous] author for me. Fortunately, my Monday BROADCASTING arrived on Thursday (it usually comes on Friday or the following week) so I'm able to write this note today [May 21].—*Walter Patterson, Dearborn, Mich.*

EDITOR: Your "Monday Memo" was brutal, accurate and to the point. In short, a masterpiece. I had to laugh to keep from crying. Coincidentally, the May 17 issue arrived in the mail with its first 10 pages badly torn up. Also, my issue of April 19 arrived almost three weeks late—even though the two subsequent issues came on time.—*Arthur B. Reis III, WKAR(AM)-WMSB (FM) East Lansing, Mich.*

Chugalug contestant

EDITOR: We at WBAY noted with interest a comment in your May 3 issue's "Teletatus" about Milwaukee beer drinkers being in a class by themselves. The beer market index does indeed list them as consuming 181% of the national average. However, our own Green Bay area beer sales index is 230, which, we believe, makes us the champion per capita consumers of beer for the second year in a row.—*Lyle Lahey, promotion director, WBAY-AM-FM-TV Green Bay, Wis.*

Spreading the word

EDITOR: Just a brief note to compliment you on your coverage of my speech in Chicago (BROADCASTING,

April 26). The encouraging comments I received from many BROADCASTING readers simply point out the vital role played by your magazine in the communications industry. Though a luncheon address introducing a new concept or idea may be heard by only a few hundred people, a trade magazine can bring that concept to thousands of readers who were not in attendance. Keep up the good work.—*Geoffrey M. Nathanson, president, Optical Systems Corp., Los Angeles.*

Complaint

EDITOR: I would like to complain about the growing practice among broadcasters on popular music stations to talk over the beginnings and endings of records they play—jamming, I call it. And they don't talk about the record: They give promo items for the station, messages from charities, weather items such as the temperature in Duluth, or just idle chatter. They never cut in on commercials, I notice.

It's getting now that the first and last 20 seconds of a song are drowned out with this baloney. I think it is a cheap practice, like a butcher keeping his thumb on the scale, and one that should stop.—*Mark Hawthorne, New York.*

No complaint

EDITOR: Rufus Crater's April 26 special report on the TV cassette "revolution" was a superb combination of factual reportage and good editorial judgment.—*Lincoln Diamant, president, Spots Alive Inc., New York.*

EDITOR: [I want to] compliment you on your recent special report on cassettes. There have been so many ill-prepared and irresponsible articles written which have hurt the industry substantially that, even though I don't agree with all of your conclusions, I was very impressed by your thoughtfulness and preparation.—*Lawrence B. Hilford, vice president and general manager, Columbia Pictures Cassettes, New York.*

Legal approbation

EDITOR: My compliments to you on the CATV SOURCEBOOK. In our office, we have found that it is a most valuable source of information for everything in the CATV field. Well done.—*Robert A. Marmet, Marmet & Webster, Washington.*

The Land of Milk & Money Seven Markets in One!



A \$2 Billion Income Market & a \$1.4 Billion Sales Market

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

- Ranks as Wisconsin's 2nd ADI
- Ranks 67th among all ADI's in TRS — \$1,472,249,000 (SRDS ADI Rankings 2-15-71)

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

Cable: It looks all over but the voting

Burch lines up FCC majority behind CATV 'bill of rights' designed to thaw freeze in major-market expansion

When FCC Chairman Dean Burch left last Wednesday (May 26) for a two-week European trip, the commission's chances of fashioning a CATV package in time for a June 15 date with the Senate Commerce Committee appeared as dark as the FCC building, which had just suffered a power failure. However, information seeping out from under the lid the chairman has imposed on the commission's CATV deliberations indicates that he has marshalled support of a majority of the commission for a proposal dealing with at least some of the major elements in the proceeding—a proposal that would remove some of the shackles now restraining CATV growth, particularly in the major markets.

Sources differ on details, but it appears that the chairman has settled on what some officials refer to as a "bill of rights" plan—one that would assure each CATV system a minimum number of "local" signals, the number varying according to category of market, plus a quota of distant signals ("Closed Circuit," May 17).

According to some reports, cable systems in the top five markets would be entitled to carry the signals of three network stations, three independent outlets and one educational station; for those in markets six through 100, the budget would be three-two-one, and in the remaining markets, three-one-one.

The sources also say that every system would be free to import two distant signals, one UHF and one VHF. However, others say that the number of distant signals that could be imported would also vary according to market category, with systems in the largest markets free to import three, those in the intermediate markets two and the remainder one. (There is also some disagreement among sources as to the number of markets to be placed in each category.)

The plan is referred to as a bill of rights because it would guarantee a

system the right to import whatever distant signals it needed to fill out its quota of "local" signals in addition to the distant ones to which it would otherwise be entitled.

However, talk of minimums does not accurately reflect the scope of the service that CATV systems would be permitted to provide. For a system would be free to pick up every signal within 35 miles—and all others that it could receive off the air and that could be "significantly viewed" in the market.

Some sources say that an alternative proposal under discussion would limit a CATV system—after it picked up all signals of stations within 35 miles—to the signals of independent stations within a 60-mile radius. The sources also cautioned that the commission would

want to see the actual effect of its combined proposals, in terms of numbers of signals that CATV systems in actual situations could carry, before reaching a final decision.

Thus, the so-called Footnote 69 rule, which bars CATV systems in major markets from carrying the signals of stations in overlapping markets, and which major-market stations regard as valuable protection against new big-city competition, would be abandoned.

So, too, would the present policy of relying on service contours to define distant signals and to determine areas within which stations are to be protected. American Research Bureau ratings would be consulted in determining the amount of viewing credited to an out-of-town station in a market—but the degree of viewing that could be considered "significant" would apparently be left to a case-by-case determination.

And, according to some sources, another departure from present policy would be abandonment of the present rule prohibiting a CATV system from carrying the signal of a station if one closer in is available. However, it's believed that the nonduplication rule would survive, at least in some form.

The plan, as it has been pieced together, reflects the attitudes Chairman Burch has expressed on CATV. He has said CATV should have an opportunity to operate with distant signals in major markets. And he has said it is the smaller-market stations that need protection against CATV, not those in the larger ones, which enjoy the protection of present commission rules.

Those rules are premised on the assumption that if UHF is to develop, it will be in the major markets. The chairman, however, feels that introduction of a distant signal in a major market that is already served by a variety of signals would not have the same audience-fragmentation effect as it would in a one- or two-station market.

At a glance:

The Burch plan for CATV

THE TOP 5 MARKETS

- 3 network signals
- 3 independents
- 1 educational

THE NEXT 95

- 3 network signals
- 2 independents
- 1 educational

BELOW THAT

- 3 network signals
- 1 independent
- 1 educational

PLUS

Bonus importation of two distant signals, one VHF, one UHF, in all CATV markets

The chairman has not pressed his plan as a coherent whole in the meetings the commission has been holding over the past month. Instead, it is understood, he has discussed elements of it with individual commissioners. And he is said to feel that he has at least four votes for it, besides his own—those of commissioners Nicholas Johnson, Robert T. Bartley, Thomas J. Houser and H. Rex Lee.

The invitation to the commission to appear before the Senate Commerce Committee came last week from Senator John O. Pastore (D-R.I.), chairman of the committee's Communications Subcommittee. It was in line with the senator's comment last January that he wanted the commission to consult with him before adopting new CATV rules. Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee, has delivered the same message to the commission (BROADCASTING, May 3).

The interests of Senator Pastore and of Representative Macdonald indicate that Capitol Hill may well be the scene of the climactic battle over CATV—either in terms of legislation or of simple browbeating in hearings.

Representatives of the broadcast and CATV industries are gearing up for just such a battle. Chairman Burch, who as a former chairman of the Republican National Committee is aware of the political realities, is understood to have already done some lobbying on Capitol Hill in behalf of his proposal.

The package the commission will take to the Pastore hearing will be assembled over the next two weeks—during which Chairman Burch will be attending the start of the World Administrative Radio Conference on space communications in Geneva—by the commission staff. The Cable Television Bureau is said to be drafting a document containing the features the chairman is proposing, as well, possibly, as some alternatives. The chairman's planning staff and Henry Geller, special assistant to the chairman for planning, may also prepare documents.

All three were the source of papers that served as the starting point for the commission's discussion of the proposed overhaul of CATV regulations (BROADCASTING, April 26).

Beyond the question of television-signal transmission, sources tend to get vague in discussing the commission's, or the chairman's, likely approach to problems the commission must face in writing new CATV policy.

On the issue of public-access channels, which the commission regards as of utmost importance, the chairman is said to be considering a proposal that would require systems to split their channel capacity 50-50 between tele-



Not much was happening inside, either. FCC employees mingled with passersby outside 1919 M Street in Washington last Wednesday during a fire alarm which cut short the commission's deliberations on CATV and other broadcast matters. Among the apparent casualties: a decision on the CBS-Viacom spinoff, which was under discussion when the lights went out (see page 37). Undeterred: progress toward the CATV package the commission will take to Capitol Hill in June.

vision signal retransmission and public access. The proposal is known to have been advanced by Commissioner Johnson, and some observers believe the chairman may be willing to back it in return for the commissioner's support on the over-all package.

The commission is said to be still uncertain as to the course it should take on the issue of federal versus state-and-local jurisdiction over CATV—whether to pre-empt the entire field of CATV regulation and return to the states and municipalities authority in specific areas, such as franchising, or to pre-empt just those areas in which it wants to operate.

As for the troublesome question of copyright liability for CATV, the commission appears to have decided to take no position on it; that area is within Congress's exclusive jurisdiction.

Meanwhile, the commission last week began to react to the jolt it received when the U.S. Court of Appeals for the Eighth Circuit, in St. Louis, set aside the commission rule requiring CATV systems with more than 3,500 subscribers to originate programming. (BROADCASTING, May 17). The commission announced that it will ask the solicitor general of the United States to seek Supreme Court review of the case and that it is suspending application of the rule pending the outcome of

the requested judicial review (BROADCASTING, May 24).

Before the commission had an opportunity to announce its plans, the court's decision was cited in a petition, filed by the All-Channel Television Society, requesting the agency to reopen for further comment the CATV rulemaking proceeding in which the commission is now deliberating. ACTS also asked the commission to refrain from further authorization of distant-signal importation until the proceeding is concluded.

ACTS said that the commission's rationale for permitting CATV systems to import distant signals was that the signals would provide the systems with the economic base they would need to originate programming. But the eighth circuit court's decision, ACTS said, removes the "alleged public-interest counterbalance to the injury done" local stations. ACTS said the commission should obtain comments on the nature of its proposal in the event it cannot require program origination.

The commission, which in its announcement last week noted that CATV systems are free to continue cablecasting voluntarily, is proceeding in its rule-making task on the assumption that its authority over CATV remains intact and will be affirmed by the Supreme Court.

Vote of confidence for the status quo

The more things change in television the more they stay the same, advertising workshop concludes

Some of the nation's leading advertisers convened last week for a look ahead at television's advertising firepower, circa 1980. What they were shown suggested that the years between now and then may be fraught more with threats of change than with change itself.

Cable TV and video cassettes, central figures in the exploration of "The Segmented Viewing Public of the 70's—and How to Reach Them," were regarded as likely to win some viewers away from broadcasting but slowly and selectively and not on a scale to endanger its primacy as a mass medium. The greatest changes, some experts felt, may be in broadcast TV's own programing.

What may have been the most chill-

ing prospect held out for broadcasters came from one of their own, Don Durgin, president of NBC-TV, who ventured that the advent of the 1980's may see what affiliates of all networks have long feared: "Stations will probably be paying networks to carry a number of programs rather than the other way around."

Mr. Durgin did not elaborate except to say it wasn't a change he advocated. But he asserted later, in response to a reporter's questions, that he considered the present station-compensation system workable and useful despite what outsiders consider "anachronisms" in it, and that "we see no need to change."

He was, he said, merely trying in his speech to "identify areas that may

change to some degree." Other NBC sources, suggesting that "there is less to this than meets the eye," also denied that NBC has any plan to reduce compensation rates or change the system.

Even so, Mr. Durgin's introduction of this aspect of network-station relationships in a forum of advertisers struck observers as intriguing if not significant, and inquiries at the other networks drew at least mixed support for his forecast. CBS sources foresaw no down-trend in station compensation in the foreseeable future—and no up-trend either. ABC had no official comment, but sources close to that network thought that the system would ultimately turn out about as Mr. Durgin



Pinkham:

I think television will survive as a mass advertising medium because it will provide the most acceptable and effortless escapist entertainment available at no cost.



Simko:

Come the spring of 1980, we will all be discussing and evaluating the ABC, CBS and NBC network schedules for the 1980-81 television season . . . in no way will developments in the CATV industry have any significant effect on network operations by the end of this decade.



Durgin:

The networks and broadcasting are not going to be standing still technically or creatively as the decade progresses. This is something the prophets and promoters of a new age fail to recognize.

predicted, "But who knows when?"

The occasion for the wide-ranging look into the future was a workshop held Tuesday and Wednesday (May 25-26) in New York by the Association of National Advertisers, attended by some 250 executives, mostly advertisers but also including some broadcasting and agency people.

The talk ranged over programing generally as well as syndication programing specifically, along with the appraisals of CATV and video-recording hardware and software. It also included a review of FCC positions by commissioner Robert Wells (see page 33) and announcement of new anticlutter policies by the Taft Broadcasting Co. stations (page 25).

One of the strongest testimonials to TV's continuing potency came from Richard A. R. Pinkham, senior vice president in charge of media and program services for Ted Bates & Co.

Mr. Pinkham described at length the disparate characteristics of the viewing audience in terms of age groups and rising educational and income levels, but he insisted that "there always will be a big national audience out there and responsive to advertising." He conceded there would be viewer loss to specialized

programing "on the new hardware," but pointed to three reasons for his confidence in the viability of broadcast TV in the years ahead.

The first, he said, is "the enormous increase in leisure time which our technological society is going to permit," with "television called on to fill many of these hours regardless of levels of sophistication." The second, Mr. Pinkham stated, is that as life becomes more complex, people will continue to turn to television for escape, though they may continue to criticize it for its shortcomings.

"And finally, I think television will survive as a mass advertising medium because it will provide the most acceptable and effortless escapist entertainment available at no cost," he asserted. "It will co-exist with cassettes. It will be supplemented by the cable. It is here to stay as a mass medium because man in the mass will always have to have surcease from his worries, and television provides it best."

George Simko, senior vice president, Benton & Bowles, assayed the role of CATV as an advertising medium and concluded that the potentiality of cable during this decade lies in local advertising.

He predicted that, by 1980, CATV will be servicing about one-third of all homes in the country and programing will be diverse but uneven in quality, but said some offerings will attract reasonably high shares of audiences.

"CATV's incursion on commercial broadcasting will be highly localized," he ventured. "The networks have little to be concerned about in this decade but certain local stations are in danger of losing audiences and revenues," particularly if they have poor track records in local service.

Mr. Simko said he is not a believer in a "communications revolution" and he voiced the opinion that developments in cable, like those in conventional broadcasting, will be evolutionary and "we will have an opportunity to assess their impact in advance."

In a speech that undertook to examine all sides of the emerging communications era, E. P. Genock, director of broadcast advertising for Eastman Kodak and chairman of the ANA Television advertising committee, looked upon audience segmentation as both a problem and an opportunity.

"At this stage," he said, "the only sound forecast is that competition in broadcast media for the home TV set



Maneloveg:

Certain advertisers would be smart to consider retrenching, moving back to key sections of the country for their market cultivation and share development.



Rosen:

Matching programing to a new life-style among consumers, and a new life-style among advertisers.



Ostrow:

Backing the benefits of advertiser syndication as boon to all segments of television—affording flexibility, cost control, cost efficiency and merchandising opportunity. Negatives: lower reach, lower ratings, the problem of station clearance and timing.

promises to be strong and varied and increasingly so in the immediate years ahead."

But he also saw potentially delaying factors in "the evident tendency [to treat] CATV as a blooming money tree," with many entrepreneurs more interested in getting a franchise to sell than to build; in "very necessary" but necessarily time-consuming CATV deliberations by government agencies; in copyright and program-ownership problems in CATV and in lack of compatibility among cassette systems, and possibly even in progress itself, the threat of which he said may deter development of present communications systems lest they be made obsolete by newer concepts and technologies.

Mr. Genock also said the "chicken-and-egg syndrome" that has plagued pay television—inability to get big-time programming for lack of a big line-up of homes, which is in turn delayed until big-time programming is available—will also plague many other specialized services because "hardware without software is just a piece of idle equipment."

He saw "no reason to believe that the existing three national networks will not continue to battle for major attention—each programming and counter-programming to deliver specific audiences for particular demographic market needs. Remember the advantage that the major networks will continue to inherit in having a dominant reach via existing airwave transmission to the noncable homes. The most optimistic future estimates do not project the cable connection to more than 50% of U.S. homes by 1980."

Even so, he said, "the availability of additional channels—anywhere up to 72 in some systems—is not only going to invite but almost certainly guarantee the development of further national hook-ups or networks." It will also add competition for viewer attention by importing distant signals, he said, "and freedom of access to several channels is likely to increase the noise level from every local community group—ethnic, political, cultural and educational."

For any who might think cassette programming will be instructional and therefore not attractive to advertisers, Mr. Genock said "it is not outside the bounds of possibility" that the public is "so satiated with entertainment" that it will welcome an opportunity to expand its interests through instructional programs. In that case, he thought it likely that "the industries involved in supplying materials for the creative, sports or educational activities will also provide the programs, the sponsorships and the commercial messages."

"Whatever the trend," he said, "advertising will develop communication to reach people where they are, for that

has always been and will continue to be the business of advertising."

Video cassettes were written off as an imminent threat to broadcast television by both speakers at the Tuesday-afternoon session, devoted entirely to the outlook for cassette and disk systems. Robert Nissen, senior television specialist of the New York consulting firm of Hubert Wilke Inc., suggested an outlook of "wary optimism" for the cassette/disk field but said those looking to cash in on the home market were "like a racetrack bettor waiting for the track to be built and the winner to be foaled." But there is also an industrial market with less demanding requirements in terms of price and volume, he said. After describing the principal systems and their features, including price estimates ranging in most cases between \$500 and \$1,000, Mr. Nissen said there could be no mass market until the price tags get into the \$100-\$200 range.

The only system now in development close to that area is AEG-Telefunken/Teldec's Videodisc, currently projected

*Genock on advertising
in a changed TV universe:*

"Whatever the trend,
advertising will develop
communication to reach
people where they are,
for that has always
been and will continue
to be the business
of advertising."

at \$125 to \$250. Mr. Nissen thought that in terms of both price and replication capability Videodisc would be suitable to a mass market. Mr. Nissen said that from demonstrations he had seen, CBS's electronic video recording (EVR) system has been plagued by "technical problems" in the process of getting into production in recent months and suggested its backers, being the first on the market even for institutional users, "probably feel as comfortable as the first early Christians to walk into the Colosseum." The other systems, he said later, will have an opportunity to share the same experience when they too go into production.

Lack of standardization among even the systems susceptible to standardization—those using the same basic medium, such as magnetic tape—was seen as a likely hindrance in mass marketing, and Mr. Nissen suggested there may be some realignment of positions as time goes on. He said he had been told by RCA, whose Selectavision system is based on a holographic technique, that while development of that approach was

continuing, the company was also investigating all other system types except those based on film (CBS's electronic video recording is based on film), which its previous research had ruled out.

Eliot Minsker, publisher of Knowledge Industry Publications, White Plains, N.Y., went even further than Mr. Nissen in asserting that "the [mass] market may never arrive, or at least not get here for a heck of a long time." In terms of home use, he said, cassettes and disks could be superseded by other developments, including pay TV, or stymied by union demands. But he saw a good outlook for them for institutional users such as schools, hospitals, banks and fire and police departments, and specifically urged advertisers to use them for sales meetings, training and other internal activities.

Herbert D. Maneloveg, executive vice president and director of Media Services, McCann-Erickson Inc., suggested that advertisers might make more effective use of their expenditures by concentrating on the best prospects for their products rather than appealing to a mass audience.

"As our population grows and continually segments itself," he continued, "we must find ways to pinpoint and concentrate on the audiences we're after. Certain advertisers would be smart to consider retrenching, moving back to key sections of the country for their market cultivation and share development . . . The cost-per-thousand may go up, I know, but the job may be better done."

He also proposed that advertisers and agencies consider co-production ventures with local affiliates to help fill the prime-time half-hours to be given up by the networks next fall. He said these ventures could build local programming that "reaches the right customer but also possesses additional rub-offs in favorable public attitudes."

In another look at programming, Joseph Ostrow, senior vice president, Young & Rubicam, said advertiser syndication, properly implemented, can benefit all segments of the TV industry. He said this type of syndication can give clients flexibility in selection of programs, markets and stations; an editorial compatibility with advertisers' commercials; a cost control over "escalating television rates in a marketplace" through both supplying and using the programming; an efficient buy in many instances, and collateral benefits in merchandising opportunities and dealer co-op fund support.

He listed these disadvantages to advertisers; a generally lower reach because of both lower ratings and greater concentration rather than dispersal of messages; the difficulty of station clear-

ances and the threat of a smaller-than-desired line-up; a need for "front money" to support the development of a pilot or to cover the initial expense of purchasing a program; the bicycling of films among stations and the varying time periods in which a program is slotted in different markets.

The need for advertisers to meet audience changes through innovative programming was underscored by Burt Rosen, president of Winters-Rosen Productions Inc., Hollywood. He cited changes in life-styles among consumers and claimed that a new life-style is emerging for advertisers.

"It centers on what we have called key market programing," Mr. Rosen said. "It's a program concept tailored to attract that audience and project the image you want."

Mr. Rosen said that his company's approach, which involves producing programs that advertisers "barter" to stations, gives clients market flexibility, demographic selectivity and merchandising and promotional values. He mentioned Time-Life, Metromedia, the Wrather Corp. and a dozen independent producers as participants in the programming-for-advertisers arena. He urged advertisers and agencies to work with producers in developing fresh program concepts.

Paul Klein, president of Computer Television Inc., outlined the dimensions of his proposed communications system, which he described as "a marriage" of the computer with recorded programs and cable TV. Paving the way for acceptance of his system, he said, were these factors: television is losing ground because advertisers cannot support quality programs in view of rising costs and stable TV audiences; video cassettes' hardware and software are too costly and cable TV cannot provide original programing of quality. He said his system, called CTI, envisions the use of quality programing carried over CATV and ordered by a subscriber through a computer at a central distribution point. He indicated a half-hour program could be offered to subscribers at a cost of 25 cents, while other programs, carried free, could be sponsored by advertisers. At the outset, he estimated 60% of the CTI schedule would be paid by subscribers and 40% by advertisers.

In response to a question from the audience, Mr. Klein revealed that his system would be tested next month on a limited basis in a chain of hotels.

Mr. Durgin's remarks on station compensation came in a talk in which he projected other possible changes in business arrangements, including a forecast that, by 1980, the networks would not be paying commissions to advertising agencies on business placed or to

talent agencies on programs packages. He said the advertiser and his agency will have to work out their own fee system of compensation and talent will compensate their agents by commission rather than fee.

Mr. Durgin also expressed confidence that network television will continue to flourish in the coming decade despite the warnings of some that the medium will be fractionalized. He said he recognized there would be a segmented audience exposed to a wide range of choices, including the new technology of video cassettes and cable television.

Regarding the cable and cassettes, Mr. Durgin said their structures, purposes and markets are not those of commercial television. He called them "specialized, personalized and expensive services," and said they were "at the opposite pole from a mass medium."

Peering into the future, Mr. Durgin conjectured that in the 1980-81 season the medium might be "an electronic version of something called television, not a picture version of 1940's radio." He said the industry is on the threshold of a major breakthrough in live-on-tape programing, with recent developments in portable cameras and high-band tape machines making it possible soon to shoot tape with the same flexibility and in the same fashion as with 35 mm film.

Mr. Durgin cited advances in tape editing (CBS-Memorex) and in electronic reproduction equipment, and breakthroughs in high-quality color kinescope recording, and added:

"They are going to enable us to cut away from the dependence on and the delay of film and become truly electronic. We will be able to do our own production anywhere on earth, and transmit instantly through satellites."

In the 1980-81 season, Mr. Durgin prophesied, programing will be less structured (like *Laugh-In*); will vary in length and will accent "event" television, such as sports, information and news. Since there will be an emphasis on live and live-on-tape presentations, he said, the networks will carry during the summer not film repeats but "a kind of summer stock with experimental fare and tryouts for fall and winter."

Taft moves to cut commercial inventory

Taft Broadcasting Co. said last week that, starting Oct. 1, its seven TV stations will limit program interruptions in prime time to 90 seconds and will permit no more than three products to be advertised in each.

The company's policy was announced at a session of the Association of National Advertisers in New York (see

above) by John L. McClay, executive vice president of Taft. Mr. McClay delivered a speech prepared by Lawrence H. Rogers II, Taft president, who could not attend the workshop.

Mr. McClay said the prime-time limitation was part of a four-part proposal designed to reduce "clutter" and was an extension of the recent Avco Broadcasting move to compress commercial time (BROADCASTING, April 19). He told the ANA audience that Taft has been experimenting with the prime-time, 90-second, three-product approach on one of its stations since last fall.

"I am happy to report," he said, "that advertisers have paid a small premium in cost-per-thousand for positions in the show, a feature film."

As another element of the "anti-clutter" drive, Taft stations, starting Oct. 1, will carry the same number of commercials within prime-time periods vacated by the networks in compliance with new FCC rules as have been carried when the periods were filled by the networks. Mr. McClay said some barter programs have been offered that carry four and five minutes of commercials per half-hour as opposed to three minutes in network programing.

In addition, Mr. McClay proposed that all stations belonging to the National Association of Broadcasters be required to subscribe to the NAB codes. Another Taft practice to be continued, he said, is that commercials of 30 seconds or less must be confined to one product.

Business briefly:

Maxwell House division of General Foods, White Plains, N.Y., through Ogilvy & Mather, New York, is launching a spot-TV campaign to introduce new Maxwell House Iced Coffee Mix in the Boston, New York, Philadelphia and Los Angeles areas.

The American Gas Association, Arlington, Va., through J. Walter Thompson Co., New York, will sponsor as specials on NBC-TV next season: *Snoopy at the Ice Follies*, Sunday, Oct. 24 (7:30-8:30 p.m. NYT), and a musical Christmas program, *The Little Drummer Boy*, Tuesday, Dec. 14 (7:30-8 p.m. NYT).

Nicholson File Co., Providence, R.I., which claims to be world's largest manufacturer of files and rasps, is making its first plunge into television with a campaign on sports programs of all three TV networks. Agency is N. W. Ayer & Son, Philadelphia. Commercials will appear on *NCAA Football*, *NFL Action* and *Wide World of Sports* (all ABC); *AAU International Champions* (CBS), and *Game Of The Week*, baseball (NBC), as well as other network-TV sports shows.

How all TV fared in '70

Local retail buying data added by TVB in breakdown of all expenditures

Advertisers last year spent \$3.5 billion in network, spot and local TV, according to the Television Bureau of Advertising. TVB in issuing a breakdown of buying by sponsor classifications today (May 31), also released its first report on TV investments by local retail business categories. In the past, TVB reports have included only network and spot-TV investments.

Norman E. (Pete) Cash, TVB president, said the new report offers businessmen the "missing ingredient" in tracing their investments. "With this report," he said, "businessmen gain more insights into how their own and allied industries employ television."

The figures are based on information supplied by Broadcast Advertisers Reports from monitoring 260 stations in 75 markets.

In the \$3.5 billion that advertisers invested in network, spot and local television, the food industry ranked as TV's number-one client with \$616.3 million spent in 1970.

Among network advertisers, toiletries and toilet goods ranked as the leading category, followed by food and food

products; drugs and remedies; soaps, cleansers and polishes, and automotive.

Food and food products ranked first among spot-TV advertisers followed by toiletries and toilet goods; soaps, cleansers and polishes; confectionery and soft drinks, and drugs and remedies.

Expenditures in local/retail TV, January - December 1970

AUTOMOTIVE	
Auto and truck dealers	\$ 30,962,800
Auto supply stores and gas stations	6,223,100
Auto supply and accessory stores	4,282,400
Auto repair and service stations	3,940,700
Mobile home and camper dealers	2,592,900
Motorcycle dealers	231,900
Tractor and farm implement dealers	35,600
Automotive miscellaneous	409,200
RETAIL SERVICES	
Business and financial services	62,650,900
Banks, savings and loan associations	47,184,000
Insurance agencies	415,000
Investment brokers	579,900
Loan and mortgage companies	8,597,200
Office equipment and supply stores	298,100
Employment agencies	695,600
Bus. and fin. misc. (including tax services)	4,881,100
Household services	18,185,500
Builders and real estate	9,079,700
Exterminators	406,100
Home improvement contractors	5,521,200
Household cleaning services	843,500
Nurseries and lawn care suppliers	386,400
Upholsterers and reupholsterers	1,091,300
Moving and storage companies	679,200
Household services, misc.	178,100
Leisure time stores and services	90,005,800
Amusement and entertainment	11,066,800
Hotel and resorts	6,563,500
Local media	8,393,400
Movies	19,700,700
Restaurants and drive-ins	35,683,700
Sport, hobby and toy stores	2,549,600
Leisure time stores and services, misc.	7,048,100

Personal services	5,748,200
Beauty shops and wig salons	1,507,300
Health clubs and reducing salons	1,981,700
Medical and dental services	283,600
Optical services and suppliers	1,448,900
Photographers and photo studios	52,300
Personal services, misc.	474,400
Public utilities and fuel dealers	25,956,300
Gas, electric and water companies	16,873,900
Telephone companies	7,620,300
Fuel supply dealers	678,800
Transit systems	783,300
Retail services, misc.	15,875,900
Dry cleaners and laundries	987,600
Funeral homes and services	640,800
Schools and colleges	14,141,000
Rental services	106,500
RETAIL AND LOCAL STORES	
Apparel stores	10,669,200
Clothing stores	8,062,400
Fur salons	492,200
Shoe stores	1,745,900
Apparel stores, misc.	368,700
Department, discount and variety stores	62,541,800
Department and discount stores	52,069,800
Shopping centers and associations	3,042,500
Variety stores	7,429,300
Drug and food stores	36,176,900
Drug stores	4,206,000
Food stores and supermarkets	30,412,200
Drug and food dealers, misc.	1,558,700
Household stores	28,752,400
Appliance stores and repair	3,912,600
Carpet and floor covering stores	6,163,400
Drapery and interior decorating services	166,000
Furniture stores	17,428,900
Hardware stores	423,400
Fabric and sewing machine stores	485,100
Household stores, misc.	173,000
Retail and local stores, other	7,778,900
Agricultural suppliers	327,100
Florists	354,000
Jewelry stores	3,535,300
Music stores	1,074,000
Pet shops	280,200
Retail and local stores, misc.	2,208,300
MISCELLANEOUS (including political advertising)	15,502,100
GRAND TOTAL	\$422,299,200

Source: BAR, 75 Markets.

Expenditures in spot-network TV, January - December 1970

	Spot TV	Network TV	Total national		Spot TV	Network TV	Total national
Agriculture and farming	\$ 4,196,300	\$ 217,300	\$ 4,413,600	Drugs and remedies	86,409,200	211,480,800	297,890,000
Apparel, footwear and accessories	33,311,300	33,644,400	66,955,700	Cold, cough and sinus remedies	20,087,400	43,378,200	63,465,600
Apparel fabrics and finishes	2,073,900	1,060,000	3,133,900	Digestive aids and antacids	9,870,900	32,104,600	41,975,500
Footwear	8,011,500	5,630,400	13,641,900	Headache remedies and sedatives	25,806,500	65,117,900	90,924,400
Hosiery	8,558,200	2,738,700	11,296,900	Laxatives	1,660,800	13,176,700	14,837,500
Ready-to-wear	5,135,700	4,908,000	10,043,700	Medical equipment and supplies	3,767,700	3,164,500	6,932,200
Underwear, foundations and bras	7,236,500	17,458,800	24,695,300	Skin products and liniments	8,035,400	18,075,100	26,110,500
Misc. apparel, accessories and notions	2,295,500	1,848,500	4,144,000	Vitamins	4,938,300	21,598,800	26,537,100
Automotive	65,092,100	129,322,300	194,414,400	Misc. drugs and remedies	12,242,200	14,865,000	27,107,200
Passenger cars	48,337,900	90,098,400	138,436,300	Entertainment and amusement	*	12,164,900	12,164,900
Tires and tubes	7,263,400	14,644,300	21,907,700	Amusements and events	*	338,600	338,600
Trucks and mobile homes	1,516,600	5,476,600	6,993,200	Motion pictures	*	3,865,000	3,865,000
Misc. auto accessories and equipment	7,974,200	19,103,000	27,077,200	Restaurants and drive-ins	*	7,961,300	7,961,300
Beer and wine	66,681,000	29,877,500	96,558,500	Food and food products	304,092,900	281,880,600	585,973,500
Beer and ale	54,004,300	23,575,200	77,579,500	Appetizers, snacks and nuts	10,248,100	14,596,000	24,844,100
Wine	12,858,700	6,302,300	18,959,000	Bakery goods	32,320,400	21,100,100	53,420,500
Building materials, equipment and fixtures	7,292,000	12,934,600	20,226,600	Cereals	28,187,800	54,538,100	82,725,900
Building materials	716,700	2,359,400	3,076,100	Coffee, tea and cocoa	53,829,400	18,505,600	72,335,000
Equipment fixtures and systems	3,725,300	4,146,600	7,871,900	Condiments	15,017,800	12,244,800	27,262,600
Protective coating and finishes	2,850,000	6,428,600	9,278,600	Dairy products	22,378,900	8,037,000	30,415,900
Confectionery and soft drinks	89,785,600	49,400,300	139,185,900	Desserts and dessert ingredients	8,627,900	15,948,100	24,576,000
Confectionery	33,641,700	22,389,300	56,031,000	Flour and baking mixes	6,590,500	14,509,500	21,100,000
Soft drinks	56,123,900	27,011,000	83,134,900	Fruits and vegetables	19,287,300	10,637,700	29,925,000
Consumer services	8,817,600	27,910,000	36,727,600	Fruit and vegetable juices	6,395,000	17,270,400	23,665,400
Communications and public utilities	31,400	15,528,900	15,560,300	Health and dietary foods	7,750,200	7,479,900	15,230,100
Engineering and professional services	5,844,100	6,677,100	12,521,200	Infants' foods	1,288,700	137,100	1,425,800
Financial	2,942,100	5,670,000	8,612,100	Meats, poultry and fish	16,819,500	12,973,200	29,792,700
Schools and colleges	*	34,000	34,000	Pasta products and dinners	8,572,800	8,446,000	17,018,800
				Prepared dinners and dishes	13,732,500	7,642,300	21,374,800
				Salad dressings and mayonnaise	7,449,700	6,312,000	13,761,700
				Shortening and oil	19,010,900	17,328,400	36,339,300
				Soups	4,332,800	11,492,900	15,825,700
				Sugars, syrups and jellies	4,431,900	3,214,000	7,645,900

	Spot TV	Network TV	Total national		Spot TV	Network TV	Total national
Misc. food and food products	17,820,800	19,467,500	37,288,300	Misc. components and supplies	563,900	—	563,900
Gasoline, lubricants and other fuels	57,859,000	34,970,500	92,829,500	Smoking materials	50,549,200	160,073,900	210,623,100
Horticulture	4,430,500	2,470,900	6,901,400	Cigarettes	43,413,500	151,802,000	195,215,500
Household equipment and supplies	73,700,800	57,885,000	131,585,800	Cigars and tobacco	8,319,800	8,129,700	14,449,500
Deodorizers and air fresheners	1,593,200	2,548,800	4,142,000	Misc. smoking material and accessories	815,900	142,200	958,100
Disinfectants	4,175,400	8,107,800	12,283,200	Soaps, cleansers and polishes	93,701,200	160,932,100	254,633,300
Food wraps and foils	7,198,100	9,389,800	16,587,900	Cleansers and polishes	36,127,600	63,646,800	99,774,400
Household paper products	23,456,600	5,088,800	28,545,400	Laundry preparations	23,097,100	22,748,300	45,845,400
Insecticides	3,865,700	5,128,000	8,993,700	Soaps and detergents	34,476,500	74,537,000	109,013,500
Major appliances	12,429,900	17,092,600	29,522,500	Sporting goods and toys	50,092,000	35,005,000	85,097,000
Small appliances and equipment	6,351,600	4,599,500	10,951,100	Games, toys and hobbycraft	45,081,000	32,488,000	77,569,000
Misc. accessories and supplies	14,630,300	5,929,700	20,560,000	Sporting goods	5,011,000	3,317,600	8,328,800
Household furnishings	9,591,700	10,823,500	20,215,200	Toiletries and toilet goods	160,014,800	394,348,100	454,362,900
Floor covering	2,547,400	4,797,300	7,344,700	Cosmetics and beauty aids	26,004,300	33,489,800	59,494,100
Furniture	3,306,800	3,791,700	7,098,500	Dental supplies and mouthwashes	29,452,800	80,437,800	109,890,600
Household fabrics and finishes	3,013,900	1,607,200	4,621,100	Depilatories and deodorants	18,045,500	35,123,600	53,169,100
Misc. household furnishings	723,600	427,300	1,150,900	Feminine hygiene products	4,943,700	2,389,400	7,333,100
Insurance	9,514,500	28,872,200	38,386,700	Hair products	49,125,600	70,647,500	119,773,100
Jewelry, optical goods and cameras	7,108,500	35,292,800	42,401,100	Men's shaving equipment	8,117,500	14,445,900	22,563,400
Cameras and photographic supplies	5,171,300	18,924,300	24,095,600	Men's toiletries	7,541,400	36,884,600	44,426,000
Jewelry, watches and optical goods	1,937,200	16,368,300	18,305,500	Toilet soaps	8,198,700	23,166,400	31,365,100
Office equipment, stationery and writing supplies	3,507,200	12,378,000	15,885,200	Women's shaving equipment	1,027,300	971,200	1,998,500
Pet foods and supplies	34,821,700	27,234,700	62,056,400	Misc. toiletries and toilet goods	7,558,000	6,789,900	14,347,900
Pet foods	31,644,900	27,128,700	58,773,600	Travel, hotels and resorts	31,911,600	22,289,700	54,211,300
Pet supplies	3,176,800	106,000	3,282,800	Airlines	26,062,700	15,705,900	41,768,600
Publishing and media	17,348,100	3,495,100	20,843,200	Buses	2,290,000	1,278,400	3,568,400
Radios, television sets and musical instruments	25,541,200	14,742,800	40,284,000	Car rental	3,292,300	3,071,900	6,364,200
Musical instruments	468,200	251,700	719,900	Resorts and hotels	*	2,217,700	2,217,700
Records and tape recordings	7,345,000	459,400	7,804,400	Steamships	266,600	—	266,600
Radios, TV sets, phonographs and recorders	17,164,100	14,031,700	31,195,800	Travel services	*	25,800	25,800
				Miscellaneous	5,536,900	32,408,000	38,945,900
				TOTAL	\$1,301,686,900	\$1,732,884,400	\$3,034,333,300

NOTE: Shifts in national and local designations by BAR have created a lack of comparability between the 1970 and the 1969 spot-TV data.

Sources: Network TV—BAR; Spot TV—BAR, 75 Markets.

Code board present to independents

In busy session, members go for more ad time per hour for nonnetwork stations

The TV code review board of the National Association of Broadcasters has recommended that nonnetwork affiliates be permitted to carry more commercials than network-affiliated TV stations.

The board, meeting in Washington for two days last week, adopted a proposal that would permit independent TV stations to carry up to 12 minutes of nonprogram material in each hour of prime time. The present limitation for prime-time TV, applicable to all stations, is 10 minutes—with a cutback to nine and a half minutes effective Oct. 1.

The code board's adoption of a special time standard for nonaffiliated TV stations, with three of the nine board members objecting, must be approved by the TV board of directors of the NAB. The NAB boards meet in Washington June 22-25.

Rationale for the proposed distinction in time standards is based on two factors: Nonnetwork affiliates have greater operating costs than affiliated stations; they have to buy and pay for more programs; they need to earn more income. And, with liberalized time standards for

independents, many more of them are expected to become code members. At present, only six of the 70 independent stations are members of the Code.

According to a 70-station survey, conducted for the code review board by Roger D. Rice, KTVU(TV) Oakland-San Francisco, a dozen more of the independents said they would become members if the time standards were loosened.

According to Mr. Rice's survey, non-affiliated stations use from 10 minutes to 16 minutes in both nonprime time and in prime time for nonprogram material. By establishing a 12-minute level for independents, it is felt, some of the stations carrying the higher amount of commercial time will be forced to reduce that to the 12-minute limit if they join the code—a point in favor of the move in the minds of many of the code board members.

Opponents feel that a double standard for TV stations, which the proposed move would put into effect, is bad for the code and for the image that membership is supposed to project—that the TV code applies to all TV

stations. Their viewpoint, however, failed to move the other six members of the board.

Among other actions taken by the TV code review board:

- It approved for the first time the acceptance of hemorrhoidal preparations, following a presentation of prospective advertising that, to the members of the board, spelled a more discreet approach than previous proposals that have been made over the past 10 years. This action must also be approved by the TV board next month.

- And the board approved a revision of code dues that would cost subscribers seven times their highest published 30-second rate annually, with a minimum of \$500 and a maximum the first year of \$2,000; the second year \$2,200. The current dues for code members are the highest hourly rate plus 15%, with minimums of \$350 and maximums of \$1,400. For a long time, this fee schedule has been felt to be obsolete. The Code Authority's current budget, to March 31, 1972, is \$480,000 which includes a \$30,000 deficit. This is sub-

stantially what was recommended to the board by a special subcommittee last March in Chicago (BROADCASTING, April 5). The increase, estimated to bring the Code Authority budget to \$625,000, must be approved by the TV board.

■ The board also approved a more liberal policy on copy for approved feminine-hygiene products. Again hearing requests for approval of sanitary napkin, contraceptive foam and douche advertising, the code review board named a four-member committee to weigh public attitudes (felt to be less antagonistic today than before to such advertising on TV) and to suggest possible guidelines. The committee included Mr. Rice and the following three network representatives on the code review board: Alfred R. Schneider,

ABC; William Tankersley, CBS, and Herminio Traviesas, NBC.

■ The board also heard nutritionist Robert B. Choate, chairman of the Council on Children, Media and Merchandising, Washington, call for the inclusion of public representatives in the NAB Code Authority, with priority attention to advertising aimed at children. He also called for the establishment of a Code of Edibles, repeating a canon on nutrition in advertising he had proposed earlier this year in a mailing to broadcasters, advertisers, and other media (BROADCASTING, Feb. 22).

Because of heightening concern over children's advertising, the code review board last week named a subcommittee of four to study the question and report back to the review board when it meets again in Decem-

ber. Members are Morton S. Cohn, WLOS-TV Asheville, N.C., as well as Messrs. Schneider, Tankersley and Traviesas.

■ And the board termed unacceptable off-track betting firms that operate in New York; ruled unacceptable the depiction of cigarette smoking (or even lighting a cigarette) in advertisements for filter holders or lighters; and proposed to require identification of ingredients under generic names in products involving health claims.

In addition to those named, present at last week's meeting were Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairman; Charles A. Batson, Cosmos Broadcasting Corp., Columbia, S.C.; Max Bice, KTNT-TV Seattle-Tacoma, Wash., and Thad M. Sandstrom, WIBW-TV Topeka, Kan.

GOP formula for campaign reform

It looks to end of 315, one ceiling for all media;
Scott says present bill is loaded with constitutional questions

Nixon supporters put the heat on last week to get the antibroadcasting discrimination out of the Senate's pending political-spending bill. The line last week was to repeal the equal-time law in its application to all candidates for federal office and to set one ceiling on campaign expenditures and let candidates decide where their money will be spent.

Deputy Attorney General Richard G. Kleindienst had summed up the President's views on the bill at Commerce Committee hearings last month (BROADCASTING, April 7). He said the President favors:

■ Repeal of Section 315 of the Communications Act for all federal-office candidates.

■ One over-all spending limitation for broadcast and nonbroadcast media.

■ Elimination of ceilings on contributions.

■ An independent commission to administer the disclosure of contributions and expenditures.

Mr. Kleindienst repeated most of those points at last week's hearings held by the Subcommittee on Privileges and Elections under Chairman Howard W. Cannon (D-Nev.).

As the bill (S. 382) now stands, it would permit federal-office candidates to spend up to five cents per eligible voter (or \$30,000, whichever is greater) on broadcast media in any campaign. The same limit is imposed on nonbroadcast media—newspapers, magazines and other periodicals and billboards. All me-

dia would have to charge candidates their lowest unit rates during specified pre-election periods, and Section 315 would be repealed for presidential and vice presidential candidates. The bill would also place a ceiling of \$5,000 on individual contributions to political candidates and require complete disclosure of campaign expenditures or contributions to the secretary of the Senate or

Senator Scott on the political-spending bill:

"I believe
that broadcasters
are being given
the short end
of the deal."

the clerk of the House. If broadcasters refused to allow candidates "reasonable access" to their facilities, the FCC could revoke their licenses.

Although Rules has jurisdiction only over the disclosure provisions of the bill and its amendments to the Corrupt Practices Act, testimony from witnesses last week covered virtually every aspect of the legislation.

Mr. Kleindienst told the subcommittee that the best means of guarding against the exchange of political favors for contributions lies in full disclosure rather than in limiting contributions—but it was an approach that he was certain would be unenforceable and could

possibly prove to be unconstitutional.

He supported total repeal of Section 315 to afford all candidates equal access to broadcast facilities, and called for an over-all media spending limitation that would allow a candidate to use his resources as he sees fit.

And, he added, the bill should prohibit candidates from using campaign funds for personal purposes and prohibit campaign contributions in non-federal elections by national banks and federally chartered corporations.

Senate Minority Leader Hugh Scott (R-Pa.) said the bill "still contains a number of serious defects."

If a candidate must live under spending limits, he said, he should be the judge as to how they are spent. "Because he would not, under this bill, I believe that broadcasters are being given the short end of the deal," the senator said.

He added that limits on individual contributions should either be abolished or expanded.

"My strongest objection to S. 382 lies in its lack of any effective mechanism" for reporting and disclosure, he said. He supported a Federal Elections Commission as "the best check we can place on over-active candidates or contributors."

The senator said S. 382 is "loaded with constitutional questions—limits on candidate spending, limits on media access, limits on individual contributions. None of these questions has ever been given a thorough examination by the

Supreme Court, mostly because the present restrictions are so loosely drawn as to prevent anyone from ever being restricted." He said such provisions should be tested in court to avoid having election results questioned on grounds that the campaign reform legislation is unconstitutional.

Senator Marlow W. Cook (R-Ky.), a member of the Communications Subcommittee, recommended that exemption from Section 315 be extended to all federal-office candidates.

And, he said, permitting interchangeability between the two spending limitations would restore flexibility to the elective process. He urged adoption of a Federal Elections Commission, maintained that limiting contributions was unconstitutional and advocated placing emphasis on full disclosure.

Senator Howard H. Baker Jr. (R-Tenn.), ranking minority member of the Communications Subcommittee, spoke in support of six amendments to the bill that were rejected by the parent Commerce Committee.

These would:

- Exempt all federal-office candidates from Section 315.
- Permit federal-office candidates to transfer unspent funds from broadcast media to nonbroadcast media, and vice versa.
- Permit broadcasters to refuse to broadcast racially inflammatory campaign material.
- Prohibit withholding of contributions from salaries or dues.
- Eliminate or increase limitations on contributions to federal campaigns.
- Limit the amount a candidate or his family could spend from personal funds for a campaign. The limits would be \$50,000 for presidential and vice presidential candidates, \$35,000 for the office of senator, and \$25,000 for representative.

Another member of the Commerce Committee, Senator Ernest F. Hollings (D-S.C.), questioned the need for prohibiting solicitation of campaign contributions from all non-elected federal employees. This portion of the bill, he said, mistakenly presumes that such solicitations are "inherently coercive."

He agreed with a section designed to prohibit concealed contributions by banks in the form of loans. "However," he said, "I see no merit in preventing a candidate or other individual from obtaining a legitimate loan secured by adequate collateral whether it be for business or campaign purposes."

The bill's limitations on contributions are still unworkable and contain loopholes, he said, and voters should determine the fair amount. "Given the full



Sen. Scott

disclosure of this bill, the voter can look at the candidates' source of contributions and make his own judgments," he said. "What better or more fair limitation can we draft?"

Senator William B. Spong (D-Va.), a member of the Commerce Committee, contended that full disclosure of contributions and expenditures "offers the most effective and fairest means of stopping abuses." He said an independent Federal Elections Commission would be more effective than the secretary of the Senate or the clerk of the House for enforcing disclosure requirements.

He noted that the present bill requires political committees to report expenditures but does not require reports on whose behalf funds were spent. This "serious oversight," he said, would enable candidates to evade the requirements by "channeling a large share of their campaign expenditures through party committees."

Representative Brock Adams (D-Wash.) said last week he supports repeal of Section 315, as it applies to presidential and vice presidential candidates, and an over-all limitation on spending.

Speaking to the Washington State Association of Broadcasters in Yakima, Mr. Adams, who is a member of the House Commerce Committee, said Section 315 should be repealed because the costs of national presidential campaigns "have caused a near-bankruptcy of the Democratic Party and might even bankrupt both parties next time."

In support of a spending limitation, the Washington congressman said that "the impact of money on the political process through use of the television . . . is enormous."

He told his audience that he thinks passage of a "meaningful" law may be difficult because of the threat of another



Mr. Kleindienst

veto by President Nixon, who, he said, may be advised by his strategists not to have open, equal-time debates or a limit on the amount of TV money spent in the 1972 election campaign. President Nixon vetoed the spending bill passed by Congress last year on the ground, among other things, that it discriminated against broadcasting.

In their testimony before the Senate subcommittee last week, Richard Barron, president of the North Carolina Association of Broadcasters (also executive vice president of WSJS-AM-FM-TV Winston-Salem), and Wade H. Hargrove, executive director and general counsel of the NCAB, advocated repeal of Section 315 for all candidates and opposed limits on broadcast and nonbroadcast spending that would deny candidates flexibility in their spending. They said the lowest-unit-rate concept would have the effect of the government setting broadcasters' rates and the present law that requires broadcasters to treat political and commercial advertisers equally is the best approach. The bill's requirement that stations afford candidates "reasonable access" relegates broadcasting to a common-carrier status contrary to the premise of the Communications Act, they contended.

Vic Diehm, board chairman of Mutual Broadcasting System and president of Hazleton Broadcasting Co. (WAZL-AM and WVCD-FM Hazleton, Pa.), argued that separate limits on broadcast and nonbroadcast spending "will not permit a choice of the media which will best serve the candidate" and do not take into consideration different media rates and campaigning techniques in different parts of the country. And, he said, extending the repeal of Section 315 to all federal candidates "would permit coverage of all serious candi-

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended April 25, 1971
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended April 25	Total dollars week ended April 25	1971 total minutes	1971 total dollars
	Week ended April 25	Cume Jan. 1-April 25	Week ended April 25	Cume Jan. 1-April 25	Week ended April 25	Cume Jan. 1-April 25				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 8.0	\$ 92.6	\$ 1,937.8	\$ 351.9	\$ 4,946.7	76	\$ 444.5	1,198	\$ 6,892.5
Monday-Friday 10 a.m.-6 p.m.	1,404.7	22,971.7	2,940.6	50,875.5	1,753.1	28,111.5	957	6,098.4	13,657	101,958.7
Saturday-Sunday Sign-on-6 p.m.	1,441.0	21,822.6	1,203.1	21,159.6	610.0	12,289.5	307	3,254.1	4,624	55,271.7
Monday-Saturday 6 p.m.-7:30 p.m.	271.0	5,760.8	566.6	8,970.1	467.5	10,046.0	92	1,305.1	1,455	24,776.9
Sunday 6 p.m.-7:30 p.m.	378.0	1,589.7	202.4	4,390.5	55.2	3,898.0	26	635.6	312	9,878.2
Monday-Sunday 7:30 p.m.-11 p.m.	4,912.8	89,412.4	6,064.8	103,004.8	6,541.2	115,974.9	443	17,518.8	7,111	308,392.1
Monday-Sunday 11 p.m.-Sign off	332.5	4,772.0	278.1	3,934.4	637.7	10,498.8	137	1,248.3	1,874	19,205.2
Total	\$ 8,740.0	\$146,337.2	\$11,348.2	\$194,272.7	\$10,416.6	\$185,765.4	2,038	\$30,504.8	30,251	\$ 526,375.3

dates to a much greater extent than is now possible."

He predicted that if the provision requiring broadcasters to give "reasonable" access to candidates is retained it will "further embroil the [FCC] in making politically significant decisions."

Sidney H. Scheuer, chairman of the National Committee for an Effective Congress, recommended that reporting requirements be handled by a Federal Elections Commission or the General Accounting Office, which would also review and bring to court complaints of violation brought by a candidate against his opponent. He also urged consideration of a provision in the political-spending bill introduced earlier this month by Representative Wayne L. Hays (D-Ohio) and Watkins M. Abbitt (D-Va.) that would bar Senate and House candidates from running again for the office for a specified number of years if they are found in violation of the law (BROADCASTING, May 17).

Dr. Herbert Alexander, director of the Citizens' Research Foundation, testified on his own behalf in advocating a Federal Elections Commission "to isolate the repository as much as possible from political pressures." An alternative course, he said, would be to require that reports be filed with a Registry of Election Finance in the Office of the Comptroller General.

"An improved public reporting system," he maintained, "is an essential element in a better regulatory scheme, and would have a favorable effect in limiting both excessive contributions and expenditures."

Samuel R. Levering, representing the Friends Committee on National Legislation, told the subcommittee that the

bill should require broadcasters to give candidates free prime time during the final months prior to an election. He suggested three hours for major-party presidential candidates, two-and-a-quarter hours for Senate candidates and one-and-three-fourths hours for House candidates. Minor party candidates would receive less time, related to votes cast in previous elections, and additional time could be purchased by candidates only in segments of five minutes or more. He suggested that candidates be required to appear in person for all free time, and at least on half of the additional purchased time. Additional spending, he said, could be limited to five cents per person of voting age. He also advocated establishment of a Federal Elections Commission.

Former Representative Neil Staebler (D-Mich.) testified for Common Cause. He also supported the Federal Elections Commission approach and suggested that ceilings on individual contributions be graduated—\$10,000 for presidential and vice presidential candidates, \$5,000 for Senate candidates and \$2,500 for House candidates.

Another provision that seems essential, he said, is a provision granting voters the right to seek legal redress when a candidate has defrauded them by violating the election laws.

Reed Larson, executive vice president of the National Right to Work Committee, "speaking for the millions of America's union members who object to having their compulsory dues used for politics," urged the subcommittee to include in the bill a provision that would end that practice. He supported an amendment offered by Senators Paul J. Fannin (R-Ariz.) and John Tower (R-

Tex.) that would remove the tax exemption from an organization if any of its dues money were used for politics.

Another witness, Dr. Martin Krakowski, a Washington mathematics consultant, advanced his "continuous disclosure" method that he believes will provide information for voters and induce a reduction in media spending (BROADCASTING, March 29). All political announcements in print and broadcast media would carry price tags, and cumulative media expenditures for each candidate would be announced "as often and early as feasible."

"A candidate may be wary of brandishing his financial dominance lest he arouse the voters' suspicion or direct their sympathies to his disadvantaged opponent," Dr. Krakowski said.

The Rules and Finance Committees have until June 20 to report the bill to the Senate. Finance, which will consider the provision that gives contributors tax credits or deductions, has not indicated whether it plans to hold hearings on the measure.

TV hit by wild swing in report on politics

A new analysis of political campaigns damns "dirty politics" in general, takes a few swings at television in the process and will be published this week.

"The Pollution of Politics," edited by Samuel J. Archibald, executive director of the Fair Campaign Practices Committee, says complaints filed with the committee about political TV commercials in 1970 rank next to last in a list of media "through which political sewage flowed." But, even if TV "has not yet become the number-one outlet

for unfair campaign practices," the book says, there has been a dangerous growth in the use of material taken out of context to illustrate a political point. No precise figures were given, but a crude chart indicated that the incidence of complaints about other forms of political promotion far exceeded those about television. Complaints about radio were the least of all.

The book, to be published Wednesday (June 2) by the Public Affairs Press in Washington, purports to give facts on "dirty politics" in major campaigns since 1966 and offers solutions to political problems expected in future campaigns.

It says complaints about TV commercials violating the committee's code of fair campaign practices increased from three in 1966 to 10 in 1970. And, it says political observers fear that extensive use of one-minute political TV spots "will replace intelligent discussion with distortion of the issues."

In an hour-long TV editorial after the 1970 election, the book says, the Post Newsweek Stations suggested that the media provide candidates free and discounted advertising, bar "last-minute blitz" ads and "give strong support to the Fair Campaign Practices Committee and its activities."

These devices coupled with "over-all guidelines for handling of political ads, hard-nosed digging into political practices and, perhaps, voluntary surveillance by a press council" can help the media do more to root out questionable political practices before they reach the complaint stage, the book maintains.

Licensee discretion on fairness tested

While FCC backs stations on Army ads, appeal is filed on paid spots

Whether paid for or not, spot announcements promoting enlistments in the armed forces do not raise a fairness-doctrine issue, in the view of the FCC.

The commission last week rejected two complaints growing out of denials of free time to respond to spots for which the U.S. Army is spending \$10.6 million on the networks and on individual stations to encourage enlistments.

The Citizens Communications Center of Washington had filed both complaints, one in behalf of the Hunter College National Student Association Peace Committee, against WNBC-TV New York, the other in behalf of the Citizens Organization for a Sane World

Early-fringe TV news least affected by DST

Television news audiences hold up better when daylight savings time comes around than do those for other types of programing in early fringe time. Therefore agencies are short-changing news when they treat all early-fringe programing alike in adjusting February-March ratings downward to project viewing levels for May, after DST has added an extra hour of daylight for outdoor activities.

That is the burden of a new study by Harrington, Righter & Parsons, television station representative. Its analysis of early-fringe (5-7:30 p.m.) viewing levels in American Research Bureau and Nielsen Station Index reports for

the top-50 markets show local early-news audience levels 85% as high in May as in the February-March reports, whereas the levels for all other early-fringe programs were 74% as high as in February-March.

"Any seasonal sets-in-use adjustment based on the whole early-fringe time period tends substantially to overstate the early news audience loss," the HRP study asserts. "Fifteen out of 15 major agencies surveyed either base their adjustments on all of early-fringe time or provide no adjustment whatever."

When agencies use the Nielsen network reports (NTI) to project seasonal audience changes they make the same mistake of understating the real audience for news, the study continues. This is pointed up—along with geographic variations in the following table:

February-March vs. May 1970
(February-March equals 100)

Area	NTI	Local news		Early fringe less all news	
	regional	ARB	NSI	ARB	NSI
Northeast	77	84	85	73	75
East Central	73	83	83	64	66
West Central	66	85	86	68	74
South-Southwest	77	80	84	75	74
Pacific	76	88	97	81	84

Inc. against NBC's WRC-AM-FM Washington.

The complaints alleged that the Army spots presented the view that regular military service "is a highly desirable endeavor for a young man." Accordingly, the complaints added, the stations involved violated the fairness doctrine in refusing to grant time, on an approximately equal basis, to present an opposing view.

The commission, however, said it could not find that the recruiting spots raised a controversial issue. It noted that, last year, in disposing of complaints resulting from stations' refusal to grant time to respond to unpaid spots promoting enlistment in the military services, it had ruled that free time need not be afforded to "answer" them (BROADCASTING, June 8, 1970).

The commission also addressed the complainants' contention that the fairness doctrine allowed broadcasters "a virtually unfettered discretion . . . to bar presentation with respect to any issue." The commission said that was a "mis-characterization" and that the fairness doctrine "reasonably applies the concept of licensee discretion." It added that this application could not be characterized "silencing speech or as a prior restraint in conflict with constitutional standards."

In a related development last week, a notice of appeal from an earlier commission decision denying a fairness

doctrine complaint directed at paid advertising was filed in the U.S. Court of Appeals in Washington. Alan F. Neckritz and Lawrence B. Ordower, law school students at the University of California at Berkeley, filed the notice in connection with the commission decision dismissing their complaint against five California stations that had aired spots promoting Chevron F-310 gasoline as a partial solution to the pollution problem (BROADCASTING, May 17). The stations had refused their request for free time to present views in opposition to those in the commercials.

Cargill, Wilson & Acree joins DDB agency group

Cargill, Wilson & Acree, Richmond, Va., advertising agency with annual billings of about \$20 million, has joined the Doyle Dane Bernbach group of companies. It will retain its own name and will operate as an autonomous DDB subsidiary. DDB has billings of over \$275 million a year.

Founded in 1950, Cargill, Wilson also has offices in Atlanta, Birmingham, Ala., and Charlotte, N.C. Robert A. Wilson will continue as chairman of the executive committee. Harry M. Jacobs of Richmond is president. James N. Cargill, who recently relinquished the position of board chairman, will retire from the agency business.

CATV reporting forms taking shape

Although FCC hasn't formally endorsed them, proposals are now being considered by OMB

The proposed CATV reporting forms that the FCC has been promising for more than two years have been submitted to the Office of Management and Budget for approval. The commission itself, however, has yet to pass on them, even conditionally.

The forms, which in their present configurations reflect a sensitivity to some of the complaints that cable systems filed in the rulemaking proceedings, were submitted to OMB several weeks ago, it was learned last week.

Generally, the commission approves such forms subject to OMB approval. However, commission officials last week said their procedures for coordinating activities with OMB are "flexible." They also said the commission has been kept abreast of the work being done on the forms and of the fact they had been submitted to OMB. One staffer said it was merely a "pecking order" question as to whether the commission or OMB would act on the forms first.

The next step in approving the documents, then, will be an invitation by OMB to an industry advisory committee that works with such matters to submit comments on the forms. Later, according to OMB officials, the committee and Cable TV Bureau staffers will discuss the matter.

It was not clear last week when the commission would act. But officials said it could make changes that would require OMB to take another look at the forms.

The two draft forms themselves—both aimed at providing the commission with information it now lacks on the CATV industry—are modifications of proposed forms that surfaced last year (BROADCASTING, Feb. 16, 1970). The rule making was initiated in December, 1968 (BROADCASTING, Dec. 16, 1968).

One (form 325) would provide the commission with a description of every system, its services and ownership; the other (form 326) requires a financial report. Both would be filed annually.

A justification accompanying the forms says the commission is adhering to its proposal to require the forms annually—rejecting some suggestions that they be filed more frequently, some less frequently. But it is deleting a require-

ment that the systems update parts of the form as conditions warrant.

The ownership reporting requirements now proposed are less burdensome than those the commission was originally considering. The cutoff for inquiry into those who hold CATV interests would be 3% instead of 1% (the cutoff in the 325 form used in a survey five years ago was 5%). And the cutoff for inquiry into systems' or CATV stockholders' in other communications interests would be 5% rather than the proposed 1%. (The cutoff was 10% in the old 325.)

In addition, a proposed question as to the interests of a system or any of its 1% or larger stockholders in non-communications businesses has been dropped. However, the form would retain a question designed to provide information on all businesses in which a CATV system has an interest of 25% or more, and the subsidiaries of those businesses.

The program reporting portion of the form (originally it was to be a separate form) has been stripped of questions relating to "public service" and "children's" programming categories. The justification says that the remaining categories of requested information as to hours carried—news, sports, public affairs, religious programs, instructional, entertainment, "other programs"—are basically similar to those used in the broadcast service, "are appropriate and identify well-recognized subject areas for programming information."

The justification also notes that suggestions that would have probed the CATV systems' public-interest efforts more closely were rejected. The suggestions dealt with ascertainment of community needs and interests, measuring demand by local citizens for channel time, and determining the extent to which cablecasters coordinate their educational and public-affairs programming with local educational organizations.

"Inquiry into these matters appears unwarranted at this time since information about these matters would not appear to assist significantly in policy formulation," the justification says.

The new financial reporting form which is awaiting clearance lacks re-

quirements for a balance sheet and for a program-origination operating statement that were included in the original form. However, questions concerning leaseback charges have been added, as has a new schedule on nonrecurring telephone-company charges to complement a tangible-property schedule for CATV systems which operate under a telephone-company tariff.

The filing requirement would also be modified in line with objections to a requirement that separate forms be filed with each system. Systems under common ownership that are located in the same state and for which a consolidated set of bookkeeping records are normally kept could be covered by one fully completed copy of the form, with a completed copy of the first page attached for each of the communities covered by the composite report.

Cable looks good from Capitol Hill

Congress has become more and more enamored of CATV during the past three years, Representative Brock Adams (D-Wash.) told Washington state broadcasters last week.

Mr. Adams, a member of the House Commerce Committee, told the meeting at Yakima, Wash., that "many members of Congress are intrigued with the possibility of 20 to 40 channels of CATV being available" to follow local city council proceedings, to present local high-school athletics, and to have public discussions on issues.

The Washington congressman also predicted that cable will replace "the traditional" concept of pay television. In place of over-the-air subscription channels, he said, a 20-channel cable system might make a number of channels available for movies, symphonies, sports and other special programs, "and simply vary the monthly charge" for these channels. "This avoids the mechanical problems of pay TV," he said, "but arrives at the same result."

Mr. Adams said he expects the federal government to leave many CATV matters—such as licensing, rates and number of channels—to local municipalities. He added, however, that fed-

Storer ads another CATV

Storer Broadcasting Co. has purchased the cable system at Laguna-Niguel, Calif., from Laguna-Niguel Corp., a wholly owned subsidiary of Avco Community Development Inc., which in turn is a subsidiary of Avco Corp. No price was announced for the sale.

Laguna-Niguel, a planned "new town," is in Orange county, Calif. The system serves 1,500 subscribers, bringing the number of subscribers to Storer cable systems to more than 57,000.

The Laguna-Niguel system becomes part of Storer's cable subsidiary, Storer Cable TV Inc., multiple CATV owner.

eral licensing will be required for major systems that import distant signals, and federal guidelines may be necessary on minimum standards for local CATV. And he foresaw federal prohibition of the ownership of CATV "networks" by other media "unless these CATV units are simply used as a supplementary system to improve reception of a broadcaster's signal."

He said that the federal government will probably have to legislate on importation of distant signals. "The federal government," he said, "therefore should regulate the manner in which microwave operations and cross-country cables are used by CATV since this drastically affects the use of the public airwaves."

Mr. Adams declined to speculate on which of the various proposals on distant signals he favored, since the FCC has not made recommendations. But, he added, "you cannot expect local broadcasters to survive if you fragment their market by allowing importations of distant signals without charge." He said he favors the payment of royalties to copyright holders where the CATV system "goes beyond merely improving local service by use of an antenna and cable..."

He also said that he expects UHF stations will continue to have a difficult struggle "because [they are] being caught in the fragmentation taking place between the VHF's and CATV."

Easier breathing by CATV after Ohio pole decision

The Ohio state supreme court has ruled that cable-television operators in that state have the right to use telephone-company power lines located on private property, without negotiating the rights with individual property owners. The court said that once property holders grant the use of land for telephone lines, they cannot contest the use of those lines for other purposes such as cable

—so long as the lines are also used for their originally intended purpose.

In unanimously reversing a decision by the Ohio court of appeals, the state supreme court said that the granting of an easement to a power company "is, by its terms, apportionable.... The grantee of such easement may by sublease assign a portion of its interest in the easement to a television cable company. In such case, the attachment of the television cable constitutes a use similar to that granted in the easement and does not create an additional burden on the land of the original grantor."

The case had been instituted by four residents of Kenton, Ohio. It involved the use of the Ohio Power Co. poles by Hardin Cable Television Co. (now Cypress Cable TV of Ohio, a subsidiary of Cypress Communications Corp., Los Angeles).

Don Shuler, president of the Ohio cable system, hailed the court's decision and said that a contrary ruling "would have forced cable companies to spend millions of dollars in obtaining easements" from property owners.

How an insider sees courts influencing FCC

FCC Commissioner Robert Wells said last week that recent court decisions had pushed the commission farther toward program control than it had wanted to go.

He cited appellate-court reversals of the FCC in approvals of the sales of WGKA-AM-FM Atlanta and WONO(FM) Syracuse, N.Y., as affirming "that we are now more deeply involved in programming than we had ever thought we would be." In both cases the court ordered hearings on protests over proposed changes from good music to other formats.

Mr. Wells, speaking to the Association of National Advertisers (see main story page 22), also implied a concern that the courts might push the FCC farther than it has so far gone in granting broadcast access to "answer" commercial messages.

"We need to remember from time to time who is supporting this industry," said Mr. Wells. "Without advertising support we would lose financial viability."

There are those, he said, who "feel the facilities should be automatically available to all people at no charge and with no one having to invest time, labor and money. But this simply does not work."

He pointed out that several of the FCC's rejections of petitions for access to counter commercial messages had been appealed to the courts. "In a few months," he said, "we should have an idea of the course the commission will have to take."

New force in radio: Fairchild buys KLIF

McLendon's home station is first step in communications expansion by aerospace firm

Fairchild Industries (formerly Fairchild-Hiller Corp.), extensively involved in aerospace, has announced it is getting into broadcasting—in a big way. The company reached an agreement in principle last week for an initial station acquisition, and more may be on the way.

On the selling block is KLIF(AM) Dallas, one of the original McLendon stations. The McLendon Corp., first and present licensee of KLIF, will part with the station for \$10.5 million, subject to FCC approval.

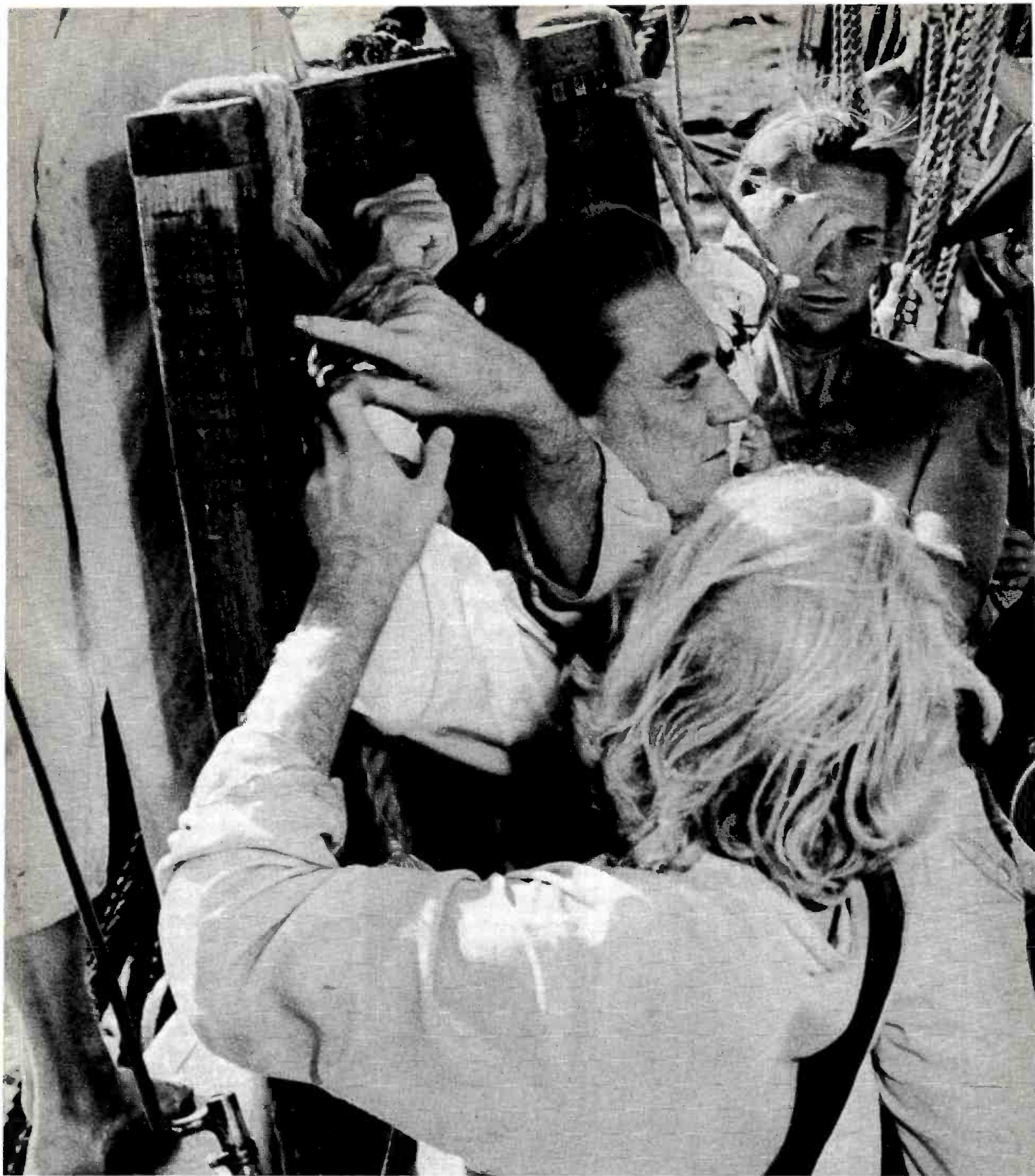
In a statement last Wednesday (May 26), Fairchild said the KLIF acquisition "marks the first step in a program to expand communications business into commercial broadcasting." Although a company official would not comment on specific future plans and said that it would be "purely speculative" to assert that the KLIF deal marks the outset of a major station-buying campaign, it was indicated that, as the company continues to expand in communications, broadcasting would not be left out.

Since changing its name recently, the Germantown, Md.-based company has embarked on several projects outside its "traditional" line of business in the aerospace industry. Noteworthy among these is Fairchild's proposal before the FCC for an ambitious domestic-communications satellite system (BROADCASTING, May 17). The company has plans under way for a \$100-million real-estate development project near its suburban Washington headquarters, and is working on several transportation-oriented projects.

Edward G. Uhl is president and chief executive officer of Fairchild Industries, a publicly held company traded on the New York Stock Exchange.

McLendon Corp., a group-station owner headquartered in Dallas, will retain KNUS(FM) in that city. It is also the licensee of KABL-AM-FM Oakland-San Francisco; WYSL-AM-FM Buffalo, N.Y.; WNUS-AM-FM Chicago; WWWV(AM) Detroit; KOST(FM) Los Angeles, and KCND-TV Pembina, N.D. The company is controlled by Gordon B. McLendon, president, and his family. In addition to its broadcast interests, the McLendon Corp. has extensive real estate, theater and oil holdings.

KLIF, a 50 kw-directional facility, operates on 1190 khz. Broker in the transaction was Blackburn & Co.



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BGW principals acquire WELI at \$2.25 million

Acquisition of WELI(AM) New Haven, Conn., for \$2.25-million cash by Broad Street Communications Corp., a new company formed to acquire and operate broadcasting and cable-TV properties, was announced last week.

Richard L. Geismar, Fred E. Walker and William M. Bauce, veteran broadcasters and CATV operators who formed the consulting firm of BGW Associates earlier this year, are principals in the new company. Mr. Geismar is chairman and treasurer, Mr. Walker president and Mr. Bauce a vice president along with C. H. Scott McAlister, who is executive vice president of Covenant Life Insurance Co. of Hartford, Conn. Ira J. Goldstein of the New York law firm of Fine, Tofel, Corwin & Saxl is secretary.

The acquisition of WELI, subject to the usual condition of FCC approval, was from Connecticut Radio Foundation Inc., headed by Richard W. Davis, president and majority stockholder. Mr. Davis, who has operated WELI for the past 26 years, plans to retire. The station operates full time on 960 khz with 5 kw.

Mr. Walker plans to devote full time as general manager of the station fol-

lowing FCC approval. He is also president of Covenant Broadcasting Corp., a wholly owned subsidiary formed to conduct the radio station activities of Broad Street Communications.

Financial institutions involved in the WELI acquisition were Union Trust Co. of New Haven and the First National Bank of Boston.

WONO(FM) sale stays alive

Houston Broadcasting Co. is not giving up on its effort to buy WONO(FM) Syracuse, N.Y., despite an appeal court's abrupt reversal of an FCC order approving the company's purchase of the station from Sentinel Heights Broadcasting Inc. (BROADCASTING, May 24).

Julian Freret, counsel for Houston Broadcasting, said last week he will ask the U.S. Court of Appeals in Washington to clarify and reconsider its decision in the case and, in effect, to affirm the commission's order.

The court's action brought to an unexpected climax a citizen group's effort to block the \$79,000 sale. The group, concerned about the possibility of losing the station's all-classical music format—even though Houston Broadcasting has promised to provide such programming—contends that a hearing on the

programming proposal is required. It also maintains that Bruce Houston, principal owner of the proposed purchaser, misrepresented his programming plans to the commission.

Meanwhile, Henry Fogel, present owner of the station, denied speculation he is not interested in pursuing the sale through a hearing. "I have no objection to selling if the sale is approved or if it goes through a hearing," he said. But he expressed doubt that the sale would be approved. Mr. Fogel provided one of the affidavits used by the citizen group in support of its allegation that Mr. Houston had told individuals in Syracuse he had no intention of implementing the programming proposals he had made to the commission.

Changing Hands

Announced:

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

■ KLIF(AM) Dallas: Sold by McLendon Corp. to Fairchild Industries for \$10.5 million (see page 33).

■ WELI(AM) New Haven, Conn.: Sold by Richard W. Davis and others to Broad Street Communications Corp. for \$2.25 million (see this page).

■ WONN(AM) Lakeland, Fla.: Sold by Duane McConnell and John W. Gilman to Joe Garagiola for \$627,600. Mr. Garagiola, former professional baseball player and current personality on NBC-TV's *Today Show*, is purchasing the station through Tellafan Inc., a newly created syndication company of which he is president. A spokesman said it is anticipated that Mr. Gilman, partner with Mr. McConnell in WONN Inc., the licensee, will remain at the station under the new ownership as general manager. WONN is full time on 1230 khz with 1 kw day and 250 w night. Broker: Blackburn & Co.

■ WUWU(AM) Gainesville, Fla.: Sold by Leon E. Mims and Mrs. Tina Combs to George Oliva Jr. for \$235,000. Mr. Mims, president of the WUWU licensee and majority stockholder, is retiring. Mr. Oliva is president of General Pictures Corp., Cleveland, an audio-visual services company. He also owns WPAX(AM) Thomasville, Ga., and WIPC(AM) Lake Wales, Fla. WUWU operates on 1390 khz with 5 kw day. Broker: Blackburn & Co.

■ KCAC(AM) Phoenix: Sold by W. L. Farringer, trustee in bankruptcy proceeding for E.S.H. Co., Phoenix (George W. Sonderquist, president), to Carl Pike for \$175,000. Mr. Pike is president of Hawthorne (Calif.) Chris-



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tian Schools and Golden West Christian School, Phoenix. KCAC is on 1010 khz with 500 w day.

■ WUSN-TV Charleston, S.C., and KCBD-TV Lubbock, Tex. (and its satellite KWSW-TV Roswell, N.M.): Sold by Reeves Telecom Corp. (for WUSN-TV) and Bryant Radio and Television Inc. (for KCBD-TV and KWSW-TV) to State Record Co. for \$2 million and \$6 million, respectively (see page 42).

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record." page 55).

■ WERT-AM-FM Van Wert, Ohio: Sold by Raymond L. Kandel and others to J. R. Livesay for \$250,000. Mr. Kandel and associates own KYVA(AM) Gallup, N.M., and KTUC(AM)-KFMM(FM) Tucson, Ariz. Mr. Livesay owns WLBN-AM-FM Mattoon and WHOW(AM) Clinton, both Illinois. WERT is a day-timer on 1220 khz with 250 w; WERT-FM operates on 98.9 mhz with 6.3 kw and an antenna 130 feet above average terrain.

Ink's on the paper on CCC-Mullins deal

The merger of Mullins Broadcasting Co. into Phoenix-based Combined Communications Corp., announced two months ago (BROADCASTING, April 12), became official last week when the two companies signed an agreement for CCC to absorb Mullins's interests at a price "in excess of \$27 million."

Subject to FCC approval, the deal will bring to CCC KBTB(TV) and KBTR(AM), both Denver; KARK-AM-FM-TV Little Rock, Ark.; the Arkansas Radio Network, and Mullins's outdoor-advertising and film-production businesses. CCC, however, forced by FCC regulations to spin off either the TV or radio interests, said it will keep the television stations. It announced earlier that it hopes to get back \$1,250,000 for KARK-AM-FM and the associated network and \$1,750,000 for KBTR ("Closed Circuit," May 10). No buyers for these stations have yet been announced.

CCC President Karl Eller, in making the announcement last week, said no change in the management of the Mullins acquisitions is contemplated.

CCC owns and operates KTAR-AM-FM-TV Phoenix; KOCO-TV Oklahoma City, and KBLU-AM-TV Yuma, Ariz. It also owns Eller Outdoor Advertising Co., which operates in Arizona, Michigan and Missouri; an electric-sign manufacturing company in Arizona, and is the publisher of two outdoor-sports oriented magazines in Phoenix.

Corinthian, D&B tie the ribbon on the merger

Closing of the long-pending \$100-million plus merger of Corinthian Broadcasting into Dun & Bradstreet was held Thursday (May 27).

The action involves a tax-free exchange of an 0.675 share of D&B for each of Corinthian's estimated 3.4 million shares outstanding. Based on the average trading price of D&B shares on the preceding day—a range between 56½ and 59½—the indicated market value of the transaction would be between \$128.5 million and \$130.8 million range. When the FCC finally approved the merger last month, the indicated value was about \$137 million (BROADCASTING, April 19).

Hamilton B. Mitchell, president of D&B, and C. Wrede Petersmeyer, president of Corinthian, announced the closing. They said the merger would be accounted for as a pooling of interests and that Corinthian would continue under present management as a wholly owned subsidiary.

John Hay Whitney, principal stockholder of Corinthian, and Mr. Petersmeyer, Walter N. Thayer and Edwin Singer, present directors of Corinthian, were elected to the D&B board.

Corinthian owns KHOU(TV) Houston;

KOTV(TV) Tulsa, Okla.; KXTV(TV) Sacramento, Calif.; WANE-TV Fort Wayne, Ind., and WISH-TV Indianapolis.

It also owns Funk & Wagnalls, publishing firm. D&B is a diversified data and business information service firm.

Fire alarm at FCC; CBS-Viacom singed

The FCC's weekly meeting came to an abrupt end on Wednesday, and some 1,200 commission employees got out of work early, when a sudden power loss plunged the commission building into darkness shortly before 3 p.m. on Wednesday.

Workers said a fuse governing one-third of the power fed into the building blew as a maintenance man was repairing the building's air conditioning system. The worker suffered burns to his hands in the resulting electrical flash.

One major item of business left unfinished as a result of the meeting's sudden end was the CBS-Viacom Inc. matter. The question under discussion at the time was whether the commission should approve CBS's plan to spin off program-syndication rights and CATV interests to CBS stockholders through Viacom. It may not be answered before Chairman Dean Burch returns from a two-week European trip, on June 11.

25

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Field down to one for KRLA's spot

Orange Radio's bid slated for hearing as review board dismisses 10 rivals

Orange Radio Inc., one of the 10 applicants for 1110 khz in Pasadena, Calif., came within a pleading last week of winning approval of its application from the FCC's review board.

The board, in a decision released last week, denied all other applicants in the eight-year-old proceeding for 1110 khz and designated Orange's application for a separate hearing. The board said it would have granted Orange's application but wanted to resolve "questions about the applicant's basic qualifications as a licensee" that had been raised by one of the rival applicants—Western Broadcasting Corp. of Pasadena.

The questions involve the former relationship of Robert A. Maheu, a 15% stockholder in Orange, and billionaire Howard Hughes and the Hughes Tool Co.

Mr. Maheu, a former public-relations consultant for Mr. Hughes, has been accused of making misrepresentations to the commission in Orange's pleadings

for 1110 khz. Among the issues raised were whether Orange made proposals in bad faith as to the amount of time Mr. Maheu would devote to the proposed station; whether Mr. Maheu had over a three-year period assumed control of Mr. Hughes' KLAS-TV Las Vegas without commission approval, and whether the legitimate management of KLAS-TV relinquished such control to Mr. Maheu.

The 1110 frequency in Pasadena was vacated in 1962 when Eleven Ten Broadcasting Corp. (KRLA[AM]) had its license lifted. The station, which uses 50 kw day, 10 kw night, has since been operated on interim authority by Oak Knoll Broadcasting Corp. of Pasadena, a nonprofit interest.

What followed were five years of comparative hearings for the frequency, involving as many as 19 applicants. A 1969 initial decision by an FCC hearing examiner proposed the grant of the facility to Voice of Pasadena Inc. (BROADCASTING, April 7, 1969), but exceptions to that decision by other applicants put the proceeding in the hands of the review board for further consideration.

The review board ruled last week that the present KRLA site in Pasadena was inferior in that interference was commonplace there. Orange's proposal is for a 50-kw facility in nearby Fullerton, Calif.

Pompadur's plea: Let audience decide

There is a growing feeling among critics of commercial television that advertiser-supported TV should be controlled to get a greater diversity in programming, ABC Vice President I. Martin Pompadur warned last week. However, he added, commercial television provides a "format for change" and before change can be initiated, the viewers themselves must want it.

Speaking at the Newhouse School of Communications, Syracuse University, Syracuse, N.Y., last Tuesday (May 25), Mr. Pompadur said this suggestion to change commercial TV into another system stemmed from three assumptions: that commercial TV has failed to provide audience nourishment; that it will never give this nourishment, and that a more controlled system is the alternative.

These complaints, Mr. Pompadur said, "come from special-interest groups which are part of the audience whole, but which tend to be more specific both in their tastes and in their vision of what television should be." These special-interest groups feel they are less served by TV than the majority of viewers—and they are, Mr. Pompadur said.

Commercial TV does program special services beyond the news, he pointed out, but the mainstay of the medium is entertainment shows with the widest appeal.

"The commercial television industry reflects audience taste and preference. We do not build programs, which cost hundreds of millions of dollars, in a spirit of cynicism or indifference. We build programs we believe will find audiences and the way things work, it is the audience that determines the fate of the programs," he told the students.

Washington stations cool it with the cops

A 16-month effort by Washington-area media and the Washington Metropolitan Police Department to foster mutual understanding has culminated in the establishment of an emergency "hotline" that became operational Tuesday (May 25). The hotline is designed to keep local subscriber stations informed of important police activities. Twelve stations and one newspaper now receive the service; more are expected to join. Participants receiving the taped reports transmitted hourly over a special telephone hook-up are: WASH(AM); WGMS-FM; WMAL-AM-FM-TV; WOL(AM); WOOK(AM); WRC-AM-FM-TV; WTOP-AM-FM-TV; WTTG(TV) and WWDC-AM-FM; all Washington; WGMS(AM) Bethesda and WPGC-AM-FM Morningside-Oakland, all Mary-

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*ARB-April-May, 1970

land; and WAVA-AM-FM Arlington, and WFAX(AM) Falls Church, all Virginia. *The Washington Post* is the only print subscriber.

The hotline is one of several ideas that have come from an ad hoc committee organized by William Sanders, vice president and general manager of the WWDC stations, to combat what he saw as a growing "mistrust" and "disaffection" between the Washington police and area broadcasters. With cooperation from Police Chief Jerry V. Wilson and area broadcast administrators, the first voluntary meeting was held in January 1970.

Lieutenant Arthur DiGennaro, in the public information division of the Metropolitan Police, sees cooperation between police and the media as vital to the department's success. "They can make or break us," he said, "so we must get them on our side."

From the free flow of ideas has come an "auto alert" warning system, modeled after a program in Cleveland, to prevent car theft, and public-safety announcements that are produced at a member station and bicycled to the others.

The mass media committee has also helped the police department to conduct a recruiting drive and to publicize the Metropolitan Police Boy's Club campaign.

ABC's four services inhibit choices—MBS

Mutual Broadcasting System, which opposed ABC Radio's four-network approach when the plan was introduced four years ago, unleashed another attack on the system last week. In a petition filed last week, MBS asked the FCC to rescind its interim waiver of the chain broadcasting rules that permits ABC to use the four-service system (BROADCASTING, Jan. 1, 1968). In alternative, MBS requested that the commission prevent ABC from having more than one affiliation in markets that do not have affiliated stations with the other three networks (MBS, NBC and CBS).

MBS charged that all four ABC radio networks are news networks operating "out of common facilities with common sources of news and disseminating a similar product." And: That ABC "has created a growing concentration of control" over news, "thus depriving the public of the widest possible choice of" news sources.

MBS noted BROADCASTING's April 5 issue in which ABC Radio President Walter Schwartz was quoted as saying his network had some 1,255 affiliates—exceeding the combined total (1,030) of the other three networks.

Spray-hitting by Nicholas Johnson

Critical fly-balls land in all fields: government, TV, corporations, Detroit

FCC Commissioner Nicholas Johnson last week took to task the commercial broadcast system, which he said has shirked responsibility. He also lambasted government in general, the corporate state and anyone who is insensitive to bicycle riding.

He ranged his wide field in an address on Sunday, May 23, at commencement exercises of Windham College, Putney, Vt., another the next day at a Washington conference of the Associated Council of the Arts, and a third on Friday, May 21, to the transportation committee of the District of Columbia city council, which is conducting hearings on regulations for bicycle travel.

The commissioner, in his remarks before the arts conference, was open in his condemnation of commercial television, saying that it "has consistently failed to encourage and utilize the wealth of creative writers and other artistic talent which this country possesses."

But the commissioner placed substantial blame for this situation on government itself, which, he said, "can inhibit creativity by its failure to act." He cited as the "primary example" of this the government's "near-total abdication of its responsibility to protect the public ownership of television's airwaves."

Where, then, does this leave the artist? Cable-TV—"which can be used for a relatively inexpensive, do-it-yourself television system"—has excited "a growing number of young artists," Mr. Johnson said. In order to insure that the potential of CATV is not encroached upon by "antagonistic forces," Mr. Johnson proposed the following: that all cable systems devote no more than 50% of their channels to off-air commercial TV signals.

Mr. Johnson's target in the Windham address was "the Big Business-Big

Johnson's latest on commercial TV:

"This medium, with virtually unlimited potential, commercialism has converted into a shill for snake oil."

Broadcasting-Big Government axis." "We are all by now quite familiar with what [they] have done to this country," he said. "When the sky fills with pollution it is because Big Business refuses to abandon the internal combustion engines. When our homes fill up with junky appliances and toys, our stomachs with empty calories and chemical additives . . . it is Big Broadcasting that is the pusher. And when those who extol 'law and order' in political speeches choose to suspend the Constitution . . . to keep the traffic moving in Washington, it is Big Government that gives itself the credit."

He urged the graduates to join "Americans that are working for what are really quite modest reforms," and abandon the "top-500 corporations."

On a third front, Mr. Johnson condemned "the television monopoly that is used to merchandise Detroit's peculiar dreams of the appropriate automotive life style." He proposed that "bicycle riding has some significant social advantages over the automobile . . . I don't ride a bicycle because I hate General Motors . . . It's like finally giving up cigarettes. You just wake one morning and realize you don't want to start the day with another automobile."

New D.C. permittee has financial troubles

WGSP-TV Washington, the channel-50 outlet that was expected to begin operation soon, will not—at least under the present owners.

It was announced last week that the licensee, WGSP-TV Inc., filed for bankruptcy earlier this month.

The station obtained its construction permit in July 1967. However, one of the principal stockholders and financial backers, Theodore Granik, died last September. Mr. Granik, in the late thirties, founded the *American Forum of the Air* which pioneered the format of interviewing public figures in the news. A spokesman said Mr. Granik's estate does not provide funds for the station, which has been unable to find the financial backing to put WGSP-TV on the air.

Mr. Granik's son, William, is the executor of the estate, which along with Mrs. Frances Freed (who has Washington real estate holdings) owns WGSP-TV.

The Granik family last month sold the construction permit for WSNL-TV (ch. 67) Patchogue N.Y., for \$45,000. That sale is awaiting FCC approval (BROADCASTING, April 26).

Lee Cowan, a Washington attorney who is the trustee in bankruptcy for WGSP-TV Inc., would not speculate on whether the station will be sold.

Travels with the FCC commissioners

They're still doing the cross-country hop,
but the pace has slowed down considerably

Travel appears to be losing some of its charm for FCC commissioners. Or maybe the workload at 1919 M Street is too great. But whatever the reason, commissioners are traveling at a lesser rate than they have in the past—with perhaps one exception. Commissioner Robert Wells is as peripatetic as ever.

State and national broadcasters and CATV convention, bar-association, Rotary and chambers-of-commerce meetings, university convocations, women's clubs gatherings, even a world conference—all these and other functions drew the members of the FCC out of Washington 50 times between June 8, 1970, and May 15, according to a check of the calendar of events the commission issues weekly. If the travels of former Commissioner Kenneth A. Cox are included, the total number rises to 56, and the cost to \$13,027.26.

Last year, when a similar survey was made, 148 commissioner trips were counted between Jan. 1, 1969, and early June 1970, costing the FCC \$21,858.66. (BROADCASTING, June 8, 1970.)

Commissioner Wells was the leading ground gainer by far, with 20 trips out of town for visits to state broadcasters conventions, Rotary clubs, universities and the like, at a total cost to the government of \$4,182.13. Six of the trips were to his home state of Kansas, where he is known to have gubernatorial ambitions. In BROADCASTING's 1970 accounting, Commissioner Wells was found to have made 14 trips between December 1969, shortly after he took office, and the following June.

Next most travelled commissioner was the chairman, Dean Burch, who got out of town 11 times—twice all the way to Los Angeles, at a cost of \$3,872.44. Not counted is the two-week trip to Europe, for which he left last Wednesday (May 26) and during which he will attend the opening of the World Administrative Radio Conference on space communications in Geneva.

The only commissioner to touch a foreign port in the past year was Nicholas Johnson. He went to London in December to deliver the keynote address at the World Conference of the International Association of Political Consultants. In all, he made nine trips, at a cost of \$2,525.03.

Commissioner Robert E. Lee was off and running seven times, at a cost of \$1,195.90; Commissioner Thomas J. Houser, who joined the commission in January, three times, at a cost of

\$392.05; and Commissioner Robert T. Bartley, one, for \$141.44.

Commissioner H. Rex Lee, who made it around the world (on the State Department's ticket) on one of 12 trips he made in the last accounting period, does not appear on any the FCC's calendars of events since June 25 as having made a trip. However, he is known to have made one, to Maxwell Air Force Base, Ala., as a guest of the Air Force.

Mr. Cox, whose name led all the rest on travel vouchers in the last survey period (35 times), managed to get in five trips, at a cost of \$715.27, between June 26 and Aug. 12, 1970. He left the agency a few weeks later.

Following are the individual records of travel, along with the travel costs, as provided by the commission staff at BROADCASTING's request. The dates are those of departure. The commissioners are listed in descending order of expenses charged to the FCC.

Commissioner Wells: 6/12/70, Denver, \$193, to attend the Colorado Broadcasters Association meeting; 1/18/70, Virginia Beach, Va., \$87.90, to attend the Virginia Association of Broadcasters meeting; 8/14/70, Hot Springs, Ark., \$167.50, to attend the Arkansas Broadcasters semiannual convention; 8/21/70, White Sulphur Springs, W.Va., \$120.34, to participate on panel on



It was a shuttle flight of less than an hour last week when FCC travel champion Robert Wells made a quick trip to New York for this appearance at a workshop of the Association of National Advertisers (see page 33).

"Responsibility in Broadcast News Reporting; 9/11/70, New Orleans, \$242.50, to speak at Louisiana Association of Broadcasters meeting; 9/21/70, Las Vegas, \$320.75, address, luncheon of National Association of Radio-Telephone Systems 22d annual convention (also participating in program was Fred Heister, chief of the domestic radio division of the FCC Common Carrier Bureau); 9/29-30/70, Omaha-Colorado Springs, \$361.50, luncheon address (on 29th) at Nebraska Broadcasters Association yearly convention, Omaha, visit (as FCC defense commissioner) to NORAD installation, Colorado Springs; 10/2/70, Pocono Mountains, Pa., \$37.50, banquet of New Jersey Broadcasters Association; 10/12/70, Fayetteville, N.C., \$81.90, to address North Carolina Association of Broadcasters annual convention.

Also 10/22/70, Chicago, \$138.29, to address National Association of Broadcasters fall convention; 10/29-30/70, Kansas City, Mo. (on 29th), Lawrence, Kan. (on 30th), \$205.95, to address Kansas City Rotary Club, and to take part in lecture series at University of Kansas; 1/28/71, Denver, \$216.00, interview by KOA-TV there; 2/5/71, Minneapolis, \$187.50, to speak at seminar at University of Minnesota; 3/4-5/71, Topeka and Olathe, both Kansas, and Dallas, \$315.25, to speak at Topeka Rotary Club (on 4th), address to Mid-America College chapel and at Olathe Church Women United at noon luncheon (on 5th), and to address convention of Texas Association of Broadcasters (on 7th).

Also 3/27-31/71, Chicago, \$214.75, as guest speaker at Alpha Epsilon Rho fraternity conference (on 27th), address at FM Pioneers meeting (on 28th), member of Panel on Emergency Broadcast System conducted by NAB and evening address of Broadcast Pioneers banquet (on 29), moderates program entitled "FCC at Your Service" at NAB convention (on 31st); 4/5/71, Memphis, \$157.00, to address general session of Southern CATV Association convention; 4/17/71, Pittsburg, Kan., \$223.25, to address district broadcasting convention; 5/4-5/71, Kansas City, Mo., \$338.00, speaker at Kansas Telephone Association luncheon (on 4th), to address second general session of Mid-America Telephone convention; 5/6/71, Louisville, Ky., \$325.25, speaker at Kentucky Broadcasting Association evening banquet; 5/13-14-15/71, St. Louis, and Parsons and Great Bend,

both Kansas, \$338.00, St. Louis police department instructional television fixed service (on 13th), to deliver commencement address at Labette Community Junior College, Parsons (on 14th), as commencement speaker, Barton County Community Junior College, Great Bend (on 15th).

Chairman Burch: 6/10/70, Chicago, \$147.50, to address National Cable Television Association annual conference in luncheon speech; 6/15/70, Pine Mountain, Ga., \$113.50, to address luncheon of Georgia Association of Broadcasters; 6/19/70, Hollywood, \$607.07, to address Hollywood radio and Television Society; 7/9/70, Lake Geneva, Wis., \$194.05, to give speech before Wisconsin Broadcasters Association; 9/11/70, Los Angeles, \$512.50, to deliver paper at panel discussion during 66th annual meeting of American Political Science Association; 9/16-17/70, New York, \$103.65, to speak at Newsmakers Luncheon of International Radio and Television Society (on 16th) and to deliver remarks at Sloane Foundation dinner (on 17th); 8/25/70, Denver, \$449.50, to speak at luncheon meeting of RTNDA.

Also 11/17-20/70, Las Vegas and Tucson, Ariz., to address National Association of Regulatory Utility Commissioners (on 17th) and to attend dinner of Arizona Chamber of Commerce (on 20th); 12/4/70, Phoenix, \$384.75, to attend dinner of Arizona Broadcasters Association; 3/31/71, Chicago, \$218.17, as luncheon speaker at NAB convention; 4/21/71, Tucson, Ariz., and Los Angeles, \$614.25, to deliver remarks at University of Arizona Law School.

Commissioner Johnson: 6/8/70, Williamsburg, Va., \$124.81, to address Williamsburg International Assembly at graduate education conference; 6/30/70, New York, \$63.50, to appear on *Dick Cavett Show*; 10/16-19/70, Boston and Chicago, \$322.45, to participate in National Symposium on Children and Television at Kennedy Memorial hospital, Boston (on 16th) and to attend fifth annual Digitronics Users convention (on 19th); 10/26/70, New York, \$125.45, to attend National Conference on Citizens Rights in Broadcasting; 11/5/70, Berkeley, Calif., \$480.81, to speak at Barbara Weinstock lecture at University of California at Berkeley; 11/19-20-21/70, Beverly Hills, Calif., Los Angeles and New York, \$538.46, to speak before National Academy of Television Arts and Sciences (on 19th), to attend fifth annual radio program conference (on 20th) and to attend American Speech and Briefing Association convention; 12/14/70, London, \$626.25, to make keynote address at conference of International Association of Political Consultants; 2/19/71, New York, \$105.80, to make luncheon ad-

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dress at Financial Communications Society meeting; 3/8/71, New Haven, Conn., to attend Poynter Fellow lecture at Yale University.

Commissioner Robert E. Lee: 8/28/70, Kings Point, N.Y., \$56, to deliver address on "Concept of the Public Interest" at Executive Seminar Center; 10/23/70, Disneyland, Calif., \$445, to take part in FBI agents convention; 11/13/70, Atlanta, \$165, to address Georgia Association of Broadcasters; 11/30/70, Hollywood, Fla., \$253.50, to deliver keynote address at Third International Forum of Data Communications and Business Systems; 1/28/71, New York, \$82.40, to participate in forum of New York chapter of National Academy of Television Arts and Sciences; 3/22/71, St. Louis, \$194.00 to address St. Louis University forum on federation on "Role of the Media in Shaping Our Federalism."

Commissioner Cox: 6/26/70, New Orleans, \$148.10, to address 1970 graduates of National Institute for Radio Communications at Loyola University; 7/20/70, Chicago, \$119.60, to appear on discussion program on WLS-TV there; 8/3-4/70, Hollywood and Clearwater, both Florida, \$225.25, to deliver keynote address at 75th annual conference of International Municipal Signal Association (on 3d), to address 36th annual conference of the Associated Public-Safety Communications Officers Inc., Clearwater (on 4th); 8/7/70, Dayton, Ohio, \$103.25, to appear on *Phil Donahue Show* on WLWD(TV) there; 8/12/70, Harriman, N.Y., \$119.07, to participate in seminar sponsored by Corporation for Public Broadcasting for 18 career fellows.

Commissioner Houser: 4/22/71, Chicago, \$169.25, to deliver message at luncheon of CATV conference; 5/4/71, Philadelphia, \$45.80, to serve as dinner speaker at Pennsylvania Community Antenna Television Association; 5/14/

71, Cincinnati, \$177, to participate in forum on fairness conducted by Ohio Association of Broadcasters.

Commissioner Bartley: 4/26/71, Montreal, \$141.44, to act as chairman of 1971 Radio-Technical Commissions for Marine Services (through April 29).

Commissioner H. Rex Lee: 5/12/71, Maxwell Air Force Base, no cost to FCC, to attend the Air War College's National Security Forum.

S.C. publisher gets okay on buy of 3 TV's

The FCC last Wednesday (May 26) authorized an \$8-million transfer that will bring three TV facilities to the State Record Co., a South Carolina newspaper publisher—and a newcomer to broadcasting.

State Record is acquiring ch. 2 WUSN-TV Charleston, S.C., from group owner Reeves Telecom Corp. for \$2 million and ch. 11 KCBT-TV Lubbock, Tex. (and its satellite ch. 8 KSWB-TV Roswell, N.M.) from Bryant Radio and Television Inc. for \$6 million. The Charleston and Lubbock stations will be assigned separately to two respective State Record subsidiaries.

State Record Co. is a subsidiary of the State Record Co. of Columbia, S.C., which publishes the *State* and the *Record* in that city. The majority ownership of the parent company is made up by a voting trust which includes Frank Hampton, Harry R. E. Hampton, Ambrose G. Hampton, Gertrude G. Barringer, Dr. Ambrose G. Hampton Jr., Margaret Barron and Frank E. Barron Jr. (jointly 57.6%).

The commission granted the sale, however, under the condition that Ambrose Hampton Sr., who, through bank directorship, has an appreciable interest in group owner Liberty Corp., resign from the State Record board.

Reaction mixed to HEW enlarging its grant scope

Public broadcasting representatives are watching the Department of Health, Education and Welfare in anticipation of draft legislation that would expand the scope of the Educational Broadcasting Facilities Act, under which HEW distributes facilities grants to noncommercial stations.

The broadcasters have been urged by the National Association of Educational Broadcasters to begin thinking of themselves as "public telecommunications centers," using all kinds of distribution technologies (BROADCASTING, May 17, 24). Under the facilities act, however, grants are given only for broadcast purposes. Now, HEW is considering asking for legislation that would

broaden the scope of the act to include other technologies. But the amount of money allocated—\$15 million a year until 1974—and the backlog of grant applications are unchanged.

According to NAB officials, the very fact that HEW is considering a widening of the law's applicability is welcome. However, they add, the prospect of splitting the existing \$15-million pie, while many broadcast applications await processing, is unsettling. The issue will clear in a month, when HEW submits a bill for approval by the Office of Telecommunications Policy.

FCC simplifies part of conglomerate query

The FCC has given a little in the questionnaire being used in the commission's study of conglomerates that hold broadcast licenses; it has revised one question that called for information covering three years to require the same data, but only for one year.

Announced last week was the revision of question 15 dealing with internal communications between broadcast subsidiaries and parent companies and other non-broadcast subsidiaries. Originally, such intra-company memoranda were to be furnished for the years 1967-69. Last week, the FCC changed this so that the information is required only for one year, 1968. The revision was approved by the commission May 19, pending Office of Management and Budget approval. This was subsequently received. Commissioners Nicholas Johnson and H. Rex Lee dissented. Commissioners Robert T. Bartley and Robert E. Lee did not participate.

The commission said it took this action to ease the cost and burden in making the necessary file searches. The conglomerate study of 31 licensees was ordered by the FCC earlier this year (BROADCASTING, Feb. 15).

Media notes:

Joining ABC ranks ■ ABC Radio announced last week that three stations have joined its American Entertainment Network and one its American FM Radio Network. KJOE(AM) Shreveport, La.; KIKN(AM) Corpus Christi, Tex., and WKRC(AM) Cincinnati have become affiliates of the entertainment network and KFMX(FM) San Diego joins the FM radio service.

New to MBS ■ Nine affiliates have joined the Mutual Broadcasting System. Stations are: KLOM-FM Lompoc, Calif.; WLTH(AM) Gary, Ind.; WBBR(AM) Greenville, S.C.; WQMG-FM Greensboro, N.C.; WHYY-FM Columbus, Ga.; WZUM(AM) Pittsburgh; WBAB-AM-FM Babylon, N.Y.; WIIN(AM) Atlanta and WRHC(AM) Jacksonville, Fla.

Mutual admiration society?

Vice President Spiro T. Agnew will address a luncheon meeting of the Mutual Affiliates Advisory Council tomorrow (June 1) in Nassau, the Bahamas ("Closed Circuit," May 24).

Features of the annual spring meeting of the MAAC, which continues through Saturday (June 5), will range from the network's plans for the coming year and a forecast of news operations to the introduction of new members. Leonard Marks, Washington counsel, will discuss "The Washington Scene Today" and Elisha Goldfarb, New York counsel, "The Legal Battle Behind the Ali-Frazier Fight." Henry Rau, president of the Rau radio stations, is chairman of MAAC.

Staggers juggles the hot potato

Subcommittee rescinds, rewords original subpoena; Stanton stands his ground

The House Investigations Subcommittee is, in effect, giving CBS another chance to provide it with outtakes connected with the production of CBS's *The Selling of the Pentagon* documentary.

The subcommittee, under Chairman Harley O. Staggers (D-W. Va.), voted unanimously last Wednesday (May 26) to rescind the subpoena it issued to CBS on April 7 and issue a new one. Like the previous subpoena, the new one calls for the delivery of outtakes, but, according to the subcommittee, it has been "slightly redrafted" to make clear that the subcommittee wants only the unused parts of filmed or taped sequences that, after editing, got on the air. The new subpoena, returnable June 9, also requests the personal appearance of CBS President Frank Stanton.

After the subcommittee acted last week, Dr. Stanton said: "While we have not seen the new subpoena, our basic position in declining, on First Amendment grounds, to provide material not actually broadcast, remains unchanged."

The original subpoena ordered CBS to produce a sound film copy and a written transcript of the program as originally broadcast on Feb. 23 and rebroadcast a month later and of comments by CBS News President Richard Salant following the rerun of the program. It also called for "all films, work-prints, outtakes, sound-tape recordings, written scripts and/or transcripts prepared, obtained, or utilized" in the production of the program "whether or not such material was incorporated into the actual broadcasts." In addition, it called for the names and addresses of all persons appearing in the program, a statement of money paid them and copies of contracts or releases signed by participants.

In answer to the April 7 subpoena, CBS appeared before the subcommittee on April 20 and brought film and a written transcript of the program. However, it refused to comply with the portion of the subpoena that called for outtakes (BROADCASTING, April 26).

In a subsequent letter to the subcommittee, CBS pointed out that the names of program participants were in

the written transcript and stated it paid participants only an aggregate \$300 for out-of-pocket expenses and for signing release forms. It provided a sample release form, but did not give addresses or copies of the releases that were signed.

The subcommittee said last week that CBS had "satisfactorily" complied with all but one of the subpoena requirements, "leaving only the question of the so-called outtakes at issue."

But a subcommittee spokesman added that, based on sworn testimony and other evidence, "it appears that questionable and deceptive practices were employed in presenting to the public what purported to be a factual news documentary."

When broadcast material is "presented to the public as bona fide evidence concerning an actual event, the public has a right to be assured that such evidence is what it purports to be," the subcommittee said. It added that the material requested by the subpoena "is relevant to an evaluation of the present laws governing broadcasting, and in

considering proposed legislation on the subject of news programing which has been referred to the [parent] Commerce Committee."

Meanwhile, a member of the House Commerce Committee (of which Mr. Staggers is also chairman) expressed his dissatisfaction with the confrontation between CBS and Congress over *Selling*.

Representative Brock Adams (D-Wash.), speaking to the Washington State Association of Broadcasters meeting in Yakima last week, declared that "Congress cannot tell a network or a broadcaster what should or should not be put in a presentation."

"I particularly oppose," he said, "any suggestions that material should be used based on designation of whether or not the material presented was 'true' or 'distorted.'"

"There is no way," he declared, "any government can make such a decision without applying censorship in its purest form."

But, Mr. Adams continued, he does support government insistence that broadcasters present both sides of an

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issue fairly "because the public airways are limited and can be given only to a select few." In the CBS case, he added, this only means that CBS should be required to make appropriate time available for response by those who believe the program was untrue or distorted.

Another critic was Representative Ogden Reid (D.-N.Y.), former publisher of the defunct *New York Herald Tribune*. He charged the subcommittee last Thursday (May 27) with "irresponsible harassment" in issuing the new subpoena. He termed the subpoenas "a clear invasion of First Amendment protections of freedom of the press."

Cigarettes' nemesis as news's defender

Moss stands four square for broadcast-news freedom in Senate-floor speech

Senator Frank E. Moss (D-Utah), a vocal critic of advertising and leader of the successful fight to ban broadcast cigarette commercials, says broadcast journalists—unlike advertisers—should have unlimited First-Amendment protection.

In a stern response to recent governmental attacks on the media, Senator Moss said in a Senate speech: "There are certain fundamental verities that ought to be set straight. The First Amendment guards the integrity of a broadcast journalist with precisely the same fierce jealousy as it guards [newspaper columnists] Bill Buckley, Nick von Hoffman and Jack Anderson."

He said the particular programs and practices that have aroused so much administration and congressional ire—specifically including CBS News's *The Selling of the Pentagon*—are "well within the boundaries" of the First Amendment.

"Congress has no right," he said, "to subpoena working papers of a documentary, no right to question, no right to dictate editorial decisions. It has no right to force the disclosure of news sources. If we cannot stand the heat generated by a free press, then we cannot stand the responsibilities of a free society."

The fact that broadcasters are licensed by the government does not limit their journalistic freedom, nor was it the theory upon which the cigarette-advertising law was based, Senator Moss said. What does matter to him is the kind of speech in question: The First Amendment protects journalism of all kinds, but was never intended to protect merchandising, he said.

"The marketing of a product—adver-

tising—has nothing to do with the free dissemination of social and political discourse which lies at the heart of the First Amendment," he said. "... I was not and am not impressed by the broadcasters' pleas for more time to sell cancer, nor their self-righteous pose as victims of discriminatory regulation, nor their flag-waving of First-Amendment freedom to justify the broadcast peddling of a lethal commodity.

"But [I am] an unabashed advocate of the true First-Amendment rights of broadcasting: the right to develop, shape and disseminate news and public-affairs programming free of the yoke of bureaucratic harassment, free of the chilling threat of congressional process and free of the surge toward thought control by an administration paranoid with fear, suspicion and loathing of a free and undomesticated press."

Senator Moss noted that attacks by word and deed against the news media are not confined to either political party. He recalled that many Democrats blamed the broadcast media for their troubles at the 1968 Democratic convention in Chicago. These critics, no less than their Republican counterparts, "provided no gloss of honor to the history of respect for First-Amendment liberties," he said.

The senator was quick to note the irony of his situation as defender of the broadcast media, commenting that his role in the cigarette-advertising battle and his past criticism of other advertising have "served to secure for me a permanent place in broadcasting's hall of infamy."

Klein hits subpoenas of 'Selling' outtakes

Herbert G. Klein, director of communications for an administration which has been accused of attempting to intimidate the news media, last week labeled congressional efforts to investigate CBS's *The Selling of the Pentagon* an "infringement on freedom of the press." But he also said television journalists are confusing criticism of their work with intimidation.

Mr. Klein made his comments during an appearance in Des Moines, Iowa, where Vice President Agnew, in November 1969, fired the first volley in what has become a running battle between the administration and the news media over their coverage of and commentary on administration policies and actions (BROADCASTING, Nov. 17, 1969).

Mr. Klein, in response to questions at a news conference, said the House Investigations Subcommittee's efforts to subpoena outtakes and other nontelevised material in connection with CBS' *Selling* "is wrong and an infringement

on freedom of the press. It could lead to further subpoenas of a reporter's notes."

CBS has thus far refused to provide the subcommittee with anything more than a tape of the program and a transcript. Last week, the subcommittee issued a new subpoena, modifying its request, and calling for the appearance of CBS President Frank Stanton on June 9 (see page 43).

Mr. Klein also said that the Nixon administration does not favor "further restrictions" on the communications media—and that it has made no effort to intimidate the media, nor will it. But that does not mean government officials like Vice President Agnew will not criticize the media when they "see a wrong."

Mr. Klein discussed what he regards as television journalists' undue sensitivity to such criticism in remarks before the Iowa Associated Press Managing Editors' convention. "I was a little alarmed when Walter Cronkite talked about an 'orchestrated' campaign of intimidation," he said, referring to the CBS newsmen's speech in New York two weeks ago (BROADCASTING, May 24).

"I have seen no orchestration; I have seen no intimidation," he said. "I have seen criticism and I think we have a right." He said government should not be criticized for exercising that "right."

35 stations claimed for ABC-TV game show

ABC Films Inc. reported last week that *Let's Make A Deal* nighttime program has been sold in 35 markets since its placement into syndication several weeks ago.

The half-hour game series has been running on ABC-TV for more than two years as a daytime strip and a weekly evening program. The daytime presentation will continue on the network in the fall. The nighttime version, consisting of new episodes, has been sold to stations including WABC-TV New York, KABC-TV Los Angeles, WXYZ-TV Detroit and KGO-TV San Francisco—all ABC O&O's—as well as WMAL-TV Washington and WNAC-TV Boston.

Fall programing set on CBS-owned TV's

CBS-owned television stations completed their plans for programming under the FCC's prime-time access rule this fall, with purchase of a second Group W Productions series by CBS Television Stations division.

The access rule, returning to stations an average of seven half hours of prime-time network programming each week, grew out of a suggestion by Westing-

house Broadcasting Co., whose syndication arm is Group W Productions.

The new series purchase is *The David Frost Revue* (the working title). It was purchased for WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago and KMOX-TV St. Louis. The half-hour "comedy series" will feature David Frost along with a weekly guest star and cast of comedy actors, and will include sketches and blackouts with each show examining an aspect of modern life.

Group W is also the distributor of *Doctor in the House* (produced by London Weekend Television), which will be on CBS stations WCBS-TV, KNXT, WCAU-TV Philadelphia and WBBM-TV.

Other shows on the various CBS-owned outlets include advertiser-syndicated shows *The Goldiggers*, *Johnny Mann's Stand Up and Cheer*, *Rollin' on the River* and *Lassie*. Also listed and also previously announced: *Circus!* (20th Century-Fox Television), *Jerry Visits . . .* (KNXT production), and *Primus* (Metromedia Producers Corp.).

Ruling on 500 race hints of rule change

At the request of the Indianapolis Motor Speedway Corp., sponsor of last Saturday's Indianapolis 500 auto race, the FCC has declared that, under its present rules, a delayed broadcast of the race by ABC-TV would not pose restrictions on a live, subscription TV showing of the event produced by the Speedway Corp. The ruling was handed down May 19. The commission's present rules prohibit pay-TV transmission of any sports event that had been shown live on over-the-air television two years prior to the planned STV showing.

While the commission explained that while its present rules have no bearing on the 500, since ABC presented a delayed—not a live—broadcast, the FCC noted that this might not hold true in the future. Present rulemaking proceedings are examining whether to extend the two-year restriction to five years and to include delayed free-TV broadcasts as well as live programs.

Rock special moves fast

Filmways Television Presentations reported last week that in its first three weeks of selling the one-hour entertainment special, *In Concert: Creedence Clearwater Revival*, sales had been made in 23 markets. Among the stations buying the syndicated program have been KTTV(TV) Los Angeles, WNEW-TV New York, WTTG(TV) Washington and KMBC-TV Kansas City, Mo., while Rainer Brewing Co., Seattle, through McCann-Erickson, there, has bought it for seven markets in the Northwest.

Dialing up a dialogue on cable

Kansas City system, with two-way terminal, will test teaching and shopping by CATV

Two-way communication over cable television may not be next year's nationwide phenomenon, but the necessary technology and potential applications are too close at hand to permit dismissal of the idea as a blue-sky promise. In fact, an early indication of where two-way television now stands may emerge from an experiment to be launched next month in a suburb of Kansas City, Kan.

Telecable Inc., Norfolk, Va.-based multiple-CATV owner, will conduct the test on its new system in Overland Park, Kan. The company will explore several uses of two-way television, but its initial emphasis will be on instruction for disabled children.

In technical capability, the system is an apparent breakthrough; earlier ventures in two-way communication have been limited experiments with fire and burglar alarms. The key innovation is a terminal unit developed by Vicom Manufacturing, Dexter, Mich. It is an integrated audio-video interactive system, and is said to handle vastly larger amounts of information than previous models.

As applied to education in the Overland Park experiment, the equipment is said to permit a disabled child to work from home via cable with a classroom teacher. The child would "raise his hand" by punching one or more buttons on the terminal. (The buttons resemble a touch-tone telephone.) The teacher would answer in the same way, permitting the two to converse. They would also be able to see each other,

since the child would have a small camera along with the terminal equipment. The system is designed to allow handling of several children at once on one circuit.

The operation will be handled by a computerized switching and control network in the Telecable control room.

If the experiment wins acceptance, the school system will seek an educational grant to make two-way communication a permanent part of its instructional program.

Telecable will also be testing application of two-way television to shopping, although actual use of the innovation for that purpose is considered somewhat more distant than the educational application. In cooperation with a Sears, Roebuck store in Overland Park, a housewife will demonstrate shopping from the home. Sears will have three live presentations—a fashion show and two showings of specialty items—and the housewife will be able to make choices on the spot by punching the appropriate buttons on her terminal. A high-speed printer at Sears will give an immediate print-out of the housewife's name, address and order.

Other experiments include a fire and burglar alarm network and an opinion survey. The test begins June 23.

Telecable is a subsidiary of Landmark Communications Inc. of Norfolk, Va., licensee of WTAR-AM-FM-TV Norfolk and WFMY-TV Greensboro, N.C. The cable company holds 14 cable franchises.



This mock-up shows how the two-way communication system to be tested next month by Telecable Co. will be used for the instruction of disabled children in their homes. The child's hand is on the terminal, which she would punch in a predetermined sequence to get the teacher's attention. After the teacher also punches the terminal at the other end the two can talk to each other. Cameras at both ends permit them to see each other and to display artwork, graphs or other visual material.

Prime-time plans for Westinghouse scored

Screen Gems president hits programing's quality, relevance to FCC rule

Screen Gems Inc. last week criticized television programs being developed for syndication by Westinghouse Broadcasting Co. in response to the FCC's prime-time access rule, questioning their quality and originality, and their relevance to the access rule.

John H. Mitchell, president of Screen Gems, outlined those criticisms in a letter to the FCC in response to a communication to the commission by Donald H. McGannon, president of Westinghouse Broadcasting Co. Mr. McGannon's letter described Westinghouse's and Group W Production's plans for programing, during the 1971-72 season, for five of the seven half-hour periods turned back to local stations because of the FCC regulation (BROADCASTING, May 3).

After downgrading the level of programing offered by Westinghouse, Mr. Mitchell said that none of these shows could be launched if the group owner "was not in a position to guarantee return of a major portion of its costs by playing the programs on its own five major-market television stations." He said the average production company produces a program without knowing whether any stations in major markets will buy it, and that the typical station owner, lacking Westinghouse Broadcasting's "enormous base of operations," cannot be expected to operate on the same production level as Westinghouse.

"It would seem that the commission, by its ruling, has substituted one privileged monolith for another," Mr. Mitchell remarked. "Instead of the networks, we now have a Westinghouse who, from a privileged position, can enter into distribution arrangements with other production companies with a virtual guarantee that five major-market stations are 'in the bag'."

Mr. Mitchell also cited a reference in Mr. McGannon's FCC letter indicating it may be necessary to have an increase in the amount of commercial time to support the new Westinghouse programs, and added: "The fact is, when the shoe was on the other foot, Mr. McGannon was one of the very vocal station owners who would not program *Batman* when the network [ABC-TV] proposed to insert an additional minute in the series. Apparently, one result of the prime-time access rule, as far as the public is concerned, will be more commercial minutes—and

clutter."

Mr. Mitchell concluded that Mr. McGannon's letter to the FCC "serves to expose the basic fallacies of the commission's ruling and underscores many reasons why the great majority of us in the industry believe that the prime-time access rule should be rescinded."

In evaluating the programs Westinghouse is offering, Mr. Mitchell referred to *The David Frost Review*, *Street People* and *The Smothers Brothers Talent Co.* and said that none of these presentations are innovative or original. He added that Westinghouse said that it is producing *Norman Corwin Presents*, a half-hour drama series, at \$45,000 per episode and questioned whether a quality show could be produced at this figure. And Mr. Mitchell said Westinghouse had to import the *Doctor in the House* comedy series from England for economic reasons and that this tactic does not help the employment situation among performers, directors and writers in the U.S.

And there was another post mortem on the prime-time access rule in Hollywood Tuesday (May 25) at a meeting of the Hollywood Radio and Television Society. Maurice R. Morton, vice president, administration for television, 20th Century-Fox, commented that the industry should exert every effort possible to get the ruling reversed before the start of the 1972-73 season.

"The rule," he said, "is impractical, destructive and doesn't serve the public interest." He cited figures presented by NBC to the FCC last June which estimated what the loss of the 7:30-8 p.m. time block would cost. "The present broadcast system provides an investment of over \$60 million annually in the development and production of network programing for that period," the NBC filing said.

PBS prime-time fare: film classics

The Public Broadcasting Service will concentrate its prime-time programing in the 8-10 p.m. period this fall, placing itself in direct competition with the commercial networks. After ABC, CBS and NBC settled upon the 8-11 p.m. time slot as their response to the FCC's prime-time access rule, PBS selected a comparable mid-evening period.

Meanwhile, PBS is acquiring a substantial number of feature films as part of its programing capability. It has scheduled a collection of 26 film classics from the past 50 years; these will be broadcast beginning Jan. 14, 1972. This "film odyssey" will be produced by non-commercial KCET(TV) Los Angeles and will feature Charles Champlin, entertainment editor and film critic of the *Los Angeles Times*, as program host.

The shows will feature interviews with persons either influenced by or involved with the production of several of the films. PBS says the movies will be aired in their original uncut versions, and will run uninterrupted except for station breaks. Each will be telecast with the original sound track intact. A new set of English subtitles, of improved visibility on TV, will be superimposed on foreign films.

The series is the result of a grant from the Xerox Corp.

Talk-show bloop: editor or censor?

Author Mark Lane asks FCC for guidelines on off-sound sound-offs

A station that blooped out selected remarks of a guest who has been invited to express his views on a talk show is not exercising the legitimate function of editing but the illegal one of censorship—and the FCC should issue a ruling prohibiting it. That, at least, is the position of attorney and author Mark Lane in a pleading filed with the commission as a result of his experience on the syndicated *Virginia Graham Show* that was broadcast on KTLA-TV Los Angeles last June.

The pleading—filed in Mr. Lane's behalf by Tracy Westen of the Stern Community Law Firm—says KTLA-TV blooped out Mr. Lane's description of "several shocking yet fully documented acts of 'torture' committed by American servicemen in Vietnam." Mr. Lane is the author of a book on alleged American atrocities in Vietnam.

An off-screen announcer blamed the loss of sound on "technical difficulties." But the pleading contends that station officials said later the remarks were erased on "programing grounds."

The pleading argues that the station not only denied Mr. Lane a right protected by the First Amendment and the Communications Act to express his views to the public but the public's right "to receive suitable access to social and political ideas."

Accordingly, the pleading requests the commission to rule that stations may not censor comments of guests on talk shows when their comments fall short of illegal (for example, obscene) speech, and when "the program is otherwise broadcast in its entirety—without editing or journalistic condensation."

It also asks the commission to rule that KTLA-TV was guilty of illegal censorship in the case of Mr. Lane and to direct the station to afford him another opportunity to express the content of

his "censored remarks" to its viewers.

The pleading notes that Mr. Lane is seeking a narrow ruling. He does not question a broadcaster's right to exercise his judgment in choosing guests for talk shows. Nor does he challenge a broadcaster's right "to edit or condense an interview or discussion . . . for valid journalistic reasons."

He does, however, contend "that once a guest has been invited to express his views over the forum of radio or television, and once that program is broadcast either live or taped in its entirety, without journalistic condensation, then the licensee cannot pick and choose between comments and observations, and arbitrarily delete those it finds too 'controversial' or contrary to its own political views."

The blooming incident involved Mr. Lane's confrontation with a member of the audience, identified as John Cole, who had stood up to denounce a group called Movement for a Democratic Military, described in the pleading as an organization "seeking to eliminate racial injustices in the armed services."

Mr. Lane said Mr. Cole had been one of the Americans he had interviewed for his book on Vietnam and went on to relate what he said was Mr. Cole's admission of "torturing and killing Vietnamese to extract information. . . ." Mr. Lane said Mr. Cole had given him a taped and filmed interview, and had shown him military documents to support his account.

According to the pleading, the program, as broadcast over KTLA-TV, proceeded normally until Mr. Lane began to speak. Then the audio disappeared and "Mr. Lane's mouth was shown moving silently" while Mr. Cole "was shown [in split screen] listening nervously."

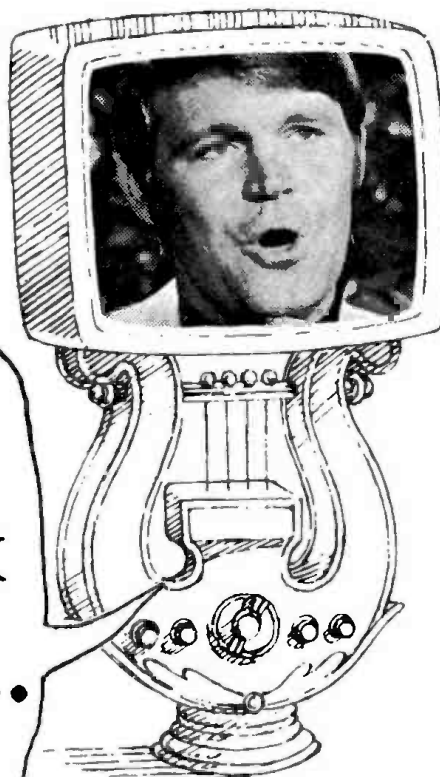
The pleading asserts that one reason given for the deletion of the remarks was the fear they were libelous. However, it says that the station did not accept Mr. Lane's offer—made during the two weeks between the taping and broadcast—to check a signed affidavit and release Mr. Lane said Mr. Cole had given him.

Changing Formats

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

■ **WWCM(AM) Brazil, Ind.**—Albert S. Tedesco, licensee, has announced that station will begin broadcasting a "country-politan" format with increased farm programming. This will replace the current country and middle-of-the-road format. Changes will also include increased

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*Total accidental deaths, 1960-69

Sunday religious programing. WWCN broadcasts on 1380 khz with 500 w day.

■ WCSS(AM) Amsterdam, N.Y.—Community Service Broadcasting Corp. has increased its middle-of-the-road format by dropping special programing in Polish and country-and-western music now offered. Polish broadcasts are currently heard 7-8 p.m., while country and western is featured 8-11 p.m. WCSS broadcasts on 1490 khz with 1 kw day and 250 w night.

■ WRWR-FM Port Clinton, Ohio—Ohio Radio Inc. has changed the station's programing from easy listening instrumental to a blend of uptempo easy listening and country-and-western music. WRWR-FM broadcasts in stereo on 94.5 mhz with 6.7 kw and an antenna 165 feet above average terrain.

TV slots its reports on White House wedding

All three commercial TV networks—NBC, CBS and ABC—plan coverage of the wedding of Tricia Nixon and Edward Finch Cox on June 12.

NBC News plans two taped special color programs at 6-6:30 p.m. and at 7:30-8:30 p.m. (NYT). NBC News correspondent Edwin Newman and Barbara Walters of NBC-TV's *Today* show will be the reporters at the White House. The earlier program will show guests arriving at the White House, the

wedding procession in the Rose Garden, the posing for official photographs and the early part of the receiving line. The second show will include all the sections of the first program plus the cake-cutting, the couple's first dance and their departure. Gulf Oil Corp., through Young and Rubicam, will sponsor the 7:30-8:30 program.

CBS not only will have the wedding highlights on June 12 from 6 to 7 p.m., but will have a preview of the wedding on June 11 from 10:30 to 11 p.m. CBS News White House correspondent Dan Rather and reporter Marya McLaughlin will co-anchor this special report. ABC News will show taped highlights and featured material of the White House wedding from 7 to 7:30 p.m. on June 12.

ABC News special correspondent Frank Reynolds and Washington correspondent Virginia Sherwood will co-anchor the "White House Wedding." Tom Jarriel, ABC News White House correspondent, will participate in the special coverage.

'Mafalda' to Telpac

Telpac Productions Inc., New York, has acquired unspecified broadcast rights as well as publishing and merchandising rights in the U.S. and Canada for "Mafalda," an international socio-political comic strip written by Joaquin Lavado. Mafalda, the young heroine of

the strip, and her friends discuss world problems in a humorous manner.

Closed-circuit applause for CBS-TV outlets

CBS-TV affiliates were lauded last week by CBS News President Richard Salant for the support they had given in defense of *The Selling of the Pentagon* Documentary.

Mr. Salant, who spoke to affiliated stations on a closed-circuit telecast Thursday (May 27) as part of a report to them in lieu of a convention, said that their continuing support is important. With this backing, he said, "Broadcast journalism will come out stronger than ever and its position under the Constitution will be finally confirmed in concrete terms."

Gordon Manning, vice president and director of news, CBS News, reviewed the accomplishments during the past year of the various "hard news" programs carried on CBS-TV. He expressed appreciation to the various affiliated stations that had contributed coverage of significant national stories originating in their areas.

Bill Leonard, vice president and director of news programs, outlined some of the changes to be effectuated in regular documentary programing, including the new information series for children, *In the News*.

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Technicolor, Movielab intend merger course

Two giants in the film processing industry—Technicolor Inc., Hollywood, and Movielab Inc., New York—have agreed in principle to join forces. Approval of the boards of both companies and the stockholders of Movielab, plus various regulatory agencies, is required.

Under the terms of the proposed merger agreement, Technicolor will issue 175,438 shares of its stock in exchange for the 1,407,266 shares of Movielab stock currently outstanding. Public stockholders will receive one share of Technicolor for every 7.62 shares of Movielab. Saul Jeffee, chairman and chief executive officer of the New York company, will receive one share of Technicolor for each 8.62 shares he holds.

Technicolor closed at 13¾ Tuesday (May 25), down ¾. That would place the value of the Technicolor stock exchanged in excess of \$2,412,000. Also

part of the proposed merger is the dropping of claims by Berkey Photo Inc. against Movielab in exchange for \$2 million of Technicolor 4% subordinated convertible debentures.

Fox claims victory in proxy fight

Twentieth Century-Fox Corp. reported last Thursday (May 27) that an unofficial tally of voting by shareholders shows that management has an indicated lead of more than 1.5-million votes over those of an insurgent group seeking control of the corporation.

According to the Fox management, an estimated 6.4-million shares were voted in total.

The official tally of the results of the voting at the Fox annual stockholders meeting last May 18 (BROADCASTING, May 24) will be released by the independent judges of election on June 8.

The proxy battle followed severe financial losses by Fox over the past two

years. Fox during that period lost \$144 million and had incurred a bank-loan default approaching \$67 million.

Company reports:

Grey Advertising Inc., New York, reported an increase in gross billings and net income for the first quarter of 1971. The figures include revenues from Grey-North, Chicago, which joined the agency last Jan. 1.

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.04	\$ 0.03
Gross billings	43,419,000	42,229,000
Net Income	44,000	41,000

Taft Broadcasting Co., Cincinnati-based group owner, reported a slight decrease in net revenues and net income for its fiscal year ended March 31. Lawrence H. Rogers II, president, noted that earnings in the fourth quarter suffered because of a poor broadcasting economy; by the prolonged strike at the company's TV and radio facilities in

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May 21, 1971

Buffalo, N.Y., to which they attributed an earnings reduction of \$108,500, or \$0.03 per share; and by the sale of King Pin Lanes, a bowling center in Cincinnati, at a loss of \$58,799 or 1½ cents per share.

For the year ended March 31:

	1971	1970
Earned per share	\$ 1.80	\$ 1.85
Net revenues	48,798,644	49,733,716
Net income	6,675,219	6,750,420

The Grass Valley Group Inc., Grass Valley, Calif., builders of solid-state equipment for television, reported a

36% decline in net income for the first quarter of 1971 compared with last year. Earnings for the period were down 30%.

For the first quarter ended March 31:

	1971	1970
Earned per share	\$ 0.07	\$ 0.10
Revenues	616,000	807,000
Net income	97,000	152,000

American International Pictures Inc., New York, reported last week an increase in revenue from film rentals over last year from all sources except television. The decline in television rental was attributed to a generally slow mar-

ket. Over-all revenues and share earnings were off slightly, AIP said.

For the year ended Feb. 27:

	1971	1970
Earned per share	\$ 0.70	\$ 0.79
Revenue	21,457,000	22,370,000
Net income	824,400	881,700
Shares outstanding	1,182,500	1,118,560

Kaiser Industries, Oakland, Calif., reported a net loss of over \$1.2 million for the first quarter of 1971 compared with a \$3.5-million profit the year before. Kaiser Broadcasting division increased its revenues to \$2,906,000 from \$2,608,000 and reduced its first quarter

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 26	Closing May 19	Net change in week	High	Low	1971	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	44	43½	+ ½	48	25		7,089	\$305,678
ASI Communications	ASIC	O	3½	3½	— ½	4½	2½		1,789	6,476
Capital Cities	CCB	N	46½	46½	+ ¼	47	29		6,236	288,415
CBS	CBS	N	43¾	43¾	— ¾	45¾	30¾		27,086	1,185,013
Corinthian	CRB	N	34	35¼	— 1¼	38½	27¼		3,381	119,180
Cox	COX	N	27¾	26¾	+ 1½	31	17¾		5,802	154,449
Gross Telecasting	GCG	A	13¼	14¼	— ¾	16	10¼		800	11,296
Metromedia	MET	N	23½	23½	— ¾	28¼	17¾		5,756	135,266
Mooney	MOON	O	5¼	5¼	— ¼	5¼	4		250	1,438
Pacific & Southern	PSOU	O	16	17	— 1	17½	12½		1,636	27,812
Rahall Communications	RAHL	O	8¾	9¾	— 1¾	29	11½		847	8,258
Reeves Telecom	RBT	A	2½	2½	— ¼	3¾	2½		2,292	6,303
Scripps-Howard	SCRIP	O	23¼	21¾	+ 1½	25	18		2,589	56,311
Sonderling	SDB	A	29¾	29¾	— ½	34	24¼		997	29,531
Starr	SBG	M	15½	15	+ ½	15¾	8¾		461	6,915
Taft	TFB	N	40	40¼	— ¼	44¾	23¾		3,712	149,408
Total									70,723	\$2,491,749

Broadcasting with other major interests

Avco	AV	N	14¾	15½	— 1½	18	12¾		11,470	\$177,785
Bartell Media	BMC	A	6	5¾	+ ¼	8	4¾		2,254	12,961
Boston Herald-Traveler	BHLD	O	26	26	—	28	23¼		577	15,002
Chris-Craft	CCN	N	7¾	8¾	— ¾	9¾	7¾		3,901	31,676
Combined Communications	CCOM	O	16	14¾	+ 1¼	18¼	10½		2,048	30,208
Cowles Communications	CWL	N	11¾	12	— ¼	12¾	8		3,969	47,628
Fuqua	FQA	N	22¾	23¾	— ¾	26½	13¾		6,569	313,473
Gannett	GCI	N	47¾	47¼	+ ½	52	32¾		7,115	155,160
General Tire	GY	N	23¾	23¾	— ½	25¾	21½		18,713	446,866
Gray Communications	O	O	6¾	6¾	—	8	6		475	3,206
ISC Industries	ISC	A	6	6½	— ½	8	5¾		1,959	11,989
Lamb Communications	O	O	2¾	2¾	—	2¾	2½		475	1,245
Lee Enterprises	LNT	A	26	24¼	+ 1¼	27½	18¾		1,957	48,436
Liberty Corp.	LC	N	20¾	20½	— ¾	23¾	17½		6,774	138,252
LIN	LINB	O	13¾	13¾	— ¼	14¾	6¼		2,294	30,671
Meredith Corp.	MDP	N	26	26¾	— ¾	29¾	19¾		2,754	73,670
Outlet Co	OTU	N	17¾	18	— ¼	22	14¼		1,333	24,156
Post Corp.	POST	O	13¼	11¼	+ 2½	14¼	9¼		734	16,559
Ridder Publications	RIDD	O	21	20¼	+ ¾	27¾	18		8,287	169,884
Rollins	ROL	N	41¾	40¾	+ 1½	40¾	25½		8,057	323,086
Rust Craft	RUS	A	42¾	42¼	+ ¾	48¼	28¾		1,159	48,968
Schering-Plough	PLO	N	78¾	78¾	+ ½	84½	60½		25,174	1,966,593
Storer	SBK	N	31¾	30¾	+ 1	32¾	19		4,223	129,857
Time Inc.	TL	N	53½	53	+ ½	62¾	40¾		7,257	384,621
Trans-National Comm.	O	O	¾	¾	—	1¼	¾		1,000	750
Turner Communications	O	O	3¾	3½	— ¾	4	2		1,328	4,648
Wometco	WOM	N	21	21½	— ½	23¾	17¾		5,809	122,685
Total									137,845	\$4,730,035

CATV

Ameco	ACO	A	—	8¼	—	12¾	6¾		1,200	\$9,900
American Electronic Labs.	AELBA	O	8¼	8¼	—	10	3		1,636	13,497
American TV & Comm.	AMTV	O	22½	22¼	+ ¼	26¾	17¾		2,042	45,435
Burnup & Sims	BSIM	O	20½	37½	—	37¾	23		1,481	55,538
Cablecom-General	CCG	A	15	14¾	+ ¼	17¾	12¾		2,485	36,654
Cable Information Systems	O	O	3¾	3¾	—	4¾	2½		955	3,343
Citizens Financial Corp.	CPN	A	19¾	20	— ¼	23½	12½		1,406	28,120
Columbia Cable	CCAB	O	13¾	15¾	— 2	14¾	9¾		900	14,175
Communications Properties	COMU	O	8¾	8¼	+ ½	10¼	7¼		1,800	14,850
Cox Cable Communications	CXC	A	20¾	20½	— ½	25¾	21½		3,551	72,796
Cypress Communications	CYPR	O	8¾	8¾	—	10¾	7		2,384	20,550
Entron	ENT	A	4¾	4¾	— ¼	7¾	4		1,320	6,442
General Instrument Corp.	GRL	N	23¾	25¼	— 1¾	29¾	16½		6,375	160,969
Sterling Communications	STER	O	5¾	5¾	—	6¾	3½		1,100	5,907
Telecommunications	TCOM	O	18¾	16½	— 1¾	18¾	12		2,704	44,616
Teleprompter	TP	A	79½	80¾	— 1¼	88	56½		1,161	93,751
Television Communications	TVCN	O	9¾	9¾	— ¼	10¾	7		2,901	27,869
Viacom	VIA	N	17¾	17¾	+ ½	21	15½		3,760	66,251
Vikoa	VIK	A	7¾	8¾	— ¾	14¼	7¾		2,316	18,806
Total									41,477	\$739,469

losses to \$1,173,000 from a 1970 loss of \$1,858,000.

For the first quarter ended March 31:

	1971	1970
Earned per share (loss)	\$ (0.06)	\$ 0.12
Revenues	77,646,000	65,090,000
Net income (loss)	(1,224,000)	3,534,000
Shares outstanding	26,412,218	26,390,458

Note: Kaiser has revised its methods of accounting and now instead of recording as income dividends received on common stock, Kaiser now records its proportionate share of the earnings of loss applicable to the common stock of each of these companies as well as its joint venture companies.

Kinney National Services Inc., New

York, parent company of Warner Bros. Corp., reported record net income for the first half of fiscal 1971. For the six month ended March 31:

	1971	1970
Earned per share	\$ 1.10	\$ 1.02
Revenue	36,447,000	33,385,000
Net income	20,365,000	17,975,000

Columbia Pictures Industries Inc., New York, reported last week a decline in net income of approximately \$5 million for the nine months ended March 27. A. Schneider, chairman of the board, and Leo Jaffe, president, said that the

third quarter was "adversely affected by the results of pictures in release during the period and a bad reception at the box office," and added that the fourth quarter would be "even more substantially affected."

For the nine months ended March 27:

	1971	1970
Earned per share	\$ 0.05	\$ 0.85
Gross income	184,106,000	182,600,000
Net income	347,000	5,345,000

* Based on average shares outstanding during each period, adjusted for subsequent stock dividends. Convertible debentures and stock options were not dilutive in 1971.

	Stock symbol	Ex-change	Closing May 26	Closing May 19	Net change in week	High 1971	Low	Approx. shares out (000)	Total market capitalization (000)
Programming									
Columbia Pictures	CPS	N	11 1/4	12 3/4	- 1 1/2	17 3/4	11 1/4	6,335	\$80,778
Disney	DIS	N	119	123 1/4	- 4 1/4	128 3/4	77	12,785	1,575,751
Filmways	FWY	A	8 1/4	8 1/4	-	11 1/4	7 1/4	1,754	14,242
Four Star International		O	1 1/4	1 1/4	- 1/4	1 1/4	1 1/4	666	833
Gulf & Western	GW	N	26 3/4	28	- 1 1/4	31	19	14,964	418,992
Kinney National	KNS	N	38	38 1/4	- 2 1/4	39 3/4	28 1/4	11,230	429,559
MCA	MCA	N	25 1/4	26 1/4	- 1 1/2	30	21 1/4	8,165	217,352
MGM	MGM	N	20 1/4	22 1/4	- 2	26 1/4	15 1/2	5,886	130,964
Music Makers	MUSC	O	2 1/4	2 1/4	-	3 1/4	2 1/4	589	1,396
National General	NGC	N	26	24 1/4	+ 1 1/4	27 1/4	15 1/4	4,977	122,534
Tele-Tape Productions		O	1 1/4	1 1/4	+ 3/4	2	1 1/4	2,183	2,729
Transamerica	TA	N	16 3/4	17	- 1/4	19	15 1/4	63,785	1,084,345
20th Century Fox	TF	N	11 3/4	12 1/4	- 3/4	15 3/4	8 1/4	8,562	108,052
Walter Reade Organization	WALT	O	2 1/4	2 1/4	- 1/4	3 1/4	2 1/4	2,414	6,325
Wrather Corp.	WCO	A	6 1/4	8 1/4	+ 1 1/2	8 1/4	6 1/4	2,200	13,750
Total								146,495	\$4,207,602
Service									
John Blair	BJ	N	21 1/2	17 3/4	+ 3 3/4	22 3/4	18	2,584	\$45,866
ComSat	CQ	N	67	73 1/4	- 6 1/4	84 1/2	49 1/4	10,000	732,500
Creative Management	CMA	A	12 1/4	12 1/4	+ 1/4	17 1/4	10 3/4	1,102	13,775
Doyle Dane Bernbach	DOYL	O	22 3/4	22 1/4	+ 1/2	26 1/2	21	1,918	42,676
Elkins Institute	ELKN	O	14	16 1/4	- 2 1/4	16 1/4	8 1/4	1,664	27,240
Footo Cone & Belding	FCB	N	10 1/2	10 1/2	-	12	7 1/4	2,196	23,058
Grey Advertising	GREY	O	13	13	-	13 1/2	9 1/4	1,207	15,691
LaRoche, McCaffrey & McCall		O	14 1/4	14 1/2	- 1/4	16 1/2	10 1/4	585	8,483
Marketing Resources & Applications		O	10 1/4	9 1/4	+ 1	18 1/4	2 1/4	504	4,914
MovieLab	MOV	A	2 1/4	3	- 3/4	4	2	1,407	4,221
MPO Videotronics	MPO	A	5 1/4	5 1/4	-	8 1/2	5 1/4	557	3,275
Nielsen	NIELA	O	48 1/2	49 1/4	- 3/4	49 3/4	39 1/4	5,299	257,528
Ogilvy & Mather	OGIL	O	34 1/2	32 1/4	+ 2 1/4	36	24	1,096	35,346
PKL Co.	PKL	A	3 1/4	3 1/4	-	6 1/4	3 1/4	742	2,783
J. Walter Thompson	JWT	N	55 1/2	55 1/2	+ 3/4	60	34 1/2	2,721	149,982
Transmedia International		O	3 1/4	3 1/4	- 1/4	3 1/4	3	535	1,739
Wells, Rich, Greene	WRG	A	19 1/4	18 1/4	+ 1/2	25 1/4	15 1/4	1,575	28,648
Total								35,692	\$1,397,728
Manufacturing									
Admiral	ADL	N	18 1/4	19 1/2	- 1 1/4	19 1/4	8	5,163	\$100,679
Ampeex	APX	N	17 3/4	18 1/4	- 3/4	25 3/4	16 1/2	10,874	198,451
CCA Electronics	CCAE	O	4	3 1/4	+ 3/4	3	2 1/4	897	2,915
Collins Radio	CRI	N	15 1/4	16 1/4	- 1 1/4	20 1/4	14	2,968	49,328
Computer Equipment	CEC	A	6 1/4	6 1/4	+ 1/4	7 1/4	3 1/4	2,406	15,038
Conrac	CAX	N	25 1/4	27 1/4	- 2 1/4	28 1/4	15 1/4	1,259	34,937
General Electric	GE	N	119 1/4	119 1/4	- 3/4	124 1/4	93	90,813	21,773,325
Harris-Intertype	HI	N	61 1/2	62 1/4	- 3/4	69 1/4	54 1/4	6,333	394,989
Magnavox	MAG	N	49 1/4	49 1/4	+ 3/4	50 1/4	37 1/4	17,278	848,695
3M	MMM	N	113 1/4	114 1/4	- 1 1/4	116 1/4	95 1/4	56,099	6,437,360
Motorola	MOT	N	81 1/4	82	- 1/4	86	51 1/2	13,345	1,094,290
RCA	RCA	N	38 1/4	38 1/4	+ 1/2	39 1/4	26	74,437	2,837,538
Reeves Industries	RSC	A	3	3	-	4 1/4	3	3,458	10,374
Telemation	TIMT	O	9 1/4	9 1/4	- 1/4	13 1/4	9 1/4	14,040	135,065
Westinghouse	WX	N	89 1/4	89 1/4	- 1/4	92 1/4	65 1/4	41,431	3,702,688
Zenith	ZE	N	49 1/4	47 1/4	+ 2	51 1/4	36 1/4	19,021	898,742
Total								359,822	\$27,847,751
Grand total								791,854	\$41,214,331
Standard & Poor Industrial Average			110.17	111.82	- 1.65				

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

*Two-for-one split May 23.

Shares outstanding and capitalization as of May 19. Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

American Television & Communications Corp., Denver, multi-CATV owner, reported record net income and revenues for the nine months ended March 31:

	1971	1970*
Earned per share	\$ 0.13	\$..
Revenues	7,418,582	6,013,031
Net income	577,338	26,729

* Restated to reflect the May 29, 1970, pooling of interests with Cablevision of Guymon Inc.

**Earnings per share not shown because preferred dividends exceeded net income.

Cypress Communications Corp., Los Angeles-based multiple CATV owner, reported a sharp decline in net income for the nine-month period ended March 31, despite a better than 50% increase in revenues. The income decline was attributed by the company to increased interest costs associated with the acquisition of United Utilities CATV proper-

ties (part of Harrisclope Cable, now merged with Cypress).

For the nine months ended March 31:

	1971	1970
Earned per share	\$ 0.01	\$ (0.01)
Revenues	6,510,456	4,085,370
Net income	19,833	(48,395)
Shares outstanding	1,943,808	1,678,298

Note: Per-share earnings for 1970 showing a loss at one cent per share result after giving effect to dividends of \$71,250 on preferred stock. Shelter resources converted 190,000 shares of Cypress preferred into 208,333 shares of common on April 1, 1970. Had that conversion been made on July 1, 1969, the beginning of the Cypress fiscal year, earnings for 1970 would be three cents per share profit.

Financial notes:

▪ **Ridder Publications Inc.,** New York, broadcaster and newspaper owner, declared regular quarterly dividend of

eight cents per share on its common stock and \$2.00 per share on the firm's preferred. Both are payable June 30 to stockholders of record on June 10.

▪ **Sonderling Broadcasting Corp.,** New York, group broadcaster, filed a registration statement with the Securities and Exchange Commission May 10 in conjunction with the sale of 41,120 shares of outstanding common stock. Egmont Sonderling, board chairman and president, may occasionally sell up to 25,000 of the 199,750 shares he now holds in the company. The remaining 16,120 shares affected by this registration are held by five other individuals. Price will relate to market trends at time of sale, with a 30% per-share maximum.

International

Fulbright committee airs RFE funding debate

A dispute arose in a Senate Foreign Relations Committee hearing last Monday (May 24) over the value of Radio Free Europe and Radio Liberty, the two principal U.S. propaganda outlets.

The hearing focused on a bill (S. 18) introduced earlier this year by Senator Clifford Case (R-N.J.), under which funding authority for the two stations would be lifted from the Central Intelligence Agency and vested in Congress (BROADCASTING, Feb. 1). A companion bill was introduced in the House by Representative Ogden Reid (R-N.Y.).

Martin J. Hillenbrand, assistant secretary of state for European affairs, said RFE, which broadcasts to all Eastern Europe countries except Yugoslavia, and Radio Liberty, which beams programming only to the Soviet Union, perform a unique and valuable educational service for people living under a government-controlled press.

However, committee Chairman J. William Fulbright (D-Ark.) countered that the strongly anti-Communist tone of the stations' broadcasts is not in keeping with plans to improve relations with Russia.

Although the two stations are ostensibly supported by private corporations, foundations and individuals, several hundred million dollars of CIA money have gone into their operation during the past 20 years, according to Senator Case.

The Nixon administration last week proposed creation of a public-private corporation—the American Council for Private International Communications

Inc.—to provide overt public funding for Radio Free Europe and Radio Liberty at approximately the current level. The stations now get \$40 million a year.

BBC bars drug lyrics in get-tough maneuver

The British Broadcasting Corp. last week banned the playing of songs that encourage illegal drug use.

The government-supported BBC was explicit in doing what some have accused the FCC of attempting to do by indirection. Douglas Muggeridge, BBC's head of radio broadcasting, was quoted as saying:

"It is going to be our policy to be very tough about this kind of thing. We have a duty to avoid any action that could lead to the encouragement of illegal drug-taking."

A song called "Have a Wiff on Me," was said to be the first one affected by the BBC decision. Among the song's offending lines: "Who wants friends when you can have snow [cocaine]?"

The FCC issued no such ban, but has reminded broadcasters they are responsible for knowing the lyrics of songs aired, including those that might tend to encourage drug use (BROADCASTING, March 8, et seq.). Although it later issued a "clarification," the commission has never ruled out the possibility that playing of drug lyrics might be held against a broadcaster at renewal time.

Abroad in brief:

South Seas cooperation ▪ Honolulu broadcasters joined with the University of Hawaii in a six-week seminar on radio development which was held for

Pacific Island broadcasters from March 29 through May 8. Participants in the seminar came from New Guinea, Western Samoa, American Samoa, Cook Islands, Tonga, and the U.S. trust territories of Saipan, Truk, Yap, Ponape, Palau and the Marshall Islands. The attending program and news directors worked directly with staff at cooperating stations: KHVH-AM-FM; KORL(AM); KCCN(AM); KGU(AM); KZOO(AM); KKUA(AM); KGMB(AM); KIKI(AM) and KUMU(AM), all Honolulu, and KAHU(AM) Waipahu, Hawaii. The seminars were held at the East-West Center, an educational institution of the U.S. government.

Ad ban ▪ The government of British Columbia has banned all liquor and tobacco advertising by media located in the province, beginning Sept. 1. At the present time no liquor advertising is permitted on Canadian stations. Last year tobacco companies spent \$435,000 in radio and \$310,000 in television in British Columbia.

Shuffling Chaplin's films

Roy Export Co., which is owned by Charlie Chaplin and which controls rights to his feature films, has entered into an agreement with Black Inc., A.G., London, for worldwide distribution of his films in theaters and for TV and video-cassette showings. Nine films were involved, including "Gold Rush," "Modern Times," "Limelight," "The Great Dictator," and "City Lights." It was reported earlier that Toronto film distributor and broadcaster Leslie Allen had bid \$6 million for rights to ten features and seven short subjects. However, no mention of the shorts was made in the Black Inc. deal.

Broadcast advertising

Stan Moldovan, director of creative research, SSC&B, New York, elected VP.

Doug Finley, VP and general manager, KTLA(TV) Los Angeles, named president, Media Buyers Inc., media buying service there.

Ronald K. McCreight, director of product market research and planning, Sears, Roebuck & Co., Chicago, joins Campbell-Ewald Co., Detroit, as VP and director of marketing research.

M. John Cole, manager of media buying services and associate media director, Chicago office, Needham, Harper & Steers, New York, elected VP.

Curtis R. Troeger, financial advertising manager, *New York Times*, joins Doremus & Co. there as VP.

Jules Bacal; **Robert Collins**; **Elizabeth Eddy**; **Austin Hamel**; **John Lapick**; **George Robinson** and **Gerald Weinstein**, all associate creative directors, and **Gordon Webber**, creative department manager, Benton & Bowles, New York, all named senior VP's.

Jack Connell, with CBS Television National Sales, New York, joins WBBM-TV Chicago, CBS-owned station, as sales manager.

Don H. Junisco, with CBS Radio Spot Sales, Detroit, appointed sales manager of that office. He succeeds **Ralph H. Patt** who retires.

Bob Pritikin, senior VP and creative director, Dailey & Associates, San Francisco, agency, and **Jerry Gibbons**, VP and account supervisor, Dailey, leave to form Pritikin & Gibbons Communications, agency there.

Ray Sutton, participating program salesman, NBC-TV, Burbank, Calif., appointed Western sales manager, network TV sales.

Harry L. Nolan Jr., VP and management supervisor, Lampert Agency, New York, leaves to become principal of Nolan Marketing Group, Tampa, Fla.

Charles Meehan, account executive, WNEW-TV New York, appointed national sales manager.

Fred R. Petrosino, with sales staff, KMBC-TV Kansas City, Mo., appointed local sales manager, WTOP-TV Washington.

Ned S. Tolmach, VP and associate creative director, Benton & Bowles, New York, joins Grey Advertising there as creative director.

John R. Jones, with sales staff, KTTV-

(TV) Los Angeles, joins Metro TV Sales, as sales manager of Los Angeles office. Both are Metromedia-owned.

Media

Richard David, business manager, KTTV(TV) Los Angeles, named VP and business manager.

J. Herman Sitrick, general manager and sales manager, WGRT(AM) Chicago, named to additional duties as VP of parent Atliss Communications there.

Bradley R. Eidmann, executive VP, general manager, and director of WGN Continental Productions Co.; **Donald A. Getz**, general sales manager, WGN-AM-FM Chicago, and VP of WGN Continental Sales Co.; **Robert E. Henley**, program manager, WGN-AM-FM; **Robert P. Irving**, manager of personnel and industrial relations, WGN Continental Productions and subsidiaries, and **Jack P. Jacobson**, VP of WGN Continental Productions, all Chicago, elected VP's of parent WGN Continental Broadcasting. **Marvin Astrin**, general manager, WGN-AM-FM and VP of WGN Continental Broadcasting; and **Ralph Batt**, VP and manager of engineering for parent, elected directors of parent.

Morton N. Goldstein, manager of production control for taped shows, ABC-TV West Coast, appointed director for production control and assistant business manager. **Edward E. Lerche**, business manager, TV facilities and service, ABC-TV West Coast, appointed manager, financial forecasts and production controller, ABC-TV.

Richard J. Meyer, director of School of Television Service, noncommercial WNET(TV) New York, elected VP of newly created education division. Educational Broadcasting Corp. there.

Daniel D. Villanueva, station manager, KMEX-TV Los Angeles, appointed general manager.

John Thomas Mazzie, station manager,

Above and beyond the call

David Glickman, former West Coast manager and special projects editor of BROADCASTING magazine, who retired in 1963, has been awarded an honorary service plaque by the Pacific Pioneer Broadcasters for his work as PPB historian. Mr. Glickman was a PPB charter member at the group's founding in 1963 in Hollywood.

WREX-TV Rockford, Ill., appointed acting general manager.

Joseph A. Short, assistant manager and program director, WHCU-AM-FM Ithaca, N.Y., retires after 30 years with station.

Lynn A. Christian, general sales manager, WVCG(AM) and WYOR(FM) Coral Gables, Fla., named executive VP and general manager.

Harold James Davis, senior VP in charge of radio stations, Doubleday Broadcasting Co., group owner, Dallas, appointed general manager, KBTR(AM) Denver.

Eugene Hester, sales manager, WKEE-AM-FM Huntington, W. Va., appointed manager, WWKE(AM) Ocala, Fla.

George Yahraes, director of programming and promotion, ABC-owned FM stations. New York office, ABC, appointed general manager, KSFX(FM) San Francisco, ABC-owned station.

Ed Christian, with KRDL-FM Dallas, joins WCER-AM-FM Charlotte, Mich., as general manager.

Fred E. Furnish, specialist in sales training, audio products department, General Electric Cablevision Corp., Schenectady, N.Y., appointed general manager of firm's Decatur, Ill., system.

David S. Hanson, assistant North Bay area manager, Tele-Vue Systems, Fairfax (San Francisco), Calif. appointed area manager.

Programing

Christian Weber, supervisor of distribution services, Columbia Pictures Industries, New York, appointed manager.

Jerry Kreeger, director of TV production, Wells, Rich, Greene, New York, joins Telpac Management, program and commercial producer, there, as VP and executive producer.

Robert E. Lee, operations supervisor, WCFL(AM) Chicago, appointed program manager.

News

Christopher Lindsay, news director, WICC(AM) Bridgeport, Conn., elected president, Connecticut Associated Press Broadcasters Association. **Bob Douglas**, news director, WHNB-TV New Britain-Hartford, Conn., elected VP.

Norman Brenner, production super-

visor, CBS News, appointed manager, news production services, CBS-TV, New York.

Richard L. Sher, news manager, WRC-AM-FM Washington, appointed manager, NBC News, San Francisco. He succeeds **Arthur H. Wakelee**, who retires.

John Q. Adams, with news staff, WGN-AM-FM-TV Chicago, joins WCIU-TV there as news director and anchorman.

Bill Ames, political editor, KNXT(TV) Los Angeles, appointed director of news.

William N. Cothran, news writer-producer, KTLA(TV) Los Angeles, appointed news director. He succeeds **William Fyffe** who rejoins WXYZ-TV Detroit as news director.

Bill Addison, community-relations director, St. Louis county police department, appointed news director, KPLR-TV St. Louis.

Tom Uttormark, with Armed Forces Radio Network, Guam, joins WMAD-AM-FM Madison, Wis., as news director.

Mike EauClaire, newsman, KGLO-AM-TV Mason City, Iowa, joins KSTT(AM) Davenport, Iowa, in similar capacity. **Gary Hummel**, newsman, WIRL(AM) Peoria, Ill., joins KSTT in similar capacity.

Ron Gonder, sports editor, WMT-AM-FM-TV Cedar Rapids-Waterloo, Iowa, appointed sports director.

Promotion

Tony Grande, head of graphics, Grey & Davis Inc., PR division of Grey Advertising, New York, elected VP in charge of sales promotion.

Larry W. McNabb, media buyer, D'Arcy-McManus-Intermarco Advertising, St. Louis, appointed promotion manager, KDNL-TV there.

John DiMatteo, PR and advertising manager, Digital Development Corp., San Diego, appointed manager of com-

The Pioneer nominees

The Broadcast Pioneers have selected nominees for officers and directors for the year beginning July 1. They are: **Leonard J. Patricelli**, president, WTIC-AM-FM-TV Hartford, Conn., for president; **Carl E. Lee**, executive VP and general manager, WKZO-AM-TV Kalamazoo and Grand Rapids, Mich., for first VP; **Donald J. Mercer**, VP, NBC, New York, and **Thomas C. Bostic**, president, KIMA-TV Yakima, Wash., both for VP's; **Betty Luster Prentiss**, radio personality and one-time owner of her own station representative firm, for secretary; and **Robert J. Higgins**, VP in charge of personnel, Broadcast Music Inc., New York, for treasurer. Pioneer membership will be balloted by mail.

munications, Cohu Electronics Inc., equipment manufacturer, there.

Equipment & engineering

Leonard F. Giarraputo, sales engineer, Lipsner-Smith Corp., film equipment manufacturer, Pittsburgh, named VP for sales of firm's Eastern division.



Mr. Ports, director of plans and development, electronics and communications division, Atlantic Research Corp., diversified firm with broadcast and CATV interests, and veteran Washington consulting engineer, appointed director of engineering, National Cable Television Association.

Allied fields

A. Dale Ledbetter, with Mallyck & Bernton, Washington communications

law firm, joins law offices of **Arthur Stambler**, also communications law firm there.

John M. Eger, adviser in office of general counsel, FCC, Washington, appointed legal assistant to Chairman **Dean Burch**. He succeeds **Patrick E. O'Donnell**, who joins White House staff as aide to **Charles Colson**, special counsel to President Nixon.

Peter E. Holmes, with BOAC, Cincinnati, joins Taft Travel Agency, newly established division of Taft Broadcasting, there.

William L. Sullivan Jr., publications editor, Grocery Manufacturers of America Inc., Washington, appointed manager, news service, Association of American Railroads there. News service is division of PR department presently running extensive TV advertising campaign.

International

Douglas H. Shafner, director of special projects, ABC Films, New York, appointed to additional duties as director of special projects, ABC International Television Inc., there.

Don Silverman, independent program producer, joins Screen Gems International, Sydney, Australia, as director of production for Australia and Far East.

Richard A. Perry, general sales manager, CKLW-FM Windsor, Ont., named VP for FM programming.

Deaths

William H. Graffis, 51, VP, Kenyon & Eckhart, Chicago, died May 19 at Wesley Memorial hospital there from cancer. Mr. Graffis had been with K&E for 12 years, handling the Lincoln-Mercury account. He had earlier worked at **Leo Burnett**. He is survived by his wife, **Shirley**, one son and two daughters.

Thomas J. Dodd, 64, former Democratic senator from Connecticut, died May 24 at his home in Old Lyme, Conn., after heart attack. Sen. Dodd, who served as chairman of Senate Juvenile Delinquency Subcommittee, conducted hearings in 1961 and again in 1963 on effects of sex and violence in TV programming on children. Hearings were highlighted by introduction of network inter-office memos calling for more blood and "action" in some programs. Although no final report was ever issued by committee, two network heads rolled as result of investigation: **Oliver Treyz**, then president of ABC-TV, and **David Levy**, then programming VP for

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NBC, both resigned during inquiry. Senator Dodd is survived by his wife, Grade, and six children.

Benjamin B. Williams, 60, executive VP, Savannah Broadcasting Co., licensee of WTOG-AM-FM-TV Savannah, Ga., died May 14 at Candler General hospi-

tal there after short illness. Mr. Williams joined WTOG(AM) in 1935 as announcer and salesman. In 1951 he served as president of Georgia Association of Broadcasters where he had served additionally as secretary, treasurer and director. He is survived by his wife, Katherine.

Frank A. (Bud) Berend Jr., 81, account executive with Deluxe General Inc., film processing and printing lab, Hollywood, died May 13 there. He had been western sales manager with NBC from 1942 to 1955 before joining General Film Laboratories in 1957. He is survived by his wife, Anee.

ForTheRecord®

As compiled by BROADCASTING, May 18 through May 25 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Application

■ **Boston**—Boston Broadcasters Inc. Requests new site. Ann. May 25.

Final action

■ **WFTT(TV)** Bridgeport, Conn.—FCC granted request by Newsvision Co. for reinstatement of CP, call sign and application for license of WFTT-TV (ch. 43). Action May 19.

Other actions

■ **Hearing Examiner Lenore G. Ehrig** in Greensburg, Pa. (Western Broadcasting Corp. and Warman Communications Inc.), TV proceeding, on request of Broadcast Bureau, postponed hearing to June 16 (Docs. 18938-9). Action May 12.

■ **Hearing Examiner Chester F. Naumowicz Jr.** in Los Angeles (Los Angeles Unified School District and Viewer Sponsored Television Foundation), TV proceeding, denied motion to postpone commencement of hearing by Viewer Sponsored Television Foundation (Docs. 19100-1). Action May 13.

Initial decision

■ **Hearing Examiner Basil P. Cooper** (in supplemental initial decision) proposed denial of applications of Integrated Communication Systems Inc. of Massachusetts for extension of time to construct and for mod. of CP for WREP(TV) (ch. 25) Boston (Docs. 18338-39). Ann. May 19.

Rulemaking petitions

■ **WTOG-TV** St. Petersburg, Fla.—Requests amendment of rules to add ch. 46 to Naples, Fla. Ann. May 21.

■ **Fredericksburg, Va.**—Charles McDaniel and Jerry Leonard. Request amendment of rules to add ch. 66 to Fredericksburg. Ann. May 21.

Call letter application

■ **Boston Broadcasters Inc.**, Boston—Requests WCVB-TV.

Existing TV stations

Final actions

■ **KCOY-TV** Santa Maria, Calif.—FCC rejected nonduplication agreement between Cable TV of Santa Barbara Inc. and Central Coast Broadcasters Inc., licensee of KCOY-TV, stipulating that KCOY-TV will not file or support applications for translator facilities until such time as Cable TV's system is equipped to provide subscribers with 14 or more channels. Action May 19.

■ **WCJB(TV)** Gainesville, Fla.—Broadcast Bureau granted license covering new television station. Action May 17.

■ **WGMI(TV)** Gary, Ind.—FCC denied petition by Field Communications Corp., licensee of WFLD-TV Chicago, asking reconsideration of FCC approval of assignment of CP for WGMI-TV, from General Media Television Inc. to Family Stations Inc., mod. of CP and for extension of time to complete construction of WGMI. Action May 19.

■ ***WGBX-TV** Boston—Broadcast Bureau granted CP to change ERP to vis. 269 kw, aur. 53.7 kw; and change type ant. Action May 11.

■ **WLBT(TV)** Jackson, Miss.—FCC ordered Lamar Life Broadcasting Co. to place in escrow all profits from operation of WLBT after 3 a.m., April 17. Action May 19.

Actions on motions

■ **Hearing Examiner Lenore G. Ehrig** in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, granted request by Civic Communications Corp. to the extent that Lamar is directed to produce in Washington, documents itemized in Civic's requests 1 through 4, set out in schedule A to its second request. Lamar was similarly directed to produce material requested in item 5 of schedule A restricted, however, to the 1961-1966 period (Docs. 18845-9). Action May 12.

■ **Hearing Examiner Forest L. McClennan** in Boston (RKO General Inc. [WNAC-TV], et al.), TV proceeding, granted motion of Community Broadcasting of Boston Inc. and ordered that witness list of RKO General Inc. stricken (Docs. 18759-61). Action May 14.

■ **Hearing Examiner Chester F. Naumowicz Jr.** in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises), TV proceeding, denied request for permission to file appeal by Central Florida Enterprises Inc. (Docs. 19168-70). Action May 18.

Other action

■ **Cheyenne, Wyo.**—FCC rescinded six months limitation placed upon Frontier Broadcasting Co., Cheyenne, in which to divest itself of KFBC-TV Cheyenne; FSTF(TV) Scottsbluff, Neb.; KTVS-TV Sterling, Colo., and CP for KVRW-TV Rawlins, Wyo. (Doc. 18797). Action May 9.

New AM stations

Actions on motions

■ **Chief, Office of Opinions and Review** in Henric, Geneseo and Warsaw, all New York (What

the Bible Says Inc., et al.), AM proceeding, granted petition of What the Bible Says Inc. and extended through June 1 time to file responsive pleading to petition to dismiss application filed by John B. Weeks (Docs. 17571-3). Action May 18.

■ **Hearing Examiner Lenore G. Ehrig** in Jacksonville, Ala. (Jacksonville Broadcasting Co., University Broadcasting Co.), AM proceeding, on request of Jacksonville Broadcasting, scheduled further prehearing conference for June 2 (Docs. 18899-90). Action May 17.

■ **Hearing Examiner Jay A. Kyle** in Owensboro and Hawesville, both Kentucky (Edward G. Atsinger III, et al.), AM proceeding, rescheduled evidentiary hearing from May 25 to June 15 (Docs. 19068-70). Action May 17.

■ **Hearing Examiner Chester F. Naumowicz Jr.** in Corona, San Bernardino and Upland, all California (Major Market Stations Inc., et al.), AM proceeding, continued certain procedural dates (Docs. 19062-3-4-5-6). Action May 13.

■ **Hearing Examiner Chester F. Naumowicz Jr.** in Pikeville, Tenn. (Pikeville Broadcasting Co.), AM proceeding, on request of Broadcast Bureau, continued May 18 prehearing conference to June 2 (Doc. 19146). Action May 17.

Other actions

■ **Review board** in Brush, Colo., AM proceeding, extended on motion by Brocade Broadcasting Co., until June 2, time to file responsive pleadings to petitions to enlarge hearing issues (Docs. 19157-9). Action May 18.

■ **Review board** in Mt. Pleasant, Iowa, AM proceeding, extended time to June 3 to file responsive pleadings to appeal from hearing examiner's adverse ruling in proceeding on applications of Pleasant Broadcasting Co. and BCST Co. of Iowa, Mt. Pleasant, and Chariton Radio Co., both Iowa (Docs. 18594-6). Action May 20.

Existing AM stations

Applications

■ **KTLK Denver**—Seeks CP to relax MEOV DA-D and DA-N pattern. Ann. May 24.

■ **WFNC Fayetteville, N.C.**—Seeks mod. of CP to specify use of different towers for directional operation. Ann. May 24.

■ **WOGO New Smyrna Beach, Fla.**—Seeks CP to move trans. site 250 ft. southeast of Yacht Club Island, New Smyrna Beach; change tower to be self-supported. Ann. May 20.

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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.

- WCOS Columbia, S.C.—Seeks CP to make changes in N radiation pattern. Ann. May 18.
- KNOK Fort Worth—Seeks CP to increase tower height for addition FM ant. Ann. May 24.
- KLO Ogden, Utah—Seeks CP to change D hours of operation from directional to non-directional. Ann. May 18.
- WOL Washington—Seeks CP to make changes in ground system. Ann. May 20.
- KMEL Wenatchee, Wash.—Seeks CP to increase D power to 1 kw and install new trans. Ann. May 24.

Final actions

- KAAA Kingman, Ariz.—Broadcast Bureau permitted remote control. Action May 6.
- KGOE Thousand Oaks, Calif.—Broadcast Bureau granted mod. of CP. to extend completion date to Sept. 30. Action May 17.
- WONF Pensacola, Fla.—Broadcast Bureau permitted remote control. Action May 17.
- WCGA Calhoun, Ga.—FCC denied petition by Gordon County Broadcasting Co., licensee, for reconsideration of commission action refusing to request remand of WCGA renewal case from Court of Appeals as "completely without merit" (Docs. 17695-6). Action May 19.
- WEAS Savannah, Ga.—Broadcast Bureau granted license covering aux. trans. Action May 18.
- WEVE Eveleth, Minn.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes. Action May 18.
- WWRL New York—FCC issued short-term renewal to Sonderling Broadcasting Corp. for WWRL to expire on June 1, 1972, following FCC investigation of broadcasts on which Reverend James Lofton Jr., advertised meetings at which he solicited money from his audience in return for tips on numbers game. Action May 19.
- WEEB Southern Pines, N.C.—Broadcast Bureau permitted remote control. Action May 7.
- KYXI Oregon City, Ore.—Broadcast Bureau granted license covering use of former N main trans. as alt. main N and aux. D trans. Action May 18.
- WASP Brownsville, Pa.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes. Action May 18.
- WCAY Cayce, S.C.—Broadcast Bureau granted mod. of license covering change in main studio location to 2334 Edmund Road, Cayce, and operate by remote control from main studio location; rules are waived. Action May 17.
- KVOU Uvalde, Tex.—Broadcast Bureau granted CP to increase D power to 1 kw; condition. Action May 14.

Actions on motions

- Chief, Broadcast Bureau granted request by Association of Federal Communications Consulting Engineers and extended through July 21 time to file comments, and through Aug. 2 time to file reply comments in amendment of rules concerning specification and measurements of power of AM's (Doc. 19200). Action May 21.
- Hearing Examiner Millard F. French in Lexington, Ky. (Bluegrass Broadcasting Co.), renewal of license of WVLK, granted motion by applicant and extended to June 7, time to file proposed findings and conclusions, and to June 21, time to file reply findings (Doc. 18285). Action May 13.
- Hearing Examiner Forest L. McClenning in Jacksonville, N.C. (Seaboard Broadcasting Corp.), renewal of license of WLAS(AM), denied motion by Brown Broadcasting Co. to quash subpoena duces tecum (Doc. 18814). Action May 14.

- Hearing Examiner Ernest Nash in Sandersville, Ga. (Radio Station WSNT Inc.), renewal of license of WSNT, certified to commission petition for leave to amend, filed by WSNT on May 11 (Doc. 19167). Action May 12.
- Hearing Examiner Chester F. Naumowicz Jr. in Jacksonville, Fla. (Belk Broadcasting Co. of Florida), renewal of license of WPDQ, continued hearing to Aug. 4, at 10:00 a.m., inasmuch as hearing examiner has been designated to preside at other hearings to be held in Florida in August (Doc. 19126). Action May 11.

Call letter action

- WWSW, Shain Broadcasting Co., Berea, Ky.—Granted WKXO.

New FM stations

Final action

- Naples, Fla.—FCC gave notice that initial decision proposing grant of application by Naples Image Inc. for CP for new Class A FM on 93.5 mhz at Naples became effective May 18. Ann. May 21.

Actions on motions

- Hearing Examiner Basil P. Cooper in Bangor, Me. (Bangor Broadcasting Corp., Penobscot Broadcasting Corp.), FM proceeding, scheduled evidentiary hearing to begin July 20 (Docs. 19165-6). Action May 17.
- Chief Hearing Examiner Arthur A. Gladstone in Mobile, Ala. (WABB Inc., Gospel Voice Inc., Trio Broadcasters Inc. and Hartzog Broadcasting Inc.), FM proceeding, designated Hearing Examiner Jay A. Kyle as presiding officer; scheduled prehearing conference for June 29 and hearing on July 27 (Docs. 19226-9). Action May 13.
- Hearing Examiner Forest L. McClenning in Sarasota, Fla. (Christian Fellowship Mission Inc. and Trend Broadcasting Inc.), FM proceeding, ordered five-day filing requirement of rules waived; granted joint petition as supplemented for approval of agreement and accepted supplemented agreement subject to condition that reimbursement for expenses not exceed sum of \$10,369.46; dismissed application of Trend Broadcasting Inc. with prejudice; and retained application of Christian Fellowship Mission Inc. in hearing status (Docs. 18971-2). Action May 18.
- Hearing Examiner Forest L. McClenning in Wilmington, Ohio (5 Kw Inc., Clinton County Broadcasting Corp.), FM proceeding, on request of Broadcast Bureau, continued June 10 prehearing conference to June 11 (Docs. 19218-9). Action May 17.

Other actions

- Review board in Virginia Beach, Va., FM proceeding, denied joint petition for approval of merger agreement between Virginia Seashore Broadcasting Corp. and Sea Broadcasting Corp., and dismissal of Sea's application in proceeding involving applications of VSBC, Sea, and Payne of Virginia Inc. for new FM at Virginia Beach (Docs. 19095-7).

Rulemaking petitions

- El Cajon, Calif.—Don Hobson. Requests amendment of rules to add ch. 299B to San Diego. Ann. May 21.
- Morro Bay, Calif.—Morro Bay Broadcasters. Requests rulemaking to assign FM ch. 238B to Morro Bay. Ann. May 21.
- Gainesville, Fla.—James M. Hansford and Frank J. Terrell. Request mod. of rules to assign ch. 265A to Gainesville (Alachua county). Ann. May 21.

- WGAW(AM) Gardner, Mass.—Requests rulemaking to assign FM ch. 249A to Winchendon, Mass. Ann. May 21.
- Ballston Spa, N.Y.—Paul Godley Jr. Requests amendment of rules to add FM ch. 244A to Ballston Spa. Ann. May 21.
- Vieques, Puerto Rico—Carlos Juan Colon Ventura. Seeks amendment of rules to assign ch. 255 to Vieques. Ann. May 27.
- Kewaunee, Wis.—Harbor Cities Broadcasting Inc. Requests amendment of rules to add ch. 224A to Kewaunee. Ann. May 21.

Rulemaking actions

- FCC proposed amendments to FM table of assignments involving class A ch. at Kinston, N.C., and fifth channel at Wilmington, N.C., and elimination of short-spacing between Wallace and Farmville, N.C. Action May 19.
- FCC amended rules to add class A FM ch.'s as first assignments for following 19 communities: Newport, R.I.; Pennington Gap, Va.; Columbus, Tex.; Middlebury, Vt.; Three Rivers, Mich.; Ashdown, Ark.; Vandalia, Ill.; Lincoln, Me.; Vevay, Ind.; Delphos and Georgetown, both Ohio; Jenkins, Ky.; Peterborough, N.H.; Luverne, Minn.; Napoleon, Ohio; Central City, Pa.; Waseca, Minn.; Quebradillas, Puerto Rico, and Ord, Neb. Action becomes effective July 9. Ann. May 19.
- WGUY(AM) Bangor, Me.—FCC denied application of licensee for rulemaking proceedings for change in FM table of assignments to add ch. 293 to Bangor. Action May 12.

Call letter actions

- Raymond I. Kandel, Oxnard, Calif.—Granted KDAR(FM).
- Peach Broadcasting Co. Inc., Louisville, Ga.—Granted WPEH-FM.
- Memphis Community TV Foundation, Memphis—Granted *WKNO-FM.
- Vanderbilt Student Communications, Nashville—Granted *WRVU(FM).
- William Marsh Rice University, Houston—Granted *KIVU(FM).

(Continued on page 64)

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WCOF-Immokalee, Fla. Needs manager immediately. If you have 1st phone and think you are ready for small mkt. management . . . call me. (813) 657-2603 C. R. Buckner.

Opening July 1 for station manager KOSU, 100,000 watt educational FM station. Prefer at least 5 years professional broadcast experience, masters degree and 3rd class license. Contact Chairman, Radio-TV-Film Department, Oklahoma State University, Stillwater, Oklahoma 74074. An equal opportunity employer.

Sales

Join our sales staff. We're enthusiastic, ambitious, and successful. Requires successful track record or will consider training experienced announcer who wants to move up to sales. Midwest city under 40,000. Resume, photo. Box C-11, BROADCASTING.

Join our sales staff. We're enthusiastic and successful. Requires successful track record. Midwest city under 100,000. Please send resume and photo and state salary. Equal opportunity employer. Box E-121, BROADCASTING.

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.

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Experienced creative salesman with proven record. Must be creative and willing to plan each visit, write proposals, create campaigns, etc. If you're truly professional and want to work permanently in market of 75,000 apply to Box E-335, BROADCASTING.

Salesman/announcer broadcast experienced, go getter with proven sales record. Good mature voice for MOR short shift. Announcer/engineer broadcast experienced. Pleasant mature voice for MOR format. First class ticket, some maintenance. Tag both call Raymond Saadi, KHOM-FM area 504-876-5466 prepaid or send resume and tape to P.O. Box 422 Houma, Louisiana 70360, all replies confidential.

Sales continued

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Active list with top station, market of 126,000. Salary plus commission. Resume and sales record to Bob MacCallum, WLVA Radio, Box 238, Lynchburg, Va. An equal opportunity employer.

Announcers

First phone . . . growing Florida group . . . needs seasoned relaxed, easy-going pro for AM or PM drive . . . must create mature audience sound . . . top pay, benefits, combo chief/announcer preferable . . . greatest living area . . . tape, resume, snap-shot, Box E-1, BROADCASTING.

Pennsylvania small market with MOR & country format needs experienced announcer with first class ticket. Send tape and resume to Box E-173, BROADCASTING.

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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.

Opportunity for first phone beginning announcer in Maryland AM station, no maintenance. \$100 for 40 hour, 6 day week. Send resume to Box E-323, BROADCASTING.

Announcer, first ticket, immediate opening modern C&W format, medium-size market, southern California. Box E-348, BROADCASTING.

Soul jock with first phone can move up fast if you are professional and know production. Experienced. Rush resume and tape. Box E-360, BROADCASTING.

Midwest medium market station looking for night announcer-production combination. Beautiful facilities. Great working conditions. Some experience necessary. Send tape and resume. Box E-370, BROADCASTING.

Modern country jock, experienced only—good salary and benefits—southwest. Send air check. Box E-374, BROADCASTING.

Immediate opening in Florida for 1st ticket announcer. Will consider beginner, but looking for experience. C&W. Play-by-play would help too. Write Box E-388, BROADCASTING.

Need 1st phone with top 40 talent. Permanent position and good opportunity. #1 in Southwest 150 thousand metro market. Salary above average. Benefits. Strong production and tight board. No floaters. Equal opportunity employer. Box E-391, BROADCASTING.

Good all night jock. CHED, Edmonton, Alberta, Canada. Contact Keith James.

Progress stalled in a 75,000 to 125,000 market? Know there's a lot more potential in you, but your situation won't let you develop it? Send a tape and resume to Gene West, P.D., KIXZ, P.O. Box 10,004, Amarillo, Texas 79106, today! 1st class ticket required. An equal opportunity employer.

Announcers continued

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.

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.

Announcer—with first phone. Immediate opening for qualified man, modern country station. Must be sharp announcer with good voice. Experienced only. Contact, send tape to manager WJAZ Radio, Box 545, Albany, Georgia.

Experienced announcer wanted for #1 small market contemporary AM & FM operation in Southwest Virginia. Send air check, resume with credit references and photograph to WJVV-WVTV Radio, Box 30, Christiansburg, Va., 24073. No phone calls.

First-phone, personality, needed for number one Pulse-ARB station! Rush resume and recent tape to WJPS, Evansville, Indiana 47701.

Announcer wanted with top 40 and progressive background for top AM/FM in Kentucky's 3rd market. Copy writing/production a must! Send tape, resume, and salary requirements in first letter. No calls. Tad Murray, O.D., WSAC AM/FM, Box 70, Fort Knox, Kentucky 40121.

First phone young, ambitious for contemporary 5000 watter in pleasant Virginia growth market 125 miles from D.C. Equal opportunity employer. Send tape, resume, minimum starting salary to P.O. Box 298, McLean, Virginia 22101.

Technical

Class C FM in southern resort city taking applications for chief engineer. Must have experience in maintenance of transmitter, automation and production equipment. Light announcing required also. Send salary, resume, references and tape to Box E-354, 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/KOOI Radio, P.O. Box 1648, Jacksonville, Texas 75766.

Assistant Chief for WEAM, Arlington, Va. EOE. Send resume and references to manager, WEAM, Box 589, Arlington, Va. No phone calls please.

Need first phone engineer for AM directional-FM stereo facility. Position available July 1. Send resume, references, picture and salary to general manager, P.O. Box 946, Mt. Vernon, Illinois.

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.

Top Florida MOR wants drivetime news anchorman, big voice, conversational style, field reporting experience. Resume, tape, references immediately to Box E-345, BROADCASTING.

Do you feel for news? Have experience and first? Want ideal living conditions near New York? Send resume and tape to Box E-392, BROADCASTING.

Wanted strong news voice for Miami modern good music station. \$7800 for news oriented man with third class and broadcast endorsement, ability to run a simple control board and desire to give 100 percent. No calls. Send resume and tape to Bob Foutz, News Director, WOCN Radio, Post Office Box 1430, Miami, Florida 33101.

News continued

Experienced newsman for 5,000 watt Pennsylvania independent. Gather, write and air newscasts. New building, excellent facilities to do a professional job. (215) 384-2100.

Programing, Production, Others

The best radio station in the world wants program director for adult format who can measure up. Box E-364, BROADCASTING.

Big FM stereo wants copywriter who knows way around words. Second best need not apply. Box E-365, BROADCASTING.

The Times, Broadcasting, Variety, The Gallagher Report have all suggested that our Westchester station may have cornered the market on bright, creative and attractive young broadcasters. Now an immediate opening at our growing regional suburban station. Not interested in disc-jockeys. If you have greater gifts to bring to an affluent and influential audience, come in this week for an in-depth interview. We're looking for a bright, young broadcaster-newsman who grew up in or near the New York-Connecticut-Long Island suburban area and who understands it. 914-636-1460. Mr. Dannehy or Mr. O'Shaughnessy. WVOX/Westchester, Pershing Square, New Rochelle, N.Y. 10801.

Genius needed for copy, production and talk program. WHMI, Howell, Michigan, thirty minutes from Detroit, Lansing, Ann Arbor.

Situations Wanted Management

Stable family man beginning tenth year in radio seeking assistant manager or manager trainee position. Strong in programing/news, first phone—no maintenance, some sales. Medium to large market U.S. or Canada. Box E-264, BROADCASTING.

Successful general manager, under 40 topflight experience in major, medium, small markets. Experience includes creative selling, programing, first class ticket. Excellent references, will re-locate for greater opportunity and challenge. Box E-268, BROADCASTING.

Program/operation manager. 12 years TV. Strong in programing, administrative leadership, film buying. Dedicated professional. College graduate, family, veteran. Box E-328, BROADCASTING.

Pro salesman, managerial experience, years of board work, currently employed, seeks challenge. Write Box E-359, BROADCASTING.

Dedicated, management professional. Competence, knowledge, motivation. Top references. Three employers 16 years radio. Age 31. Degree. Operations, management experience. Professional, credit, personal investigation no problem. Devoted husband and father. Future ultimate consideration. Small, medium market preference. \$250 week plus commission, per cent. Presently employed management. Seeking growth. Interview. Box E-378, BROADCASTING.

Sales

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.

Executive—excellent broadcast background—seeks ownership opportunity with sales/management or combination. Good references. Box 25299, Los Angeles 90025.

Announcers

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.

Talented first phone rock jock. Good production, copywriting. Box E-191, BROADCASTING.

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 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.

Announcers continued

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.

First phone/rock/B.S. degree/5½ 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—programing experience. Will work any shift, any capacity. Married, 1 child. Box E-315, BROADCASTING.

Kentucky, Tennessee. Country jock. First phone. Experienced. Employed. Box E-322, BROADCASTING.

Experienced and creative disc jockey newscaster desires position anywhere. Tight board, draft exempt and first phone. Box E-334, BROADCASTING.

Have a place for college graduate, with third endorsed, broadcast school, writing ability, musical knowledge, and dedication? Box E-339, BROADCASTING.

Announcer-country/MOR. News: reporter/airwork. Permanent. Prefer East coast. Box E-343, BROADCASTING.

Experienced radio-TV sports director would like to relocate. Will consider many combinations—sports, sales, contemporary jock, program director. Midwesterner. Box E-351, BROADCASTING.

D.J., tight board, good news, commercials, 3rd phone. Box E-352, BROADCASTING.

Professionally trained announcer. Some engineering. Will re-locate. Military completed. Box E-356, BROADCASTING.

Do Broadcasting's ads really work? We shall see. Four years experience, 3rd phone, announcing, copy, production, news (cable TV), MOR, easy listening, top 40. Sincere, dependable, cooperative, aggressive, creative and others. Married (beautiful little girl), vet, 24. Not looking for "Big Time", just a good salary, decent working conditions, and friendly people. (No New England please). If I'm your man write Box E-358, BROADCASTING.

I offer maturity, training, intelligence, creativeness, hard work. Short on experience. Jock, news or production. Prefer S.E. but will travel. Tape and resume at the drop of a hat. Box E-361, BROADCASTING.

Experienced announcer, newsman, DJ, copywriter. College major: Mass Communications. Third class ticket. Single. Box E-363, BROADCASTING.

First phone, big voice, production, humor, P.D. ability, experience, family man . . . Box E-366, BROADCASTING.

First phone jock wants to make it with promising station. Three years, good job done, but sale ruins it all. Help! Box E-380, BROADCASTING.

Where's the station still believing in tasteful, professional soft-sell personality approach? Highly experienced announcer-programer seeks stability, equitable compensation. Mature, responsible family man. Let's make good radio together. Box E-385, BROADCASTING.

Personality & numbers . . . I have both. Currently in top-10 market giant, but only part time. Formerly #1 afternoon drive against several east coast behemoths. Seek full time at your contemporary-MOR. First ticket too. Box E-389, BROADCASTING.

Black jock, first phone. Box E-393, BROADCASTING or (313) 934-2640.

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.

Announcers continued

Modern country! Experienced professional! Personality of format show. Dick Holiday. (715) 834-5592.

Stop . . . right here. Michigan . . . surrounding area. D.J., MOR, top 40, copy, production, experience. 1-313-884-6526.

1st phone, experienced. MOR—up-tempo. Mike Sullivan, 3327 Freeman St., San Diego, Calif. 92106. (714) 222-5334.

Black, female announcer and newswoman. Excellent voice and deportment. 2½ 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.

Dedicated young man for religious emphasis station. Tight board, news, sales. Relocate. David Briggs, 3808 N. Walround, Peoria, Illinois 61614.

First phone: Married, Bill Wade grad., college, vet, 22, will relocate, tape and resume. Call 408-262-2050. Write 3513 Madrid Dr., San Jose, Calif. 95132.

1st phone, 4 years exp., 21 years old, no maint., draft free, can start immediately. Someone out there needs me. Rick Moore, Rt. 2, Bolivar, Tenn. 38008. 901-658-3378.

Young but steady, 3 years major market experience at the same station. 21 years old, draft exempt, first phone, 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.

Whoops! I grew faster than the market! If you want excitement, enthusiasm, and audience appeal for your personality-oriented medium market station—you just might want me! I'm young with first ticket, college degree, a couple of years experience, ambition and a demonstrated ability to communicate. Prefer top 40/up MOR. Must have at least \$600, but I'd be cheap at \$800. For resume and aircheck call or write: Nick Alexander, 303-545-6974, 217 West 6th Street, Pueblo, Colorado 81003.

Touch that dial 212-FI 7-5149 for Sheldon Green top 40, MOR or country. Can bring in those sales, too. Are you dialing?

Know ropes, but not set in my ways. College grad. 3rd. Bob Schmidt, 510 East Burgess Street, Mt. Vernon, Ohio 43050 . . . (614) 393-1566.

Recent C.A. graduate looking for first announcing job. Young, ambitious, tight board, eager to start working. Willing to relocate and work any hours. 3rd class license; resume and tape on request. Joe Pergola—1917 Ryder St., Brooklyn, N.Y. 11234.

Third, available immediately, central Indiana. Combo; Dave Hobbs, (317) 452-2630.

Experienced announcer, sales, tenacious worker. Medium market, married. Call good Joe after 7, 505-334-5674.

Program director/DJ, top-40, 10 yrs. experience, 3rd-class, will wait for right offer. 812-466-5016.

Draft exempt. 3rd endorsed. Broadcasting school graduate. 4 years college. Strong background in music. Prefer music involvement, serious rock station; will do any format. Willing to relocate. Call Cliff Woycke, 513-521-3665. 6779 Memory Lane, Cincinnati, Ohio 45239.

Announcer, DJ, news. Mature. Some experience, 3rd endorsed. Ready. Nate Johnson, 55 Omega Pl., Pittsburgh, Pa. 15206.

Mature 1st phone will relocate have complete format and will teach first phone course. Prefer general Kan./Iowa area. Would love working small station. Phone 206-CH-3-1729. Stiverson, 16214-15th Ave. S.W., Seattle 98166.

Experienced announcer. Desire Colorado, Arizona, New Mexico, Utah, Oklahoma, Kansas or Texas. Complete radio background. Prefer MOR or modern country musical format. Richard Hoff, 202 North 11th Street, Eau Claire, Wisconsin 54701. Phone 715-834-5592.

Technical

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.

Challenge needed by fully qualified chief engineer. AM-FM stereo SCA, automation two way you name it. If you need help let's get together. Box E-324, BROADCASTING.

Situations Wanted

Technical continued

Vacation-relief engineering position desired. Some experience in audio construction, board work, production. Draft exempt, 24, first phone, BSEE. Will relocate anywhere. Box E-347, BROADCASTING.

Experienced chief engineer, looking for permanent responsible position. Enthusiastic broadcaster experienced in construction, maintenance, operation and proofs. Age 36, available immediately. Box E-372, BROADCASTING.

Do you have a small market AM-FM station that needs personal engineering attention and would appreciate a good engineer? Can also assume board shift. I would like to hear from you. Box E-384, BROADCASTING.

Experienced 1st phone. Detroit area. Ken MacGregor, 106 Cowan, Mason, Ohio. 513-398-2338.

1st phone tech background desires start in broadcasting, Pacific northwest. Tom Smith, 2280A So. Bascom Ave., Campbell, Calif. 95008.

News

Hard working objective reporter, experienced news director, wants responsible news operation. PBP football, basketball. 3rd endorsed. Late 30's, family. Box E-318, BROADCASTING.

Major market newsmen, seasoned, versatile. Try me. All queries acknowledged. Box E-321, BROADCASTING.

Film director—18 years network experience—news, documentaries, sports—seeking position with strong growth potential. Box E-330, BROADCASTING.

Experienced young sportscaster—worked college basketball and football play-by-play. Excellent sports background. Box E-336, BROADCASTING.

29 year old DJ, newsmen, production, copywriter, sales, looking for permanent relocation to Florida coast, Gulf coast, southern Nevada or southwest. 3rd. Phone 914-LY B-4609 or write Box E-337, BROADCASTING.

First phone, 3 years experience, excellent voice, 28, northeast medium, major market. Box E-338, BROADCASTING.

News director midwest desires to rejoin radio news field after metropolitan public relations and newspaper experience. Eleven years news experience including 5 session coverage of a state legislature and one year as editor of one of the midwest's oldest, finest 5 kilowatt stations. Box E-381, 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.

The truth—I'm an experienced news assist. major N.Y.C. radio, C.A. broadcasting school graduate, Armed Forces radio, seeking music-talk show, 3rd phone—27, willing to relocate. Veri Telle, T. 301—10th Ave., N.Y.C. 10001, Apt. 5B. After 3:30 PM. 212-868-5645.

Eight years' experience as newscaster, MOR deejay; 2 years' talk shows. Authoritative delivery; young thinking 37. Endorsed 3rd class with 1st class desire to please. My vacation runs from June 6 through 19th. At my expense, I will personally audition for radio & TV stations in California & Arizona. Other southwestern areas considered. Contact Matt Moller, 6608 Flora Avenue, Bell, Calif. 90201.

Good, experienced, hard hitting news man, 25 with family. Call (302) 738-3867 after 2 P.M. Ohio area preferred.

Excellent reporter wants to be your outside man. Also willing to try talk show, news director, or learning TV. Tom Preston, 28 Hillside Ave., Huntington, N.Y. 11743. 516-271-2890.

Newsmen with one year experience in major market operation desires relocation to smaller area. Experience producing, writing, reporting, reading. College graduate. For further information write R. Russ, Box 73, Buffalo, New York 14240.

Available immediately. Progressive working newscaster, reporter for medium market. Seven years broadcast experience. Wayne Sorge, 806-374-8558.

Programing, Production, Others

Family man, N.G., college grad., experienced in air-work, production, news, sales; seeking opportunity as P.D., or in sales and production; small or medium market in Dixie; prefer C&W or MOR. Box E-331, BROADCASTING.

Programing, Production,

Others continued

Film editor with excellent production and writing credits seeks editing position with advance potential. Recent UCLA MFA. References and samples available. Please write Box E-342, BROADCASTING.

Positive programing for positive sales . . . let me program and sell it for you. Have first. South. Box E-362, BROADCASTING.

Personality, production the voice, the talent, 6 years experience MOR. Box E-386, BROADCASTING.

Have experience, knowledge, ability and good ideas to make your competitive, contemporary station #1. 28, family, 1st phone. Want permanency. (603) 472-3876.

TELEVISION

Help Wanted Management

Top-rated major market midwest station soon will have opening for TV station manager. Person selected must be thoroughly experienced in all phases of television. Age bracket in 40's preferred. Send complete details first letter, references, snapshot. All replies confidential. Box E-333, 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.

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.

Experienced operating and maintenance technicians. New UHF station. Mid Atlantic area. Send complete resume and salary requirement. Box E-376, BROADCASTING.

Technician for UHF reception survey. Requires heavy experience in field strength measurements, RF distribution systems, antenna evaluation. Mid Atlantic area. Send complete resume and salary requirement. Box E-377, BROADCASTING.

Immediate opening for experienced UHF engineer. Forward resume and salary requirements to KFPW-TV, Box 4150, Fort Smith, Arkansas 72901.

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.

Need chief engineer for Television and Film Studio at Modesto Junior College. Salary \$865-\$1051 depending upon background and experience. Health, dental and income protection insurance paid. Opening July 6, 1971. Please send complete resume including experience and background to: Dr. Edward L. McClarty, Division Dean, Modesto Junior College, Modesto, Calif. 95350.

News

News producer for midwestern major market VHF station. Experienced in all phases of production with strong news background and interest. Box E-357, BROADCASTING.

Immediate opening for top-notch anchorman. Send resume, salary requirements and photo to KFPW-TV, Box 4150, Fort Smith, Arkansas 72901.

Programing, Production, Others

Network affiliate, heavy in local commercial development and production needs experienced, creative, working supervisor to head up 6 man dept. Only interested in experienced candidates. Please contact Ray Gilvada, WGAN-TV, 390 Congress St., Portland, Maine 04111. Phone 207-772-4661.

Television

Situations Wanted

Management

Energetic program/operations man in medium market desires advancement. Box E-266, BROADCASTING.

Announcers

Experienced, versatile air personality available mid July. Prefer top 50 but all considered. Tape and resume on request to Box E-317, BROADCASTING.

Hey kids! I know you don't read this type of magazine but, maybe your TV station needs a children's show expert with a versatile broadcasting background, many proven talents and an Education Degree. Just this favor? Tell your station I am at Box E-353, BROADCASTING.

Technical

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.

Are you a TV station, production house or CATV in need of a chief engineer and/or operations manager with experience in planning, budgeting, construction, procurement, staffing, maintenance and day to day operations. If you are looking for Yes Man or a Nickel and Dimer, I'm not it. I have twelve years experience in getting things done. Box E-368, BROADCASTING.

Eight years as radio chief plus seven years of TV maintenance. Ready now to assume responsibilities of small to medium market TV chief or assistant chief. Available immediately. Box E-373, 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.

Three young and experienced television news reporters-producers available July 14 for key positions in your newsroom. Experienced in all phases of news coverage and newsroom management. Applicants looking for station with strong commitment to news. Have worked closely and effectively together at major midwest station. Looking only for top market where news comes first. Because of close working relationship and coordination, desire to move as team only. Box E-344, BROADCASTING.

Weatherman—major market professional with ten years experience seeks relocation. Box E-346, BROADCASTING.

Meteorologist to relocate. Nine years top market stations. AMS professional with television and radio seals. Box E-349, BROADCASTING.

Programing, Production, Others

Radio salesman, 26, single, seeks trainee position in creative television programing/production. Box E-221, BROADCASTING.

I need a job! Former production manager (and good producer/director). Experience in total broadcast operation for station in top 5 market. Your inquiry brings (1) 18 minute formal presentation tape (2) resume (3) top references. Box E-325, BROADCASTING.

Experienced two man team—talent and production—for local kiddie show. New format and approach. Box E-332, BROADCASTING.

Production manager—sixteen years experience in all aspects of black and white and color television production and operation. Ten years as production manager. Salary open. Resume sent upon request. Box E-340, BROADCASTING.

Producer-director 11 years experience. All phases production. Seeks position with organization that offers future with growth. Box E-350, BROADCASTING.

Programing, Production,

Others continued

I've got some great programing ideas. Looking for trainee position in television programing. 28, married, and experienced in television sales and nearly all areas of television production. Box E-355, BROADCASTING.

Television film director, fully experienced, seeks film, production position. Top 100 only. Box E-375, BROADCASTING.

Zesty, top 70's young female personality. Perceptive, aggressive, inquisitive, creative and humorous. Experienced in production interviews, children's and call-in shows, promotion, news. Single, BS degree, pretty! Call 414-766-2136. Write Box E-379, 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.

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.

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.

Educational radio station looking for donation of stereo transmitter. Contact Gary Alfano, WDOM-FM, Box 377, Providence, Rhode Island. (401) 865-2460.

Wanted—two self-supporting towers, any height from 300 to 425 feet. Contact A. H. Smith, P.O. Box 647, Atlanta, Georgia 30301—or phone 404-875-3511.

For Sale Equipment

Heliox-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 Heliox 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 Giralde 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, extremely reasonable, 200 foot insulated, lighted Truscon tower now in use. Available August 1971. Box E-287, 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.

1 TK 35 AG UHF TV transmitter—30 Kilowatts (Townsend) complete with transmission lines, side band analyzer, filters and filter plexer. 350 foot tower with insulators (Utility). Miscellaneous equipment, including Conracs, coax cable. All practically new at bargain prices. Box E-367, BROADCASTING.

General Radio 916A RF bridge with three reference standards; excellent condition, last certification April 1971. \$295. Box E-369, BROADCASTING.

Studio equipment, Gates, almost new. Includes Gatesway II Console. ATC Cart playbacks, Cart record amplifiers, turntables & pre amps, Electro-voc 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.

WMCA, New York moving to new studios. Selling 7 RCA LC-1B speakers; 2 RCA BC-28 consoles; 1 BC-5B console; 5 RCA BR-84 racks with jacks; 8 RCA BA-33B amplifiers and mounting shelves. Contact Robert Kanner, WMCA, 415 Madison Ave., New York, N.Y. 10017. (212) MU 8-5700.

Increase news and sales department efficiency. Car telephones available new and used. Contact Radio East, 1485 First Avenue, N.Y. 10021. 212-628-1326.

Ampex model 600/601 users—noise, heat, and flutter reduction kits available from VIF International, Box 1555, Minn. Valley, Calif. 94040. 408-739-9740.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"1971 tests-answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348, San Francisco 94126.

Wow! 25 pages best one liners only \$3.00!! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Call letter items—Jewelry, mike plates, banners, decals, bumper strips, magnetic signs, audience builders, spot sales incentives, promotions. Write Radio-TV Publicizers, Box 534, Scottsboro, Ala. 35768.

"Orben Comedy Letter" and "Current Comedy." Weekly professional topical laugh services for deejays. Sample \$2.00. Comedy Center, 1529 East 19th, Brooklyn, 11230.

Fair trial? Equal time? Two of the most crucial questions in broadcasting, now examined in one paperback. Ideal for class use. Free & Fair, readings from The Journal of Broadcasting. \$3.95. Contact: Journal of Broadcasting Publications, Temple Univ., Phila., Pa. 19122.

Action Logos Stations, agencies, clients need strong visual identification for TV. For best animated, action logos at prices you can afford, contact Bob Buchanan, The Pros, P.O. Box 3454, Miami 33169 . . . call 305-625-3636.

Automation Tapes Library sold outright or subscribe: 60 new songs monthly. Formats: Contemporary, MOR, country. Response Radio, Box 150, Lafayette Hill, Pa. 19444.

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Company offers an attractive remuneration plan, a fine fringe benefit program and excellent promotion possibilities.

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Super morning man wanted. Major market top 40 . . . West coast. Send salary, photo, and tape.

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NBC—top news image. Opening for experienced, authoritative on-air newsmen. Good delivery essential. Excellent opportunity for medium-market tiger to join 20-man news operation.

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(Continued from page 57)

■ Riverview Baptist Christian Schools, Pasco, Wash.—Granted *KOLU(FM).

Existing FM stations

Final actions

■ KLWN-FM Lawrence, Kan.—Broadcast Bureau granted CP to change ERP to 34 kw. Action May 13.
■ WCCO-FM Minneapolis—Broadcast Bureau permitted remote control. Action May 17.
■ KSIX-FM Corpus Christi, Tex.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action May 12.
■ *KBYU-FM Provo, Utah—Broadcast Bureau granted CP to change trans.-ant. location to: Mount Vision—Oquirrah Mountain Range, near Kansas, Utah; operate by proposed remote control from Harris Fine Arts Center; Brigham Young University campus. Provo; install trans.; ERP 32 kw; ant. height 2,850 ft. Action May 14.

Call letter applications

■ KEWI-FM, Midland Broadcasters Inc., Topeka, Kan.—Requests KSWT(FM).
■ KALB-FM, Radio Station KALB, Alexandria, La.—Requests KSLI(FM).
■ WBMD-FM, Key Broadcasting Corp., Catonsville, Md.—Requests WKTK(FM).
■ WSRC-FM, WDBS Inc., Durham, N.C.—Requests WDBS(FM).
■ WPNA(FM), SJR Communications Inc., Philadelphia—Requests WYSP(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following and co-pending aux.: KJAM-AM Madison, S.D.; KUXL(AM) Golden Valley, Minn.; WEAU-TV Eau Claire, Wis.; WHYL-AM-FM Carlisle, Pa.; WINC(AM) Winchester, Va.; WKUZ(FM) Wabash, Ind.; WRFL(FM) Winchester and WSIG(AM) Mount Jackson, both Virginia, and WLOT(AM) Marinette, Wis. Actions May 14.

Translator actions

■ K83BU Salinas, Calif.—Broadcast Bureau granted CP to change frequency from ch. 83 to ch. 56 and make changes in ant. system; change call letters to K56AA. Action May 18.
■ W70AU Gulfport, Miss.—Broadcast Bureau granted CP to change trans. location to 200 ft. east of DeBuys Avenue, adjacent to L&N railroad right of way, Biloxi, Miss. Action May 13.
■ W08AT Cherokee and Soco Valley, both North Carolina—Broadcast Bureau granted CP to add Shoal Valley, N.C., to principal community and make changes in ant. system. Action May 12.

Modification of CP's, all stations

■ K08GP Crescent City, Calif.—Broadcast Bureau granted mod. of CP to change trans. location to approximately 3 miles northwest of Crescent City; change type trans. of VHF translator station and make changes in ant. system; granted mod. of CP to extend completion date to Nov. 18. Action May 18.

■ KLRO(FM) San Diego—Broadcast Bureau granted mod. of CP to change studio location and remote control to 233 A Street, Suite 205, San Diego; install ant. Action May 13.

■ K06GR Weed, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 13; granted mod. of CP to change type of trans. to Television Technology. Action May 13.

■ WDSO(FM) Dover, Del.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action May 14.

■ WHYT(AM) Noblesville, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 1. Action May 17.

■ W11AT Bowling Green, Ky.—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to Nov. 18. Action May 18.

■ *KBIA-FM Columbia, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 1. Action May 18.

■ *KWMU(FM) St. Louis—Broadcast Bureau granted mod. of CP to change trans. location to: 7501 Watson, Shrewsbury, Mo.; specify studio location as 8001 Natural Bridge Road, Bellerive Acres, Mo.; change remote control location to studio site; make changes in ant. system; change ERP 97 kw; ant. height 980 ft.; remote control permitted. Action May 18.

■ KWKA(AM) Clovis, N.M.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 15. Action May 17.

■ WKVM(AM) San Juan, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 1. Action May 17.

■ W42AA Yauco, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 18. Action May 18.

■ WISS(AM) Berlin, Wis.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 15. Action May 17.

■ KCGO Cheyenne, Wyo.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 1. Action May 17.

■ Broadcast Bureau granted mod. of CP's to extend dates for following: KMF-FM Fresno, Calif., to Oct. 1; *KPBS-FM San Diego, to Nov. 6; KAPB-FM Marksville, La., to Aug. 6; *WLTJ(FM) Lowell, Mass., to Nov. 15; *KWMU(FM) St. Louis, to Nov. 1; WLNA-FM Peekskill, N.Y., to Nov. 20; WKVM-FM San Juan, Puerto Rico, to Nov. 1; WCUL(FM) Culpeper, Va., to Nov. 21; WRAR-FM Tappahannock, Va., to Aug. 11. Actions May 18.

Ownership changes

Applications

■ KENA-AM-FM Mena, Ark.—Seeks transfer of control from Earl M. Jones (33 1/3% before, none after), to Jack R. Reeves and William A. Reeves (each 33 1/3% before, 50% after). Consideration: \$21,000. Messrs. Reeves are presently partners in licensee of KENA stations with Mr. Jones, who is now withdrawing from partnership. Ann. May 14.

■ WSOK(AM) Savannah, Ga.—Seeks assignment of license from WSOK Inc. to B. C. Georgia Inc. for \$400,000. Seller: Joe Speidel. Mr. Speidel owns WTMP(AM) Tampa, Fla.; WPAL(AM) Charleston and majority interest in WOIC(AM) Columbia and WYAN(AM) Florence, all South Carolina. He also owns WHIH(AM) Portsmouth, Va. Buyers: Black Communications Inc. (61.6%), et al. Principals of Black Communications: Benjamin M. Tucker (40%), G. Douglas Pugh (20%), Earl G. Graves (10%), William E. Taylor

(20%) and Cohen, Liebowitz and Latman, New York law firm (10%). Ann. May 14.

■ WXTA(FM) Greencastle, Ind.—Seeks assignment of license from Charles R. Banks to Radio Greencastle Inc. for \$145,000. Seller: Charles R. Banks (sole owner). Mr. Banks also owns WNON-FM Lebanon, Ind., which he is in process of selling. Buyer: Leon Buck (100%). Mr. Buck is director of Elkins Institute, Nashville, vocational training center. Ann. May 17.

■ WHNC-AM-FM Henderson, N.C.—Seeks assignment of license from Henderson Radio Corp. to Henderson Broadcasting Co. for \$283,295.30. Seller: Nathan Frank, Buyers: George G. Beasley (50%) and William R. Britt (50%). Mr. Beasley owns 33 1/3% of WKYX-AM-FM Paducah, Ky.; 50% of WASC(AM) Spartanburg, S.C.; 35% of WKGX(AM) Lenoir, N.C.; 55% of WMOO(AM) Mobile, Ala.; 55% of WFNL(AM) North Augusta, S.C.; 60% of WPMC(AM) Goldsboro, N.C., and application for new FM there. He is also 55% owner of applicant to buy WFAI(AM) Fayetteville, N.C. Mr. Britt is partner in Smithfield, N.C., law firm. He also has 46 2/3% interest in WKYX-AM-FM which is being sold. He is also 50% owner of applicant for new FM in Clayton, N.C. Ann. May 14.

■ WBAX(AM) Wilkes-Barre, Pa.—Seeks transfer of control of P.A.L. Broadcasters Inc. from James F. Ward, Willard G. Seymour and Paul H. Phillips (each 20% before, none after) and Frank M. Henry (40% before, none after) to WBAX Inc. (none before, 100% after). Consideration: \$503,500 plus other consideration. Principals of WBAX Inc.: 100% owned by January Productions Inc., principals of which include Merv Griffin, Royal B. Blakeman and Raphael G. Scobey. January Productions Inc. is holding company for various multimedia pursuits, including broadcasting, publishing, film production and CATV. Ann. May 13.

■ KTSL(AM) Burnet, Tex.—Seeks assignment of license from Hill County Broadcasting Corp. to Highland Lakes Broadcasting Co. for \$81,500. Sellers: David Rutledge, president, et al. Buyers: Jon B. McDuff (40%), James L. Luther (40%), William G. Anthony (10%) and Myrl E. McDonald (10%). Mr. McDuff is president, director and minority stockholder in Mid-Texas Communications Systems Inc., land-line telephone service company. He is also former mayor of Burnet. Mr. Luther is vice president and minority stockholder of Mid-Texas. Mr. Anthony has 20% interest in Longhorn Caverns Inc., tourist attraction, and is executive assistant to Messrs. McDuff and Luther. Mr. McDonald is entertainer and is manager of KTSL. Ann. May 14.

■ KBNO(FM) Houston—Seeks assignment of license from KBNO Inc. to Zantannon Communications Corp. for exchange of stock valued at \$175,000 plus assumption of liabilities worth \$245,000. Seller: Culligan Communications Corp. (100%), Matthew Culligan, majority stockholder. Culligan is also selling WHIM-AM-FM Providence, R.I. Buyers: Assignee corp. consists of 17 partners, including Robert S. Anderson and Homer L. Bruce Jr., et al. Major stockholder, whose interest is yet to be calculated, is James Duncan, Houston entertainer, recording artist and music publisher. Ann. May 17.

■ K1KZ(AM) Seminole, Tex.—Seeks assignment of license from Accent Radio Corp. to K1KZ Inc. for \$65,000. Sellers: Lon H. Williams, et al. Buyers: Michael Horne (50.99%) and Guy Patrick Russell (49%). Mr. Horne is president and general manager of Horne Industries Inc., licensee of KWCB(AM) Searcy and KRAY(AM) Russellville, both Arkansas. He also owns boat dock. Mr. Russell is sales manager of KRAY. Ann. May 14.

■ KEVA(AM) Evanston, Wyo.—Seeks transfer of control of KEVA Inc. from Albert J. Pilch and Harry L. Harris (jointly 100% before, none after) to Jerold W. Johnson and Ronald B. England individually and as trustees for David K. W. Johnson, minor (each none before, 33 1/3% after). Consideration: \$30,000. Jerold W. Johnson has interests in KNAK(AM) Salt Lake City, and KBLI(AM) Blackfoot and KTLT-TV Pocatello, both Idaho. Mr. England is chief engineer at KNAK and has interest in KBLI and KTLT-TV. David K. W. Johnson is student and part-time employee at KNAK. Ann. May 13.

Action

■ WKYX-FM Paducah, Ky.—FCC notified Maranatha Broadcasting Co. that it is holding in abeyance further action on application for assignment of license of WKYZ-FM from Kicks of Kentucky Inc. to Maranatha Broadcasting. Action May 12.

CATV

Final action

■ Salisbury, Md.—FCC granted General Television Inc., CATV operator at Salisbury, waiver of single channel carriage rules to apply to *WCPB(TV) Salisbury, until Feb. 10, 1973. Action May 5.

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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Scratch a communications lawyer in Washington, and chances are it will be an ex-FCC attorney who bleeds. The law offices representing the nation's broadcasters are filled with a generation of former commission personnel who as young men helped devise and execute regulation they now often oppose.

Harry Plotkin, for instance. As the leading communications lawyer in the firm of Arent, Fox, Kintner, Plotkin & Kahn, he represented Midwest Video Inc. in the case in which the U.S. Court of Appeals for the eighth circuit, in St. Louis, two weeks ago set aside the commission's rule requiring CATV systems with 3,500 or more subscribers to originate programming—and in language so broad as to cast doubt on the commission's authority to adopt a number of other CATV regulations it is contemplating (BROADCASTING, May 17, 24).

Twenty years ago, Harry Plotkin was working to strengthen and expand commission power, not weaken it. He had joined the commission in 1940, three years after leaving Harvard Law School, at a time when the New Deal, dormant in most other areas of American life, was being introduced into the commission by Chairman James Lawrence Fly. And Mr. Plotkin, first as assistant general counsel in charge of litigation, later as assistant general counsel for broadcasting, was in tune with it. He believed then, as he does now, in action. Power was something to be used, and if a staff member's power lay in the ability to persuade the commission to a course of action, he did not hesitate to press his views on the commission.

Mr. Plotkin played a role in drafting the famous Blue Book—that major commission incursion into program regulation, in which the agency first made sounds indicating it would hold broadcasters to their promises. He was a factor in the commission adoption of the chain-broadcasting rules, which for the first time regulated station-network relations and forced NBC to divest itself of one of its two networks (the Blue, as it turned out, which was later transformed into ABC). The 1949 report on editorializing, which embodied the first formal expression of the commission's fairness doctrine, bears his imprint (as well as that of Benedict Cottone, then general counsel and, like Mr. Plotkin, long since in private practice).

Mr. Plotkin was not alone in his activism. There was a whole class of attorneys who appeared to take secret delight in the industry complaint that the staff was leading the commission around by the nose—whether or not the complaint was justified. But Harry Plotkin is regarded by former colleagues still at the commission as the staff member who was the target of Communications Act amendments pushed

Still an activist on the other side of the bar

through Congress in 1952 that, among other things, prohibited the FCC's general counsel's office from advising the commission in adjudicatory matters. There are not many bureaucrats with that kind of testimonial to their swinging power.

Mr. Plotkin, however, had left the commission in 1951 (and the amendment barring the general counsel from advising the commission in hearing cases was subsequently effectively repealed). But broadcasters were to hear more of him from the government side of the fence. In 1954, he took a leave of absence from the prestigious law firm of Arnold, Fortas & Porter (now Arnold and Porter) in which he was a partner, to become a special counsel to the Democrats on the Senate Commerce Committee in a wide-ranging investigation of network activities. He

Week's Profile



Harry Morris Plotkin—attorney; b. May 18, 1913, Athol, Mass.; A.B., Harvard College, 1934, LL.B., Harvard Law School, 1937; Topliff & Horween, Chicago, 1937-1939; FCC, 1940-1951; Arnold, Fortas & Porter, 1951-1956; special counsel, Senate Commerce Committee, 1954-1955; Arent, Fox, Kintner, Plotkin & Kahn, 1956—; member District of Columbia, American, Federal Communications Bar Associations; Phi Beta Kappa; m. Esther L. Lipsez, Dec. 25, 1937; children — Ira L., and Judith Deborah.

eventually wrote a report described as recommending a "radical" overhaul of the networks' method of doing business (BROADCASTING, Jan. 24, 1955).

Given that background in government, Mr. Plotkin's contention that the rule compelling CATV systems to originate is beyond the commission's authority, appears ironic.

But to most attorneys, one constant is loyalty and service to the client—whether public or private. And one commission attorney who has maintained friendly relations with Mr. Plotkin over the years and who has on several occasions opposed him in cases before the commission says Mr. Plotkin has "a passion for communications—he eats, sleeps and drinks it" and he "gives his clients 1,000 percent."

There is at least one client on his list that permits Mr. Plotkin to give vent to his liberal instincts—Pacifica Foundation Inc. Its five noncommercial, listener-supported stations with their free-wheeling programming formats are frequently the object of complaints filed with the FCC; listeners regard the programming as obscene or subversive or anti-Semitic—or a combination of the three. But defending Pacifica's freedom of speech is a task that, his friends believe, Mr. Plotkin finds joyful.

Besides loyalty to his clients, Mr. Plotkin has other standout qualities—an outspokenness and a desire to be number one. He left the commission after the agency was reorganized and he was not named chief of the new Broadcast Bureau—"too controversial," the story went. "I believe that when you're passed over you should allow yourself the luxury of sulking for 10 days, then either get out or roll up your sleeves and go back to work." When his 10 days were up, he was still sulking. So he left.

And, while he does not like to discuss his reasons for leaving Arnold, Fortas & Porter, other than to speak vaguely of "personality clashes" (though not, he says, with Paul Porter, a former FCC chairman), friends say that decision probably can be ascribed to frustration at not being the top communications lawyer in the firm. (Mr. Porter is.)

Mr. Plotkin appears to see himself as product of a typical American success story. He tells how, 40 years after his mother, poor and uneducated, arrived in the U.S. from Russia in 1904, she saw her son argue a case before the Supreme Court. "Where else but in America could this happen?" he asks, managing not to sound like Harry Golden. "And not by the power of some czar, but as a matter of right. It's always been an important lesson to me."

Harry Plotkin, radic-lib of a bygone era, victor over the government in the eighth circuit, believes in the system.

Flaw in the silver lining

Broadcasters as well as advertisers heard more reassuring words about the future of the television business than they might have expected, considering the title, at last week's Association of National Advertisers workshop on "The Segmented Viewing Public of the 70's—and How to Reach Them." For network affiliates, however, it was not unblemished solace: A long-dreaded prospect was held up for them unexpectedly, almost as an afterthought.

For the most part, as reported elsewhere in this issue, the experts called in by ANA to plumb the likely effects of cable TV, video cassettes and other developments on broadcast TV audiences tended to agree that the viewing public is not apt to become all that segmented in the 70's.

Then came the prediction by NBC-TV President Don Durgin—two lines near the end of an 18-page speech—that by the end of this decade "stations will probably be paying networks to carry a number of programs rather than the other way around."

The prediction is not new. Affiliates of all three networks have speculated about the possibility, and bristled at it, for years. Coming from a network president, however, it takes on new substance, even though Mr. Durgin offered it as a long-range guess and lumped it with other predictions that he said he was not necessarily advocating. The fact that he mentioned it at all to a meeting of advertisers not concerned with the mechanics of affiliate-network relationships—except for program clearances, of course—suggests that stations should begin getting used to the idea that cuts in compensation may be more imminent than they thought.

On the table

The proposal for a publicly funded corporation to finance the operations of Radio Free Europe and Radio Liberty instead of undercover funding from the Central Intelligence Agency is a distinction without a difference.

It really matters little whether the \$40 million that is said to be needed to sustain the standard-broadcast transmissions to penetrate the Iron Curtain comes through hidden CIA funds or through direct appropriation. Either way the operations are subsidized. If they serve useful purposes in backing up the more extensive and often-jammed worldwide shortwave transmissions of the Voice of America they deserve to be retained.

The administration proposal should be approved if only to cut out the sham. For years half-hearted campaigns have been run through ostensibly nongovernment committees soliciting funds for Radio Free Europe and Radio Liberty. To most people in communications, however, the word that the CIA was subsidizing these operations was as much a disclosure as a tomato surprise.

From the sewer

The Fair Campaign Practices Committee, established in 1954 as a clearinghouse for complaints about dirty politics, has issued a new report on its work. Its analysis of media used to distribute campaign material about which there have been complaints starts with the following paragraph:

"Television has not yet become the number-one outlet for unfair campaign tactics, although there was an increase from three complaints about TV commercials which violated the code of fair campaign practices during the 1966 campaigns

to 10 complaints about TV commercials during the 1970 campaigns. But complaints about television commercials in 1970 still were in the next-to-last place in the list of the channels through which political sewage flowed."

As an example of the antitelevision bias that pervades the uplift community, the opening sentence of that passage may stand alone. The truth is that complaints about television advertising in the latest campaigns were far exceeded by complaints about flyers and brochures, about newspaper advertising, about newspaper news stories, about speeches, news releases, letters and telephone calls. The only medium generating fewer complaints was radio.

If this kind of analysis is up to this committee's standards of fairness, the organization has disqualified itself from further work in its field.

Any questions?

As the 44-man board of the National Association of Broadcasters prepares to meet in Washington, during the week of June 20, let's say it once again about the various congressional proposals to limit campaign contributions and, without really doing so, expenditures.

If the proposals discriminate against broadcasters in any manner, they should be opposed. Broadcasters know from bitter experience that they invariably get the short end.

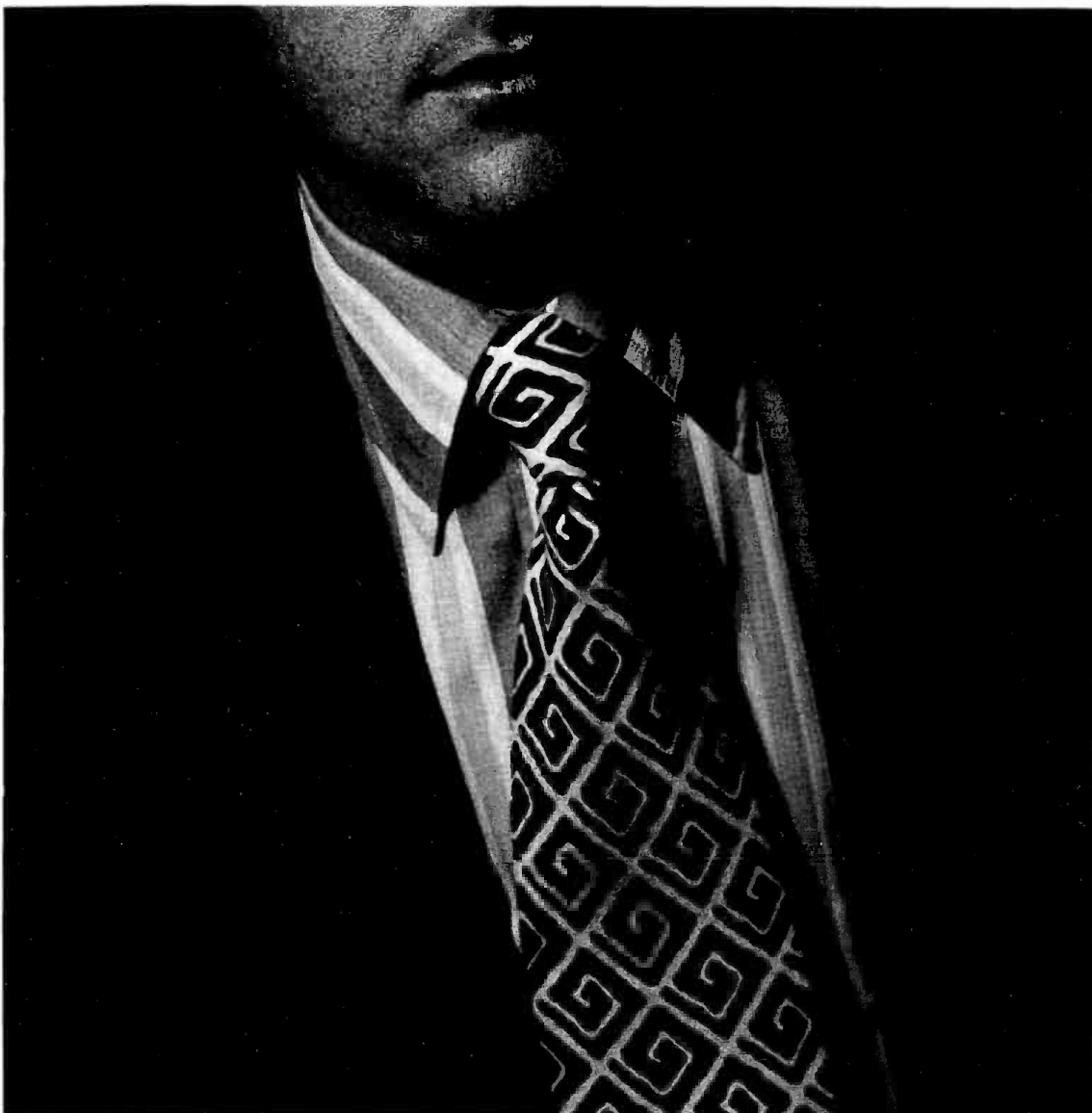
To those operators who say broadcasters will suffer new and vicious sanctions if they do not give their time and substance away at bargain-basement rates, pre-empting better-paying, time-honored accounts, let them recite the benefits that have accrued to broadcasters by knuckling under. Ban on cigarettes, for example? Authorization of so-called filing fees that are actually license fees, but without the concomitant benefits? Bigger budgets and *carte blanche* to the FCC for made-work investigations into new areas in the private sector when there are antitrust laws and the courts to deal with such things? And so on.

Broadcasters have gained nothing by compromising, hat-in-hand. Short-term benefits are a mirage.

If Congress would be realistic and quit playing power politics, the answer would be simple: Give broadcasters licenses revocable only for cause. Repeal Section 315 in its entirety, and let broadcasters exercise their own editorial judgments. Most broadcasters are fair. Those who are not are doomed to lose out in the marketplace.



Drawn for BROADCASTING by Sid Hix
"No more flaming sword dishes on your cooking show, and that's final!"



The Security Station.

Poor you. The dubs were late, the coffee cold, and even man's best friend growled at you this morning. And to top it off, all day long the whole world's been trying to get right to your eyes.

Lucky for you you're advertising on a station that will get to theirs. The Security Station,

KPRC-TV in Houston.

We telecast in all colors, and the way you feel advertising on KPRC-TV, you'll never feel blue. We're the solid kind you can depend on.

With availabilities in a stylish blend of spot announcements, programs, and participations. Featuring Perma-View material

so the channel never needs changing. The Security Station.

In total color, with the Madison Avenue collar. KPRC-TV, Channel 2, Houston. When an advertiser needs a friend.

→KPRC-TV←

National representatives: Edward Petry & Co.

From KPRC-TV,
colorful
the color Television Station.

Courtesy: Arrow Shirts



"Speak softly
and carry a big stick—
You will go far."



WHIO-TV Tower

We took Teddy's advice to heart. We at Channel 7 built the biggest VHF "stick" in Ohio. Our 1096 foot tall antenna reaches a much larger audience than our competitors, 26% more than Station A and 91% more than Station B in Weekly Cume households.*

*Source: NSI Weekly Cume Audience,
7 A.M.-1 A.M. — Sun.-Sat., Feb./Mar. 71

Our extra signal reach is evident from a quick look at our coverage map, yet all that bonus coverage usually costs no more than others ask to cover Dayton metro alone.

When you want to reach the total Dayton market, use our big stick to get their attention.

A reflection of Dayton **WHIO Television**



A Communications Service of
Cox Broadcasting Corporation

Represented by TeleRep

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

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