



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Imports on the air: upsurge in foreign spending here  
In the Senate, major surgery on campaign-reform bill  
FCC clears CBS's Viacom spinoff—with conditions  
With help from Washington, minorities gang up on Time sale

THE ANDREWS LIBRARY

JUN 14 1971

COLLEGE OF WOOSTER  
ANDREWS LIBRARY  
BASEMENT

TK  
44691 ANDRE B69300T A< JUN/72  
ANDREWS LIBRY  
COLLEGE OF WOOSTER  
FCH SERVICES DIV  
WOOSTER  
44691

## This ad is All About Faces



A



B




C

(A) is Richard Hayes, the star of "All About Faces," a brand-new, first-run strip-show produced exclusively for syndication that combines the visual excitement of a situation comedy with the fast pace and suspense of a game show.

(B) is Dan Enright, the creator and executive producer of "All About Faces." A master of the audience participation show, his successes include "Tic Tac Dough," "Concentration," "Juvenile Jury," "Dough Re Mi" just to name a few.

(C) is Hank Booraem, who bought "All About Faces" for fall premiere on WPIX-TV New York. Thanks, Hank.

"ALL ABOUT FACES" — 130 half-hours in color on tape from  
SCREEN GEMS



Products begin with ideas.  
The bigger and bolder they are  
the more exciting the product.

ROHN'S concept of communication  
and microwave towers is based on the  
recognized need for TOTAL SERVICE.  
Achieving this has always been one of the  
bigger, bolder ideas motivating the ROHN  
organization . . . an idea that makes ROHN  
the only totally integrated tower source in  
the country today .

From start to finish, including fabrication from  
basic materials, ROHN keeps these big ideas  
in mind. This is why ROHN is the leader in  
the field of communication and microwave  
towers, and the largest tower manufacturer  
in the U.S.

Yes, ROHN works with bigger, bolder ideas,  
and gives you a better product!


**ROHN®**

**BIG, BOLD IDEAS**

**IN TOWERS**

**ROHN®**

Home Office-Factory Dept. BR.  
P.O. Box 2000, Peoria, Illinois,  
U.S.A. 61601  
Phone 309-697-4400  
TWX 910-652-0646



ROHN guyed 450 ft. tower UHF Pylon Antenna Top-mounted, located in Noblesville, Indiana, gives WURD-TV viewers the best "Tower Power" that can be provided!

# Which of these cities has the least unemployment?



Boston



New York



Philadelphia



Chicago



St. Louis



San Francisco



Los Angeles

Over 4 million people in this country are unemployed. And many of them live in the big cities. Out of these seven cities, Chicago has the least unemployment\* Of course, statistics don't help you very much if you're out of work.

There's a CBS Owned AM radio station in each of these seven cities. And they're trying to help people who need jobs. Our stations feel responsible to over 60 million people, so there's a lot to be done.

Boston has really been hard hit by the cutbacks in the electronics industry. So WEEI Newsradio is busy working with a job clearing house to get people off the unemployment lines and back to work.

WCAU has been publicly commended by the city of Philadelphia for "blazing a new trail" with its *Career Fair*. Over 50,000 young people have come to *Career Fair* to meet potential employers through the use of electronic computer methods.

When the seven CBS Owned radio stations aren't busy reporting the news of the day, they're also searching for solutions to problems like drug abuse, crime, and the high cost of living.

Because we think there's a lot more to our job than just finding jobs.

## The CBS Owned AM Stations

We feel responsible to over 60 million people.

WEEI Newsradio 59, Boston  
 WCBS Newsradio 88, New York  
 WCAU Radio 121, Philadelphia  
 WBBM Newsradio 78, Chicago  
 KMOX Radio 1120, St. Louis  
 KCBS Newsradio 74, San Francisco  
 KNX Newsradio 1070, Los Angeles  
 Represented by CBS Radio Spot Sales

\*Source: U.S. Department of Labor, Area Trends in Employment & Unemployment, February 1971.



# automatic VTR editing system



## THE NEW PEC-102

offers a rare combination of production flexibility with maximum automation. A digital computer is teamed with a dynamic CRT display giving a graphic representation of all related segments, edit points and transitions. Production directors need no longer be burdened by the technical problems associated with editing, as all checks, searching, synchronization and inter-related calculations are handled by the computer, allowing full artistic freedom.

The PEC-102 provides frame accuracy control of cueing, synchronization, editing and production effects automatically and is fully compatible with SMPTE recommended practice for time codes. Operates on 25HZ color or monochrome; 29.94HZ color and 30HZ monochrome.

For more information contact



**CENTRAL DYNAMICS LTD**

CANADA: 147 HYMUS BLVD. POINTE CLAIRE, MONTREAL 730, QUEBEC.  
UNITED STATES: 230 LIVINGSTON ST. NORTHVALE, NEW JERSEY, 07647.

As overseas entrepreneurs battle to gain a larger share of the U.S. market, the number of television and radio commercials for products such as Toyota cars, Lufthansa Airlines and Panasonic TV sets rises sharply. See . . .

## Tilt in the balance of payments . . . 17

The Senate Rules Committee's version of the political-spending bill removes some of the provisions broadcasters had regarded as discriminatory—but leaves intact that disputed section on 'reasonable' access to the air. See . . .

## Campaign reform takes new turn . . . 19

Vice President Agnew interrupts his latest tirade against news slanting and newsmen's 'paranoia' long enough to tell Mutual Affiliates Advisory Council that U.S. has the world's 'best, most professional' news fraternity. See . . .

## Agnew reviews his views on news . . . 25

FCC Examiner Ernest Nash finds that KAYE(AM) Puyallup, Wash., failed to meet its fairness obligations, attempted to intimidate its opponents, and disrupted the hearing process. He recommends denial of renewal. See . . .

## Examiner proposes denial for KAYE . . . 29

Viacom International Inc., CBS's spinoff of cable and syndication interests, wins FCC clearance—with a condition: that specified group of CBS leaders dispose of their Viacom holdings within two years. See . . .

## A belated natal blessing for Viacom . . . 32

The real theme (though not the formal one) for next month's National Cable Television Association convention is government. Top speakers: Senator McClellan (D-Ark.), OTP Director Whitehead, FCC Chairman Burch. See . . .

## NCTA delegates won't be yawning . . . 33

Minority groups protest Time Inc.'s proposed \$69.3-million sale of its television stations to McGraw-Hill Inc., charging inadequate public-service showing and failure to ascertain needs of all community groups. See . . .

## Time's sale of TV's runs into flak . . . 34

FCC orders AT&T to begin construction of facilities designed to give public broadcasting a commercial-grade, full-time, nationwide interconnection service, at costs lower than those charged to commercial broadcasters. See . . .

## Network status for public broadcasting . . . 39

The New York area's 10 TV stations ask FCC for action on their applications to move their antennas to the World Trade Center building, now under construction. Future of TV reception in the market is at stake, they say. See . . .

## Antenna troubles in New York City . . . 40

Who buys what where? This month's 'Telestatus' provides more data on product usage in 207 television markets, as shown by the Product Usage Ranking Report of the American Research Bureau. See . . .

## Now it's the Boston Coffee Party . . . 51

### Departments

AT DEADLINE . . . . .	8	PROMOTION . . . . .	48
BROADCAST ADVERTISING . . . . .	17	TELESTATUS . . . . .	51
CHANGING FORMATS . . . . .	29	WEEK'S HEADLINERS . . . . .	9
CHANGING HANDS . . . . .	35	WEEK'S PROFILE . . . . .	67
CLOSED CIRCUIT . . . . .	7		
DATEBOOK . . . . .	10		
EDITORIALS . . . . .	66		
EQUIPMENT & ENGINEERING . . . . .	39		
FATES AND FORTUNES . . . . .	54		
FOCUS ON FINANCE . . . . .	43		
FOR THE RECORD . . . . .	57		
INTERNATIONAL . . . . .	49		
LEAD STORY . . . . .	17		
THE MEDIA . . . . .	32		
MONDAY MEMO . . . . .	14		
PROGRAMING . . . . .	25		



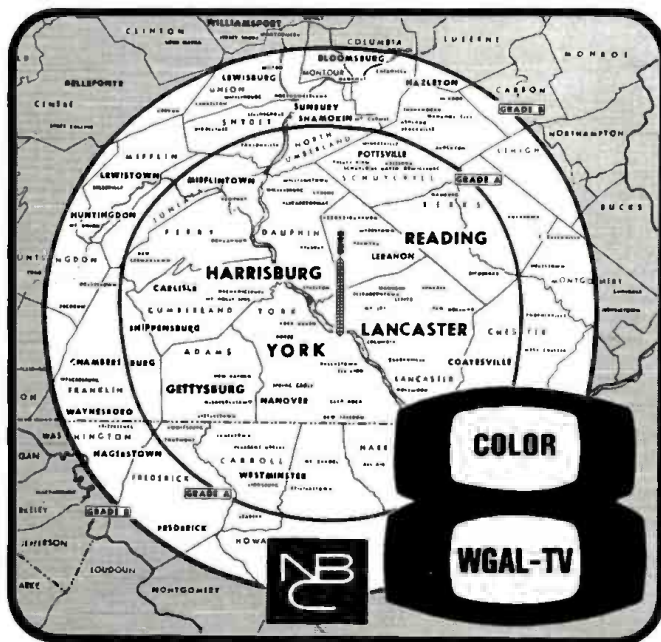
### Broadcasting

June 7, 1971; Vol. 80, No. 23  
*Published 51 Mondays a year (combined issue at year end), by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington 20036. Second-class postage paid at Washington.*  
 Subscription prices: one year \$14, two years \$27, three years \$35. Add \$4 a year for Canada and \$6 a year for all other countries. Subscriber's occupation required. Regular issues \$1 a copy.  
**BROADCASTING YEARBOOK** published each January, \$13.50 a copy; **CATV SOURCEBOOK** annually, \$8.50 a copy.  
 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.

# PUBLIC AFFAIRS SERIES



## AFRO-AMERICAN CULTURE



A recent WGAL-TV local program titled "YOUNG, GIFTED AND BLACK" - presented talents in great diversity, ranging from Africa to the Broadway stage. This program was part of a continuing public affairs series designed by Channel 8 to serve all the people of its communities. WGAL-TV has telecast programs on planned parenthood, libraries and narcotics.

# WGAL-TV

## Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.  
 New York • Chicago • Los Angeles • San Francisco

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

## On its own limb

Justice Department's contention, in comments in FCC rulemaking, that commission should break up newspaper-television joint ownerships in same community (BROADCASTING, May 24) apparently does not reflect administration position. Officials in White House are known to disagree with department's view. They say that television and newspapers serve different kinds of advertisers, add that newspaper owners have experience and community-oriented attitude that enables them to put quality TV stations on air.

White House officials say that bad apples among joint owners, if any, can be dealt with under commission's present rules on case-by-case basis. Like joint owners themselves, they feel that cross-board rule makes no sense. However, whether White House will communicate such views to commission remains to be seen; officials say there are as yet no plans to do so.

## Radio PR

Among pitches to be made at upcoming board meetings of National Association of Broadcasters (June 20-26) will be one for creation of Radio Information Office to function for audio as Television Information Office serves video. NAB contributes \$75,000 annually toward TIO's over-all budget of about \$600,000; three television networks kick in roughly \$95,000 each; balance comes from individual TV stations.

Radio board member, Philip Spencer, wcss Amsterdam, N.Y., has already advised fellow directors of his intention to seek NAB headquarters budget to promote virtues of radio programming, presumably on ground that both media should be treated equally by all-inclusive trade association. With radio networks hurting for profits of any magnitude, it's thought they would be hard put to shake loose contribution even remotely approaching TV network subscription to TIO.

## Master's voice

Although eyes of broadcast and CATV industries are on FCC in its effort to overhaul CATV rules, final product of commission agony may not be final word on subject. Office of Telecommunications Policy, which serves as White House "voice" on communications matters, has been doing its own studies on CATV and plans to lay out what it feels country's basic, long-range

policy should be. There is no estimate when policy statement will be issued, except that it will most likely be after commission has acted on its proposals.

OTP, reportedly, does not intend to second-guess commission, but it feels commission is not establishing basic policy (prescribing numbers of signals CATV systems may import, it feels, is not setting policy). Form OTP's will take—whether as proposed legislation or commission regulation, or as white paper designed to stimulate debate—remains to be seen.

## Getting serious

Stronger prospects emerged last week for probable sale of several, if not all, of NBC Radio's six AM and six FM stations. Howard Stark, New York broker, was formally retained as consultant and will actively participate in negotiations in behalf of NBC. While NBC continues to maintain official silence, it is known that several offers for individual properties now are considered sufficiently enticing to have Mr. Stark coordinate handling, and if stations are sold, to participate in negotiations. Bidders include: Metromedia (Chicago), Cox Broadcasting Corp. (New York and Washington), syndicates interested in entire roster.

## Short change?

Cox Broadcasting Corp., one of those challenging American Research Bureau's local-market reports on grounds they seriously understate TV audiences, is preparing new analysis, comparing results of ARB's February-March sweep of all TV markets with national results in Nielsen Television Index (NTI). Study is said to have found that ARB reported 12,836,000 fewer viewers than NTI in average quarter-hour, with "loss" ranging from 10,621,000 persons in afternoon to 11,820,000 in late-fringe periods, 14,121,000 in prime time and 16,130,000 in early fringe.

Cox officials also undertook to translate that differential into gross impressions, since that's one of prime considerations in buying and selling spot TV. If all time between 12 noon and 1 a.m. were sold to limits prescribed by TV commercial code, according to this analysis, there would be 2,660, 30-second spots per week, and weekly "loss" in gross impressions—2,660 spots times average of 12,836,000 viewers "lost" per quarter-hour—would come to more than 34 billion.

## Another chapter?

U.S. Supreme Court decision on whether to grant requests for review of WHDH-TV Boston case—and thus keep 17-year-old case alive awhile longer—is expected soon, probably by next Monday (June 14), possibly as soon as today (June 7). Most pleadings in case were distributed to justices on May 28, reportedly for consideration at their weekly conference on June 11, with decision due following Monday.

However, court official, noting case carries "urgent" tag, said justices might consider it at June 4 conference.

Only pleading not available on May 28 was government's brief, received last week. It urges court to affirm lower court decision that upheld FCC's unprecedented ruling denying WHDH-TV renewal of license and awarding channel to Boston Broadcasters Inc.

## Asking price

RKO General is understood to have placed tag of \$40 million on its WOR-TV New York, which is available for purchase. Steep price is said to have been one of factors discouraging agreement with Chris Craft Industries, group owner, which had bid for station. Some other prospective purchasers reportedly also consider \$40-million figure high in today's economy, particularly in competitive New York market.

## Housing problems

While Democrats and Republicans hem and haw over sites and dates for their respective 1972 conventions, network TV news authorities seem to be taking more relaxed attitude toward outcome. They would still like to see both parties pick same city, of course, but they also know from experience that they can move all gear from one city to another if necessary. They anticipate more time between conventions—Democrats want theirs early as possible, probably early July, to give their nominee maximum exposure time, while Republicans want theirs late as possible in August.

Olympics on TV (ABC) almost certainly will influence GOP timing. Coverage of games starts Aug. 22 and runs two weeks, so betting is that Republican convention will be week of Aug. 15, possibly as early as Aug. 8. TV, from standpoint of time differentials, may influence selections. Miami Beach seemed likely pick for both parties but lately President Nixon reportedly has been leaning toward San Diego.

## Almost-hatched Viacom back in shell

Federal court holds up FCC blessings on spinoff

Stay order blocking FCC action approving CBS spinoff of Viacom International Inc. to its stockholders was issued Friday (June 4) by U.S. Court of Appeals in San Francisco.

Action came as CBS was distributing stock certificates of Viacom to CBS shareholders following commission ruling Thursday that spinoff, which involves CBS's program syndication and CATV interests, complies with commission rules (see page 32).

Stay order was issued at request of three minority stockholders in San Francisco CATV system principally owned by CBS. They have also asked court to review commission order approving Viacom spinoff.

Court's order gives commission 14 days to seek reconsideration of stay.

Stockholders—Louis Benedetti, Frank Veroucci Jr. and Marino L. Iacopi—in December filed antitrust suit in federal district court in San Francisco, accusing CBS of obtaining control of cable sys-

tem, Television Signal Corp., through fraud and urging court to block transfer of system's stock to Viacom.

Petitions for review and for stay of commission order were not only moves taken Friday in behalf of three minority stockholders in TVS. Their attorney filed with Securities and Exchange Commission request that it check into "continuing validity and propriety" of Viacom's pending registration application. Attorney, Harold Farrow, notes that commission's order states that particulars of transaction "differ in significant respects from the transaction originally proposed by CBS."

And mailing of Viacom stock certificates to CBS stockholders on Friday was only one sign of speed with which CBS was moving to implement spinoff. It announced that its officers, directors, and presidents of its four broadcast divisions, in compliance with condition commission attached to its approval of spinoff, agreed to sell their holdings in Viacom over two-year period.

## Getting it together: Warner and Columbia

Joint venture has been established by Warner Bros. and Columbia Pictures Industries Inc. to own studio properties of both companies and to operate consolidated studio operation for TV and motion-picture production at Warner's Burbank, Calif., lot.

Spokesman for Warner Bros. and Columbia Pictures, parent company of Screen Gems, indicated these economies were needed because of under-utilization of each of their plants and technical facilities. Consolidated studio operations will begin in April 1972, with technical staffs drawn from both companies. Joint venture will dispose of Columbia's properties in Hollywood by next April. Each company will continue as independent organization.

## Intramural potshots: Johnson back at Burch

FCC Commissioner Nicholas Johnson says Chairman Dean Burch's assertion that he should have stepped aside in commission's consideration of complaints against *The Selling of the Pentagon* involves charges that are not

only "frivolous" but also "baseless."

Commissioner also said standards to which Chairman Burch would hold him actually would have operated to bar chairman from participating in case.

Chairman made charge in connection with commission's April 30 unanimous decision to take no action on complaint of Representative Harley O. Staggers (D-W. Va.), who accused CBS of distortion in connection with controversial documentary on pentagon public-relations activities (BROADCASTING, May 3). Chairman Burch cited news article Commissioner Johnson had written that appeared on March 28 and that defended television against White House's alleged efforts to intimidate medium and to manage its news. Article referred to storm created by *Selling* and noted praise that television critics had heaped upon it.

"The article in question here is . . . well within the bounds of appropriate comment by FCC commissioners," Commissioner Johnson said, in statement issued Friday (June 4). "The article did not even deal with—let alone prejudice—the issues or the facts before us in the controversy . . ."

Commissioner Johnson said there is no basis for Chairman Burch's assertion that, in order to "avoid even the appear-

ance of bias," he should have stepped aside when commission considered *Selling* matter.

Commissioner Johnson said appearance-of-bias test would have barred chairman from participating. He noted that Mr. Burch is lieutenant colonel in "U.S. Army's Judge Advocate General's Corps Reserve (now retired)," and that he once served as chairman of Republican National Committee. Commissioner said latter consideration could lead some to conclude chairman should abstain in matters where President Nixon and other Republican party leaders have taken "a hard partisan line."

He also noted that chairman had publicly opposed subpoenaing of reporters' notes, even though commission might have concluded that CBS should offer "full cooperation" in investigation of *Selling* that was undertaken by Representative Staggers' Investigations Subcommittee.

## Nader's Raiders ride by the FCC

Group of young lawyers, members of Ralph Nader's Washington-based Center for Study of Responsive Law, took FCC to task for not breaking up what it calls network dominance and oligopolistic media control of television. This criticism was made in one chapter of 1,200-page, two-volume report on monopoly, entitled *The Closed Enterprise System*, issued yesterday (June 6).

Although bulk of report is aimed at activities (or alleged lack of activities) of Department of Justice's antitrust division, and Federal Trade Commission, chapter on FCC and communications has some trenchant comments on broadcasting. Essentially, report says FCC "has handed the three TV networks a monopoly over the news, views and programs to which all of us are exposed. . . ." And, it continues, that commission is currently frustrating new communications technology, like cable and pay TV, that might overcome alleged concentration.

Study concentrates on network's purported domination, but also cites group ownership as well as newspaper cross-ownership as evils that should be obliterated.

Report suggests that Justice could file divestiture suit when TV station that is owned by competing newspaper files for renewal of license. And with reference to purported network control of pro-



graming, task force suggests that Paramount case decision be used to require networks to divorce themselves from operating both in production and in distribution. (Paramount decision forced movie producer-exhibitors to relinquish ownership of either production or exhibition.) At another point, group says "easiest step" FCC could take to "diminish network dominance" is simply to refuse to renew licenses of 15 TV stations now owned by networks.

Report proposes establishment of new federal government agency. Competition Protection Agency, with budget of \$100 million, to take over Justice Department's and FTC's antitrust responsibilities. It also calls for legislation that would proscribe concentration in industries and that would prohibit "excessive advertising expenditures which clearly create and entrench market power."

### Back-up from a relative

American Newspaper Publishers Association has emerged with policy statement that gives qualified support to CBS's decision not to provide House Investigations Subcommittee with outtakes from *The Selling of the Pentagon*.

Meeting in Reston, Va., late last week, in connection with groundbreaking for ANPA headquarters building, ANPA board issued statement saying that "the national commitment to freedom of expression cannot fully serve all citizens if government exercises subpoena power which tends to influence the content of any form of journalism."

Board urged government at all levels "to adhere strictly to a public policy permitting freedom of expression uninhibited by governmental intrusion." But it noted that Supreme Court decisions have raised doubts about whether First Amendment protections apply to broadcast media in same way they apply to print. However, it said overriding question is "wisdom of government intrusion in any form of news gathering or editing."

Board said statement was prompted by interest in media cases pending before courts and Congress, including case involving *Selling*. However, it emphasized it was not passing judgment on merits of that or any other program.

### Toast'ems burned by FCC

Consent order, agreeing to stop what are called false nutritional claims in its TV commercials for Toast'ems Pop-Ups, has been signed by General Foods Corp., White Plains, N.Y., Federal Trade Commission announced today (June 7). Complaint and consent order were issued simultaneously by FTC. GF's 1970 TV billings for product were \$697,000 in network and \$69,400 in

spot. So far this year GF has spent nothing in TV for toaster product, presumably because of pending FTC complaint.

### Fines befall two

Separate actions by FCC late last week may make commission \$7,000 richer. In one action, commission fined licensee of KTXS-TV Sweetwater, Tex., \$5,000 for moving its studio location without FCC approval. In other action, licensee of WTAC(AM) Flint, Mich., was told station was apparently liable for \$2,000 forfeiture for violation of logging and program-sponsorship rules.

Texas Key Broadcasters Inc., had asked commission to approve KTXS-TV studio move from Sweetwater to Abilene, Tex., claiming competition from KRBC-TV Abilene was too great in Sweetwater, KRBC-TV, which opposed move, notified FCC that KTXS-TV had already moved much of its equipment and personnel to Abilene, without prior approval. Commission ordered hearing and issued notice of apparent liability to Texas Key, but licensee waived hearing rights and asked FCC to make ruling based on evidence at hand. Commission last week upheld fine and dismissed KTXS-TV application for move.

Flint proceeding evolved from charges by independent dance promoter that WTAC(AM) gave discounts to disk jockeys for spots promoting events which announcers themselves sponsored. Spots, promoter claimed, posed competitive disadvantage to those not affiliated with station, who had to pay substantially higher sum for similar commercials.

In issuing notice of apparent liability to WTAC, commission also noted that station had not logged some announce-

ments run as paid commercials, even though announcements were brought about by "trade-out" agreement between announcers and management.

While noting that it does not usually enforce antitrust or other laws relating to unfair business practices, commission said it "takes cognizance" of these laws "in definition and application" of public interest standards of Communications Act.

### JWT nearly makes up loss of Alberto-Culver

Toni division of Gillette Co., Chicago, has appointed J. Walter Thompson, Chicago, as agency for hair-care and coloring products amounting to estimated \$9 million in billings. Approximately 90% of expenditures are in broadcast. Thompson is obtaining Deep Magic, Toni hair color and Lemon Up from Post-Keyes-Gardner, Chicago, and Look of Nature aerosol hair spray from Needham, Harper & Steers, New York. Earlier in the week JWT gave up estimated \$12 million in Alberto-Culver toiletries business (see page 23).

### Beville is back at BRC

Hugh M. Beville, who retired as NBC vice president for planning and research two years ago to become professor of business administration at Southampton College, Southampton, N.Y., is returning to broadcasting as acting executive director of Broadcast Rating Council, effective today (June 7). Mr. Beville was with NBC from 1930 to 1969 and was among pioneers in formation of BRC. He will continue to do some teaching. Mr. Beville succeeds the late Dr. Kenneth Baker.

## Week's Headliners



Mr. Walworth

Anthony L. Conrad, RCA executive VP, services, elected president, one of positions held by Robert W. Sarnoff, who will continue as chairman and chief executive officer (see story page 40). Chase Morsey Jr., executive VP,

operations staff, RCA, since January 1969, appointed executive VP, finance and planning, effective July 1. He succeeds Howard L. Letts, who will retire from RCA at end of 1971 after 42 years with company. He will carry out special assignments for RCA Chairman Sarnoff pending his retirement.

Theodore H. Walworth Jr., VP and general manager, WNBC-TV New York, named president of NBC-TV Stations Division and elected to NBC board. He succeeds Raymond W. Welpott, who retires July 1 after more than 30 years in broadcasting. Mr. Walworth's successor at WNBC-TV is to be announced shortly.

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

**BROADCASTING PUBLICATIONS INC.**

Sol Taishoff, *president*.  
Lawrence B. Taishoff, *executive vice president and secretary*.  
Maury Long, *vice president*.  
Edwin H. James, *vice president*.  
Joanne T. Cowan, *treasurer*.  
Irving C. Miller, *comptroller*.

# Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

# TELEVISION

*Executive and publication headquarters*  
BROADCASTING-TELECASTING building,  
1735 DeSales Street, N.W., Washington,  
D.C. 20036. Phone 202-638-1022.

Sol Taishoff, *editor and publisher*.  
Lawrence B. Taishoff, *executive VP*.

**EDITORIAL**

Edwin H. James, *VP-executive editor*.  
Donald West, *managing editor*.  
Rufus Crater, *editorial director (New York)*.  
Frederick M. Fitzgerald, Earl B. Abrams,  
Leonard Zeidenberg, *senior editors*.  
Steve Millard, J. Daniel Rudy, *associate editors*.  
Clara M. Biondi, Alan Steele Jarvis,  
Don Richard, *staff writers*.  
Sandra Bartolina, William Blakefield,  
*editorial assistants*.  
Elaine Garland, *secretary to the editor and publisher*.  
Erwin Ephron (vice president,  
director of marketing services, Carl Ally  
Inc., New York),  
*research adviser*.

**SPECIAL PUBLICATIONS**

Art King, *director*; Joseph A. Esser, *associate editor*; Katrina Hart, *staff writer*.

**SALES**

Maury Long, *VP-general manager*.  
David N. Whitcombe, *director of marketing*.  
Jill Newman, *classified advertising*.  
Dorothy Coll, *advertising assistant*.  
Doris Kelly, *secretary to the VP-general manager*.

**CIRCULATION**

David N. Whitcombe, *director*.  
Bill Criger, *subscription manager*.  
Julie Janoff, Kwentin Keenan, Dorothy Ogiev,  
Jean Powers, Shirley Taylor.

**PRODUCTION**

John F. Walen, *assistant to the publisher for production*.  
Harry Stevens, *traffic manager*.  
Bob Sandor, *production assistant*.

**BUSINESS**

Irving C. Miller, *comptroller*.  
Sheila Thacker, Judith Mast.  
Lucille DiMauro, *secretary to the executive vice president*.

**BUREAUS**

NEW YORK: 7 West 51st Street, 10019.  
Phone: 212-757-3260.

Rufus Crater, *editorial director*; David Berlyn, Rocco Famighetti, *senior editors*; Louise Estevan, Helen Manasian, Cynthia Valentino, *staff writers*.

Robert L. Hutton, *sales manager*; Eleanor R. Manning, *institutional sales manager*; Greg Masfield, *Eastern sales manager*; Mary Adler, Harriette Welberg, *advertising assistants*.

HOLLYWOOD: 1680 North Vine Street, 90028. Phone: 213-463-3148.

Morris Gelman, *senior editor*.  
Stephen Glassman, *staff writer*.

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

CHICAGO: Midwest advertising sales representative, Bailey & Co., David J. Bailey, *president*. P.O. Box 562, Barrington, Ill. 60010. Phone: 312-381-3220

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

\*Reg. U.S. Patent Office.

© 1971 by Broadcasting Publications Inc.

## Datebook

A calendar of important meetings and events in communications

■Indicates first or revised listing.

**June**

■June 7—12th annual *Television and Radio Commercials Festival*. Philharmonic hall, Lincoln Center, New York.

■June 7, 11—Hearings on effects of self-imposed advertising codes on small businesses and consumers, *House Small Business Committee*. 10 a.m., Room 2359, Rayburn building, Washington.

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 8-10—Hearings on political-spending bills (H.R.'s 8627, 8628) introduced by subcommittee Chairman Torbert H. Macdonald (D-Mass.), *House Communications Subcommittee*. 10 a.m., Room 2123, Rayburn building, Washington.

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—CBS President Frank Stanton subpoenaed to appear before *House Investigations Subcommittee*. Subpoena also calls for production of outtakes from CBS's *The Selling of the Pentagon* program. 10 a.m., Room 2323, Rayburn building, Washington.

■June 10—Radio Workshop, sponsored by *Association of National Advertisers and Radio Advertising Bureau*. Plaza hotel, New York.

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 14, 18—Hearings on effects of self-imposed advertising codes on small businesses and con-

sumers, *House Small Business Committee*. 10 a.m., Room 2359, Rayburn building, Washington.

■June 14-25—Broadcasting workshop, sponsored by *National Religious Broadcasters*. Campus Center, Nyack Missionary college, Nyack, N.Y.

■June 15—*Senate Commerce Committee* meets with FCC commissioners on CATV. 10 a.m., Room 5110, New Senate Office building, Washington.

■June 15-17—Hearings on political-spending bills (H.R.'s 8627, 8628) introduced by Chairman Torbert H. Macdonald (D-Mass.), *House Communications Subcommittee*. 10 a.m., Room 2123, Rayburn building, Washington.

■June 16—Workshop sponsored by *Association of National Advertisers* on "Determination, Allocation and Control of Marketing Expenditures," with speakers to include Thomas Dillon of BBDO, Malcolm A. McNiven of Coca-Cola, Paul E. J. Gerhold of Advertising Research Foundation, Victor P. Buell of the University of Massachusetts, B. F. Butler of Hendry Corp., Donald J. Gluck of Dupont, Lawrence Friedman of Mathematica Inc., Frank Schmidt of Carling Brewing, Harvey Shyon of Applied Decision Systems and Robert Weinberg of R. S. Weinberg & Associates. Plaza hotel, New York.

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

**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.

tion 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*. Among featured speakers will be FCC Commissioner Thomas J. Houser; Marianne Campbell, Avco Broadcasting, Cincinnati, president of American Women in Radio and Television; Dr. Barry Cole, consultant to FCC on renewal procedures and Daniel Z. Henkin, assistant secretary of defense for public affairs, 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*.

**Women who can view  
PGW represented  
TV stations  
will spend \$4,140,000  
on hair spray  
this month.**

**Do you sell hair spray?**

**You can sell more  
with spot TV**

...and we can show you how  
...market by market

**PETERS GRIFFIN WOODWARD INC.**

Source: Special Brand Rating Index Analysis commissioned by PGW research and projected to total consumer universe.

Whether you concentrate in the printed media or in sky-writing, it's good business to understand broadcasting—its impact, its costs, its inherent value to you, your client. BROADCASTING is the one book that keeps you on the inside of broadcasting. It tells you when, why, where it happens—as it happens. This coverage—accurate, intensive, thorough—gives you the facts you need for your workaday, money-making use.

Subscribe now . . . pay later!

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO ©

**CCA**  
**mini-automation**



MONO ..... \$5900  
STEREO ..... \$6300

Now broadcasters can automate on a partial or full time basis for a modest initial investment. Can be expanded to meet majority of applications.

**CCA ELECTRONICS CORPORATION**  
716 JERSEY AVE., GLOUCESTER CITY, N. J. 08030 • Phone: (609) 456-1716

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 25—House Small Business Committee hearing on effects of advertising codes on small business and consumers, 10 a.m., Room 2359, Rayburn building.

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

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

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

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

June 27-July 1—Conference on educational communications, sponsored by Canadian Scientific Film Association, Educational Television 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).

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).

## BookNotes

"Why Aren't We Getting Through?," 1971, edited by Edmund M. Midura. Acropolis Books Ltd., Washington. 191 pp. \$6.95 cloth; \$3.95 paper.

This collection of 10 articles on "the urban communication crisis" is based upon a series of lectures delivered last year at the University of Maryland. Among the varied contributors: NBC's William Monroe, who talks about what broadcasters can do to "break the inner-city communication barrier," and prescribes better reporting rather than advocacy; writer Budd Schulberg, discussing his experiences as founder and director of the Watts Writers Workshop; Joseph Shoquist, managing editor of the *Milwaukee Journal*, on "the role of the press in a continuing urban crisis" and Wolf Von Eckardt, architecture critic for the *Washington Post*, discussing "the future of communication in megalopolis."

"Black List: The Guide to Publications & Broadcasting of Black America, Africa, Caribbean," 1970, by Panther House Ltd., New York. 289 pp. \$12.50.

This reference guide is divided into three sections: (1) Afro-American newspapers, periodicals, broadcasting stations, colleges and universities, publishers, book clubs, bookstores, advertising and public relations, and literary agents; (2) International; and (3) Africa and the Caribbean (embassies and permanent missions to the United Nations, newspapers, periodicals, broadcasting stations, colleges and universities, publishers, and miscellaneous international organizations). Listings include name of organization, address, editor, manager, and explanatory material. A "Black List" supplement is

expected to be published in the fall.

"A Guide to Radio & Broadcast Engineering Practice," 1971, by E. L. Saford Jr. Tab Books, Blue Ridge Summit, Pa. 286 pp. \$12.95 hardbound.

This is a practical and comprehensive guide to broadcast operation, maintenance and troubleshooting. The volume is divided into two parts—Radio and Television—and begins with a discussion of various levels of technical competence and suggestions for classifying and upgrading technical broadcast personnel. It gives thorough treatment to preventive maintenance and provides a number of case histories to answer tough or unusual problems. Of particular interest to all broadcasters is a list of the most frequent FCC technical violations. The book also discusses the consulting engineering profession and gives extensive attention to AM antenna systems. The television section includes a description of a model station and practical engineering suggestions supplied by stations all over the country. The book is not intended as an in-depth study of equipment; however, it contains enough information—including over 140 illustrations—to acquaint even the uninitiated reader with typical equipment used in TV and radio stations.

"BBC Pronouncing Dictionary of British Names," 1971, edited and transcribed by G. M. Miller. Oxford University Press, New York. 171 pp. \$7.50.

The title is self-explanatory. For those who need a guide through the often confusing world of British proper names, this book provides a list of about 16,000 place and family names, with phonetic transcription and simplified English spelling.

# 26 FIRST-RUN HALF-HOURS

IN COLOR—ON TAPE

# CIRCUSES!

**With  
Bert Parks  
as Host**

**Exciting Circus Attractions  
Quality Production Values  
Outstanding Programming to consistently  
deliver big audiences.**

**Already  
Sold to:**

WCBS-TV/New York  
KNXT/Los Angeles  
WBBM-TV/Chicago  
WCAU-TV/Philadelphia  
WJW-TV/Cleveland  
KMOX-TV/St. Louis  
KSTP-TV/Minneapolis—St. Paul  
WBAL-TV/Baltimore  
WCKT/Miami  
KGW-TV/Portland, Ore.  
KTAR-TV/Phoenix  
WDAU-TV/Wilkes-Barre—Scranton  
WCSH-TV/Portland, Me.  
WABI-TV/Bangor  
KBLU-TV/Yuma, Ariz.



## A case for the maligned May sweep

A May sweep? A survey of all local TV audiences in May? Mention the subject these days and you get a wide variety of responses.

"Essential," says the agency.

"Valuable," claims the advertiser. "A sound marketing tool."

"Grinding," growls the rep. "Unfair practice."

"I can't afford it," replies the broadcaster, "and I pay the freight."

"A problem," acknowledges the spot TV rating service. "You should hear what our competition is saying!"

Never has there been such disagreement between buyers and sellers of spot television time regarding their basic means of communication—the local rating book. But there is a case for the May sweep on the part of the buyer. And the seller—the broadcaster—can benefit as well.

We all recognize the seasonal variations in television viewing levels. From a solid base in the fall, they build to a peak, 16% above the annual average, in the cold weather months. Then starts the decline with warm spring weather and daylight savings time. The valley is reached during the hot weather vacation months of July and August, 16% below the annual average. Within this general pattern there are variations by geographic region, by program type and by demographic groups.

And we are accustomed to sweeps during the higher viewing seasons of November and February-March, but we have lacked complete surveys of the warmer-weather, lower-viewing seasons.

The buyer needs this information to provide an accurate relationship of advertising delivered to sales.

The benefit to the seller? An accurate measure of delivered advertising to sales will produce more summer campaigns. A campaign which overstates delivery by being based on out-of-season viewing levels will undoubtedly overstate sales objectives. When the overstated objectives are not met, the campaign will be unsuccessful and will not be repeated.

On the other hand, a campaign based on realistic audience deliveries is much more likely to produce the anticipated results, to be economically successful, and therefore scheduled again.

However, such benefits are long-range. What about the immediate practical day-to-day selling and buying of spot TV time? A number of questions deserve consideration.

Why a full sweep? Why not just the top markets? The broadcasters bear the major portion of the cost of the sweep. The smaller the market, the harder to find the cash. We recognize, they say, that you need summer data, but estimate from major markets, or from national patterns.

But from Compton Advertising's viewpoint, it has been clearly demonstrated in markets already measured that the broad daypart changes in homes-using-television (HUT) levels, vary considerably by geographic region, by program type and by demographic group. Individual stations in the same market vary considerably from HUT level changes. Shares as well as HUT's change by season. In the risky business of estimating seasonal viewing, the first essential for my agency is a sweep. A market, no matter how small, that is worth buying, is worth measuring.

However, the broadcaster can also benefit. A survey provides an opportunity to sell against the programs which are strong in the summer rather than assuming average decline over-all. And the broadcaster has the added advantage of an actual measurement to work with rather than a multitude of different estimates created by many individual buyers. Both seller and buyer can agree on clear areas of strength and tackle areas of weakness from a known starting point, so both gain from the sweep.

Another question—why May rather than July if a summer season sweep is necessary? First and most important, May books are available during June and can be used for two more months of summer-season buying. July books, on the other hand, are printed and out in late August. By that time, the summer season is past and buying is concentrated on the new fall program season. July, therefore, can be used only as

a basis for planning and estimating a year away. Both agency and broadcaster experience the same limited use of July books.

Second, the May books represent a reasonably good average of the spring and summer viewing season starting with late April and running through the first part of September. July, by contrast, measures only the valley of summer viewing decline. Obviously, a buyer purchasing a July or August flight must take into consideration audience decline in early fringe vs. May. But for other time periods, and for long-term buys, May represents a good average: day +3%, early fringe -3%, late fringe, no difference.

The final question: misuse of May data. Will it be used for fall buying? Speaking for Compton, the answer is unequivocally no. And Compton's survey of major agencies indicates such a use is not general agency practice. May viewing patterns are so clearly different from the fall that May figures cannot provide sound fall estimates. It is this difference that prompted the need for a May sweep. Daytime in May is off 12% vs. November, early fringe off 25% and prime off 15%. And our earlier examples of May viewing patterns clearly indicated that shares are not consistent from season to season.

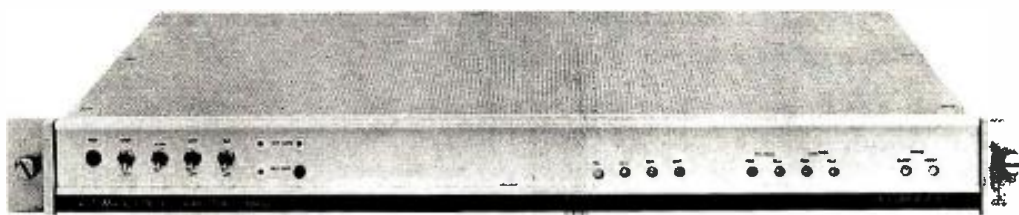
All buying requires a look at the latest book, even if out of season, to detect program trends. To facilitate this kind of examination, fall availabilities requests sometimes ask for May (often the latest book when fall buying is being done) figures. This may have led to the erroneous conclusion that the fall buy was based on May figures.

Constructive use of May data can help both buyer and seller of TV time to a more productive use of advertising dollars. We do need that May sweep.



*Lois Underhill joined Compton Advertising in 1957 in the media research department and in 1960 was named director of that department. In 1964 she was appointed broadcast supervisor in the media department with brand responsibilities over a four-year period on Ivory soap, Ivory Liquid, Tide, Cascade, New York Life and Chase Manhattan Bank. In 1968, she assumed responsibility for spot activity on all Compton accounts; in 1969 she was named associate media director. She is now media group head and vice president.*

# hands off!



## **NOW THE CBS LABORATORIES COLOR CORRECTOR IS TOTALLY AUTOMATIC**

CBS Laboratories has taken another giant step forward in color television broadcasting. The widely-acclaimed Color Corrector is now fully automatic. Adjust the controls once and forget it. The Color Corrector automatically guarantees uniform color balance of remote feeds from any part of the country. Automatically corrects variations from one camera to another, from one scene to another, or from film to tape. And automatically gives you

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

## **CBS LABORATORIES**

A Division of Columbia Broadcasting System, Inc.  
227 High Ridge Road, Stamford, Connecticut 06905

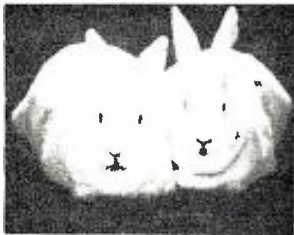
# The New Petry is WMAL-TV's new representative.



WMAL-TV Channel 7 ABC in Washington, D.C.  
The Washington Star Station Group







1. (SILENT)



2. ANNCR: In 1949



3. there were only two Volkswagens



4. in America.

## Tilt in the balance of payments

### Foreign marketers, aggressively competing in U.S., beef up their spending on stateside TV and radio

America's broadcast audiences are seeing and hearing commercials in record numbers these days extolling the virtues of such foreign products and services as Toyota cars, Lufthansa Airlines, Panasonic TV sets and Dunhill Tobacco.

The proliferation of TV and radio announcements for made-out-of-the-U.S. commodities underscores the accelerated drive by overseas entrepreneurs to capture a larger share of the American market and their reliance on the broadcast media, particularly television, to broaden their base of activities here.

Media and advertising specialists agreed last week that 1970 was by far the year of the most extensive push by overseas advertisers. Based on figures supplied by the Television Bureau of Advertising and the Radio Advertising Bureau, broadcast investments reached a record-topping mark of more than \$55 million in 1970, a gain of almost \$39 million over the total of 1969.

Television expenditures from foreign sources climbed to more than \$45 million, an increase of 41% over 1969. Radio spending was almost \$10 million, a gain of 46%.

Network and spot-broadcast officials found the beefed-up spending by companies abroad especially comforting in 1970, a year when activity by home-grown advertisers was sluggish. They were reasonably confident that the over-

seas spree would continue throughout 1971, as more and more companies expand their distribution in the U.S.

One network-TV sales chief pointed out that the splurge has benefited spot television particularly. He explained that the heavy spenders have been automotive companies and appliance manufacturers whose distribution patterns, rarely completely national in scope, are "a natural" for spot. He said he was encouraged by the use of TV networks by some advertisers for special programs and felt that as distribution spreads, there will be larger investments in network.

Statistics buttress this point. In 1970, purveyors of exported products and

services allocated an estimated \$32 million to spot-TV and \$13.5 million to network.

Similarly, in radio they invested more than \$9.2 million in spot and only about \$600,000 in network.

These figures do not include local spending by individual dealers on behalf of foreign products, which can add up to the millions.

A sampling of advertising-agency and broadcast executives indicated that the success that overseas businessmen have had with marketing their products and services in the U.S. is attributable to their reliance on the expertise of well-known U.S. advertising agencies.

"You must remember that these

### What a difference five years make

A five-year comparison shows startling growth in foreign-firm investments in U.S. television. Volkswagen, leader among the overseas companies in 1970 with \$12.7 million in spot and network, spent only one-fourth that much—\$3.2 million—in 1965. Toyota, which uses spot-TV only (\$10 million in 1970), spent \$74,380 in spot in 1965.

Others in 1970's "top 10" among foreign firms advertising on TV: Datsun, Mercedes and Matsushita Electric (Pan-

asonic), which were in the top five in 1970, were not in national TV in 1965.

Volvo, in spot only, moved up from \$162,010 in 1965 to \$2.1 million in 1970; Honda from \$270,000 in network only to \$2 million in network and spot, and Fiat from \$39,920 to \$938,300 in spot (no network).

Two of the 10 advertisers were atypical. Wilkinson Sword with \$1.7 million in TV (network and spot) in 1970, spent almost \$3 million in 1965, and the National Federation of Coffee Growers of Colombia declined in TV spending from \$2.1 million in spot TV only to \$1.6 million in network-spot.

## Overseas billing on U.S. television

	1969			1970		
	Spot	Network	Total	Spot	Network	Total
<b>Airlines</b>						
Aeronaes de Mexico	\$ 46,900	\$ —	\$ 46,900	\$ 21,000	\$ —	\$ 21,000
Avianca (Colombia) Airlines	71,300	—	71,300	48,600	—	48,600
Allitalia Airlines	138,700	—	138,700	—	—	—
British Overseas Airways	116,300	—	116,300	261,400	—	261,400
Canadian National Railway (Air Canada Airlines)	109,200	—	109,200	—	—	—
Irish International Airlines	—	—	—	64,300	—	64,300
Japan Air Lines	—	—	—	40,000	—	40,000
Icelandic Airlines	72,400	—	72,400	—	—	—
Lufthansa	—	—	—	440,800	—	440,800
Lan-Chile Airlines	—	—	—	—	4,500	4,500
Olympic Airways	222,000	—	222,000	312,000	—	312,000
Qantas Airways	382,400	498,400	880,800	—	589,300	589,300
Swissair	80,000	—	80,000	—	—	—
Trans Caribbean Airways	92,500	—	92,500	—	—	—
<b>Appliances</b>						
Hitachi Ltd.	—	—	—	89,800	—	89,800
Matsushita Electric Corp. of America (Panasonic)	1,586,700	595,800	2,182,500	1,303,500	1,030,500	2,334,000
Sony Corp. of America	—	—	—	701,400	—	701,400
<b>Automotive</b>						
Austin America *	861,000	—	861,000	316,000	45,600	361,600
Mercedes Benz	370,400	31,000	401,400	2,452,100	477,000	2,929,100
Datsun	2,711,700	—	2,711,700	4,739,400	—	4,739,400
Fiat Motor Co.	146,400	—	146,400	938,300	—	938,300
Fuji Heavy Industries Inc. (Subaru)	86,700	—	86,700	170,000	—	170,000
Honda Motor Co. (Honda motorcycles, automobiles)	350,000	994,500	1,344,500	873,000	1,171,400	2,044,400
Peugeot Inc. and dealers	68,200	—	68,200	211,200	—	211,200
Renault Inc. and dealers	681,000	34,100	715,100	530,200	—	530,200
Toyo Kogyo Co. (Mazda Autos)	—	—	—	32,400	—	32,400
Toyota Auto-Toyota Motor Distributors	7,776,900	—	7,776,900	10,061,700	—	10,061,700
Volkswagen **	2,873,500	5,017,500	7,891,000	4,047,900	8,676,900	12,724,800
Volvo Import Co.	1,444,700	—	1,444,700	2,134,800	—	2,134,800
Saab Motors	26,400	—	26,400	—	—	—
Suzuki Motor Co. (motorcycles)	37,100	—	37,100	—	—	—
Yamaha International (Yamaha motorcycles, snowmobiles)	40,700	—	40,700	28,000	—	28,000
* British Leyland Motors/J. S. Inskip (Rolls Royce, Jaguar, Sprite but mostly Austin).						
** Includes some billing for Porsche.						
<b>Travel-tourist</b>						
Bahamas Ministry of Tourism	114,400	—	114,400	—	—	—
Canadian Dept. of Trade and Commerce	166,100	—	166,100	—	—	—
Canadian Pacific Railways	25,100	—	25,100	—	—	—
<b>Other</b>						
Denmark Cheese Association	89,100	—	89,100	50,000	—	50,000
Ehrenreich Photo Optical Industries (Fuji, Fujica, Nikkormat equipment)	—	—	—	132,000	—	132,000
Japan Stationery Co. (Pentel pens)	—	—	—	98,800	—	98,800
Mitsubishi International (Three Diamond food products)	216,300	—	216,300	57,400	—	57,400
National Federation of Coffee Growers of Colombia	279,400	1,114,200	1,393,600	485,000	1,196,700	1,681,700
Nozaki Association (Japan tuna)	—	—	—	142,100	—	142,100
Wilkinson Sword	869,400	281,400	1,150,800	1,588,600	153,800	1,742,400
British Petroleum	92,300	187,200	279,500	—	216,000	216,000
Dunhill International	—	331,900	331,900	—	—	—
Rothmans of Pall Mall (Canada)	30,900	52,800	83,700	—	—	—
Alcan Aluminum of Canada	37,500	—	37,500	—	—	—
Canada Cycle & Motor	21,200	—	21,200	—	—	—
Canadian Breweries	53,700	—	53,700	—	—	—
Imperial Tobacco of Canada (Progresso food products)	140,700	—	140,700	—	—	—
Netherlands Flower Bulbs Institute	85,400	—	85,400	—	—	—

foreign companies have been on the scene in a substantial way only the past few years," one station representative observed. "They hire savvy agencies with a world of experience, try out their products in a few markets and expand their advertising as their distribution grows. They are handled just as if they are American companies since they are trying to reach an American market."

Don Coyle, president of Intercontinental Communications Inc., a firm specializing in overseas marketing, said

foreign companies use television more than print in the U.S. because they are emulating the American marketer of basic goods and services. He pointed out that in their own countries foreign firms had scant opportunity to learn the medium. Overseas, commercial time, where available, is limited.

Mr. Coyle ventured that out of their experience here, U.S. agencies and foreign advertisers will bring added know-how to television advertising abroad.

The leading TV advertising category

by far, obvious to even the casual viewers, is automotive. The top five auto-import spenders (Volkswagen, Toyota, Datsun, Volvo and Honda) placed almost \$32 million in U.S. television in 1970, compared to \$21 million in 1969.

The magnitude of this expenditure by the top five auto-import firms is apparent when measured against the total TV expenditure for all lines and models of the General Motors Corp. in 1970: not quite \$42 million. In contrast, GM is understood to have placed more than \$60 million in the print media last year.

Jack W. Fritz, vice president and general manager, broadcasting, Blair Television, expressed the view that car importers might be teaching Detroit a lesson in their accent on television, particularly spot.

He said Detroit marketing men rely heavily on the printed media to supply dealers with tear sheets, while their colleagues from Japan, Germany, Sweden and other distant points are interested only in sales.

Volkswagen continued in 1970 as the Procter & Gamble of overseas advertisers in the U.S., having spent more than \$12.7 million in TV (up from \$7.9 million in 1969), followed by Toyota, almost \$10.1 million; Datsun, more than \$4.7 million; Mercedes Benz, almost \$3 million and Matsushita Electric (Panasonic), more than \$2.3 million.

One agency official noted that Toyota, which spent all of its funds in national spot TV, allotted almost as much money to that medium as Standard Brands, a blue-chip U.S. advertiser, which placed \$10.4 million in national spot in 1970.

The most recent foreign automaker to embark on a major advertising campaign is Mazda Motors of America Inc., Compton, Calif., distributor of the Mazda car, manufactured by Toyo Kogyo Co. Ltd., Hiroshima, Japan. Mazda launched a \$2-million introductory campaign in California in mid-May, using heavy spot TV-radio schedules in Los Angeles, San Francisco-Oakland, San Jose and Sacramento. The car has had earlier distribution in Florida and the Pacific Northwest.

Among the top television advertisers last year outside the auto category were Wilkinson Sword, approximately \$1.7 million; National Federation of Coffee Growers of Colombia, almost \$1.7 million; Sony Corp., more than \$700,000; Qantas Airways, almost \$590,000, and Lufthansa, more than \$400,000.

To a lesser extent than television, radio has played a key role in the marketing strategy of foreign advertisers. The top spenders in 1970 and their approximate expenditures: Renault, \$1.35 million; Volvo, \$1.07 million; Qantas, \$735,000; Iberia Airlines, \$715,000; Japan Airlines, \$700,000; Air Canada, \$667,000; Toyota, \$472,000; Volks-

wagen, \$453,000; Datsun, \$404,000 and BOAC \$393,000.

What effect, if any, will the broadcast splurge by off-shore companies have on the advertising plans and strategy of domestic advertisers? Several agency and station-representative officials noted that for the most part the investments by overseas marketers are minimal by U.S. standards. But they felt there may be some repercussions in the automotive field where foreign cars have made inroads on domestic cars and where the broadcast advertising weight has been heaviest.

"We have noticed there has been expanded spot-TV activity by American car manufacturers in the first quarter of this year," one rep pointed out.

## Overseas billing in U.S. radio

	Spot radio	
	1969	1970
<b>Automotive</b>		
British Motor Car	\$ 16,300	\$ —
Kawasaki Motorcycles	105,200	800
Nissan Motors (Datsun)	79,200	404,400
Renault dealers	49,300	1,356,500
Saab Motors	99,800	71,100
Toyota	178,900	472,700
Volkswagen	623,000	453,200
Volvo	866,300	1,070,100
Flat	6,100	17,900
Austin Motors	11,900	10,800
<b>Appliances</b>		
Sony Corp.	20,200	4,800
Panasonic	20,200	118,500
Panasonic car stereos	41,700	—
Hitachi	—	24,100
Hitachi sales	—	66,900
<b>Airlines</b>		
Aeronaues de Mexico	17,300	27,100
Air Canada	796,500	687,200
Air France	79,400	75,100
Air Jamaica	76,400	265,100
Air India	6,100	19,300
Allitalia Airlines	19,200	5,000
Austrian Airlines	32,700	29,800
Bahamas Airways	2,300	12,500
Braniff	354,800	—
BOAC	432,200	393,100
British West Indies Airlines	435,200	86,000
Finn Air	26,500	500
Irish International	345,100	287,700
Japan Airlines	405,500	562,800
KLM Airlines	84,700	55,700
Lufthansa	227,600	335,900
Olympic	—	—
Scandinavian Airlines	375,000	90,200
Swissair	288,000	217,400
Trans Caribbean	5,500	9,800
Canadian Pacific Airlines	49,600	7,400
Qantas	226,600	734,900
Hawaiian Airlines	200	—
Mexican Airlines	2,900	—
Sabena World Airways	3,700	—
Iberia Airlines	—	714,600
TAP (Portugal)	—	52,900
Philippines Airways	—	15,400
<b>Trade-tourist</b>		
Canadian Government		
Travel Bureau	164,800	35,900
North German Lines	18,300	14,000
Bahamas Ministry of Tourism		
Tourism	70,000	224,000
Australian Dept. of Trade		
Cunard Lines	800	—
European Travel	—	11,500
Barbados Tourist Council	—	30,700
		33,700

**Network radio:** There were six foreign advertisers listed in Radio Advertising Bureau network-radio compilations for 1969 and 1970. They were Volvo with \$3,000 in 1969, nothing in 1970; and five advertisers in 1970 but not in 1969: Finn Airlines with \$173,000; Nissan Motors (Datsun) with \$72,000; Qantas Airlines, \$58,000; Swiss Airlines, \$25,000, and Japan Airlines, \$138,000.

# Campaign reform takes new turn

## One Senate committee sharply edits another—but leaves wide open that 'access to the air'

The Senate Rules Committee last week performed major surgery on the Commerce Committee's political-spending bill, cutting away some—but not all—of the provisions that broadcasters regard as discriminatory and transplanting amendments that promise to make the bill more attractive to the Nixon administration.

Separate limits on broadcast and non-broadcast spending for federal-office candidates are still in the bill (S. 382)—five cents per eligible voter, or \$30,000, whichever is greater. However, one of the principal amendments adopted by the Rules Committee would allow a candidate interchangeability within those limits. In effect, it would create an over-all media-spending limit of 10 cents per eligible voter (or \$60,000) that a candidate could use any way he chose.

Another major amendment would repeal Section 315 of the Communications Act for all federal-office candidates, not just for presidential and vice-presidential candidates as the original bill provided.

However, Rules left intact a provision, much disputed by broadcasters, that assures candidates "reasonable" access to TV and radio by empowering the FCC to revoke licenses of stations that fail to allow such access.

The committee conditioned the across-the-board repeal of Section 315 on broadcasters' giving candidates maximum flexibility in choosing program formats.

Sponsor of both amendments was Senator Winston L. Prouty (R-Vt.), ranking minority member of the Rules Committee.

Here is a summary of the actions taken by the committee in executive sessions last Wednesday (June 2) and Thursday (June 3):

▪ Prouty amendment on interchangeability of spending limits: Adopted 4-to-3. For: Republican Senators Prouty, John Sherman Cooper (Ky.), Hugh Scott (Pa.) and Robert P. Griffin (Mich). Against: Democrats Howard W. Cannon (Nev.), Claiborne Pell (R. I.) and Chairman B. Everett Jordan (N.C.).

▪ Prouty amendment to suspend Section 315 for all federal-office candidates, provided they are given flexibility in choosing program formats: Adopted 5-to-4. For: Senators James B. Allen (D-

Ala.), Pell, Prouty, Scott and Griffin. Against: Senators Cannon, Robert C. Byrd (D.-W. Va.), Jordan and Cooper.

▪ Scott amendment to prohibit businesses regulated by the FCC, Civil Aeronautics Board and Interstate Commerce Commission from extending credit to political candidates unless security is posted: Adopted 5-to-4. For: Senators Allen, Prouty, Cooper, Scott and Griffin. Against: Senators Jordan, Cannon, Pell and Byrd.

▪ Prouty amendment to raise ceilings on broadcast and nonbroadcast spending from five cents to seven cents per eligible voter: Defeated 5-to-4. For: Senators Prouty, Cooper, Scott and Griffin. Against: Senators Jordan, Cannon, Pell, Byrd and Allen.

▪ Prouty amendment requiring candidates and committees to disclose, in literature and advertisements that solicit contributions, that copies of campaign-financing reports are available from the superintendent of documents: Adopted 6-to-3. For: Senators Prouty, Cooper, Scott, Griffin, Allen and Jordan. Against: Senators Cannon, Pell and Byrd.

Adopted without objection were amendments to require candidates to file financial reports with the General Accounting Office; to eliminate the present \$5,000 limit on individual contributions, and to include runoff elections in the bill.

The bill with these amendments was unanimously adopted by the Rules Committee last Thursday. The committee's staff must now write a report on the measure and submit it to the Senate by June 20. The Finance Committee, which must consider the tax provisions of the measure, is facing the same deadline. However, it has not yet taken action on the bill. A spokesman said last week that Finance is likely to take no action and let the bill be automatically reported to the Senate after the deadline. He said historically the Senate has struck tax provisions because of the constitutional stipulation that only the House can originate tax measures.

The Finance Committee's approval of the amended S. 382 follows its hearings on the bill, at which Nixon supporters called for deletion of antibroadcasting discriminations (BROADCASTING, May 31).

Over on the House side of Capitol

Hill, the Communications Subcommittee under Chairman Tórbert H. Macdonald (D-Mass.) begins hearings this week on other political-spending proposals. The hearings will focus principally on H.R.'s 8627 and 8628, introduced by Mr. Macdonald late last month (BROADCASTING, May 25).

The hearings will begin tomorrow (June 8) at 10 a.m. in Room 2123, Rayburn building. A spokesman for Mr. Macdonald said hearings would also be held June 9-10, June 15-17 and, if necessary, on other dates.

Special invitations to testify went out last week to CBS President Frank Stanton; NBC President Julian Goodman; ABC President Leonard Goldenson; Vincent Wasilewski, president of the National Association of Broadcasters; FCC Chairman Dean Burch, and Herbert Klein, director of White House communications.

Other invitations were extended to Democratic National Chairman Lawrence O'Brien; John Gardner, chairman of Common Cause; Senator Robert Dole (R-Kan.), chairman of the Republican National Committee; Joseph Beirne, president of the Communication Workers of America; Donald Taverner, president of the National Cable Television Association, and Andrew Biemiller, legislative director of the AFL-CIO.

Mr. Goodman and Dr. Stanton are tentatively scheduled to testify Thursday morning (June 10).

## The chances for survival

### Campaign-spending limits given good prognosis for constitutional test

A Columbia University law professor does not feel there is much of a constitutional question if Congress imposes limits on spending in TV and radio during political campaigns—although he believes it may be unfair.

That stand was taken by Professor Albert J. Rosenthal in a position paper that was the basis for a discussion of constitutional aspects of the regulation of political financing at a seminar held in New York May 19 by the Citizens Research Foundation, Princeton, N.J. ("Closed Circuit," May 17).

Almost 50 participated in the seminar that included as senior participants Professors Paul Freund and Archibald Cox, Harvard University, and Alexander Bickel and Ralph Winter, Yale University.

Professor Rosenthal, whose paper,



*Senator Winston L. Prouty of Vermont, ranking Republican on the Rules Committee, introduced the key amendments to the campaign-reform bill adopted last week. Left untouched, however, was the provision, inserted several weeks ago by the Senate Commerce Committee, to empower the FCC to lift the license of any station refusing access to a candidate.*

subject to revisions based on the seminar, will be published at a later date, found it significant that broadcasting, from its inception, has been subject to regulation.

He found attractive the feature that regulation of spending on radio and television "is more easily managed and readily policed . . ." And, he added, imposition of a limit on broadcast spending might prevent one candidate, through massive spending in broadcasting, from "overwhelmingly and effectively blotting out the messages of his opponents . . ."

Because broadcasting is different (it has a limited number of channels), heavy spending in broadcasting may be, he said, "significantly different" from disproportionate spending in other media, like newspapers, mailings, billboards or bumper stickers.

Professor Rosenthal also wondered, if Section 315 were suspended, whether discrimination against lesser-party candidates that may be imposed by broadcasters could be charged against the government since the government is involved in licensing broadcasters. Repeal of Section 315, however, would have its good points, the Columbia University professor maintained: It could open the door to free debates between the major candidates—which would be financially beneficial to those candidates. The FCC's fairness doctrine might be of help in the case of minority candi-

dates, Professor Rosenthal conjectured.

A charge of economic discrimination against broadcasting would not stand up, he added; if, however, it could be proved that the law was meant to favor one medium over another, there might be a constitutional question. In fact, he added, a requirement forcing broadcasters to carry political advertising free would be legal under the power of the government to require licensees to use their facilities in the public interest.

In his introduction, Professor Rosenthal said he raised constitutional questions only as questions, not as holdings. They run, he said, to the First and Fifth Amendments, and apply to such proposals as limits on contributions and on expenditures, as well as reporting requirements in addition to regulation of broadcasting and other media.

Free broadcast time, or general subsidies from the federal treasury, or through a host of small contributions, Professor Rosenthal said, might overcome contribution problems.

Only Professor Winter took a strong and unequivocal stand on the limits that have been suggested. He found virtually all unconstitutional. The Yale law professor repeated generally his testimony before Senator John O. Pastore (D-R.I.) and the Commerce Committee last March (BROADCASTING, April 5).

Among others who attended the seminar: Professor Roscoe Barrow, University of Cincinnati Law School (and formerly a special consultant to the FCC in charge of the commission's 1957-65 network study); Joseph Califano, Arnold & Porter law firm, Washington, and counsel to the Democratic National Committee who was a special aide to former President Johnson; Blair Clark, formerly campaign manager for then Senator Eugene McCarthy; Timothy Dyk, Wilmer, Cutler & Pickering law firm, Washington; Ralph Goldberg, CBS; Russell Hemenway, National Committee for an Effective Congress; W. Theodore Pierson, Pierson, Ball & Dowd law firm, Washington; George Webster, Marmet & Webster law firm, Washington. Among others were aides of various senators and congressmen, and various agency representatives.

## Advertising power versus the war

"Help Unsell the War" is the theme of a new public-service advertising campaign being sent free to television and radio stations throughout the U.S. The spots ask that citizens write to their congressmen, urging an end to the war in Vietnam by Dec. 31.

Fifty radio commercial and 25 television spots of 10, 30 and 60 seconds in length were created, free, by a group

of copywriters, artists, film directors and producers from over 25 advertising agencies. It was estimated that production costs on the spots would have been over \$500,000.

The idea for the campaign was nurtured by Ira Nerken, a student at Yale University, New Haven, Conn. and grew out of a seminar held there last April for agency personnel. Mr. Nerken said he got the idea after watching the CBS-TV special *The Selling of the Pentagon* earlier this year.

## Doors swing wide at Army recruiting

Test of air campaign comes this month with school graduations

The Army ended its 13-week, \$10.6-million TV and radio advertising campaign for voluntary enlistments on May 28, and recruiting officers are now waiting nervously for the results: How many of this month's high-school graduates will choose the uniform?

The broadcast campaign, designed and placed by N. W. Ayer & Son, Philadelphia, caused critical comments when it began—particularly by broadcasters who had for years carried Army recruiting ads as free public-service spots (BROADCASTING, Feb. 22 et seq.).

As of the middle of last month, according to recruiting-command sources, the TV and radio spots ("The Army Wants to Join You") had sparked 104,106 calls to a special telephone number, with 5,706 considered live leads. Army sources declined, however, to disclose

the number of actual enlistments during this period on the grounds they would not really know how successful their TV-radio campaign was until the returns come in from this year's high-school graduates, who constitute the largest body of prospects in the target 17-to-20-year-old age category.

Unofficially, it is estimated that something like 2,500 enlistments can be attributed so far to the broadcast campaign. Army sources report that during the three-month period, 850 volunteers signed for three-year tours in Europe and 160 for Vietnam.

During April, the mid-month of the paid advertising campaign, 10,500 men enlisted, military sources report. For the same month last year, however, 11,100 men enlisted. But, it was stressed, the draft was breathing more heavily on the necks of the 1970 group.

The Army continued its print advertising, containing coupons for interested men to fill out. From July 1970 to February 1971, the Army received 25,000 coupons requesting more information; in March this year, it received 18,000 coupons—indicating, it is said, the carryover effect of its TV and radio program.

### Rep appointments:

- WTEV(TV) Providence, R.I.: The Meeker Co., New York.
- WCIU-TV Chicago: Spanish International Network, New York.
- WTHI-AM-FM Terre Haute, Ind.: Avery-Knodel Inc., New York.
- WPBC-AM-FM Richfield, Minn.: Better Music Radio Representatives Inc., New York.
- KDFM(FM) Walnut Creek, Calif.: James A. Lucas & Co., San Francisco.

## Taking the confusion out of payments

Another plan is devised to facilitate remittances to stations by agencies

The Station Representatives Association and the American Association of Advertising Agencies have worked out another deal designed to help speed the handling of payments by agencies to stations.

M. S. Kellner, managing director of SRA, reported last Thursday (June 3) that the AAAA's broadcast standardization subcommittee had accepted SRA's suggestion that a "remittance advice" be issued by agencies along with their payments to help stations reconcile payment and invoice.

Although many agencies provide the necessary information, others often send payments without indicating what invoice, or specific broadcasts, are covered by their checks. The problem for stations—or station representatives when payments are made through them—becomes even more acute when agencies make deductions for claimed discrepancies without explaining them, so that the check does not match any invoice.

Mr. Kellner said that on the recommendation of the AAAA subcommittee, headed by George Arnold of Young & Rubicam, the AAAA was sending a bulletin to its members outlining the problem and recommending that payments to stations and station reps be accompanied by the following information: name of client; station invoice number and/or name of product; broad-

## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended May 2, 1971 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended May 2	Total dollars week ended May 2	1971 total minutes	1971 total dollars
	Week ended May 2	Cume Jan. 1-May 2	Week ended May 2	Cume Jan. 1-May 2	Week ended May 2	Cume Jan. 1-May 2				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 8.0	\$ 97.2	\$ 2,035.0	\$ 347.5	\$ 5,294.2	76	\$ 444.7	1,275	\$ 7,337.2
Monday-Friday 10 a.m.-6 p.m.	1,443.0	24,414.7	2,955.9	53,831.4	1,897.8	30,009.3	1,009	6,296.7	14,667	108,255.4
Saturday-Sunday Sign-on-6 p.m.	450.9	22,273.5	1,783.7	22,943.3	549.6	12,839.1	294	2,784.2	4,918	58,055.9
Monday-Saturday 6 p.m.-7:30 p.m.	288.5	6,049.3	564.3	9,534.4	463.6	10,509.6	93	1,316.4	1,548	26,093.3
Sunday 6 p.m.-7:30 p.m.	—	1,589.7	202.8	4,593.3	55.2	3,953.2	12	258.0	324	10,136.2
Monday-Sunday 7:30 p.m.-11 p.m.	5,071.0	94,483.4	5,871.5	108,903.5	5,192.3	121,167.2	428	16,134.8	7,543	324,554.1
Monday-Sunday 11 p.m.-Sign off	435.0	5,207.0	446.1	4,380.5	810.3	11,309.1	148	1,691.4	2,042	20,896.6
<b>Total</b>	<b>\$ 7,688.4</b>	<b>\$154,025.6</b>	<b>\$11,921.5</b>	<b>\$206,221.4</b>	<b>\$ 9,316.3</b>	<b>\$195,081.7</b>	<b>2,060</b>	<b>\$28,926.2</b>	<b>32,317</b>	<b>\$ 555,328.7</b>

cast month involved; amount of payment; amount of deductions if any; explanation of deductions if any and, if payment is made through a station rep, the call letters of station involved.

The plan follows earlier recommendations by SRA and other broadcasting associations that stations adopt a standard broadcast week/month for billing purposes as well as standard invoice forms to expedite agency accounting procedures. AAAA's cooperation on the "remittance advice" problem was seen as recognition of the stations' assistance with these standards.

## ACT still wants FCC for supporting role

### Commission re-requested to answer group's gripes on ads aimed at children

Action for Children's Television, through the law firm of Moore, Berson Hamburg & Bernstein, New York, has again asked the FCC to support ACT's complaints against commercials for Mattel Inc.'s Hot Wheels racing car and track sets and Dancerina doll, and the Topper Corp.'s Johnny Lightning racing car and track sets.

Referring to the FCC ruling that Chevron gasoline commercials—though challenged by the Federal Trade Commission—were not subject to the fairness doctrine (BROADCASTING, May 17), attorney Earle K. Moore said: "The dangers of deception in the case of a child audience go beyond the passing

off of an inferior product." The Chevron commercials, he said, were mainly aimed at an adult audience. "While we do not concede that the Chevron ruling was correct," Mr. Moore said, "we believe it is fair to say that the focus of controversy there is the pollution caused by automobiles and not gasoline commercials as such."

ACT is not trying to repress the continued showing of the challenged material, Mr. Moore said. "All that is sought is access to the viewpoint, which is widely and responsibly held, that the material is untruthful, or at least, misleading."

The Mattel and Topper commercials, like Chevron's, are the subject of FTC complaints. But Mr. Moore said that the volume of criticism of deceptive children's commercials may well be so great that "the issuance of an FTC complaint is not a necessary element in establishing the public's right to hear this viewpoint expressed."

But, he added, an FTC complaint at least precludes any argument by broadcasters that "if there were any substance to these criticisms they should have been presented to the authorities legally charged with responsibility for correction. Furthermore, no claim of serious economic injury could be made if the commission's ruling were limited to cases in which (a) there is widespread public criticism of the advertisements; (b) proceedings are pending before the duly constituted authorities, and (c) there are serious risks of social injury from the continued presentation of the offending material without opportunity for response."

## Broad focus for AAF convention

### Issues of social import dominate the agenda at Honolulu meeting

Social issues will supersede strictly commercial ones during much of this year's American Advertising Federation convention, to be held in Honolulu at the end of this month.

Although the new voluntary advertising code to be launched this fall (BROADCASTING, May 24) will be an obvious source of attention throughout all sessions, the principal topics are ecology, consumerism and the attitudes of young people toward advertising.

The AAF convention takes place June 26-30 at the Hilton Hawaiian Village hotel. Featured luncheon speakers are Victor Elting Jr., vice president for advertising, Quaker Oats Co., who is AAF chairman; Thomas B. McCabe Jr., vice president and group executive, Scott Paper Co., who is chairman of the Advertising Council with Robert P. Keim, president of the Advertising Council, and Howard H. Bell, AAF president.

The AAF convention begins its business meetings on June 27, with club management workshops on such topics as advertising standards, legislation, finance and programs. General sessions begin June 28 with ecology as the subject. Speakers are to be Thomas R. Shepard Jr., publisher of *Look Magazine*; Donald Buckley, president of

## Someone was on TV with Dinah: Dean Burch

FCC Chairman Dean Burch said last week it is his "candid" opinion that removal of all commercial content in children's TV shows is not feasible because "where would the money come from?"

The chairman's remarks—related to FCC consideration of an Action for Children's Television petition seeking, among other things, a ban on commercial sponsorship in children's shows—were made Thursday (June 3) while he was a guest on the morning show, *Dinah's Place*, on NBC-TV. The program was taped April 20.

Mr. Burch said the U.S. opted for a commercial TV system that has worked generally to give the viewing public "good" programs "though there are some excesses," and, he reiterated, "somebody has to pay to put the [good] programs on."

But the chairman said that while he could not condemn all cartoon programming for the young, there is an obvious "need for something in addition."

In other areas, he said he did not think there was a "conscious slanting of the [news] media" in broadcasting

though some bias perhaps comes through in making judgments on what to show on TV. Asked why *Sesame Street* is not on commercial TV, he said the "problem will be resolved in time" but he failed to expand on this; the show at that point ran out of time.



The chairman, Miss Shore and some youngsters.

Buck's Foundation for the Survival of Man, who is former vice president and creative director of Foote, Cone & Belding, and George Chaplin, editor of the *Honolulu Advertiser*, who is chairman of the Hawaii Commission on the Year 2000.

On Tuesday, "Advertising and the Youth Revolt" will be the theme, featuring, among others, Ted Thompson, Jr. Walter Thompson, San Francisco, and Jim Goode, publisher of *Earth* magazine, also San Francisco. On Wednesday, with the subject advertising in an environment of change, the featured speakers will be Margot Sherman, senior vice president of consumer affairs, McCann-Erickson, New York; Oscar Lubow, president, Daniel Starch & Staff, New York; Jack Roberts, vice chairman and creative director, Carson/Roberts Inc., Los Angeles, and Albert Petcavage, vice president - media, Doyle Dane Bernbach, New York.

## How businessmen view advertising

Businessmen find TV commercial enjoyable, but also think TV is second only to direct mail in the number of annoying and offensive advertisements. And many businessmen think that TV, above all media, has too much advertising.

These were some of the findings in a study, conducted by a Harvard University School of Business team, on how businessmen view advertising.

The high score for TV on over-all amount of advertising, the authors of the report note, results apparently from the interruption of programs caused by commercials. Actually, they state, TV carries less advertising than most other media — consumer magazines, direct mail, newspapers, outdoor, radio, television and trade publications. The last category, the authors note, not unnaturally has the highest score for enjoyable and informative advertising, and the lowest score for annoying and offensive advertising.

Businessmen in general, however, were critical of advertising's role in assuring better products, raising the standard of living or bringing lower (or higher) prices.

The Harvard study was conducted by Professor Stephen A. Greyser and research assistant Bonnie B. Reece, and published in the May-June issue of the *Harvard Business Review*.

The study not only took a reading of business leaders' views of advertising but compared them with a similar study done nine years ago, also by a Harvard team.

Among the most significant changes found between the two surveys: Fewer businessmen (down 15 to 20 percentage

## A better count in suburbia

The American Research Bureau has announced a new radio rating service that measures suburban radio listening.

Called the Suburban Radio Coincidental Survey, it is designed to measure in-home listening in distinct suburban communities within standard metropolitan counties.

ARB's regular Radio Market Reports already include listening in suburban communities, Robert L. Owens, the organization's vice president for marketing, said, but the significance of these figures to the advertisers is frequently lost because they are averaged out in the estimates for the larger market area.

The principal criteria for this specialized service, ARB said, is that the community to be surveyed must be outside the city limits of ARB's central city, and that residential telephone listings must be identifiable by specific exchanges or directories.

points from 1962) agree advertising results in better products, raises our standard of living or results in lower (or higher) prices. More businessmen also question advertising's influence, some critically. The study indicated that more businessmen (by an increase of 15 percentage points) feel that advertising has a negative impact on public taste and an unhealthy effect on children.

And, the study showed, only one-third of the businessmen (down 24 percentage points) agree that "in general advertising presents a true picture of the product advertised."

Over-all, however, the study found most businessmen of the opinion that advertising has predominantly positive effects.

## Mostly new agencies now for Alberto-Culver

J. Walter Thompson Co., Chicago, parted company with Alberto-Culver, toiletry and food firm, last week, giving up an estimated \$12 million in billing, predominantly in broadcast. The eight-year association ended as a result of what a JWT spokesman called "irreconcilable policy differences."

The break followed closely a split between Alberto-Culver and N. W. Ayer & Son, Chicago (BROADCASTING, May 31). Ayer handled approximately \$11 million in A-C billings.

Alberto-Culver named Foote, Cone & Belding and Edward H. Weiss & Co., both Chicago, and Norman, Craig & Kummel, New York, as its new agencies. Product assignments have not been made. Arthur & Wheeler, an A-C

agency since November 1970, was retained.

An estimated \$27.4 million is allocated annually by A-C for television advertising. Approximately \$12.9 million is invested in network TV and \$14.5 million in spot TV.

JWT was the agency of record for New Dawn, Get Set, Command, For Brunettes Only, European Naturals and Blondes American Style as well as some of the Alberto VO5 line of hair-care products, for Command deodorant, antiperspirant and shave cream, and Shimmy Shins depilatory and shave cream.

## FTC is asked to check Amoco lead-free claims

Representative Benjamin S. Rosenthal (D-N.Y.) has asked the Federal Trade Commission to ban all American Oil Co. advertisements that claim Amoco gasolines are lead-free and therefore help fight air pollution.

In a letter to FTC Chairman Miles W. Kirkpatrick, Mr. Rosenthal termed the Amoco ads "a serious instance of false advertising and a callous exploitation of the nation's growing concern over our environment. . . ."

He cited two surveys that found significant amounts of lead in Amoco gasoline. One was a six-month study (November 1970 to April 1971) by the district attorney for Suffolk county, N.Y., which found lead in gasoline at 24 of 28 Amoco stations surveyed. Another study, conducted early this year by Maryland's Gasoline Tax Division, showed that the gasoline of two Amoco stations contained lead.

These surveys "strongly suggest the possibility that 'nonleaded' Amoco gasolines in other parts of the country contain significant amounts of lead," Mr. Rosenthal said.

He added that one of the three gasolines carried by Amoco stations—"American Regular"—is intentionally formulated with large amounts of lead, and that this fact is not stated in American Oil Co. commercials.

## Outside help for inside

Broadcast Marketing Consultants has been formed in San Francisco to assist broadcasters in the field of local retail advertising. The firm offers stations concerned about what it calls the unpredictable nature of national spot sales an opportunity to develop local business. The service places a BMC executive consultant with the station to evaluate present sales, production and creative personnel, initiate BMC programs, analyze the current retail market and establish a training program for local

salesmen. Once the BMC system has been installed, the firm will continue to supply ideas and constant evaluation of the program's progress for a year. The service aims at enabling stations to broaden their revenue bases, increase local retail sales, develop long range goals and meet present goals ahead of schedule. BMC is located at Golden Gateway Center, 440 Davis Court, Suite 1710, San Francisco 94111.

## Winius-Brandon acquires Houston firm

Winius-Brandon Co., advertising agency and public-relations firm, St. Louis, has acquired Nahas, Blumberg, Zelikow, a Houston-based advertising and public-relations agency with billings in excess of \$2.5 million. The merger is expected to raise combined national billings to more than \$16 million.

In announcing the merger agreement, Curtis P. Crady, president of Winuius-Brandon, and Fred Nahas, president of the Houston agency, named Art Casper, vice president and manager of Winuius-Brandon's Houston office, as president of Winuius-Brandon of Texas. In addition, Mr. Nahas, Bill Blumberg and Nate Zelikow, principals of Nahas, Blumberg, Zelikow, have been named senior vice presidents of the new firm.

Winius-Brandon, founded in 1902, has branch offices in Fort Wayne, Ind., and New York. The merger is part of an expected series of acquisitions.

## Agency appointments:

▪ Beneficial Finance Co., lending institution with headquarters in Wilmington, Del., has awarded a one-year contract to Pepper & Tanner, Memphis, for buying and placing all spot radio and TV advertisements. Beneficial Finance operates offices throughout the U.S. in approximately 1800 markets and ranks among the largest consumer lending institutions in the nation.

▪ The California Apricot Advisory Board, Berkeley, Calif., appoints Botsford Ketchum Inc., San Francisco, to handle advertising and public relations. A 30-second spot-radio campaign begins June 9 in Western markets and moves to the East Coast on June 17.

▪ Corner House, Quakertown, Pa., manufacturer and retailer of women's casual apparel, has chosen Jack Byrne Advertising, New York, to handle its \$250,000 account. Advertising plans have not been finalized but an agency spokesman said the firm will use broadcast. Corner House is a division of Narragansett Capital Corp.

▪ Creative Playthings, Princeton, N.J., a CBS Inc., division, has named Lord, Geller, Federico & Partners Inc. to han-

dle its television and radio advertising, budgeted at about \$500,000. Creative Playthings manufactures and markets educational toys.

## Sears still king of retail TV hill

Sears, Roebuck is still out-doing by a big margin the country's 50 biggest department stores in use of TV advertising, according to a new study by Station Representatives Association. The report also gives some indicators of growing TV activity of Montgomery Ward and J. C. Penney Co.

The study is based on commercial monitoring by Broadcast Advertisers Reports for one week in each of the last six months of 1970. It shows that in 27 markets where the 50 biggest stores are located, the stores combined placed 5,280 TV commercials in six monitored weeks, while Sears in the same markets and the same weeks, placed 10,400.

On the broader basis, Sears used TV in all 75 markets monitored by BAR, with a six-week total of 21,812 commercials. In the same weeks, Penney was in 52 markets with 4,785 TV commercials and Montgomery Ward in 41 with 2,853.

Nathan S. Lanning, SRA manager of spot development, who conducts the periodic studies (BROADCASTING, Feb. 8), said the new one points up again the need for brand manufacturers to intensify their use of store-tagged spot-TV commercials to offset the relative inactivity of stores individually.

## Business briefly:

**Philip Morris Inc. (Personna blades)** through Leo Burnett Co., Chicago; **Miller Brewing Co. (Miller High Life beer)** through McCann-Erickson, Milwaukee, and Shulton Inc., through Norman, Craig and Kummel, New York, have signed for two additional 13-week cycles of *The Sports Challenge*, bartered quiz show currently in 117 markets.

**The American Medical Association (AMA)** is to begin a six-week spot-television communications program today (June 7) in Chicago, Houston, Los Angeles, New York and Washington. The AMA has budgeted \$750,000 this year and a similar amount for next year for the TV and print-media campaign placed by McCann-Erickson, New York. Of the 1971 total, about \$213,000 will be spent in TV.

**General Electric Co.**, through BBDO, both New York, will sponsor the rebroadcast of "Childhood: the Enchanted Years," a one-hour *Monogram Series* special, on NBC-TV, Saturday, Aug. 21 (7:30-8:30 p.m. NYT). Spe-

cial, originally presented April 22, pre-empted *NBC Adventure Theatre*.

**American Express**, through Ogilvy & Mather, is extolling the advantages of its money card in a 60-second commercial being carried on TV in the first part of June.

## ANA-RAB meet theme: making ad bucks count

The Association of National Advertisers and the Radio Advertising Bureau will sponsor a radio workshop in New York on Thursday (June 10) aimed at "helping advertisers get the most for their media money."

The keynote address, on radio news, will be given by former NBC commentator Chet Huntley, who in addition to other business interests is now a principal in a group of TV and radio stations and conducts a syndicated program. Other speakers will include executives from Eastern Airlines, Chrysler Corp. and Miracle White and officials of various advertising agencies, production and broadcasting companies.

A feature of the workshop will be case histories of commercials and marketing plans. Other panels will deal with sports sponsorship, media planning, on-line computer systems, retailing and co-op advertising.

## Also in advertising:

**College station rep** ▪ College Advertising Representatives Inc. has been formed as a sales representatives of college radio stations. The company is headed by Joel Stivers, formerly an executive with Young & Rubicam and the Best Foods division of CPC International, who said more than 100 stations have been signed. The rep is located at 301 Madison Avenue, New York 10017.

**Play it again, Ben** ▪ Ben Allen Associates Inc., New York, has been formed to provide advertising agencies and advertisers with a full range of music services for TV-radio commercials. Mr. Allen, recently a musical commercial specialist at J. Walter Thompson, New York, is located at 211 West Third Street, New York 10019. Telephone is (212) 541-9040.

**Trailer trade** ▪ The Mobile Home Manufacturers Association of Chicago is seeking radio and TV spots by mobile home retailers and mobile home parks for a trade show to educate mobile home retailers and developers on the use of the broadcast media. Station managers are also urged to submit spots for inclusion in the seminar on advertising. Contact: Jerry Bagley, PR and advertising director, MHMA, 6650 Northwest Highway, Chicago 60631.



## Agnew reviews his views on news

The Vice President chides media as paranoid; goes on to hit Vietnam-related coverage as slanted

Vice President Spiro T. Agnew last week said the news media are exhibiting signs of paranoia in their reaction to administration—particularly his—criticisms. He also said that the administration opposes censorship and that the U.S. has “the best, most professional news fraternity in the world.” Thus, he appeared to be following the line on news media that White House Communications Director Herbert G. Klein has been laying down in appearances dating back more than a year.

But that done, the Vice President, addressing the Mutual Affiliates Advisory Council, in Nassau, the Bahamas, resumed the attack. He accused the media of slanting the news—and television in particular of defending what he has called distorted reporting—CBS's *The Selling of the Pentagon*.

“When a television network is criticized for pasting together film to present a distorted impression, and this charge is publicly documented,” he said, “the reaction in the profession is not to condemn but to defend the practice as normal and even desirable.”

Then, noting the manner in which the program was not only defended but honored, he said, “If the judges honestly thought that program merited an Emmy—and didn't award it out of spite—then I'm surprised they didn't vote an Emmy for costume design to the producers of ‘Oh! Calcutta!’”

He also accused the networks of unbalanced coverage of recent demonstrations in Washington by Vietnam veterans opposed to the war, and said that the media did not do an adequate investigative job. “Nowhere did I see any real effort to ascertain or disclose how many, or what percentage, of the demonstrators were bona-fide veterans, although there were broad indications that a sizable portion of their number were nonveteran interlopers from college campuses and high schools.” He asserted that the national commander of the Veterans of Foreign Wars had been turned down in a request for a commitment from the networks for coverage of a VFW demonstration in support of the administration's Vietnam policy.

And at one point, he said that NBC's



The askance view of Vice President Spiro T. Agnew is from John A. Hardin (1), president of Mutual Broadcasting Corp. The Vice President was addressing the Mutual Affiliates Advisory Council meeting in Nassau. Between Messrs. Hardin and Agnew are Bahamas Deputy Prime Minister Arthur D. Hanna and, nearly hidden, Bahamas Governor Sir Francis Cummings-Bruce.

“foreign news editor,” in discussing the recent protest demonstrations in Washington, had expressed the personal view “that what the United States is doing in Vietnam ‘is the same thing the Nazis did in Germany.’ The difference, he said, ‘is numbers.’” The Vice President found it “shocking that this man's attitude might have a bearing on what kind of news we are shown on that network each night from Vietnam.”

The quote was taken from the May 10 issue of *Monday* magazine, a Republican publication, and was attributed to Bruce Sloan, who is NBC-TV foreign film-assignment editor. Mr. Sloan acknowledged talking to *Monday* magazine but told BROADCASTING that the article's reference to him was “absolutely inaccurate, incorrect, and out of context.”

The Vice President's contention that the media are becoming paranoid was based on charges of intimidation that he said have been leveled at him by broadcast industry officials, members of Congress and, in one case, a professor of constitutional law. He cited three news stories in one day last week—one detailing a television news executive's charge that the administration was en-

gaged in a “most formidable challenge to the freedom of the press;” another reporting the president of Sigma Delta Chi, the journalism society, objecting “to Agnew telling us our job is to tell it his way or else,” and a third reporting that Senator Frank Moss (D-Utah) had spoken of an “administration paranoid with fear, suspicion and loathing of a free and undomesticated press.”

“There's no question we have a wave of paranoia today,” the Vice President said. “The question is which direction it's coming from.” And the accounts he cited, and others like them over the preceding months, make it clear to him where it is originating.

Criticism of the news media, he said, not only did not begin with the Nixon administration but is not limited to it. He noted that it is the Democratic-controlled House Investigations Subcommittee that is investigating the production techniques CBS used in *Selling*.

Furthermore, he said, the Nixon administration has never advocated press censorship in any form. “it might surprise some of you,” he added, “but you would find me among your staunchest defenders if anyone tried to impose any measure of censorship on the free flow

of information to the public, or on your right to criticize those of us in government."

What the administration has done, he said, "is to call on the free press of this country to exercise responsibility commensurate with its freedom and to police itself against excesses that on occasion have been so blatant they have undermined the confidence of the public in the credibility of the media as well as the credibility of the government."

His point, he said, is that he values "the free press of this country as an indispensable bulwark of our democracy." He called it "the best, most professional news fraternity in the world," one that can guarantee its strength "by occasionally turning its own critical powers inward and looking hard at the way it is doing its job, rather than screaming 'intimidation' every time it is criticized by a public official."

Mr. Agnew, in his appearance before a group representing licensees of 550 radio stations said that the medium, "on balance," does a good job of reporting the news. But he had one criticism of radio news—its "superficiality." He said radio can get a story on the air faster and more often than television, but that "too often it is covered "in the barest detail."

Mr. Agnew, who authored the phrase "instant analysis" in discussing what he regarded as the undue haste with which television analysts commented on a presidential speech, said, "I would like to

---

*Vice President Agnew,  
in Nassau, the Bahamas,  
to the Mutual Affiliates  
Advisory Committee:*

"It's a pleasure to  
get away from Washington  
for a day and to join  
you on this lovely island.  
I even find it worth  
making another speech  
on the news media  
to come here."

---

see you go much more in depth on subjects that perhaps could be made more interesting to listeners."

### Finch address, awards to highlight APBA session

Robert Finch, former secretary of health, education and welfare and now counselor to President Nixon, will be the main speaker at the Associated Press Broadcasters Association's first annual meeting Friday and Saturday (June 11-12) in Chicago.

Chicago Mayor Richard Daley will deliver the welcoming address, and Thomas Powell, news director, WDAU-TV Scranton, Pa., and president of the APBA, will open the business proceedings. Wes Gallagher, AP general man-

ager, will present the keynote address.

News cooperation awards will be presented to WLCY-AM St. Petersburg, Fla., KRY5(AM) Corpus Christi, Tex., WWXL(AM) Manchester, Ky., WASP(AM) Brownsville, Pa., and WMAK(AM) Nashville.

Three AP staffers, Paul Lloyd of Reno, Douglas Browning Jr., Albuquerque, N.M., and Jim Willse, New York, will be presented the writing awards.

Dr. Warren Agee, chairman of the Peabody Awards Committee, will discuss "How to Win Awards;" Dallas Mayor Wes Wise, a former broadcaster, will speak on "The Broadcasting of Politics," and Peter Arnett, AP Pulitzer prize winning correspondent, will take "A Look at the United States."

There will be a panel discussion, "Management and the News—Which Side are You On?" and "The New AP—Perspective 71" will be discussed by Robert Eunson, assistant general manager of AP, and four other AP broadcast executives: Jerry Trapp, broadcast news editor; Roy Steinfort, general executive; Jim Wessel, director of special projects, and Hal Buell, executive news-photo editor.

### ETV for rural poor is new firm's goal

Plans for a nonprofit corporation to produce educational-TV programs to serve the people of the Appalachian area of West Virginia through syndication to commercial TV stations were disclosed last week.

All that's needed now is money, said Daniel T. Owen, former director of media for the Catholic diocese of Wheeling, W. Va., who developed the plans and is currently seeking funding for the project. His estimates put the costs at \$45,158 for the first six months, \$136,350 for the second and \$307,300 for the second year—\$488,808 in all—but he said the projected program output included 14 half-hours the first year and 50 the second year, and maintained that the project could be self-liquidating after that.

Plans and projected costs of the project, called Mountain Media Corp., are contained in specifications pointing up the poverty and other problems of the Appalachia area, the reach of the state's commercial as opposed to non-commercial stations and the importance of packaging informational material in entertainment formats for mass audience at prices attractive to the commercial stations.

The plans envision documentaries, inserts for news programs, material from state and federal health and other agencies, occasional "town meetings" and



**Something's different here.** President Nixon tried something new at his televised news conference last week—and so did the reporters. For the President, it was the lectern behind which he fielded the questions; in the past, at such gatherings, he used a solitary floor inike to separate himself from the reporters. But it was the reporters' innovation that caused the most comment—their use of the follow-up question. One of the most frequently heard criticisms of the elaborately staged, crowded televised presidential news conference is that it does not permit reporters to question the President in depth on a single subject. Last Tuesday night, four reporters demonstrated the format was no bar to such examination, as they peppered the President with questions about allegations that Washington police violated the civil liberties of Mayday antiwar demonstrators by their mass arrests on May 3. The President stuck firmly to his position that such allegations were exaggerated and that the Washington police acted with the proper mixture of firmness and restraint. But for network commentators in wrap-ups following the news conference—CBS's Roger Mudd, ABC's Stephen Geer and NBC's John Chancellor—the exchange was the highpoint of the news conference.

# Consider the impact.

If you have something to sell, sell it on film—today's most compelling art form.

Film has the power to reach any audience, young or old. It communicates any lifestyle, any mood. It can shout or whisper. Sing or sell.

That's why the great commercials are on film. Film's creative freedom, plus the experience and technical support of the people who work in film, make it an unbeatable investment. And even after your commercial is on the air, film continues to carry the impact of your message to conferences, sales meetings, agency reviews, client presentations, overseas representatives—anywhere.

Put your ideas on film. Where the impact on the eye lasts in the mind.

## **EASTMAN KODAK COMPANY**

Atlanta: 404/351-6510; Chicago: 312/654-5300; Dallas: 214/351-3221; Hollywood: 213/464-6131; New York: 212/262-7100; San Francisco: 415/776-6055.



# The hottest 10 minutes In Radio Have never been On the Air.

Yet our 10 minutes have helped over 100 program directors make a rewarding decision for their stations. They've helped over 100 sales managers bring new ad revenues to their stations.

Our hot 10 minutes? The demo tape for our AMERICAN TOP 40 program. It's made some radio history in just 11 short months. And we'd like you to hear it for yourself and for your station.

With this short sample of AMERICAN TOP 40, you'll hear how our 3-hour weekly special works. You'll hear how Casey Kasem's absorbing, intelligent presentation of Billboard's weekly music survey blankets the 12-34 demographics. You'll hear for yourself why the production and content of AMERICAN TOP 40 has been so smoothly adapted to over 100 station formats and has sold over 600 local advertisers. And you'll hear a lot of things that might change your mind about syndicated programming.

Along with the demo, we'll send you facts. Ratings proof: AMERICAN TOP 40 is Number One in Los Angeles on KRLA. Our latest station line-up: 102 great stations as of 5/15—60 of the top 100 markets, 42 smaller markets. Sales testimonials: reports from stations of all sizes who are making money and happily renewing each quarter. Production data: simple and flexible ways to make the show an integral part of local programming.

AMERICAN TOP 40 is the most successful syndicated music program ever, and it's still growing, thanks to programming people like yourself. It all started with our 10-minute demo tape.



Division of  
Watermark, Inc.

CLIP THIS COUPON AND ATTACH TO YOUR LETTERHEAD  
MAIL: Tom Rounds, *Executive Producer* / or  
George Savage, *Director of Marketing*, American Top 40.  
Watermark, Inc., 931 North La Cienega, Los Angeles,  
California 90069 OR CALL: (213) 659-3834

Yes: Rush me your 10-minute demo tape of  
American Top 40.

Name \_\_\_\_\_

Title \_\_\_\_\_

Station \_\_\_\_\_

Address \_\_\_\_\_

the like, with second-year expansion into surrounding states.

Mr. Owen anticipates renting production facilities from existing stations and selling the programs to stations at, say, one-and-a-half times the stations' one-minute prime-time spot rate. After two years, he estimated, the operation could be self-sustaining on revenues from program sales plus grants from private foundations.

Mr. Owen, who left his Diocesan post last month to pursue the project, said he had received encouragement from West Virginia station operators (who would be primary members of his proposed advisory board), other major broadcasters, noncommercial TV leaders, West Virginia state officials and FCC members. And as of last week he had his first firm contribution: the use of office space, shared with him by a friend, at 30 West 42d Street, Room 1414, New York 10017, telephone (212) 682-1435.

## NIMH funds directed at CPB drug series

The Corporation for Public Broadcasting has received a contract from the National Institute of Mental Health to provide for the presentation, evaluation and nonbroadcast distribution of three drug-education series.

The \$284,969 contract covers *The Turned-On Crisis*, for general audiences; *Because We Care*, for teachers and educators, and *Nobody But Yourself*, for junior high-school students. It permits distribution of the programs and provides for extensive research on their effectiveness.

*The Turned-On Crisis* and *Because We Care* were shown earlier this year on public television stations. *Nobody But Yourself* will be broadcast for the first time this fall; it is presently being pre-tested with junior high school students and teachers.

## Changing Formats

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

WCER(AM) Charlotte, Mich.—Eaton County Broadcasting has altered its format from middle of the road and country and western to a more contemporary middle-of-the-road schedule, effective June 1. The changeover will place a heavier emphasis on morning news and afternoon traffic reports. WCER operates on 1390 khz with 5 kw directional day.

KXLY-FM Spokane, Wash.—Spokane Radio Inc. switched its program format

effective May 31 from country and western to contemporary music. FM operates at 99.9 mhz with 4.6 kw and an antenna 3,010 feet above average terrain.

WLWL(AM) Rockingham, N.C.—Sandhills Broadcasting Co. is switching its program format from middle-of-the-road and gospel music to top-40 tunes. WLWL broadcasts on 1500 khz with 500 w and 250 w during critical hours.

WULA-AM-FM Eufaula, Ala.—Dixie Radio Inc. has announced the revision of its format to allow FM to program separately. While AM will offer listeners country-and-western music with 15% of its broadcast time devoted to rock and roll, the FM will institute a middle-of-the-road programming schedule. WULA broadcasts on 1240 khz with 1 kw day and 250 w night. WULA-FM operates on 92.7 mhz with 3 kw and an antenna 84 feet above average terrain.

## NBC production outfit moves out on its own

NBC Special Projects Unit, formed in 1957 to produce documentary and entertainment programs, is becoming an independent production arm of NBC Enterprises.

The unit, under the direction of Donald B. Hyatt, will produce original programming for advertisers, agencies, television networks, station groups, individual stations and syndicators. A spokesman said that projects for advertisers and agencies could be on a trade-out or a paid basis.

Gerald Adler, president of the NBC Enterprises division, said that Mr. Hyatt's first production under the new organization will be *Meet Ben Franklin*, a one-hour special on the life and work of the statesman-author-inventor.

The NBC Special Projects Unit was responsible for some well-known television programming, including *Victory at Sea* and various *Project 20* specials. The unit has been relatively inactive during the past year.



Messrs. Adler (l.) and Hyatt

## Examiner proposes denial for KAYE

### Puyallup, Wash., licensee charged with disrupting hearing on fairness issue

The FCC examiner who conducted a lengthy hearing over the license renewal application of KAYE(AM) Puyallup, Wash., has recommended that the renewal be denied.

In an initial decision last week, Hearing Examiner Ernest Nash said that the KAYE licensee "failed to meet its obligations" under the fairness doctrine and the commission's personal-attack rules and attempted to "intimidate and harass" those who sought to complain to the FCC.

A hearing on the issue was initiated in July 1970 after a petition to deny renewal was filed by the Puget Sound Committee for Good Broadcasting. PSCGB was later joined in the hearings by the Antidefamation League of B'nai B'rith.

At issue were allegations that KAYE Broadcasters Inc., the licensee, had permitted numerous broadcasts during the station's past license period in which commentators allegedly dealt with controversial issues in a one-sided manner, and had not allowed for adequate time for response of opposing viewpoints. What's more, Examiner Nash said in making his decision, "persons who complained to [the FCC] about the operation of KAYE were attacked over the station and discouraged in insulting and deprecatory terms."

The examiner also noted that in the course of the hearings, KAYE had attempted to clog the proceedings with a superfluous number of witnesses, whose "oral testimony was largely unresponsive, irrelevant and argumentative." He also said KAYE attempted to disrupt the "due process" of the hearings by requesting an "unreasonable" three-month postponement in the midst of testimony.

"KAYE," Mr. Nash continued, "at all times had the burden of proof . . . Its refusal to go forward with evidence of its record of performance constituted a deliberate default and a defiance of its obligations to assist . . . in the orderly conduct of the proceeding."

While he acknowledged that KAYE was "free to discuss controversial issues in a robust . . . and wide-open fashion," the examiner ruled that "freedom is not the issue in this proceeding. The issue is fairness and KAYE has not been fair."

The initial decision will become final in 50 days unless one of the parties involved appeals or the commission reviews the decision of its own accord.

## FCC can be lenient on distant signals

North Carolina CATV is given rule waiver to keep system viable

The FCC, besieged with petitions from CATV operators for waivers of its rules governing distant-signal importation, has indicated that these rules are not inflexible when the survival of the system is in jeopardy.

This policy came to light in a decision announced last week ("Closed Circuit," May 31), in which the commission authorized a financially-troubled North Carolina operator to carry two such signals despite the fact that communities it serves lie within 35 miles of a designated top-100 market.

The action permitted Cablevision of Hendersonville, Inc., operator of a system serving Hendersonville and Laurel Park, both North Carolina, to carry WBTW-TV (ch. 3) and WSOC-TV (ch. 9), both Charlotte, N.C. Cablevision's service area is about 18 miles from Asheville, N.C., ranked as the nation's 33d largest television market.

The operator had argued that, although it now has only 500 subscribers, it could increase this number to 3,500 with the addition of WBTW and WSOC-TV. But without them, it said, it would soon go under.

Under present interim rules and proposed rules in the same vein, CATV systems are prohibited from carrying

distant signals without the permission of the station (which Cablevision admitted it had not obtained) if the community served falls within 35 miles of a top-100 market. Present FCC policy generally precludes consideration of waiver requests from operators in this situation.

But the commission noted that, in some cases, rules of broad application "will have unforeseen and unfortunate consequences"—as in this case. Precedence instead, was given to the "significant public interest in maintaining [the Cablevision system] as a viable operation."

The waiver had been opposed by the licensees of nearby WLOS-TV Asheville, and WSPA-TV Spartanburg and WFBC-TV Greenville, both South Carolina. Pointing out that Cablevision does not carry the local signal of WANC-TV Asheville and that this signal should be initiated on the system before the two stations requested by Cablevision, the opponents had asked that Cablevision's request either be denied or that a hearing be ordered on the matter. The commission, however, dismissed these complaints as unpersuasive.

It noted that Hendersonville and Laurel Park lie in a mountainous area in which patterns of TV viewing are "unusual." Although Cablevision could be required to carry the WANC-TV signal as well as that of WCYB-TV Bristol, Tenn. (both of which Cablevision said it was unable to pick up satisfactorily) at the request of the licensees of these stations, the commission said the system's failure to do so was not a violation of its rules.

## TV called myopic about violence

Michigan State study says producers of action shows are unaware of audience age

Most TV spokesmen who are involved in action-adventure TV programs do not believe that young people are a substantial part of their audience, but A. C. Nielsen audience reports indicate otherwise, according to a Michigan State University survey of violence in TV from the viewpoint of the industry.

Of 18 TV series that were used as a basis for a series of interviews last June-July, 12 had audiences of more than 2 million in the 2- to 11-year age group and in the 12- to 17-year age group. Six had combined 1- to 17-year-old audiences in the 6-million to almost 9-million range.

The study is entitled "Violence in Television: The Industry Looks at Itself." The project was carried out by Thomas F. Baldwin and Colby Lewis, both of the university's department of communication. Brailey S. Greenberg, who has written extensively on TV violence and children, was the project director.

The survey was performed under contract to the National Institute of Mental Health which is supervising the \$1-million surgeon general's study of TV violence and children. That final report is due this fall.

The Michigan State project consisted of interviews in Los Angeles with 48 producers, writers and directors for 18 TV action-adventure series, as well as continuity-acceptance executives for the three West Coast network headquarters.

The findings, according to Dr. Greenberg, indicate that TV personnel view violence as a dramatic element in action programs; that TV violence serves a cathartic function among other things; that among network "censors" social research on the effects of TV violence "is either not known or not considered of practical value . . ."

## Cable coverage for the Mud Hens

The Toledo (Ohio) Mud Hens are to baseball as Toledo itself is to urban America: the high minor leagues. But where television coverage is concerned, the Mud Hens are involved in a pace-setting endeavor—the cablecasting of all their Sunday home games.

Toledo's Buckeye Cablevision Inc., a subsidiary of Cox Cablevision Inc., is carrying the games with the help of



A special Washington showing of a WBAP-TV Fort Worth-Dallas documentary drew an audience of officials from the FCC and the Department of Indian Affairs as well as the American Indian press. The 30-minute film on the plight of more than 11,000 Indians in Texas was originally presented on WBAP-TV's Texas 70, a monthly television magazine, and earned a Texas Gridiron award as the best documentary in 1970. Host at the showing earlier this month at the studios of WRC-TV Washington was Jett Jamison, station manager, of WBAP-TV. Mr. Jamison (l) is shown welcoming Ben Waple (center), secretary of the FCC, and T. W. Taylor, Bureau of Indian Affairs.

television majors from the University of Toledo. According to Leo Hoarty, Buckeye's general manager, the response from subscribers has far exceeded that for any previous origination.

The cablecasts were foreshadowed last year. When the Mud Hens were unable to work out an agreement for the 1970 season, Buckeye carried a couple of audio-only originations. This year, the team and the cable company decided to attempt live television coverage.

In April, Buckeye carried the first of a scheduled nine cablecasts, using four cameras and a staff of about 20 (comprising both the company's own technical crew and the college students). All games were in black and white.

The games contained commercial sponsorship. A local supermarket bought time for all games except the first one.

Although other systems have carried interscholastic or intercollegiate baseball, the Buckeye venture is believed to be the first cable origination of professional baseball games.

### There's some support for TV news controls

The public's attitudes toward the idea of government control of TV news have hardened in the last couple of years. Although the percentage of people opposing government control increased from 76% in November 1968 to 80% in January of this year, in the same period those favoring regulation rose from 11% to 14%.

The figures are being released by the Television Information Office, which said the 1971 data was derived from a survey conducted for TIO by the Roper Organization, but not made public with other results of that wide-ranging study (BROADCASTING, April 5). The 1968 figures are from a study by a predecessor of the Roper Organization but the question was the same in both surveys.

Highlights of this and other findings in the 1971 Roper study of public attitudes toward TV are featured in a full-page newspaper and magazine ad prepared by TIO for use by stations. TIO placed the ad in the *Washington Post* and *New York Times* and is sending proofs to all U.S. TV stations and urging them to place the ads locally. Mats are available at \$4 for the standard newspaper size, \$2 for a 7-by-10-inch version.

### Dolphins radio network set

Radio play-by-play of the 1971 Miami Dolphins football games is being offered by Continental Sports Network, Miami, in conjunction with WIOD-AM-FM in that city. Sale will be to stations in Georgia,



## BUT...you can get the strength of the 36th TV market with little financial effort on WKZO-TV.

WKZO-TV MARKET COVERAGE AREA • ARB



With a 42% prime-time share in the 3-station 36th TV market, WKZO-TV gives your advertising dollars muscle at one of the lowest CPMs in the top fifty markets.

Ask Avery-Knodel to put some heft in your budget through this giant 2 $\frac{2}{3}$  billion dollar retail sales market, with the strong men at WKZO-TV.

Source: SRDS and ARB November 1970

*\*In 1960, Mrs. Maxwell Rogers lifted up a 3600 pound automobile that had rolled onto her son.*



**The Folger Stations**  
 WKZO  
 WNET PALMADDER BATTLE CREEK  
 WFTZ GRAND RAPIDS  
 WFTM CHAS. BENTON/SHARON  
 WWRN/WRTM-FM EMERY  
 TELEVISION  
 WAZO-TV GRAND RAPIDS/SHARON  
 WFTZ / GRAND RAPIDS/SHARON  
 WFTM-FM SAULT STE. MARIE  
 WFTN-FM/LEONIS, MICHIGAN  
 WFTN-FM GRAND RAPIDS, MICHIGAN  
 WFTN-FM SAULT STE. MARIE

# WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER  
 Studios in Both Kalamazoo and Grand Rapids  
 For Greater Western Michigan  
 Avery-Knodel, Inc., Exclusive National Representatives

## TAKE AN ISLAND BREAK for your people's sake

Far Horizons is a complete resort designed to host group meetings and top level conferences. A secluded beachfront island oasis that offers the finest accommodations; a Holiday Magazine Award restaurant, pool, tennis, golf, sailing, fishing as well as outstanding meeting rooms and a permanent highly trained staff dedicated to pleasing your people . . . no need to head for some 'far out' island. We put it all together right here at Far Horizons on Longboat Key, off Sarasota.

### Ask a "Broadcaster" who has discovered Far Horizons

- Bd. of Directors, National Assn. Broadcasters
- Taft Broadcasting • Radio Advertising Bureau
- Triangle Publications • Maximum Service Telecasters
- Meredith Publishing Company
- National Advertising Agency Network

Write for color brochure

**FAR HORIZONS**  
 Longboat Key, Sarasota, Fla. 33577 Phone 383-2441



North and South Carolina, Alabama, Mississippi, Tennessee, Kentucky, Louisiana and Arkansas. First exhibition game of the National Football League professional team will be Aug. 7. Rick Weaver will do the play-by-play with Larry King and Henry Barrow handling color. Continental Sports Network is at 8340 N.E. Second Avenue, Miami 33138; telephone: (305) 754-4822.

### Many takers for W/R offer

First 70 markets for *Rollin' on the River* new syndicated variety series, have been cleared by Winters/Rosen Distribution Corp. for start in the fall. The half-hour series, offered to stations on an exchange basis in return for spots for Noxell Corp. and Coca-Cola Corp., will be carried on such outlets as WCBS-TV New York, WBBM-TV Chicago, KNXT(TV) Los Angeles, WCAU-TV Philadelphia, WTOP-TV Washington and WTJM-TV Milwaukee.

### Program notes:

**New programmer** ■ Formation of Valentine Smith Co., a multimedia programming firm, has been announced. The new company, with headquarters in New York (146 East 62d Street, 10021, phone [212] 832-1270) and Beverly Hills, Calif. (8201 Beverly Blvd., Suite 500, 90048, phone [213] 653-0451), will concentrate on educational and video cassette films. David Kennedy, formerly with NBC-TV's research and sales department, is president, and K. C. Carmel, formerly an executive with

Puritan Fashions Inc., New York, is chairman of the board.

**Another woman's view** ■ Singer-comedienne Sheila MacRae will have her own talk-variety program being produced by husband Ron Wayne for 20th Century-Fox. Added to this family gathering are daughters Heather and Meredith MacRae who will join with Sheila to question guests. *The Sheila MacRae Show* pilot episodes will be taped in Hollywood during June.

**Lovely, lovely** ■ "Search for the Goddess of Love," the first in a series of *Smithsonian Adventure Telecasts*, will be presented on CBS-TV on Sunday (June 13) from 10 to 11 p.m. EDT. Walter M. Schirra, former astronaut, will be the host for the series produced by CBS News in cooperation with the Smithsonian Institution. The first program will cover the efforts of archeologist Iris Love to locate a statue of the goddess Aphrodite, missing for 1,500 years.

**Whitaker continues on CBS** ■ Sportscaster Jack Whitaker has signed a new, exclusive contract with CBS-TV as a sportscaster and writer, continuing his 11-year association with the network. Mr. Whitaker will relinquish his assignments on WCBS-TV New York to concentrate on his network commitments, which include announcing chores for the AAU International Champions series broadcast Sundays through Sept. 5 (3:30-5 p.m. EDT).

**Special saturation** ■ ABC-TV will heavy up with specials on Oct. 31, a Sunday,

and on Dec. 14, a Tuesday. The network will run "The Longest Day" motion picture in its three-hour entirety starting at 8 p.m. on Oct. 31 and will group several specials, including a Jacques Cousteau program, a Danny Thomas entertainment program, a London-produced musical comedy and another program to be announced, on Dec. 14 (7:30-11 p.m. EST). With commercials added, "Longest Day" will run past 11 p.m.

**Smith syndicates** ■ Red Smith, syndicated sports columnist, has entered television broadcasting with his own five-minute television sports show, featuring sports commentary. The program, which is being produced in New York by Producer Associates, will be distributed by Media Syndication Systems there. Producer Associates is a newly formed production firm headed by Sid Smith, independent specials director, and Jack Naylor, who recently left N. W. Ayer & Son where he served as senior vice president and director of programs.

### NBC O&O's buying up

The five NBC-owned television stations have acquired the half-hour adventure series, *Monty Nash*, for telecasting next fall, it was announced last week. The sale was made by Four Star Entertainment Corp. The NBC television stations have acquired four other programs for next season. They are *Mutual of Omaha's Wild Kingdom*, *Lassie*, *Primus*, and the *National Geographic* programs. Time periods for the shows will be announced shortly.

## TheMedia

# A belated natal blessing for Viacom

## FCC, after investigation and with strings, approves CBS spinoff of cable, syndication

Viacom International Inc., inheritor of CBS Inc.'s program-syndication and CATV interests, has finally received FCC clearance to begin operating as an independent company owned by CBS stockholders—though with a condition attached to assure its independence.

The condition: that CBS directors and officers, broadcast-group division presidents, and those persons holding one percent or more of CBS common stock—some 40 individuals—dispose of their Viacom stock within two years.

The commission vote was unanimous,

with Commissioners Robert T. Bartley, Robert E. Lee, H. Rex Lee and Thomas J. Houser voting for the order and Commissioner Nicholas Johnson concurring in the result. Chairman Dean Burch, who is out of the country, and Commissioner Robert Wells were absent.

Viacom Inc. is the mechanism CBS hit on last year for complying with commission rules barring networks from engaging in domestic program syndication and from owning CATV systems while, at the same time, permitting its stockholders to maintain an interest in CBS's holdings in the fields

of CATV and program syndication.

CBS was to have distributed its stock in Viacom to stockholders—on the basis of one share of Viacom stock for each seven of CBS—On Dec. 31. However, the commission ordered CBS to delay the spinoff after receiving two petitions opposing the plan—one filed by a group of seven loan companies and syndicators, the other by three minority stockholders in a San Francisco CATV system principally owned by CBS. The petitioners charged the spinoff was more apparent than real, that CBS would exercise control over Viacom in viola-



tion of commission rules barring common control and that Viacom's board of directors would be too closely related to CBS's interests.

CBS took a number of steps aimed at offsetting those assertions. It said it would establish voting trusts affecting Viacom stock to be distributed to CBS stockholders who would own more than 1% of the stock as well as to all other CBS officials who would own more than 100 shares of Viacom. It also expanded Viacom's board to nine members, six of whom had never been officers, directors or stockholders of CBS. And it said its three stockholders who would each own more than 1% of Viacom—William Paley, chairman; Dr. Frank Stanton, president, and Leon Levy, a board member—would, if necessary to win commission approval, reduce their Viacom holdings below the 1% level.

The condition the commission attached to its approval of the spinoff indicated that at least some commissioners did not regard those steps, taken and proposed, as adequate. It was understood that the condition was added in order to obtain a unanimous vote. However, some officials pointed out that the condition could be softened in response to petitions for reconsideration.

The commission last week said its Dec. 31 order staying the spinoff would be "dissolved" as soon as it receives statements from the CBS officials and stockholders affected that they have accepted the terms of the ruling.

The two-year period in which affected officials and stockholders have to sell their Viacom holdings runs out at about the time that the commission rule barring networks from owning CATV systems becomes effective—Aug. 10, 1973. The rule prohibiting networks from engaging in syndication has been stayed by the commission pending a further order because of court suits brought against that and the related prime-time access rule. The U.S. Court of Appeals in New York last month upheld the rules (BROADCASTING, May 10). But last week, one of the plaintiffs, WCAX-TV Burlington, Vt., whose concern is the prime-time access rule, asked the court for a rehearing.

The commission, in its order, indicated it would find a direct sale of CBS's syndication and CATV interests appealing, but, it said, a sale was not mandatory. "Our objective is a divestiture of control," the commission said, "and if that can be achieved without a direct sale, we see no need to require a direct sale."

And, noting that six of the Viacom directors have no interests, past or present, in CBS, the commission said the present make-up of the board is acceptable. It said all of the directors

## Spreading the word

FCC Commissioner Nicholas Johnson will be the keynote speaker next week at a Washington seminar on the public-service potential of cable television.

The conference, sponsored by the National Cable Television Association, is being held "to acquaint private groups and government agencies, which depend on public-service television time to tell their stories, with the medium of cable television," according to NCTA President Donald V. Taverner.

should be concerned with serving Viacom's best interests, whether they jibe with CBS's interests or not.

At present, only two ex-CBS executives are Viacom directors—Ralph M. Baruch, president, and Richard A. Forsling, vice president. The third was Clark B. George, but he resigned as president and director last month. The remaining directors are Najeeb Halaby, president of Pan American World Airways, Inc.; Dr. J. George Harrar, president of the Rockefeller Foundation; Paul A. Norton, executive vice president of the New York Life Insurance Co.; W. Burleigh Pattee, member of a San Francisco law firm, Chickering & Gregory; Richard L. Schall, president of Josten's Inc., Minneapolis, and John F. White, president of the Cooper Union.

## Tickler to buyers: Who pays licensee fee?

One detail anyone buying a broadcasting station should not overlook before signing the contract is the manner in which the next-due annual licensee fee is to be apportioned between himself and the seller. Without such an agreement, the buyer may well be stuck with the full tab.

FCC Executive Director John M. Torbet spelled that out in a letter to Screen Gems Inc., which had requested a ruling on the amount of licensee fee it owed on WNJU-TV Linden-Newark, N.J. Screen Gems consummated the \$8.1 million purchase from New Jersey Television Broadcasting Corp., on Dec. 24, 1970.

The fee, based on a station's rate card for the preceding June 1, is payable on the anniversary date of the expiration of the license—also on June 1, in WNJU-TV's case. The WNJU-TV fee, prorated for the 10 months the new schedule has been in effect, is \$1,400.

Although Screen Gems may have operated the station for only five months, Mr. Torbet said, it is responsible for the full amount due on June 1. "While we recognize that a portion of the annual fee is attributable to operations under a previous licensee. . . ."

Mr. Torbet said, "any apportionment of annual license fee should be made by private agreement of the parties.

"The commission," he added, "can properly look only to the licensee at the time the annual license pay is payable for payment of the fee."

## NCTA delegates won't be yawning

### Speakers on D.C. convention agenda play key roles in cable's future

For next month's convention in Washington, the National Cable Television Association has adopted an upbeat, forward-looking theme: "CATV '71—the Second Generation." But if the list of major speakers announced last week is any indication, adulthood is bringing more preoccupation with a harder reality: the government. That topic is the real theme of the 1971 NCTA convention.

To be sure, any organization that schedules a convention for Washington is more likely to have the government than the night life in mind, and NCTA is no exception. This year, however, there is special significance in the choice, as cablemen await what they hope will be emancipation from the regulatory and legislative purgatory.

Three top officials are speaking to the convention. The luncheon speaker for July 7 (Wednesday) is Senator John L. McClellan (D-Ark.), whose Senate Subcommittee on Patents, Trademarks and Copyrights is responsible for whatever copyright legislation may one day govern CATV's carriage of broadcast programs. The speaker at NCTA's annual banquet, on the evening of July 8, is Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, the increasingly powerful White House voice on communications.

The July 9 luncheon speaker will have more influence on the tone of this year's convention than any other man: FCC Chairman Dean Burch. It was he who told cablemen at last year's NCTA convention in Chicago that "the time is ripe for a breakthrough in your industry" (BROADCASTING, June 15, 1970). And this year his plan for sweeping changes in cable regulation, including entry of distant signals into major markets, is awaiting FCC action and will presumably have been unveiled to Congress by convention time. (BROADCASTING, May 31).

Also John Culkin, communications scholar and director of New York's Center for Understanding Media, will be the July 8 luncheon speaker.

# Time's sale of TV's runs into flak

## Minorities protest transfer to McGraw-Hill, say promise falls short of Capacities model

Time Inc.'s proposed sale of its five television stations to McGraw Hill Inc. for \$69.3 million has run into opposition from minority groups in all of the markets involved.

Spanish-speaking groups in all the markets, in one pleading, and a black group in the Denver area, in another petitioned the commission last week to deny the assignment applications.

Both petitions contended that McGraw Hill had failed to ascertain the needs of the respective minority groups in the five communities; indeed, they said McGraw-Hill is proposing a reduction in program service by the five stations. The "compelling public-interest showing" required of applicants seeking to acquire three VHF stations in the top-50 markets, they said, has not been met.

The Spanish-speaking groups' 79-page petition went on to detail a host of other alleged defects in the proposed transaction, many of them centering on McGraw-Hill's role as a publisher of

books and trade journals and, through subsidiaries, as a dispenser of investment and financial advice.

The petition said the sale could result in a number of anticompetitive effects and that McGraw-Hill's trade publications "reflect an industry bias which is incompatible with a broadcaster's public-interest obligations." It also charged that the applications indicate that McGraw-Hill would continue what it said was the de facto policy of "segregation" in employment—at all levels—that discriminates against Mexican-Americans. The 15-page petition filed by the Denver group touched on a number of the same issues though in more cursory form.

The stations involved in the proposed sale are WFBM-TV Indianapolis; WOOD-TV Grand Rapids, Mich.; KLZ-TV Denver, KOGO-TV San Diego and KERO-TV Bakersfield, Calif. Time Inc., which owns CATV properties in each of the markets, said it is selling the stations to comply with the commission rule barring crossownership of CATV and television

properties in the same markets. It plans to sell eight radio stations affiliated with the television outlets to other buyers.

The Spanish-speaking groups—eight of them, joined in most cases by their leaders and other individuals—are represented by the Citizens Communications Center of Washington and by the National Mexican-American Anti-Defamation Committee Inc. The Denver group, calling itself the Mass Media Task Force, is being represented by its co-chairmen, Leonard P. Jackson and David Butler.

It was the Citizens Communications Center that helped engineer the agreement under which Capital Cities Broadcasting Corp. promised to provide \$1 million for minority-interest programming in three cities over a three-year period. Capacities made the promise as part of a commitment that led the citizen groups the center was representing to withdraw an opposition to the sale of nine Triangle Publications Inc. stations to Capacities (BROADCASTING, Jan. 11). The commission, in approving the sale, which involved the spinoff of six radio stations to separate buyers, cited the unprecedented agreement as a factor in its decision (BROADCASTING, March 1).

Both of the petitions filed against the Time sale last week said that McGraw-Hill had failed to make the "major commitment to convey the views of racial minority groups to the public at large" that the commission said was true of Capacities. However, the Spanish-speaking groups' petition also said the Triangle-Capacities' transaction contained another factor that warranted the commission's action but that is missing in the Time-McGraw-Hill proposal: the promotion of the commission's goal of diversifying ownership.

The petition noted that the Triangle sale—of WFIL-TV Philadelphia, WNHC-TV New Haven, Conn., and KFRE-TV Fresno, Calif.—resulted in an increase in the number of television station owners in the top-50 markets. (Capacities, to comply with the multiple-ownership rules, sold two of its stations, including WTEN-TV Albany, N.Y., in the 40th market.) In addition, it pointed out that Triangle spun off each of three AM-FM combinations involved to separate owners.

The proposed Time sale, the petition said, would "freeze" the television ownership structure. What's more, it quoted trade-press reports that Time Inc. intends to sell three of its four AM-FM



**FEATURED BY  
AMERICA'S OUTSTANDING  
MEDIA BROKER**

**EXCLUSIVES:**

**Mid-Atlantic AM-FM . . . . . \$400,000**  
A non-directional fulltime AM and an excellent Class C FM in an established radio market. Includes land and building at combined site. Grossing over \$200,000 a year. With \$120,000 down on an 8-year basis it will pay for itself from current earnings.

**Mid-Atlantic AM . . . . . \$280,000**  
Powerful non-directional daytime facility in good 3-station market. FM channel may also be available. Producing excellent cash-flow for absentee owner—sufficient to amortize purchase. \$80,000 down; balance over 8 years.

**BLACKBURN & COMPANY, INC.**  
RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

<b>WASHINGTON, D.C.</b> 20006 1725 K Street, N.W. (202) 333-9270	<b>CHICAGO 60601</b> 333 N. Michigan Ave. (312) 346-6460	<b>ATLANTA 30309</b> 1655 Peachtree Road, N.E. (404) 873-5626	<b>BEVERLY HILLS 90212</b> 9465 Wilshire Blvd. (213) 274-8151
---	--	--	---

71-22

facilities as combinations ("Closed Circuit," May 3). "A compelling public-interest showing adequate to overcome the top-50 market policy cannot be based on such minimal benefits," it said.

## Changing Hands

### Announced:

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

■ **WJMR-FM** New Orleans: Sold by George A. Mayoral to Arthur Keller and others for \$300,000. Mr. Mayoral, president of Summit Broadcasting Inc. licensee, will retain **WJMR(AM)** New Orleans. He is also permittee for **WJMR-TV** there. Buyers own **WEEL(AM)**-**WEZR(FM)** Fairfax and **WEZS(FM)** Richmond, both Virginia. **WJMR-FM** is on 97.1 mhz with 50 kw and has an antenna 320 feet above average terrain. Broker: Blackburn & Co.

■ **WGO(AM)** Oswego, N.Y.: Sold by Clifford C. Harris to Robert Gressner for \$200,000. Mr. Gressner formerly had an interest in **WBNR(AM)** Beacon, N.Y. **WGO** operates on 1440 khz with 1 kw day. Broker: Hamilton-Landis & Associates.

■ **WTHU(AM)** Thurmont, Md.: Sold by Victor Leisner to Warren Colby and Benjamin Friedland for \$145,000. Mr. Colby is a Washington communications attorney. Mr. Friedland is associated with Lightning Electric Co., Newark, N.J., an electrical contracting firm. He is also applicant for a new FM in Blairstown, N.J. **WTHU** operates on 1450 khz with 500 w day and 100 w night. Broker: Hamilton-Landis & Associates.

### Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 67).

■ **KCLV(AM)** Clovis, N.M.: Sold by Mr. and Mrs. Odis Echols Sr., Odis Echols Jr. and William R. Lask to Lonnie Allsup for \$257,000. Mr. Lask retains an option to repurchase his 15% interest in the station. **KCLV** is on 1240 khz with 1 kw day and 250 w night.

### Duke sentencing Friday

A television sportscaster has been found guilty of second-degree murder in the death of **KGFJ(AM)** Los Angeles newsman Averill Berman (**BROADCASTING**, Feb. 15) and will be sentenced June 11. Clarence Stanton Duke, a weekend announcer with **KNTX(TV)** there, was convicted in a nonjury trial in Los Angeles Superior Court May 14. He has been free on \$125,000 bail.

## Fuqua makes market for employes' stock

J. B. Fuqua, majority owner of Fuqua National Inc., which is the parent company of the licensee of **WJBF(TV)** Augusta, Ga., has received FCC authorization to transfer **WJBF** to a newly acquired subsidiary so that station employes may obtain stock in an existing publicly owned company.

In a unanimous decision last Thursday (June 3), the commission approved the transfer of Fuqua Television Inc., licensee of **WJBF**, from Fuqua National to Central Foundry Co., a public company to be acquired by a merger.

Mr. Fuqua now owns 86% of the stock of Fuqua National. The balance is owned by 26 employes of the station. With the consummation of the merger, which involves an exchange of Fuqua National stock for that of Central Foundry, Mr. Fuqua will own 62% of Central Foundry, the surviving company, the station employes will own 10% and the remaining shares will be held by the public.

### New money for manpower

The Educational Broadcasting Corp. has received a \$93,000 grant from the New York State education department to conduct a manpower develop-

ment training program that will enable the National Educational Television (NET) television training school, formerly known as the Black Journal Workshop, to expand in scope and number of students. Established in 1968 by Mrs. Peggy Pinn, director of the school, the training program gives three 12-week courses in cinematography, film editing and sound recording. Classes began May 24, and enrollment includes 50 new students and 10 graduates of the workshop.

## CPB fellows to Britain, Japan and Finland

Three noncommercial, educational TV program-production executives have been granted one-year fellowships by the Corp. for Public Broadcasting to work and study abroad.

Those chosen: Bruce E. Franchini, 26, director-producer, **KQED-TV** San Francisco, to British Broadcasting Corp., London; Matthew E. Biberfeld, 26, assistant program manager, **WNYC-AM-FM** New York, to the Finnish Broadcasting Co., Helsinki, and Thomas M. Doggett, 33, production manager, **KOAC-AM-TV** Corvallis, Ore., to NHK Radio, Tokyo.

The fellowships pay about \$15,000 annually. This is the third year of the program.

# 25

YEARS  
AMERICA'S MOST  
EXPERIENCED MEDIA  
BROKERS

### EXCLUSIVE LISTINGS!

**SOUTHEAST:**—Profitable low on the dial daytimer in a single station market with good ratings in a nearby major market; available on excellent terms to a qualified buyer. The price of \$190,000 is less than twice annual cash collections. Terms—\$50,000 down, balance 6 to 10 years.

Contact C. L. "Lud" Richards in our Washington D.C. office.

**CALIFORNIA:**—Highpowered FM in coastal market with nearly new full automation equipment. Owner desires quick sale. Price \$110,000 with terms negotiable.

Contact William A. Exline in our San Francisco office.

*Hamilton-Landis* & ASSOCIATES, INC.

WASHINGTON, D.C. 1100 Connecticut Ave., N.W. 20036 202/393-3456  
CHICAGO 1507 Tribune Tower 60611 312/337-2754  
DALLAS 1511 Bryan Street 75201 214/748-0345  
SAN FRANCISCO 111 Sutter Street 94104 415/392-5671

BROKERS OF RADIO, TV, CATV & NEWSPAPER PROPERTIES / APPRAISALS / FINANCING

# **STARTING THIS FALL, THESE FIVE NEW SHOWS WILL GET WHAT THEY DESERVE. AN AUDIENCE.**

Until recently a lot of shows which should have been produced for a prime time audience weren't. They couldn't be. Because network programming filled most of the available prime time.

The F.C.C.'s Prime Time Access Rule changes all that. It gives local stations eight half hours of prime time each week to fill with programs of their own choosing.

And now the big question is: what programs will they choose?

At Group W we've begun to answer that question.

Five new programs now in production are scheduled for airing on our five television stations.

Each of these Group W Vanguard Presentations is designed for a prime-time audience.

And that's exactly what each will get.



**David Frost Revue.** David's special brand of wit, plus guest stars and a company of comedy actors—all brought together to dissect a different subject each week. A humorous look at love, money, doctors, advertising, food and travel. To name a few.



**Norman Corwin Presents.** A series of original dramas hosted by noted writer-producer-director Norman Corwin. Mr. Corwin will write many of the shows and will be directly involved in all of them.



**The Smothers Organic Prime Time/Space Ride.** Hosted by Tom Smothers, with frequent appearances by Dick, this comedy-variety show will explore new developments in film, music and comedy with the help of exciting new talent and some surprise guest stars.



**The Street People.** The most extraordinary man-in-the-street interviews you've ever experienced. Featuring Mal Sharpe. The off-beat interviewer and undisputed master of the "put on."



**Electric Impressions.** A look at the contemporary scene through the eyes of 26-year-old Ron Magers who frequently takes an irreverent view of The Establishment. The "Impressions" crew uses every television technique from documentaries to original ballet to make its points.



Group W's television stations will present these programs along with others especially tailored for their communities. So besides bringing new kinds of programs to prime time audiences, they'll also bring them new points of view.

Television will benefit from this. But even more important, so will the viewer.

# The Land of Milk & Money

BLAIR TELEVISION 

## Wisconsin's 2nd ADI



# Seven Markets in One!

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

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

The Wonder Market

**WBAY**   
**Green Bay**

## Major experiments in minority training

A pilot program has begun in Boston to train members of minority groups for employment in broadcasting. The project, which started in April, is sponsored by Boston University and its WBUR(FM) and a consortium of six other Boston stations. It offers each trainee instruction in broadcasting and on-the-job training.

The Department of Labor has allocated \$46,462 to defray "extraordinary" costs of the program. The remaining \$57,190 needed will come from the participating consortium stations: WBUR, WBZ-AM-FM, WEZE(AM), WHDH-AM-FM-TV, WNAC-TV, WRKO(AM) and WSBK-TV.

The 13 trainees were selected by the New Careers Division of Action for Boston Community Development, the local antipoverty agency, in conjunction with Jobs Opportunities and the National Alliance of Businessmen.

Training is composed of 22 weeks spent at BU where the apprentices will work with the WBUR professional staff to produce a two-and-one-half hour program, *The Drum*, focusing on the news and needs of the inner city; and 11 weeks of program production at the consortium stations where graduate trainees will later be permanently employed.

The *Drum* concept to increase black involvement in the media was conceived in 1968 when WBUR station manager, Will I. Lewis, and Russ Raycroft, a freelance media consultant, decided that a channel of communication should be opened to the inner city.

Underwriting by Storer Broadcasting's WSBK-TV, and Westinghouse's WBZ-AM-FM has kept the program alive. It has also received smaller grants from the Corporation for Public Broadcasting, Knight Quality Stations of New England, RKO-General and others.

Since the beginning of the *Drum* project in Boston, other cities have shown interest in establishing similar programs. The city of Omaha looked into the possibility last October, and now three local TV stations and a number of its radio stations are working on an "interim" program with the University of Nebraska at Omaha and Creighton University. The four Omaha trainees are divided into two groups: one working at KYNE-TV and studying at its licensee, the University of Nebraska, while the other studies radio at Creighton University and works with its on-campus radio station.

The trainees were selected through a community steering committee, headed by Emmett Dennis, and the Concentrated Employment Program, which is financing the program, providing more than \$13,000 in salaries for the trainees. According to Mr. Dennis the re-

sponse from the black community has been "enthusiastic."

Because it lacks sufficient funds, the Omaha *Drum* project is limited. But although it is small, Paul Borge, general manager of KYNE-TV, hopes that it will expand. Mr. Borge sees the project as a worthwhile one which, like its Boston counterpart, will turn out "a good solid core of young people who are qualified to take production and technical positions in the industry" and who will be an asset to both commercial and educational broadcasting as a whole.

## CATV, phone companies ask time on pole talks

The Associated Bell System Companies and CATV interests involved in the FCC hearing on pole-attachment arrangements have reached agreement on most of the issues in the proceeding. The commission spun off the CATV-phone company hearing from a rate case 14 months ago (BROADCASTING, March 23, 1970).

The parties, in notifying Hearing Examiner Charles J. Frederick of progress made in negotiations begun last November, asked for a further postponement of the start of the hearing to permit them to complete their discussions. The date was moved back from June 7 to Aug. 2.

The hearing, prompted in part by CATV systems' complaints about telephone companies' pole-line attachment policies, was designed to provide evidence on the policies and practices of telephone companies, power companies and others on pole-line attachments and conduit agreements or arrangements with CATV operators. Another issue involves the question of FCC jurisdiction over such agreements.

The Bell Systems and the CATV interests told Examiner Frederick that, because of special circumstances, a separate agreement must be worked out between representatives of Pacific Telephone and Telegraph Co. and the California CATV industry. Those talks started last week. Separate negotiations between Pennsylvania Bell and the Pennsylvania CATV industry have already been concluded.

The parties said that although the negotiations thus far have produced broad agreement, details must be worked out and submitted to the principals involved. They also said that they have not had time to resolve issues regarding CATV use of telephone conduits.

If the agreements being reached can be nailed down, it is assumed that they will serve as models by other telephone companies and the power companies involved in the hearing in seeking to resolve their differences with CATV.

### Network status for public broadcasting

#### Schedules of charges, construction timetable given AT&T by FCC

The FCC has issued the order designed to put the Corporation for Public Broadcasting in business on a commercial-grade full-time, nationwide interconnection service and at costs lower than those charged commercial broadcasters.

The order, given last week to AT&T, was to begin construction immediately of the remaining facilities needed to provide CPB with such an interconnected service of 71 points by the end of March 1972, and a 110-point service by Jan. 1, 1973. AT&T is now providing CPB with "interruptible" service for 58 points.

The commission, in addition, set a schedule of charges for the service, beginning with \$2 million for the 1971-72 fiscal year, increasing to \$3 million in fiscal 1972, to \$4 million in fiscal 1973, to a maximum of \$4.9 million in fiscal 1974. The annual rate for the full network will be \$4.9 million.

The action in effect affirmed the commission's Nov. 7, 1969, ruling dealing with public broadcasting. It held that the provision of free or reduced-rate interconnection service would be in the public interest, that interconnection service permitting pre-emption of, or a lower priority for, public broadcasting would be contrary to the public interest, and that service for public broadcasting must be equal in quality to that provided commercial customers. The order also directed the carriers to proceed "expeditiously" to provide the facilities needed for public broadcasting.

The Public Broadcasting Act of 1967, which established CPB, provided for free or reduced interconnection charges. The commission last year denied CPB's request for free service, contending that it would be appropriate for the carriers to recover incremental costs involved in providing service to CPB. The commission said then that charges AT&T was proposing—amounting to some 33% of those for commercial service—appeared to be in keeping with the spirit and objective of the Public Broadcasting Act.

AT&T in May 1970 said the cost of

a 110-point network would be \$5.2 million. CPB said its studies indicated the cost would be \$3,170,000. The commission disagreed with CPB's contentions, but said adjustments could be made in AT&T's costs that would reduce the amount to \$4.9 million.

The commission, in its order, also rapped AT&T for not having proceeded already with the construction of the remaining network facilities requested by CPB. The commission noted that AT&T officials, even before the 1967 act was adopted, said facilities were then available for CPB and that it had expressed its concern, in its Nov. 7, 1969, order, with the company's failure to move expeditiously.

"We are of the view that the Bell system has been remiss in not proceeding to the necessary construction for CPB's requested networks," the commission said, adding that AT&T's "insistence" on an agreement with CPB as to charges before complying with the commission's November 1969 ruling "is untenable."

Only two commissioners, Robert T. Bartley and Robert E. Lee, voted for the commission order as it was issued. Chairman Dean Burch and Commissioner H. Rex Lee concurred in the result, and Commissioners Nicholas Johnson and Thomas J. Houser concurred in part and dissented in part. Commissioners Johnson and Housers plan to issue separate statements explaining their positions.

### Fisk University gets WBBM-FM transmitter

The CBS Radio division has donated a 3-kw FM transmitter, formerly used by CBS-owned WBBM-FM Chicago, to Fisk University, a predominately black institution in Nashville.

Dr. James R. Lawson, Fisk president, said the gift "will help us launch an FM radio station which will eventually be part of a communications division designed to provide training in areas such as broadcasting, producing and engineering. WLAC(AM), the CBS Radio network affiliate in Nashville, is already working with our students in an advisory capacity."

The transmitter was used by WBBM-FM until the station, along with other Chicago outlets, moved to the Hancock building tower in January with a new 10-kw transmitter. Presentation of the old one was made by John N. Catlett,

# M&H

## RESEARCHES YOUR PERSONALITY

Every television and radio station has a personality which its audience can define and articulate with amazing and sometimes startling candor.

This personality (or image) is the result of the effect of everything that happens on the station. Each individual and program on the air is part of the station's personality.

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

Our clients know where they stand, and, more importantly, they know the reasons why their ratings tabulate the way they do, particularly for the programs under their control—news, weather, sports, documentaries, women's programs, etc. One of the principal reasons for our contract renewals year after year is, that we do more than just supervise a research project. We stay with your station for a whole year, to make sure you thoroughly understand the study and that it works for you.

Give us a call for a presentation, with absolutely no obligation on your part.

# M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

430 N. Woodward Avenue  
Birmingham, Mich. 48011

Area Code 313  
644-9200

WBBM-FM station manager, and William C. O'Donnell, vice president and general manager of WBBM(AM), to Dr. William Harvey, assistant to the Fisk president.

## Collins Radio finds shelter it sought

An intention to acquire control of Collins Radio Co. by North American Rockwell Corp. through an investment of \$65 million was announced last week.

North American Rockwell, through a purchase of \$35 million worth of new, convertible preferred stock plus warrants to purchase \$30 million of common stock, will have the right to elect a majority of Collins's 13-man board. The initial conversion price has been set at \$18.50 per share. Conversion plus warrant exchanges would give North American Rockwell more than 50% of Collins's 2.96 million shares outstanding.

The transaction is subject to the approval of directors of both companies, plus stockholders of Collins. In its third fiscal quarter, Collins reported a loss of \$2,686,000 on sales of \$64,935,000, compared to a profit of \$168,000 (five cents a share) on sales of \$80,607,000 for the same period last year. For the nine month period, Collins posted a \$5.7-million loss on \$211.7-million sales, compared to profit of \$310,000 (10 cents a share) on sales of \$255.9 million for the same period. North American Rockwell, on the other hand, reported profits of \$64.7 million on sales of \$2.41 billion for the fiscal year that ended Sept. 30 last year.

Collins Radio is a major manufacturer of electronic and communications equipment. North American Rockwell is a major aerospace and consumer-products manufacturer.

## Veteran VP at RCA elected president

### Conrad steps up Aug. 1; Board Chairman Sarnoff to attend to policy-making

Anthony L. Conrad, RCA executive vice president, services, was elected president and chief operating officer of the company last week, effective Aug. 1.

Robert W. Sarnoff will give up the presidency but continues as chairman and chief executive officer in the move, which he was said to have recommended to free him for greater concentration on long-range guidance. He said NBC will continue to report to him, along with principal corporate staff functions, but



Messrs. Sarnoff (l) and Conrad.

that all other major operating units would report to Mr. Conrad.

"RCA in recent years has grown and diversified more than at any time in its history," Mr. Sarnoff said. "It has acquired an increasingly multinational character, it has made a major commitment of resources in the computer field and it has projected itself into significant new areas of service to the consumer.

"With Andy Conrad overseeing our day-to-day operations, I expect to devote increasing attention to RCA's external affairs and to the shaping of policies and new developments that will guide our future."

Mr. Conrad, 50, has been with RCA for 25 years and will be the eighth president in the company's 52-year history. Mr. Sarnoff described him as "a cost-conscious, profit-oriented executive with unusual administrative ability and with a gift for spotting and developing promising young executives."

As executive vice president, services, since 1969, Mr. Conrad has had responsibility for the RCA Service Co., RCA Global Communications, the Hertz Corp., Random House and all RCA educational activities. He is a member of the RCA board and chairman of RCA Institutes Inc. and RCA International Service Corp., and holds key positions with RCA subsidiaries.

He joined RCA in 1946 from the U.S. Army Signal Corps., undertaking a variety of assignments for RCA Service Co. He was responsible for the establishment of major RCA missile and space vehicle tracking operations at Cape Kennedy, Fla., following his designation as missile test project manager there in 1953. He was elected a vice president of RCA Service Co. in 1956 and president in 1960.

## IDC will look to FCC for final answers

International Digisonics Corp. last week told the FCC that some opponents of its trouble-plagued visual encoding system might, in the long run, turn out to be reluctant friends.

In responding to several complaints about IDC's proposed program-identification system previously filed with the

commission (BROADCASTING, May 24), the company said that although two of the organizations (National Association of Broadcasters and CBS) were opposed to further rulemaking proceedings on the issue, the others, "taken as a whole," support it.

By calling for further field tests to investigate the feasibility of IDC's system, the firm said, the groups making statements "are simply recognizing the obvious purpose of a rulemaking proceeding and echoing what IDC has already offered to do."

Other groups with comments on record at the commission include Meredith Corp., Newhouse Broadcasting Corp., Audicom Corp., the Association of Cinema Laboratories and the Society of Motion Picture and Television Engineers.

IDC noted that several of the comments made reference to a detailed technical study on visual encoding submitted by SMPTE in attempts to establish the flaws in IDC's system. IDC challenged SMPTE's comments "are not indisputable and, in some respects, are simply incorrect." IDC continued: "The attempts by some parties to establish themselves as final judges of any technical issues must be rejected."

IDC said it prefers "that the commission, rather than NAB, SMPTE or CBS, be the final arbiter of the technical issues involved here."

## Antenna troubles in New York City

### The World Trade Center as cause and cure for interference problems

The New York area's 10 television stations last week asked the FCC to act on their applications to move their antennas to the new 1,360 foot World Trade Center, now under construction in lower Manhattan, from the present site atop the Empire State Building. On the line, they said, is "the fate and future of television reception" in the nation's largest market.

The broadcasters also accused the New York Port Authority, administrator of the World Trade Center, of attempting to renege on a four-year-old agreement providing for the move.

Filing last week was the TV Broadcasters All-Industry Committee, an association comprising New York's six commercial VHF stations which have already or will soon apply for antenna transfers—WNBC-TV, WCBS-TV, WNEW-TV, WABC-TV, WOR-TV and WPIX(TV). Noncommercial WNET(TV) and WNYC-TV, both New York, and WXTV(TV)



Paterson and WNJU(TV) Linden, both New Jersey, are also members, and have also expressed intentions of relocating to the Trade Center which, when completed, will be the city's tallest structure.

The committee last week asked the FCC to deny an earlier petition by the Port Authority, seeking postponement on all applications for antenna transfer.

In making its allegations regarding NYPA's intentions, the committee said the Port Authority was induced to sign its 1967 agreement with the broadcasters (which called for it to pay a substantial portion of the cost involved in the moves) in the midst of public outcry against the building of the Trade Center, in an attempt to gain political and public approval of the project.

But, "since October 1970," the committee charged, "the Port Authority has given various indications that as the time for relocation approaches it intends to renege upon its 1967 commitment by terminating its agreement with the broadcasters." It further alleged that the Port Authority is attempting to prove that interference from the Trade Center has, and will be, either minimal and correctable or nonexistent, as part of "an acknowledged plan to evade its un-

conditional contractual commitments made some four years ago."

This, the committee implied, is not true. In fact, it said, interference is "already a reality"—despite the fact that the building's massive twin towers are not yet completed, the framework, which already rises taller than the Empire State Building, has caused signal distortion, particularly in the case of WNET-TV and the three UHF stations.

It further charged that the Port Authority is indifferent to the public interest in its contention that any interference arising from the new building can be "overcome" through the use of translator stations. The committee pointed out that UHF translators are now being used for "temporary partial relief," but that these are "not the solution."

The committee reiterated its earlier position that the antenna move, while necessary and of great consequence to future TV reception, still constitutes a "minor change" by definition of the FCC's rules, in that no major change in the grade-B contour pattern of the stations involved will take effect.

(A spokesman for NYPA last week denied that organization was reneging from its original contract.)

Opposition to the move has also been voiced by WPHL-TV Philadelphia, which expressed concern that the move will

worsen an already present overlapping condition in the contours of some New York TV stations and Philadelphia UHF facilities. The committee, in a separate statement last week, asked the commission to discard the WPHL-TV objection. It said that a move of less than three miles closer to Philadelphia would not intensify the duopoly situation to any great extent, and that WPHL-TV is the only one of Philadelphia's three UHF stations to object to the move. Of the other two, it said, WKBS-TV has never expressed any opposition and WTAF-TV, while initially opposed, was appeased by an earlier engineering report conducted by the New York stations, which refuted the interference situation.

## Set sales gain in first quarter

Sales of imported television sets during the first quarter of 1971 surpassed those for the same quarter of 1970, according to figures released last week by the Electronic Industries Association.

Imports also were up for AM home radios and for AM and AM-FM auto radios; they were down for home radios with FM.

The EIA report, which also showed

## STRIP-LINE CIRCUITRY IS THE BEST TRANSMITTER INSURANCE YOU CAN BUY

Strip-line non-moving contacts end pitting and burning. Our 20 KW FM model 620 uses Strip-line. This reduces maintenance up to 60% and insures longer component life. If an overload occurs, our exclusive "tally light" system remembers the fault and where it was.

The 620 also has a VSWR sampling system which turns off the power if VSWR is excessive, and an automatic power output control. These features are offered at no greater cost than ordinary transmitters.

There's a Sparta Transmitter to fill every Broadcast need.



**SPARTA ELECTRONIC CORPORATION**

5851 FLORIN-PERKINS ROAD SACRAMENTO, CALIFORNIA 95828 (916) 383-5353

14616 SOUTHLAWN LANE, ROCKVILLE, MARYLAND 20850 (301) 424-2920

A DIVISION OF COMPUTER EQUIPMENT CORPORATION



Ground is being broken by Iowa Governor Robert D. Wray for a new 2,000-foot jointly owned tower designed for common use by three Des Moines-area stations. WOI-TV, WHO-TV and noncommercial KDIN-TV will move their transmitters to the site 15 miles north of that city. Behind the governor (l-r): Wayne J. Blick, Palmer Broadcasting, parent of WHO-TV licensee; Robert H. Harter, VP and general manager, WHO Broadcasting; Dr. Robert F. Ray, chairman, Iowa Educational Radio and TV Facility Board; John Montgomery, executive director, Iowa Educational Broadcasting Network; Robert Mulhall, general manager, WOI-TV, and Dr. W. Robert Parks, president, Iowa State University.

total retail sales of both U.S.-produced models and imports that carry a domestic label, indicated that sales in all categories were up, except home radios with FM.

Total radio sales for the quarter were 10,764,439 compared to 10,335,515 in the 1970 period. This includes 3,237,860 home AM radios compared to 2,970,047 in the 1970 period; 3,971,593 with FM, compared to 4,612,121 in 1970; 2,890,533 AM auto radios compared to 2,334,129, and 664,453 FM auto radios compared to 419,218 last year.

In television, color sales in the first three months of the year reached 1,536,959, compared to 1,162,422; monochrome, 1,783,025 compared to 1,490,057.

Foreign-label color TV imports for the quarter reached 178,446, compared to 93,454 in the 1970 period. Black and white imports reached 582,784 this year compared to 327,970 last year.

Home radio AM imports hit 2,030,060 this year, compared to 1,738,527 last year; with FM, 3,198,755 this year, compared to 3,993,253 last year. Auto AM radio imports reached 614,927 this year, compared to 447,751 last year; with FM, 136,766 this year, compared to 45,310 in 1970.

### The higher cost of watching

RCA's 1972 line of color-television receivers introduced to distributors last week carry an average price increase of 5% over 1971 models. Typical retail price hikes were a 19-inch portable to \$419.95 from \$399.95; 21-inch console to \$579.95 from \$549.95 and 21-inch table model to \$529.95 from \$499.95. The increases follow higher material and labor costs, according to RCA.

### Jury grants dark U damages against RCA

The licensee of KAEC-TV Nacogdoches-Lufkin, Tex., has been awarded \$1 million in a damage suit it brought against RCA for alleged equipment failure which was said to have caused the station to go dark.

An RCA spokesman in Camden, N.J., last week noted that the award of the federal jury, in Tyler, Tex., has not yet been accepted by the judge and said the company would appeal if it is. He said the company considers the verdict "unwarranted."

Fredonia Broadcasting Co., licensee of the channel-19 station, filed its suit

on April 8, 1970, claiming that faulty equipment was provided by RCA and that RCA's failure to deliver equipment as specified in the purchasing orders led to the station's suspending operations on March 18, 1970.

The jury awarded Fredonia \$850,000 in actual damages and \$150,000 in punitive damages. Fredonia had sued for \$2.4 million.

### Technical topics:

**New firm, new process** ■ Image Transform Inc. has been formed by S. Bryon Hickox, former engineering representative for Ampex Corp. The new firm claims to have developed an improved process for video tape-to-film transfers with improved quality. The company will open for business at its new plant which is located at 4142 Lankershim Blvd., North Hollywood, Calif. 91604 on Aug. 13. Telephone: (213) 985-7566.

**Transfer techniques** ■ Teletronics International Inc., New York, commercial and program production and facility house, announced last week the development of a new Blow Up and Repositioner system, which performs many standard optical functions electronically during the transfer process of film to tape. Used in conjunction with Teletronics' "Chromaloc" for automated scene-to-scene color correction, the new system is said to complete in hours or minutes an operation that takes days or weeks in the conventional process. The system permits a variety of optical effects, such as horizontal, vertical and diagonal pans, zooms and soft-focus effects, as well as enlargements of up to six fields.

**Test of strength** ■ Jerrold Electronics, Philadelphia, has developed a solid-state portable field strength meter capable of measuring signal levels of all UHF, VHF and FM channels, in addition to midband and super-band CATV channels. The Jerrold 747 meter is designed for the professional TV system installer and tunes from 50 to 269 mhz and 470 to 890 mhz with wide-channel separation. The meter is operated by four miniature 9-volt batteries. Accuracy of the 747 is  $\pm 1.75$  dB; 50 to 260 mhz, and  $\pm 3$  dB, 470 to 890 mhz over a normal temperature span. Cost for the meter is \$450.

**Sold by Sony** ■ Sony Corp. of America is offering capstan-servo electronic editing with its model EV-320F video recorder. The editing feature allows sequences to be inserted onto prerecorded tape from tape, off-air, live or film, with accurate synchronization and without splicing. The video recorder also has an ADD feature which allows the operator to assemble new scenes without loss of

sync, and utilizes an erase to remove the unwanted images. The capstan-servo synchronizes the recorder to the incoming signal. Playing time for the recorder is 60 minutes on a 2,460-foot reel of tape, which is interchangeable with other EV series video recorders. Price is \$5,500.

**Hue cure** ■ A new color corrector with a digital memory device and an infinite range of isolatable three- and four-channel color correction for 16mm and 35mm film has been placed in operation at the Vidronics division of Technicolor Inc., Hollywood. The unit was built for Vidronics by Femseh of West Germany. The corrector, Technicolor claims, allows automated and virtually

unlimited color and contrast correction of film. It has the capacity to adjust typical motion picture contrast ratios to television broadcast requirements.

### Ampex scores in Sacramento

Ampex Corp., broadcast-equipment manufacturer, Redwood City, Calif., has received a \$1.2-million contract from Grayson Television Co., permittee of KMVE(TV) Sacramento, Calif. The order calls for a 30-kw transmitter, broadcast antenna, two VR-1200 broadcast video-tape recorders, two BC-230 color broadcast cameras, Ampex audio recorders and associated broadcast equipment. The UHF KMVE expects to begin operations some time next spring.

## FocusOnFinance®

### April stock trading by the insiders

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

- Adams Russell Co.—J. H. Wade liquidated his holdings by selling 1,000 shares.
- Admiral Corp.—J. M. Daly sold 100 shares, leaving none.
- Ampex Corp.—P. Larmer sold 100 shares, leaving none. R. R. Owen sold 1,000, leaving 300.
- Bartell Media Corp.—H. Winter made initial purchase of 3,000 shares.
- John Blair & Co.—J. A. Jurist sold 250 shares, leaving 500.
- Burnup & Sims Inc.—A. R. Gaudio Jr. sold 3,050, leaving 35,395. His wife owns 225.
- Capital Cities Broadcasting Corp.—J. B. Fairchild sold 4,000 shares, leaving 8,632. W. J. Casey sold 4,000 shares, leaving 79,432. E. W. B. Fairchild bought and then sold 10,000 shares, leaving none. B. K. King sold 600, leaving 16,230. J. B. Somerset sold 100, leaving 17,260. E. W. B. Fairchild sold 5,000 shares of 50-cent cumulative convertible preferred stock, leaving him 128,950 shares of such stock.
- Chris-Craft Industries Inc.—Feuer & Martin Productions Inc. sold 2,500 shares, leaving 41,500.
- Columbia Cable Systems—P. A. Oberbeck through trading account bought 5,430 shares and sold 3,900 shares, leaving 1,173 held through trading account and 400 shares held personally.
- Columbia Pictures Industries—C. I. Lappen sold \$15,000 worth of 4¾% convertible debentures, leaving \$35,000 worth of such stock. Mr. Lappen also sold \$26,000 worth of 5¾% convertible debentures, leaving \$50,000 worth.
- Communications Properties Inc.—J. R. Crosby bought \$2,600 worth of 6% convertible subordinated debentures, leaving \$117,700 worth of such stock. His children have \$2,000 worth of same in trust.
- Conrac Corp.—D. H. Putnam sold 700 shares, leaving 23,591.
- Cowles Communications—G. Cowles sold 10,000 shares, leaving him 504,378 personally, 21,279 through family, 600 in trusts and 70,000 through Indian River Newspapers Inc. J. M. Haberman sold 600 shares, leaving none. A. F. Hurlburt sold 570 shares, leaving 630. V. C. Myers sold 6,000 shares, leaving 18,062. D. Perkins sold 6,350 shares, leaving 26,650.
- Cox Broadcasting Corp. M. Bartlett sold 1,000 shares, leaving 19,046. E. L. Adams sold 10,000

shares, leaving 52,114. F. Gaither sold 1,000 shares, leaving 14,046. C. M. Kirtland Jr. sold 1,000 shares, leaving 6,486. R. I. Tucker sold 800 shares, leaving 1,604.

■ Cypress Communications Corp.—I. B. Harris bought 146,627 shares, giving him a total of 389,197 personally and 14,645 as trustee. L. N. Papernow sold 10,000 shares, leaving him 52,417.

■ Doyle Dane Bernbach—M. N. McKinney sold total of 600 shares, leaving 14,866 personally, 100 held by wife and 300 held by children.

■ Entron Inc.—S. Z. Ross sold 1,000 shares, leaving him 18,800.

■ General Electric Co.—J. F. Burlingame sold 103 shares, leaving 50 held personally and 5 through savings plan. H. P. Gough sold 300 shares, leaving 1,944 personally, 510 held in trusts, 120 held as custodian and 46 in savings trust. D. D. Scarff bought 381 shares, giving him 1,894 personally, 61 in savings trust and 146 through wife.

■ General Instrument Corp.—M. Cohen sold 4,000 shares, leaving 15,077. H. Hirsch sold 300 shares, leaving 123,103.

■ Grey Advertising Inc.—T. G. Armstrong sold 7,000 shares, leaving 2,670. R. S. Zimmern sold 2,428, leaving 8,144.

■ Gulf and Western Industries—J. H. Dungan sold 29,256 shares, leaving 150,000 personally, 4,050 in foundation, 37,977 in partnerships and 1,230 in corporation. W. M. Flatley sold 1,500 stock warrants, leaving 6,375. M. J. Lawlor sold 1,000 warrants, leaving 4,000. G. Longtin sold 4,374 warrants, leaving 8,750.

■ Harris Intertype Corp.—W. R. Lemasters sold 130 shares, leaving 2,200.

■ Kaufman & Broad Inc.—S. N. Levine bought 5,064 shares, giving him 5,878. S. C. Miller sold 1,500 shares, leaving 189. J. S. R. Shad sold 477 shares, leaving 1,000.

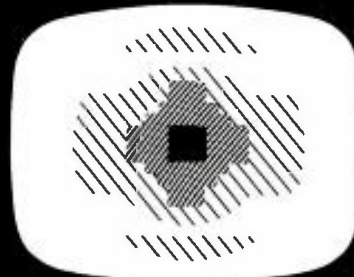
■ Kinney Services Inc. (formerly Kinney National Services)—T. Ashley bought 79,170 shares and sold 78,870 shares, giving him a total of 300. W. V. Frankel bought and sold 14,000 shares, leaving 400. W. S. Harrison bought and sold 15,512, leaving none. C. P. Kimmel sold 50,000 shares, leaving 147,917 personally, 4,050 through wife and 12,900 through trusts. R. E. Seiley sold 900 shares, leaving him 2,803 personally and 600 as trustee. T. Ashley sold \$22,750 worth of \$4.25 series B convertible preferred stock, leaving him with \$48,275 worth of such stock. W. S. Harrison sold 4,400 shares, leaving 4,534. A. S. Ecker bought 500 shares of series C convertible preferred stock, giving him 1,500 shares personally and 50 shares through wife as custodian. W. V. Frankel sold 7,000 shares of same, leaving him 117,432 personally, 5,200 through family and 32,184 in trusts.

■ MCA Inc.—M. J. Rockford sold 16,000 shares, leaving 20,525. Through stock dividend plan, Mr. Rockford purchased 1,610 shares and sold 583, giving him a total of 30,681 shares held through plan.

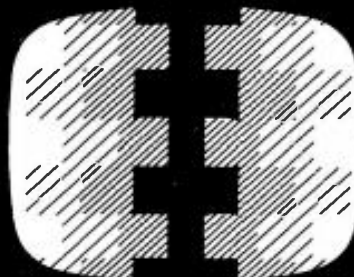
■ 3 M Co.—D. Guthrie sold 400 shares, leaving 5,953 personally and 140 through family. R. L. Sheppard sold 900 shares, leaving 6,540. J. F. Whitcomb sold 200 shares, leaving 14,427 personally and 888 through wife.

■ Motorola Inc.—R. W. Galvin sold 80,000 shares,

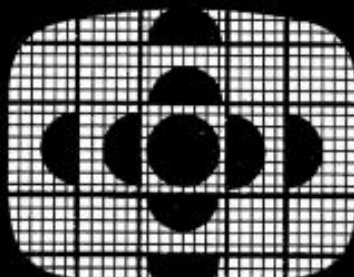
## new cinematic techniques for TV



Bursting circle wipe



Animated ladder wipe



Animated psychedelic wipe

More than 50 sophisticated electronic wipes and transitions

Enjoy the competitive edge in your market with these exclusive production techniques.

Write or call: 812/332-7251.



**SARKES TARZIAN, INC.**

Broadcast Equipment Division  
Bloomington, Indiana 47401

DUN & BRADSTREET, INC.

*has acquired through merger*

CORINTHIAN BROADCASTING CORPORATION

---

*The undersigned represented Dun & Bradstreet, Inc.  
in this transaction.*



**duPONT GLORE FORGAN**

Incorporated

*June 2, 1971.*

# **Dun & Bradstreet, Inc.**

has acquired through merger

## **Corinthian Broadcasting Corporation**

We represented Corinthian Broadcasting  
Corporation in this transaction.

### **Goldman, Sachs & Co.**

New York | Boston | Chicago | Dallas  
Los Angeles | Philadelphia | St. Louis  
San Francisco | Detroit | Memphis

June 2, 1971



leaving 1,794,971. O. P. Kusisto sold 500 shares, leaving 2,960. H. L. Marrs sold 1,400 shares, leaving 3,600. L. D. Spencer bought 600 shares, giving him 800.

■ National General Corp.—W. H. Thedford sold 1,580 shares, leaving 4,078.

■ A. C. Nielsen Co.—H. E. Nickelson sold 600 shares of class A common stock, leaving 2,581 shares personally, 600 in trust and 1,163 through wife. D. M. Prather sold all of his 410 shares of same. Mr. Prather also sold his class B common stock—205 shares.

■ Norton Simon Inc.—F. R. Weisman sold 3,000 shares, leaving 4,587. Lerand Inc. sold 3,555 shares, leaving 12,800.

■ Official Industries Inc.—L. C. Lerner through trading account purchased 1,400 shares, giving him a total of 6,148 held through trading account. Mr. Lerner personally holds 648,095 shares,

and 915,000 through corporations. His wife owns 2,000 shares. Mr. Lerner, through same trading account, also bought 500 shares of 4% convertible preferred stock, giving him a total of 979 shares of such stock in account, 40,653 personally and 64,000 through corporations.

■ Outlet Co.—D. J. Shurtleff sold 1,700 shares, leaving 300.

■ Post Corp.—J. V. Loewi through trading account bought 6,409 shares and sold 7,180 shares, leaving 727 shares short.

■ RCA Corp.—M. F. Bennett sold 5,000 shares, leaving 7,313. J. Hillier exercised option to buy 4,501 shares, giving him a total of 15,912. L. M. Isaacs exercised option to buy 686 shares, giving him 1,584 held personally and 100 held by wife.

■ Republic Corp.—S. P. Solow sold 19,000 shares, leaving 18,200.

■ Rollins Inc.—J. W. Rollins sold 20,000 shares,

leaving 722,920. Mr. Rollins' family sold 1,100 shares, leaving 9,544.

■ Sonderling Broadcasting—M. A. Lounly sold 100 shares, leaving 37,100. R. Sonderling sold 300 shares, leaving 5,000.

■ Television Communications Corp.—J. F. Cavanaugh exercised option to buy 6,000 shares, giving him a total of 10,000.

■ J. Walter Thompson Co.—L. J. Baxter sold 560 shares, leaving 2,000. J. J. Hamilton sold 150 shares, leaving none. L. R. Greene sold 100 shares, leaving none. W. H. Hylan sold 2,000 shares, leaving 1,275. J. C. Mangan sold 125 shares, leaving none. S. A. Olson sold 4,775 shares, leaving none. C. E. Rhodes sold 275 shares, leaving 375. N. H. Strouse sold 4,100 shares, leaving 8,000. A. D. Watson sold 1,000 shares, leaving none. T. V. Watson sold 100 shares, leaving 100. E. G. Wilson sold 220 shares,

## The Broadcasting stock index

A weekly summary of market activity in the shares of 109 companies associated with broadcasting.

Stock symbol	Ex- change	Closing June 2	Closing May 26	Net change in week	1971		Approx. shares out (000)	Total market capitali- zation (000)	
					High	Low			
<b>Broadcasting</b>									
ABC	ABC	N	46½	44	+ 2½	48	25	7,089	\$305,678
ASI Communications	ASIC	O	3½	3½	—	4½	2½	1,789	6,476
Capital Cities	CCB	N	47½	46½	+ 1	47½	29	6,236	288,415
CBS	CBS	N	46½	43%	+ 2%	45½	30½	27,086	1,185,013
Cox	COX	N	29½	27½	+ 1½	31	17%	5,802	154,449
Gross Telecasting	GGG	A	12½	13½	— ½	16	10%	800	11,296
Metromedia	MET	N	26½	23½	+ 3%	28½	17%	5,756	135,266
Mooney	MOON	O	5½	5½	— ¼	5½	4	250	1,438
Pacific & Southern	PSOU	O	15½	16	— ½	17½	12½	1,636	27,812
Rahall Communications	RAHL	O	8%	8%	— ½	29	8%	847	8,258
Reeves Telecom	RBT	A	2%	2½	+ ½	3%	2½	2,292	6,303
Scripps-Howard	SCRIP	O	23	23½	— ¼	25	18	2,589	56,311
Sonderling	SDB	A	29%	29½	+ ½	34	24½	997	29,531
Starr	SBG	M	14½	15½	— ¼	15½	8%	461	6,915
Taft	TFB	N	40½	40	+ ½	44%	23%	3,712	149,408
							<b>Total</b>	<b>67,342</b>	<b>\$2,372,569</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	14%	14%	+ ¼	18	12%	11,470	\$177,785
Bartell Media	BMC	A	5%	8	— ¼	8	4%	2,254	12,961
Boston Herald-Traveler	BHLD	O	2½	26	— 2	28	23½	577	15,002
Chris-Craft	CCN	N	7%	7%	+ ½	9%	7%	3,901	31,676
Combined Communications	CCOM	O	17%	16	+ 1%	18½	10½	2,048	30,208
Cowles Communications	CWL	N	11%	11%	— ½	12%	8	3,969	47,628
Fuqua	FOA	N	24	22½	+ 1½	26½	13%	6,569	313,473
Gannett	GCI	N	47	47%	— ¾	52	32%	7,115	155,160
General Tire	GY	N	24	23%	+ ¼	25½	21%	18,713	446,866
Gray Communications		O	6½	6%	— ¼	8	6	475	3,206
ISC Industries	ISC	A	6%	8	+ ¾	8	5%	1,959	11,989
Lamb Communications		O	2%	2%	—	2%	2%	475	1,245
Lee Enterprises	LNT	A	25½	26	— ½	27½	18%	1,957	48,436
Liberty Corp.	LC	N	20	20%	— ½	23%	17%	6,774	138,252
LIN	LINB	O	14%	13%	+ 1	14%	6%	2,294	30,671
Meredith Corp.	MDP	N	27½	26	+ 1½	29½	19%	2,754	73,670
Outlet Co	OTU	N	18½	17%	+ ¾	22	14%	1,333	24,156
Post Corp.	POST	O	14	13%	+ ¼	14½	9%	734	16,559
Ridder Publications	RIDD	O	21½	21	+ ½	27%	18	8,287	169,884
Rollins	ROL	N	42½	41%	+ ½	42%	25%	8,057	323,086
Rust Craft	RUS	A	43½	42%	+ ¾	48%	28%	1,159	48,968
Schering-Plough	PLO	N	79%	78%	+ 1%	84½	60½	25,174	1,966,593
Storer	SBK	N	31%	31%	— ½	32½	19	4,223	129,857
Time Inc.	TL	N	50	53½	— 3½	62%	40%	7,257	384,621
Trans-National Comm.		O	¾	¾	—	1%	¼	1,000	750
Turner Communications		O	2%	3%	— ¼	4	2	1,328	4,848
Wometco	WOM	N	21½	21	+ ½	23%	17%	5,809	122,685
							<b>Total</b>	<b>137,645</b>	<b>\$4,730,935</b>
<b>CATV</b>									
Ameco*	ACO	A	—	—	—	12%	6%	1,200	\$9,900
American Electronic Labs.	AELBA	O	8%	8%	—	10	3	1,636	13,497
American TV & Comm.	AMTV	O	22½	22½	—	26%	17%	2,042	45,435
Burnup & Sims	BSJM	O	24	20½	+ 3½	37%	20½	1,481	55,538
Cablecom-General	CCG	A	15½	15	+ ½	17%	12%	2,485	36,654
Cable Information Systems		O	3%	3%	— ½	4%	2½	955	3,343
Citizens Financial Corp.	CPN	A	19	19%	— ¾	23½	12%	1,406	28,120
Columbia Cable	CCAB	O	14%	13%	+ ¾	14%	9%	900	14,175
Communications Properties	COMU	O	8%	8%	—	10%	7%	1,800	14,850
Cox Cable Communications	COXC	A	22	20%	+ 1%	25%	19½	3,551	72,796
Cypress Communications	CYPR	O	9	8%	+ ¾	10%	7	2,384	20,550
Entron	ENT	A	4%	4%	+ ½	7%	4	1,320	6,442
General Instrument Corp.	GRL	N	26%	23%	+ 2%	29%	16%	6,375	160,969
Sterling Communications	STER	O	5%	5%	— ½	6%	3½	1,100	5,907
Tele-Communications	TCOM	O	20%	18%	+ 1%	20%	12	2,704	44,616
Teleprompter	TP	A	88	79½	+ 6½	88	56½	1,161	93,751
Television Communications	TVCM	O	9%	9%	—	10%	7	2,901	27,869
Viacom	VIA	N	17%	17%	— ½	21	15%	3,760	66,251
Vikoa	VIK	A	7%	7%	+ ½	14%	7%	2,316	18,806
							<b>Total</b>	<b>41,477</b>	<b>\$739,489</b>

leaving 6,610.

■ Transamerica Corp.—E. M. Jorgensen sold 2,933 shares, leaving none held personally and 444 held by wife.

■ Vikoa Inc.—M. Rosenblatt bought 1,000 shares, giving him a total of 1,000.

■ Westinghouse—C. H. Bartlett sold 100 shares, leaving 535 held personally and 400 held by wife. H. S. Kaltenborn sold 4,700 shares, leaving 1,669 held personally and 108 held by wife. D. S. McFeatters sold 500 shares, leaving 2,500.

■ Wometco Enterprises—M. Wolfson through foundation bought 600 shares, giving him a total of 5,985 held through foundation, 20,564 held personally, 161,173 held through company, 4,807 held through realty company and 119,384 held through trusts. A. H. Hertz sold 500 shares, leaving 972 held personally and 16 held as custodian. V. Myers sold 400 shares, leaving 2,104.

Mrs. V. Myers sold 600 shares, leaving 682. S. L. Stern sold 200 shares, leaving 3,847.

■ Zenith Radio Corp.—W. C. Fisher sold 1,400 shares, leaving 4,400.

### Company reports...

**Rust Craft Greeting Cards Inc.,** Dedham, Mass., greeting card publisher and group owner of stations and CATV systems, reported last week that revenues and net income reached record levels in the fiscal year ended last Feb. 28.

The company said that its TV and radio stations showed satisfactory re-

sults despite the adverse economic conditions in the broadcast field in 1970. It said TV-radio revenues amounted to about 22% of total company sales and provided about 35% of Rust Craft's profits.

For the year ended Feb. 28:

	1971		1970	
Earned per share	\$	2.82	\$	2.75
Revenues		51,202,236		50,044,256
Net income		3,270,307		3,195,052

**Marvin Josephson Associates Inc.,** New York, talent agency, has issued its

	Stock symbol	Ex-change	Closing June 2	Closing May 26	Net change in week	High 1971	Low	Approx. shares out (000)	Total market capitalization (000)
<b>Programing</b>									
Columbia Pictures	CPS	N	12½	11¼	+ ¾	17¾	11¼	6,335	\$80,778
Disney	DIS	N	123¼	119	+ 4¼	128¾	77	12,785	1,575,751
Filmways	FWY	A	7½	8½	- ¼	11¾	7½	1,754	14,242
Four Star International		O	1½	1½	—	1½	1½	666	833
Gulf & Western	GW	N	29¾	26¾	+ 3	31	19	14,964	418,992
Kinney National	KNS	N	37¾	36	+ 1½	39¾	28¼	11,230	429,559
MCA	MCA	N	27	25½	+ 1½	30	21¾	8,165	217,352
MGM	MGM	N	21½	20¼	+ ¾	26¾	15½	5,886	130,964
Music Makers	MUSC	O	2½	2½	- ½	3½	2½	589	1,396
National General	NGC	N	27½	26	+ 1½	27½	15¾	4,977	122,534
Tele-Tape Productions		O	1¾	1¾	- ¼	2	1¾	2,183	2,729
Transamerica	TA	N	16½	16½	+ ½	19	15¼	63,785	1,084,345
20th Century Fox	TF	N	11½	11½	- ¾	15¾	8¾	8,562	108,052
Walter Reade Organization	WALT	O	2½	2½	—	3½	2½	2,414	6,325
Wrather Corp.	WCO	A	7	6¾	+ ¼	8¾	6¾	2,200	13,750
<b>Total</b>								<b>146,495</b>	<b>\$4,207,602</b>
<b>Service</b>									
John Blair	BJ	N	24¼	21½	+ 2¾	24¼	16	2,584	\$45,866
ComSat	CO	N	75	67	+ 8	84½	49½	10,000	732,500
Creative Management	CMA	A	11½	12½	- 1½	17¼	10¾	1,102	13,775
Doyle Dane Beirbach	DDYL	O	23¾	22¼	+ 1¼	26½	21	1,918	42,676
Elkins Institute	ELKN	O	14½	14	+ ½	16¾	8¾	1,664	27,240
Foote Cone & Belding	FCB	N	11	10½	+ ½	12	7¾	2,196	23,058
Grey Advertising	GREY	O	13	13	—	13½	9¼	1,207	15,691
LaRoche, McCaffrey & McCall		O	13	14¼	- 1¼	16½	10¼	585	8,483
Marketing Resources & Applications		O	10	10¼	- ¾	18¼	2¾	504	4,914
Movielab	MOV	A	2¼	2½	+ ½	4	2	1,407	4,221
MPO Videoelectronics	MPO	A	5¼	5½	- ½	8½	5½	557	3,275
Nielsen	NIELA	O	47¾	48½	- ¾	49¾	39¼	5,299	257,528
Ogilvy & Mather	OGIL	O	34¾	34½	+ ½	36	24	1,096	35,346
PKL Co.	PKL	A	4	3¼	+ ¼	6¼	3¾	742	2,783
J. Walter Thompson	JWT	N	55½	55½	—	60	34½	2,721	149,982
Transmedia International		O	3¾	3¾	—	3¾	3	535	1,739
Wells, Rich, Greene	WRG	A	20¾	19¾	+ 1	25¾	15¼	1,575	28,648
<b>Total</b>								<b>35,692</b>	<b>\$1,397,725</b>
<b>Manufacturing</b>									
Admiral	ADL	N	20	18¾	+ 1½	20	8	5,163	\$100,679
Ampex	APX	N	18¼	17¾	+ ¾	25¾	16½	10,874	198,451
CCA Electronics	CCA	O	4	4	—	4	2¼	897	2,915
Collins Radio	CRI	N	17½	15¼	+ 1¼	20¾	14	2,968	49,328
Computer Equipment	CEC	A	6¼	8½	- ½	7¼	3¾	2,406	15,038
Conrac	CAX	N	25¾	25¾	+ ¼	28¾	15¼	1,259	34,937
General Electric	GE	N	121¾	119¾	+ 2¼	124¾	93	90,813	21,773,325
Harris-Intertype	HI	N	59	61½	- 2½	69¾	54¾	6,333	394,989
Magnavox	MAG	N	49¾	49¾	- ¼	50¾	37¾	17,278	848,695
3M	MMM	N	114¾	113¾	+ 1½	118¾	95¼	56,099	6,437,360
Motorola	MOT	N	87¼	81¾	+ 6¾	87¾	51½	13,345	1,094,290
RCA	RCA	N	39¾	38¾	+ 1¼	39¾	26	74,437	2,837,538
Reeves Industries	RSC	A	2¾	3	- ½	4½	2¾	3,458	10,374
Telemation	TIMT	O	9¼	9¾	- ½	13¾	9¼	14,040	135,065
Westinghouse	WX	N	92	89¼	+ 2¾	92¾	65¾	41,431	3,702,688
Zenith	ZE	N	51	49¼	+ 1¼	51¾	36¾	19,021	898,742
<b>Total</b>								<b>359,822</b>	<b>\$27,647,751</b>
<b>Grand total</b>			<b>788,473</b>	<b>\$41,095,151</b>					
<b>Standard &amp; Poor Industrial Average</b>			<b>111.73</b>	<b>110.17</b>	<b>+ 1.56</b>				

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

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

first quarterly report since going public and showed an increase in net income and a slight decline in revenues for the three months ended March 31:

	1971	1970
Earned per share	\$ 0.27	\$ 0.22
Revenues	2,518,800	2,592,000
Net income	240,100	173,500

**CCA Electronics Corp.**, Gloucester City, N.J., broadcast-equipment manufacturer and owner of WABY(AM) Albany, N.Y., reported sales of \$2,413,896 for the six months ended April 30, 1971, compared with \$1,491,938 for the first half of 1970. Net income

totaled \$181,152 or 20 cents a share for the first six months of fiscal 1971, against \$96,067 or 12 cents for the comparable 1970 period.

For the six months ended April 30:

	1971	1970
Earned per share	\$ 0.20	\$ 0.12
Net sales	2,413,896	1,491,938
Net income	181,152	96,067
Shares outstanding	881,750	797,000

### Financial notes:

▪ RCA has announced a quarterly dividend of 25 cents per share on its common stock payable Aug. 2 to share-

holders of record as of June 14.

▪ Grey Advertising Inc., New York, has announced a quarterly dividend of 12½ cents per share payable June 15 to shareholders of record June 1.

▪ Wells, Rich Greene's president and chairman, Mary Wells Lawrence, has been given a 10-year option to buy 150,000 of the advertising agency's common shares at \$20.50 each. She now owns 100,000 shares, and recently sold 110,850 shares through a second offering. The option, however, cannot be exercised for six months.

## Promotion

### Humble football film

Southwestern Athletic Conference football is the subject of film being distributed by Humble Oil & Refining Co. of Houston. "Southwestern Athletic Conference Football Highlights" focuses on the impact which the predominantly black conference has had on professional football. Graduates of the conference schools represent more than 130 out of 1,200 players in the National Football League. The film is being made available on loan to community groups, high schools and TV stations. Requests should be directed to the distributor, Modern Talking Picture Service, 2323 New Hyde Park Road, New Hyde Park, N.Y. 11040.

### Kodak on careers

A revised guide for students, "Careers in Motion Picture Production," is being published by Eastman Kodak Co. on behalf of the University Film Association and University Film Foundation and is available free of charge. The pamphlet delves into filmmaking possibilities offered in Hollywood, as well

as in broadcasting, business and industry, government, education and medicine. Training information is also included. Write: Department 4121, Eastman Kodak Co., Rochester, N.Y. 14650, requesting pamphlet C3-87.

### Promotion tips:

**SSC&B volunteers** ▪ American Association of Advertising Agencies has assigned SSC&B Inc., New York, as the volunteer agency for a new all-media public service campaign sponsored by the Red Cross and cooperating organizations. John Dundas, VP, SSC&B, will head the agency task force for the campaign, which deals with American prisoners of war and missing in action in Southeast Asia.

**Little town, big hearts** ▪ Can a disk jockey from a small California town collect coupons and make others healthy? That was the question Jim Anderson, personality at KVCV(AM) Redding, Calif., asked himself over a year ago. Then he asked the Kidney Foundation of Northern California the same question. When General Mills answered

them both with a "yes," he then asked his listeners to send in coupons from Betty Crocker food products. The result so far has been nearly five million coupons donated and six artificial kidney machines bought for afflicted persons in



Northern California. General Mills redeems each coupon for half a cent and the foundation uses the money to buy the \$4,000 machines. In addition to banks, women's organizations and youth groups in Redding that have joined the drive, Mr. Anderson (in photo) has been aided by Air West Airlines, Pacific Telephone Co. and, of course, General Mills.

**Getting it together** ▪ Gwinsound, a Dallas-based radio-TV promotional spot producer, is making available C & W Get Togethers, a monthly service which plays on the lyrics of current hits, incorporating individual station logos into each song. The firm intends to produce three selections monthly with help of local country-and-western artists.

**Consumer courtesy** ▪ The American Gas Association, Arlington, Va., is offering a consumer-oriented public-service se-

*More than a decade of Constructive Service  
to Broadcasters and the Broadcasting Industry*

**HOWARD E. STARK**

*Brokers—Consultants*

50 EAST 58TH STREET

NEW YORK, N. Y.

(212) 355-0405



ries. The series, sent free on disk, contains 20 90-second spots on subjects such as fuel efficiency, ecology, appliance safety and kitchen economy. Scripts for each of the spots are included with the disk or are available separately.

**New PR firm** ■ Nancy Love, formerly Arizona, Nevada, Southern California vice president of Mike Merrick Co., a

public-relations firm with offices in New York and Los Angeles, has announced the formation of Nancy Love Associates Inc., 229 East 79th Street, New York. A West Coast affiliation will be announced within the next few weeks.

**Roy comes through** ■ Roy Campanella, former catcher for the old Brooklyn Dodgers baseball team, will appear in a 30- and 60-second television campaign

for Goodwill Industries of America, Washington. Mr. Campanella, confined to a wheelchair since an auto accident, will speak about the help Goodwill Industries offers to handicapped people. The public-service spots, distributed without charge to television stations, were jointly produced by AVC-TV Corp. and Kurz, Kambanis, Symon Inc., both New York.

## International

### Vatican report urges greater use of TV

The use of TV and radio by the Roman Catholic Church for communication with those physically unable to attend services as well as for those unaffiliated has been recommended by the Vatican. This was contained in a special report on communications that was six-and-a-half years in preparation by a special Pontifical Commission on Social Communications, recommended by Vatican II.

The 20,000-word report, which also urges TV and radio utilization as a means of establishing a dialogue with all elements of society, was released last week. Essentially it calls for the church to become more open in its relationship with the communications media.

A commission of U.S. churchmen noted: "Secrecy is a matter on which churchmen have sometimes exhibited an excessive and ill-advised caution, which in particular cases may have done more harm than good."

At another point, the U.S. group commented that both the communications media and the church can learn from the document. "Of the two," it added, "the church probably has the most to learn."

The U.S. group praised the conscientiousness and dedication of U.S. communicators, but added: "The gratuitous exhibition of brutality and exploitative sexuality in some media should, for example, cause soul-searching on the part of communicators who are sensitive to their duty to their audience and concerned about the possible debasement of the media themselves."

Discussing freedom of communications, the pastoral instruction warns that individuals and groups must not only be free to seek out and spread information, but also "that they should have free access to the media." In a section on advertising, the document finds responsible advertising socially beneficial but warns that advertising that

exploits sex or seeks "to penetrate into the subconscious recesses of the mind in a way that threatens the freedom of the individual" must be shunned.

Among the consultants to the Pontifical Commission was Donald McGannon, president of Westinghouse Broadcasting Co.

### Canadian cable holdings to be reduced by CBS

Agreements under which CBS plans to reduce its ownership interests in Canadian cable-TV systems to 20% to comply with Canadian limitations on foreign ownership were announced last

week by Ralph O. Briscoe, president of the CBS/Comtec Group.

No price was disclosed but unofficial sources estimated CBS would receive about \$20 million, depending on the outcome of a public-stock offering proposed in one transaction. CBS currently owns an average of about 70% of systems serving approximately 330,000 subscribers in Montreal and Quebec city, in Vancouver, Victoria, Coquitlam and Haney, all British Columbia, and in Toronto.

Under the plan, CBS would sell all but 20% of its interest in National Cablevision Ltd., owner of the Montreal and Quebec city systems, to the

# 540 TV STATIONS USE THIS NEWS CAMERA



## F & B/CECO'S TV NEWS CAMERA

More than half the TV stations in the U.S. use our TV News Camera Conversion. Most of them use two or three. One network uses 24. That should tell you our TV News Camera is dependable, versatile, rugged. If you write for our F & B/Ceco TV News Camera Conversion brochure, it will tell you even more. Address Dept. **BM6-1**

**F & B/CECO** INC.  
A DIVISION OF F&B/CECO INDUSTRIES, INC.

315 West 43rd Street, New York, N.Y. 10036 • (212) 586-1420  
7051 Santa Monica Blvd., Hollywood, Calif. 90038 • (213) 466-9361  
51 East 10th Avenue, Hialeah, Florida 33010 • (305) 888-4804

Quebec Deposit and Investment Fund and several Quebec life-insurance companies. For the other systems CBS would form a public company in conjunction with the Sydney W. Welsh Group of Vancouver, its associate in all the systems, with CBS retaining a 20% interest in the new company.

Both transactions are subject to Canadian Radio-Television Commission approval. CBS entered CATV in Canada in 1963 with part interest in a single system serving 16,500 subscribers.

### Abroad in brief:

**Honorable commercial** ■ Entries are now being accepted for the 11th annual Commercial Festival, sponsored by the All Japan Radio and Television Commercial Council (A.C.C.). This year's competition marks the fourth year the festival has included an international category, intended as a "forum for the exchange of expressive techniques, ideas about products and enterprises as well as the promotion of mutual understanding of our various ways of life." 16mm commercial films broadcast since last June 1st are eligible for international competition, and may be submitted under any of the following categories: live action, 45 seconds or less; live action, 46 and over; animation, three minutes or under, and series of three commercials totaling not more than nine minutes. A fee for international entries is charged—\$30 per entry or \$60 per series—and films submitted will not be returned. Final winners will be announced Oct. 10 in Tokyo. Deadline for applications is June 30. Further information is available by writing the council at the Bunshun Bldg., Kioi-cho, Chiyoda-ku, Tokyo.

**The greening of advertising** ■ The Irish Advertising Awards Festival has created a new category for English-language radio advertisements in its competition this year. The festival, formerly the Cork Film Festival of TV & Cinema Awards, also has categories for TV and cinema. Within the TV category are four subdivisions: Worldwinner '71, limited to entries which have taken first place in any other film competition; a Republic of Ireland award; an international award judged in 11 product areas, and an international award for the best series of three films. In the cinema category, awards will be made for international films up to 60 seconds, and for films over 60 seconds. Film entries for TV and cinema categories must be 35mm with optical sound track and may be either in color or monochrome. The newly adopted radio section is designed to make awards for English language tapes up to 15 seconds, and another for those over 15 seconds. Deadline for entry forms is July 23. Further

### Grey in Amsterdam

Grey Advertising Inc. and its International Partners have opened another full-service agency, Grey Advertising & Marketing N.V., in Amsterdam, the Netherlands. The move brings to 13 the number of countries in which Grey & International Partners now offer full-service advertising agency facilities.

Nicolaas Johan Hiemstra, Paul R. Rijkens and Anton Temme are the directors of the new agency. Fernand Henet, managing director of Dorland & Grey, in Belgium, is a member of the new agency's board of directors and will coordinate Benelux accounts. Jacques Hirsch, president of Dorland & Grey, France and Belgium, also is a member of the Dutch firm's board.

information may be obtained by writing the director, Irish Advertising Awards Festival, 35 Upper Fitzwilliam St., Dublin 2.

**Marconi in Denmark** ■ Marconi Communication Systems Ltd., Chelmsford, Essex, England, has received a \$480,000-order from the Danish Posts and Telegraphs Departments for six VHF transmitters and associated equipment. The GEC-Marconi Electronics firm already has supplied a high proportion of Denmark's transmitting equipment, including its UHF transmitter. The new TV transmitters, part of a replacement program being undertaken in Denmark, are to be delivered by the fall.

**TV tubes, French style** ■ RCA reports it has reached an agreement with the Thomson group, Paris, to form a jointly owned company in France to produce and sell shadow-mask color-television picture tubes. The agreement is subject to approval of the French government.

**Action at Eguluz** ■ United Film Enterprises Inc., New York, is now the purchasing agent for Eguluz Films, Madrid. The Spanish company was recently acquired by Andres Vicente Gomez and Nicholas Wentworth, and is engaged in motion-picture production and co-production. It also will acquire films and television programs from abroad for distribution in Spain. Eguluz recently acquired the RKO library of 720 features and 500 short subjects, owned by Kettner Corp., now UCC Films Inc.

**Sales in Wales** ■ Harlech Television, Cardiff, Wales, has bought three Marconi Mark VIII automatic color-television cameras from Marconi Communications System Broadcasting Division, Chelmsford, Essex, England. Price is estimated at over \$160,000 for a package that includes the cameras—which feature automatic line-up, color balance, dynamic centring and check facilities, all push-button controlled—as

well as a solid-state vision mixer and ancillary equipment. Harlech Television, which is presently implementing a re-equipment program, is the first British firm to have the Mark VIII in operation.

**Canadian gold medalist** ■ The Association of Canadian Advertisers, Toronto, has awarded its annual gold medal to W. D. Byles, president of Stovin-Byles Television Ltd., station representative there. The award is given each year for outstanding achievement in Canadian advertising. Mr. Byles had worked in radio production at MacLaren Advertising and Spitzer, Mills & Bates, both Toronto, prior to purchasing The Horace N. Stovin Co., of which he was a partner, in 1958.

**Argentine keystone** ■ Ampex International Operations, division of Ampex Corp., New York, has received a \$450,000 order for its first turnkey VHF broadcast television station from an Argentine broadcast. LT83 Santa Rosa has requested the equipment to build a facility which will begin operation this fall, including a 1.5 kw Ampex transmitter, Ampex model BR-4L antenna, antenna tower, video-tape recorders, cameras, audio recorders, sync generators, coaxial accessories and lighting fixtures.

**Flip in Finland** ■ NBC International Ltd. reports the first sale on the European continent of *The Flip Wilson Show*, which has been bought by Finnish Television, Helsinki. The series will be presented in English with Finnish subtitles.

**Research awards** ■ The Broadcast Research Council, a Toronto-based association of broadcast-research practitioners, is offering two awards of \$500 each to promote research by Canadians in the field of broadcasting. The Harold Carson Research Awards, named after a Canadian pioneer broadcaster who established CJOC (AM) Lethbridge, Alberta, recognize original efforts to foster understanding between broadcasting, the marketing community and the Canadian public. One award will be made to the author of a research paper submitted to the committee; the other will be granted on the basis of a paper, outside nomination or committee recommendation for his significant contribution to broadcast research. Employees of marketing research or audience measurement firms are not eligible. Candidates must be citizens or residents of Canada and research must have been performed within its territorial boundaries. Closing date for entries and nominations is Aug. 31. Applications are available from the awards committee chairman, Hugh Dow, MacLaren Advertising Ltd., 111 Richmond Street West, Toronto.

# Now it's the Boston Coffee Party

The high rate of consumption there exemplifies use of this further guide on the habits of 207 TV markets

A sequel to the six-category guide to consumer buying (BROADCASTING, May 3) is offered in this month's "Telestatus." It provides a further insight into how the 207 U.S. television markets compare in per-household use of products and services.

The following figures relate to use of laundry soaps and detergents (washloads), instant and regular coffees, deodorants and headache remedies.

The market-usage index for each of these commodities is based on a national average of 100. An example of the application of the tables could be an instant-coffee advertiser who

wants to determine the allocation of his media budget for Boston. He finds the index for instant coffee in the Hub is 143, which means that households there consume 43% more instant coffee than the national average.

It should be noted, however, that different brands have distinctly different usage patterns so that product-category information, while useful, is a generalization.

The figures are excerpted from the American Research Bureau Product Usage Ranking Report, a compilation of November 1970 ARB local market data.

July's "Telestatus" will report on UHF-set ownership.

Market Name	TV Households		ADI Product Usage				Head-ache Remedies Mkt. Index	
	Rank	(000)	Wash-loads (Instant)	Coffee (Regular)	Coffee (Regular)	Deo-dorant		
		Pct. Total	Index	Index	Index	Index		
New York	1	5912.9	9.729	76	110	74	95	87
Los Angeles	2	3409.0	5.609	95	97	99	91	101
Chicago	3	2507.7	4.126	91	83	110	96	105
Philadelphia	4	2132.6	3.509	102	118	77	107	98
San Francisco	5	1478.4	2.433	85	93	113	83	84
Boston	6	1447.2	2.381	94	143	65	99	96
Detroit	7	1408.7	2.318	104	109	109	97	104
Cleveland	8	1214.6	1.999	107	153	89	105	102
Washington	9	1077.2	1.772	80	116	67	93	91
Pittsburgh	10	971.6	1.599	115	122	119	113	97
Dallas-Ft. Worth	11	864.4	1.422	101	71	95	98	95
St. Louis	12	852.2	1.402	108	79	117	101	101
Seattle-Tacoma	13	744.8	1.225	98	85	152	86	90
Houston	14	704.8	1.160	106	58	117	107	87
Minneapolis-St. Paul	15	703.4	1.157	109	63	168	91	108
Atlanta	16	652.7	1.074	98	108	80	96	98
Indianapolis	17	650.4	1.070	104	117	89	104	106
Miami	18	646.0	1.063	80	96	79	107	88
Baltimore	19	628.4	1.034	103	122	84	106	107
Buffalo, N.Y. and Canada	20	603.5	0.993	114	133	96	104	120
Hartford New Haven, Conn.	21	575.3	0.947	93	123	83	98	88
Cincinnati	22	570.2	0.938	116	127	88	106	108
Milwaukee	23	566.1	0.931	105	90	124	98	102
Kansas City, Mo.	24	562.0	0.925	103	65	109	96	101
Sacramento-Stockton, Cal.	25	547.8	0.901	103	85	125	91	88
Tampa-St. Petersburg, Fla.	26	533.0	0.877	88	114	85	105	95
Portland, Ore.	27	529.8	0.872	98	55	156	91	95
Providence, R.I.	28	505.7	0.832	90	136	77	107	97
Memphis	29	481.0	0.791	105	108	65	116	103
Nashville	30	474.2	0.780	96	100	76	102	99
Denver	31	444.7	0.732	101	58	131	91	107
Columbus, Ohio	32	433.2	0.713	108	132	89	102	112
New Orleans	33	426.9	0.702	123	36	122	110	119
Birmingham, Ala.	34	421.0	0.693	102	77	92	107	91
Charlotte, N.C.	35	416.9	0.686	93	118	72	108	96
San Diego	36	407.2	0.670	101	89	106	94	86
Charleston-Huntington, W. Va.	37	400.0	0.658	105	112	108	107	101
Grand Rapids-Kalamazoo, Mich.	38	399.1	0.657	107	104	117	102	125
Albany-Schenectady-Troy, N.Y.	39	398.2	0.655	98	138	78	99	118
Louisville, Ky.	40	393.8	0.648	100	114	90	99	107

Market Name	TV Households		ADI Product Usage				Head-ache Remedies Mkt. Index	
	Rank	(000)	Wash-loads (Instant)	Coffee (Regular)	Coffee (Regular)	Deo-dorant		
		Pct. Total	Index	Index	Index	Index		
Phoenix	41	385.5	0.634	108	89	106	100	107
Oklahoma City	42	380.4	0.626	106	72	106	99	98
Greenville-Spartanburg, S.C.-Asheville, N.C.	43	378.2	0.622	90	120	71	109	98
Dayton	44	375.1	0.617	103	116	94	102	102
Harrisburg-York-Lancaster-Lebanon, Pa.	45	357.0	0.587	105	130	81	110	79
Norfolk-Portsmouth-Newport News-Hampton, Va.	46	354.7	0.584	101	125	85	114	116
San Antonio, Tex.	47	354.1	0.583	101	60	103	104	94
Wichita-Hutchinson, Kan.	48	336.6	0.554	117	84	127	107	107
Orlando-Daytona Beach, Fla.	49	333.5	0.549	100	128	88	101	107
Salt Lake City	50	329.4	0.542	112	39	67	99	103
Greensboro-Winston-Salem-High Point, N.C.	51	327.0	0.538	94	129	72	104	105
Tulsa, Okla.	52	319.9	0.526	110	63	116	94	114
Flint-Saginaw-Bay City, Mich.	53	318.0	0.523	120	140	101	104	137
Syracuse, N.Y.	54	311.1	0.512	100	136	73	99	93
Little Rock, Ark.	55	303.3	0.499	108	88	92	107	98
Richmond, Va.	56	295.4	0.486	89	129	71	112	121
Toledo, Ohio	57	294.8	0.485	115	126	96	101	114
Shreveport, La.-Texarkana, Tex.	58	288.4	0.475	113	84	112	99	91
Wilkes-Barre-Scranton, Pa.	59	279.7	0.460	99	124	90	110	95
Rochester, N.Y.	60	277.1	0.456	98	120	89	102	116
Jacksonville, Fla.	61	274.7	0.452	103	129	77	113	110
Omaha	62	273.2	0.450	124	60	151	94	110
Mobile-Pensacola, Fla.	63	271.0	0.446	113	70	117	113	120
Knoxville, Tenn.	64	270.2	0.445	105	131	91	110	113
Davenport, Iowa-Rock Island, Ill. (Quad Cities)	65	269.8	0.444	122	95	129	97	130
Raleigh-Durham, N.C.	66	267.4	0.440	83	110	79	107	103
Springfield-Decatur-Champaign, Ill.	67	262.9	0.433	106	87	112	99	97
Roanoke-Lynchburg, Va.	68	257.0	0.423	84	115	93	105	105

ADI Product Usage

Market Name	TV Households		Wash-loads Mkt. Index	Coffee (Instant) Mkt. Index	Coffee (Regular) Mkt. Index	Deodorant Mkt. Index	Head-ache Remedies Mkt. Index	
	Rank	Pct. Total						
Fresno, Calif.	89	253.1	0.416	119	80	123	105	120
Des Moines, Ia.	89	253.1	0.416	113	55	147	94	107
Cedar Rapids-Waterloo, Ia.	71	248.7	0.409	125	84	137	91	100
Green Bay, Wis.	72	240.2	0.395	122	93	138	110	107
Spokane, Wash.	73	221.6	0.365	108	58	156	92	99
Greenville-New Bern-Washington, N.C.	74	220.7	0.363	109	132	58	115	119
Portland-Poland Spring, Me.	75	218.1	0.359	101	183	52	103	99
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	76	217.6	0.358	102	96	92	102	112
Johnstown-Altoona, Pa.	77	214.8	0.353	106	145	102	103	96
Chattanooga	78	213.7	0.352	100	120	88	92	107
Jackson, Miss.	79	213.0	0.350	120	67	94	113	109
Youngstown, O.	80	194.6	0.320	112	150	104	117	99
Albuquerque, N.M.	81	194.5	0.320	106	72	133	103	96
Lincoln-Hastings-Kearney, Neb.	82	188.9	0.308	118	59	137	98	104
Honolulu	83	179.3	0.295	112	78	71	88	85
Springfield, Mass.	84	179.1	0.295	99	146	66	102	94
Sioux Falls-Mitchell, S.D.	85	173.1	0.285	120	48	179	99	100
Evansville, Ind.	86	167.2	0.275	107	127	81	109	115
Fort Wayne, Ind.	87	164.9	0.271	109	129	99	100	103
South Bend-Elkhart, Ind.	88	162.0	0.287	110	119	109	110	88
Bristol-Kingsport-Johnson City, Tenn.	89	158.9	0.261	103	94	108	107	115
Lansing, Mich.	90	158.6	0.261	106	139	78	105	110
Peoria, Ill.	91	158.1	0.260	114	74	122	98	102
West Palm Beach, Fla.	92	158.0	0.260	91	102	70	108	88
Amarillo, Tex	93	155.7	0.256	114	42	114	104	91
Salinas-Monterey, Calif.	94	152.8	0.251	101	88	131	88	92
Huntsville-Decatur-Florence, Ala.	95	150.8	0.248	104	93	74	100	90
Fargo, N.D.	95	150.8	0.248	110	53	198	96	105
Augusta, Ga.	97	150.1	0.247	97	130	62	113	128
Rockford, Ill.	98	149.2	0.245	105	79	133	88	95
Wheeling, W.Va.-Stuebenville, Ohio	99	148.8	0.245	119	116	136	113	100
Baton Rouge	99	148.8	0.245	147	24	153	129	92
Duluth, Minn.-Superior, Wis.	101	148.2	0.241	102	44	210	80	83
Columbia, S.C.	102	142.8	0.235	94	146	64	117	117
Springfield, Mo.	103	142.0	0.234	102	80	112	97	121
Columbus, Ga.	104	140.2	0.231	100	109	78	111	100
Monroe, La.-El Dorado, Ark.	105	138.2	0.227	126	53	105	110	105
Colorado Springs-Pueblo, Colo.	106	138.1	0.227	106	45	138	103	107
Binghamton, N.Y.	107	137.7	0.227	114	155	64	94	113
Wichita Falls, Tex.-Lawton, Okla.	108	136.7	0.225	102	73	101	100	91
Tucson, Ariz.	109	136.4	0.224	103	93	106	90	110
Montgomery, Ala.	110	133.8	0.220	94	94	90	108	81
El Paso	111	132.9	0.219	100	83	113	107	120
Laxington, Ky.	112	132.4	0.218	96	115	80	99	101
Waco-Temple, Tex.	113	131.2	0.216	107	58	117	99	103
Sioux City, Ia.	114	128.7	0.212	117	70	148	93	100
Terre Haute, Ind.	115	127.2	0.209	106	111	102	100	101
Madison, Wis.	116	127.1	0.209	104	78	122	94	91

ADI Product Usage

Market Name	TV Households		Wash-loads Mkt. Index	Coffee (Instant) Mkt. Index	Coffee (Regular) Mkt. Index	Deodorant Mkt. Index	Head-ache Remedies Mkt. Index	
	Rank	Pct. Total						
Beaumont-Port Arthur, Tex.	117	126.8	0.208	122	35	132	110	116
Burlington, Vt.-Plattsburgh, N.Y.	118	126.5	0.208	110	181	50	95	115
Lafayette, La.	119	122.8	0.202	160	30	183	143	128
Lubbock, Tex.	119	122.8	0.202	107	55	91	95	78
Joplin, Mo.-Pittsburg, Kan.	121	121.2	0.199	105	83	125	103	121
Corpus Christi, Tex.	122	120.0	0.197	113	80	119	114	106
Yakima, Wash. Charleston, S.C.	123	119.9	0.197	110	42	188	94	114
Quincy, Ill.-Hannibal, Mo.	124	119.7	0.197	107	169	85	120	99
Rocheater, Minn.-Mason City, Iowa-Austin, Minn.	125	118.8	0.192	111	57	130	98	103
Austin, Tex.	126	118.1	0.191	116	57	185	98	104
Savannah, Ga.	127	114.0	0.188	102	63	105	102	102
Topeka, Kan.	128	111.6	0.184	107	122	80	114	109
Odessa-Midland, Tex.	129	108.9	0.179	111	78	129	95	85
Columbia-Jefferson City, Mo.	130	108.3	0.178	117	44	129	104	104
Eugene, Ore.	131	104.5	0.172	99	77	117	96	92
La Crosse-Eau Claire, Wis.	132	104.2	0.171	120	91	195	98	125
Macon, Ga.	133	103.6	0.170	109	43	166	98	84
Bluefield-Beckley-Oak Hill, W. Va.	134	102.9	0.169	105	117	75	120	107
Tallahassee, Fla.	135	101.8	0.168	103	115	124	115	94
Erle, Pa.	136	101.7	0.167	106	112	77	114	127
Minot-Bismarck, N.D.	137	99.6	0.164	109	127	118	108	88
Las Vegas	138	99.5	0.164	120	83	190	96	71
Utica, N.Y.	139	98.7	0.162	105	77	119	102	94
Traverse City-Cadillac, Mich.	140	98.0	0.161	111	132	89	104	114
Wilmington, N.C.	141	97.9	0.161	113	118	151	109	147
Chico-Redding, Calif.	142	92.3	0.152	95	147	78	111	114
Wausau-Rhinelander, Wis.	143	91.7	0.151	105	71	121	83	73
Bakersfield, Calif.	144	90.9	0.150	114	77	153	90	101
Boise, Idaho	145	87.8	0.144	126	72	133	105	97
Santa Barbara-Santa Maria, Calif.	146	86.4	0.142	102	48	146	94	104
Bangor, Me.	147	85.7	0.141	102	79	104	87	73
McAllen-Brownsville, Tex.	148	85.7	0.141	110	173	59	99	108
Reno	149	83.7	0.138	104	73	112	125	98
Abilene-Sweetwater, Tex.	150	83.1	0.137	95	58	118	85	82
Albany, Ga.	151	79.6	0.131	99	64	105	92	89
Alexandria, Minn.	152	71.8	0.118	101	117	69	109	108
Watertown-Carthage, N.Y.	153	70.3	0.116	109	80	206	88	85
Meridian, Miss.	154	68.1	0.112	114	144	85	107	76
Dothan, Ala.	155	66.3	0.109	107	61	103	106	114
Tyler, Tex.	155	66.3	0.109	100	81	79	119	87
Billings, Mont.	157	65.2	0.107	97	41	119	97	84
Florence, S.C.	158	65.0	0.107	114	48	179	93	121
Cheyenne, Wyo.	159	64.1	0.105	97	137	46	119	97
Idaho Falls-Pocatello, Idaho	160	61.0	0.100	115	66	143	84	104
Clarksburg-Weston, W. Va.	161	57.9	0.095	111	43	113	84	100
Alexandria, La.	162	55.1	0.091	95	166	110	105	105
Columbus, Miss.	163	53.1	0.087	133	24	138	124	95
	163	53.1	0.087	107	64	84	103	90

# Radio '71

## All grown up and starting over

*Broadcasting* is not in the business or the habit of writing its stories before it does its research, and we're not going to start now. But we are on to something we don't mind talking about ahead of time: the story of radio in 1971.

We're researching that story now. We will write

it for the issue of June 21.\*

We can't say what it will say. We can say what it will be about.

It will be about the most vigorous broadcast medium around.

The one where, as they say, it's happening.

The one where you can find most of the excitement, most of the innovation—most of the *communication*—in the broadcasting business.

It will be about the medium where broadcasting began, and where new frontiers are still being discovered.

It will be about a

medium in many ways ahead of its market, if not of its time. A medium on the one hand all grown up, and on the other starting over.

As you will have guessed, it will be about a medium we like a lot.

If radio is your medium, too, you should join us on June 21.

\* Which will be seen and read by the more than 120,000 influentials who read *Broadcasting* regularly. For more details and advertising opportunities available, call your nearest *Broadcasting* representative. Closing date: June 14.

**Washington, D.C.**  
Maury Long  
1735 DeSales St., N.W., 20036  
202-638-1022

**Hollywood, California**  
Bill Merritt  
1680 N. Vine Street, 90028  
213-463-3148

**New York, N.Y.**  
Bob Hutton, Greg Masefield,  
Eleanor Manning  
7 West 51st Street, 10019  
212-757-3260

**Barrington, Illinois**  
David J. Bailey  
P. O. Box 562, 60010  
312-381-3220

**Broadcasting**  
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Market Name	Rank	TV Households		ADI Product Usage				
		(000)	Pct. Total	Wash-loads (Instant) Mkt. Index	Coffee (Instant) Mkt. Index	Coffee (Regular) Mkt. Index	Deodorant Mkt. Index	Headache Remedies Mkt. Index
Salisbury, Md.	165	52.0	0.086	91	129	90	115	157
Great Falls, Mont.	166	49.3	0.081	116	56	184	94	106
Rapid City, S.D.	167	48.6	0.080	125	50	178	94	93
Fort Smith, Ark.	168	48.3	0.079	104	76	97	108	86
Lake Charles, La.	169	47.5	0.078	148	28	169	122	122
Laurel-Hattiesburg, Miss.	170	45.6	0.075	115	52	108	117	135
Medford, Ore.	171	43.9	0.072	100	49	163	79	90
Mankato, Minn.	172	43.1	0.071	138	70	146	85	121
St. Joseph, Mo.	173	42.7	0.070	113	49	116	96	114
Biloxi-Gulfport-Pascagoula, Miss.	174	42.0	0.069	116	113	106	103	107
Greenwood, Miss.	175	41.9	0.069	119	71	86	109	84
Eureka, Calif.	176	41.2	0.068	131	81	174	90	91
Marquette, Mich.	177	41.0	0.067	103	78	155	93	90
Fort Myers, Fla.	178	39.3	0.065	83	126	66	100	128
Ardmore-Ada, Okla.	179	38.2	0.063	100	94	97	106	113
Palm Springs, Calif.	180	37.7	0.062	103	97	111	105	85
Roswell, N.M.	181	37.3	0.061	123	48	143	100	141
Butte, Mont.	182	37.0	0.061	105	38	167	84	98
Missoula, Mont.	182	37.0	0.061	108	46	213	84	115
Casper-Riverton, Wyo.	184	34.0	0.056	116	43	188	96	100
Grand Junction, Colo.	185	33.8	0.056	98	57	154	79	89

Market Name	Rank	TV Households		ADI Product Usage				
		(000)	Pct. Total	Wash-loads (Instant) Mkt. Index	Coffee (Instant) Mkt. Index	Coffee (Regular) Mkt. Index	Deodorant Mkt. Index	Headache Remedies Mkt. Index
Twin Falls, Idaho	186	33.3	0.055	96	36	109	85	129
Lima, Ohio	187	33.0	0.054	115	119	111	107	89
Elmira, N.Y.	188	32.3	0.053	106	130	75	100	108
Lafayette, Ind.	189	30.0	0.049	98	104	104	98	98
Ottumwa, Iowa-Kirkville, Mo.	190	29.9	0.049	106	59	116	96	122
Panama City, Fla.	191	28.5	0.047	102	94	104	115	100
Jonesboro, Ark.	192	25.8	0.042	90	90	64	93	107
Presque Isle, Me.	193	25.6	0.042	107	152	74	105	81
Harrisonburg, Va.	193	25.6	0.042	86	171	79	112	112
Bellingham, Wash.	195	25.3	0.042	110	83	143	79	71
San Angelo, Tex.	196	24.7	0.041	100	51	112	95	80
Zanesville, Ohio	197	24.6	0.040	105	158	90	105	120
Tupelo, Miss.	198	21.5	0.035	103	94	86	106	91
El Centro, Calif.	199	20.2	0.033	109	115	121	112	118
Klamath Falls, Ore.	200	18.4	0.030	117	53	170	83	97
Laredo, Tex.	201	18.3	0.030	110	83	133	127	107
North Platte, Neb.	202	12.6	0.021	124	43	181	95	81
Dickinson, N.D.	203	11.2	0.018	117	72	183	89	72
Helena, Mont.	204	10.8	0.018	100	78	161	83	83
Jackson, Tenn.	205	9.7	0.016	100	125	56	94	81
Pembina, N.D.	206	5.9	0.010	120	50	180	80	90
Glendive, Mont.	207	4.2	0.007	114	86	157	100	100
<b>TOTAL U.S.</b>	<b>60775.0</b>	<b>100.000</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

## Fates & Fortunes

### Broadcast advertising

**Donald L. Kearney**, director of sales, Corinthian Broadcasting, and chairman of Television Bureau of Advertising 1968-1969, has resigned from Corinthian effective June 15. Mr. Kearney plans to travel in Europe and perhaps pursue graduate studies there before resuming his broadcast career in U.S. No successor has been named.

**John E. Bussjager** and **Alvin F. Pierce**, both art supervisors, Needham, Harper & Steers, Chicago, elected VP's. **John R. Wallace**, creative supervisor, also elected VP.

**John J. Fenton**, account supervisor, Benton & Bowles, New York, named VP.

**E. A. Schroeder**, VP and group creative supervisor, Campbell-Ewald, Detroit, named senior VP and associate creative director, Thomas Murray & Austin Chaney Inc., agency there.

**John H. Thomas**, VP and management supervisor, Norman, Craig & Kummel, New York, joins Gaynor & Ducas,

agency there, with the same titles.

**Alan J. Sandler**, associate media director, Gardner Advertising, St. Louis, elected VP. **G. Mackie Cornwall** and **David A. Holland**, account representatives, also elected VP's.

**Donald C. Masterson**, account executive, Winius-Brandon, advertising and PR firm, St. Louis, elected VP.

**Arch C. West**, executive VP, Frito-Lay, food producer, Dallas, joins Russell &

### Goldenson recuperating

**Leonard H. Goldenson**, president of the American Broadcasting Companies, was reported in "very good" condition last week after suffering "a mild coronary occlusion" early Saturday morning (May 29) in Harkness Pavilion of Columbia Presbyterian hospital in New York. Mr. Goldenson, 65, was in the hospital for a routine but slightly delayed medical check-up when the attack occurred, according to ABC sources.

They said he would remain at Harkness Pavilion during his recovery period.

**Begos Advertising** there as principal and director.

**Laurence E. Bartram**, principal in Stemmler, Bartram, Fisher & Payne, St. Louis, agency, appointed creative director.

**Stan Feinblatt**, national sales manager, WJAZ(AM) Newark, N.J., joins Pro Time Sales, New York, as VP and Eastern sales manager.

**Conrad L. Ennis**, sales manager, WBBM-TV Chicago, appointed director of Midwest sales, CBS Television Stations National Sales there. **Stuart Stringfellow**, account executive, New York office, CBS Television Stations National Sales, appointed sales manager of Chicago office.

**Thomas Healey**, manager of media research, Compton Advertising, New York, joins W. B. Doner & Co., Baltimore, as director of media research.

**John F. Bruemmer** and **Robert J. Mudd**, account supervisors, D'Arcy division, D'Arcy, MacManus, Intermarco, St. Louis, appointed group supervisors. **Edward C. Barnidge Jr.**, D'Arcy ac-

count executive, appointed account supervisor.

**Joseph T. Donovan**, account supervisor, D'Arcy division, D'Arcy, MacManus, Intermarco, St. Louis, appointed director of business development and communications of subsidiary.

**Donald E. Putzier** and **Henry F. DeBoest Jr.**, account executives, Needham, Harper & Steers, Chicago, appointed account supervisors.

**Eugene F. Shaw**, general sales manager, State Mutual Broadcasting Co., Worcester, Mass., and its WSMW-TV, appointed director of advertising sales, Teleprompter Manhattan CATV Corp., New York. He is succeeded at WSMW-TV by **Paul D. Hamel**, who served as local sales manager.

**Bruce S. Dunham Jr.**, account executive, J. M. Korn & Sons, Philadelphia agency, joins **W. B. Doner & Co.**, Baltimore, in similar capacity.

**George V. Stein**, brand manager, Procter & Gamble, Cincinnati, joins Nationwide Cablevision Inc., Los Angeles, CATV subsidiary of Kaufman & Broad Inc. there, as director of marketing.

**Maria Vasilion**, media director, Anderson-Madison Advertising, Minneapolis, joins **Knox Reeves Advertising** there as account executive.

**David M. Tabin**, media director, David, Oksner, Mitchneck, New York, agency, appointed director of media services, SFM Media Service Corp., media planning and buying firm there.

**Rich Goldman**, group sales manager, Tele-Rep, New York office, appointed Chicago sales manager. He succeeds **Rich Frank**, who moves to New York branch as that city's sales manager.

**Fred R. Petrosino**, with sales staff of Metro TV Sales, New York, joins WTOP-TV Washington as local sales manager.

**Gordon Y. Campbell**, local sales manager, WKEF(TV) Dayton, Ohio, joins WKAB-TV Montgomery, Ala., as general sales manager.

**Lee E. Zanin**, local sales manager, WWTC(AM) Minneapolis, appointed general sales manager.

**Richard Matthews**, local sales manager, WJW(AM) Cleveland, appointed general sales manager.

**Dave Fordyce**, with WLW(AM) Cincinnati, joins WEBN-FM there as general sales manager.

**Dale Watson**, with KIRO(AM) Seattle, appointed local sales manager.

**Norm Goldsmith**, sales manager, KGO(AM) San Francisco, appointed to newly created position of California mar-

## radio • television • catv • public relations/contacts

Public Relations/Contacts is a regular feature of BROADCASTING, The Business-weekly of Television & Radio, appearing the first issue of each month. If you mail releases or broadcast material to Stations, your advertisement belongs on this page. Use the coupon below to order your listing.

### agriculture

**FARM FACTS & FOOTAGE**—Interesting films on agriculture, yours for the asking on free loan basis. Write for current list of tv cleared films. Also footage as background for specials, advertising, agriculture news. Don Collins, Media Relations Supervisor, New Holland Division of Sperry Rand, New Holland, Pa. (717) 354-1274.

### edp—computer

**DIGITAL EQUIPMENT CORPORATION**—Information on small-, medium-, and large-scale digital computers and electronic circuit modules, the basic building blocks of automallon. Contact **Mark Nigberg**, manager, public relations, Digital Equipment Corp., 146 Main Street, Maynard, Mass. 01754. Phone (617) 897-5111.

### free film

**Five new TV series** just released to TV Stations! **TRAVELURE**, **SPORTSCOPE**, **MILESTONES OF PROGRESS**, **CONSUMERS WORLD** and **SOCIETIES IN TRANSITION**—factual, fascinating, entertaining. Contact us for priority booking today! Association-Sterling Films, 43 West 61st Street, New York 10023—212-752-4431.

### housing: manufactured

**FACTS, NEWS FEATURES, 13½-min. FILM** on mobile/modular housing. 48% of nation's new home sales were mobile homes. Write **Jerry Bagley**, PR Director, Mobile Homes Manufacturers Assn., 6650 Northwest Hwy., Chicago, Ill. 60631.

### insurance

**ALLSTATE INSURANCE COMPANIES**—Information on automobile, boat-owners, homeowners, health, life insurance; traffic safety, driver education, travel. Contact **Raymond P. Ewing**, Assistant Public Affairs Director, Allstate Plaza, Northbrook, Ill. Phone (312) 291-5086.

### timing instruments

**KEEP TIME**  
Radio and TV people—get the most of every minute you pay for—to the last split-second with the **MINERVA STOPWATCH** designed for radio and TV use! Call  
**M. DUCOMMUN COMPANY**  
580 Fifth Ave., New York 10036  
PLaza 7-2540

To: **BROADCASTING** 7 W. 51st St., N.Y., N.Y. 10019 (212) 757-3260

Please insert the following copy for us beginning next month on the Public Relations/Contacts page and invoice at the . . . 1x, or . . . 12x rate.

Name ..... Company .....

Address .....

RATES: 1" — 1x \$40.00 per insertion. 1" — 12x \$30.00 per insertion.

keting director for KABC(AM) Los Angeles and KGO. Both stations are ABC-owned. Mr. Goldsmith will headquarter in New York.

## Media



Mr. Stallworth

**Asa Stallworth Jr.**, executive VP, Fuqua Communications, licensee of WTVW(TV) and WROZ(AM) Evansville, Ind., named president of Fuqua Communications, group owner of WROZ, WTVW, KXOA(AM) Sacramento, Calif., and WTAC(AM) Flint, Mich.

**Richard Anderson**, corporate business director, and **John R. Lego**, general manager, KHOW-AM-FM Denver; **Irv Prell**, general manager KROD(AM) El Paso, and **William G. Smith**, general manager, KDEF-AM-FM Albuquerque, N.M., named VP's, Doubleday Broadcasting Co., Dallas, owner of those stations.



Mr. Harm

**Duane Harm**, general manager, KHON-TV Honolulu, and its satellites, KHAW-TV Hilo, and KAH-TV Wailuku, both Hawaii, elected to additional responsibilities as VP of TV division, Pacific & Southern Broad-

casting, New York-based group owner of KHON-TV, KHAW-TV and KAH-TV.

**Richard L. Turner**, sales manager, KCMO(AM) Kansas City, Mo., elected VP and chief operating officer, KWKI(FM) there.

**John Stilli**, general manager, WFBG-TV Altoona, Pa., elected president of Pennsylvania Association of Broadcasters. **Ralph Price**, commercial director, WPPA(AM) Pottsville, elected VP; **Harris Lipez**, general manager, WPBZ(AM) Lock Haven, elected second VP; **John Gibbs**, with KQV-TV Pittsburgh, elected treasurer, and **Vic Diehm Jr.**, general manager, WHLM(AM) Bloomsburg, elected secretary.

## Programing

**Jack B. Donahue**, Western sales manager, Metromedia Producers Corp., program producer, Los Angeles, joins Time-Life Films there as Western sales manager in charge of newly opened Los Angeles office.

**Charles Breihof**, national sales man-

ager, WOOD-AM-FM Grand Rapids, Mich., appointed manager, Time-Life 8 Productions, program producer, there, Time-Life 8 Productions is division of Time-Life Broadcast Inc., Grand Rapids, licensee of WOOD stations.

**Joseph F. Keating**, executive producer for special events, New York, appointed to additional responsibilities for public affairs and religious programs on four ABC Radio networks there.

**Joe H. Talbot III**, manager of Nashville office, SESAC Inc., music licensing firm, since 1967, retires.

**Patrick H. Shanahan**, with WJW(AM) Cleveland, appointed program manager.

**Jay Clark**, with WTRY-AM-FM Troy, N.Y., appointed program director.

## News

**William T. Lawlor Jr.**, manager of news and news operations, WPIX(TV) New York, appointed news director. **Lewis W. Brown** continues as VP in charge of news at station.

**Sydney E. Byrnes**, news assignment editor, ABC-TV, New York, appointed bureau chief, ABC Saigon. He succeeds **Nicholas George**, who returns to his position as ABC Radio news managing editor, New York.

**Sidney Darion**, news documentary and special events producer, ABC-TV, New York, appointed manager of TV public-affairs programs.

**George J. F. Boulwood**, bureau chief, Oslo, Norway, appointed to similar position for AP Copenhagen bureau. He succeeds **John Gale**, who moves to Amsterdam bureau to become its chief. Mr. Gale succeeds **Henrik G. Kersting** who, after 25 years duty in Netherlands, retires.

**Hugh Smith**, news director, WTVT(TV) Tampa, Fla., elected president, Florida Associated Press Broadcasters Association.

**Aubrey Morris**, news director, WSB-AM-FM Atlanta, elected president, Georgia Associated Press Broadcasters Association.

**John Snider**, news director, WTTS(AM) Bloomington, Ind., elected president, Indiana Associated Press Broadcasters Association.

**Arch Harrison Jr.**, president and general manager, WJMA-AM-FM Orange, Va., elected president, Virginia Associated Press Broadcasters Association.

**Allen C. Wetzel**, with KREM-AM-FM Spokane, Wash., appointed news director.

**Frank Agraz**, anchorman, KENS-TV San Antonio, Tex., joins WLS-TV Chicago, as general assignment reporter.

**Bob Jordan**, news director, KCMT-FM-TV Alexandria, Minn., KWWL-TV Waterloo, Iowa, as anchorman.

**Stan Brooks**, national correspondent, Washington news bureau, WINS(AM) New York, appointed general assignment reporter in New York.

**Frank Dill**, air personality and sportscaster, KRON-TV San Francisco, resigns his position as sportscaster.

## Promotion

**George L. Murphy**, former Republican senator from California, and special counselor, Washington Consultants, PR and lobbying firm, Washington, has Knowlton, PR firm, New York.

**Russell J. Fons**, PR account executive, The Patton Agency, Phoenix, appointed PR director.

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

**David E. Guthrie**, formerly with WFBC-TV Greenville, S.C., rejoins station as promotion manager after leave of absence.

## Equipment & engineering



Mr. Benson

there.

**K. Blair Benson**, staff consultant for advanced technology, engineering and development department, CBS-TV, New York, elected VP for technical development, CBS Electronic Video Recording Division

**Frederic G. Donner**, former board chairman for General Motors Corp., Detroit, re-appointed to three-year board term, Communications Satellite Corp. (Comsat), Washington.

**Anthony C. Reynolds**, director of manufacturing, Spitz Laboratories, division of McGraw-Hill, planetarium manufacturer, Chadds Falls, Pa., appointed director of manufacturing, C-COR Electronics, CATV equipment manufacturer, State College, Pa.

**Elliot Bell**, with sales staff, AEL Communications Corp., CATV equipment manufacturer, Orange, Calif., appointed Western regional salesman there, responsible for Washington, Oregon, Idaho, Montana, California, Nevada and Arizona.

**Zaven N. Masoomian**, engineering supervisor, WQXR-AM-FM New York,



appointed chief engineer. He succeeds Louis J. Kleinklaus, who retires.

## Allied fields



Col. Kirby

Colonel Edward M. Kirby, PR director, United Service Organizations, retires. Prior to joining USO, Mr. Kirby served as first PR director for National Association of Broadcasters and was officer of industry's code committee to establish broadcast self-regulation. During World War II he was chief of radio in Army's Bureau of Public Relations.

Edwin Spievack, legal assistant to Commissioner H. Rex Lee, appointed general counsel and VP for legal affairs of Arcata Communications Inc., telephone equipment manufacturer, San Francisco.

Joseph H. McConnell, chairman of Communications Satellite Corp. (Comsat), Washington, and one time president of NBC, New York, retires as president of Reynolds Metals Co., Richmond, Va. Mr. McConnell will continue

on Reynold's board and will serve as consultant.

Kathryn L. Shadoan, reporter, WFMY-TV Greensboro, N.C., selected fellow at Washington Journalism Center, Washington.

## International

Harro Garmesen, regional supervisor of public-affairs broadcasting, Canadian Broadcasting Corp., Halifax, Nova Scotia, appointed manager, CBC Saskatoon, Saskatchewan.

## Deaths

Louie Buck, 61, pioneer broadcaster, died May 18 in Parkview hospital, Nashville, of cancer. Mr. Buck began career in announcing for WSM-AM-FM Nashville in 1938. After entering private manufacturing business in mid-50's, he returned to WSM, and at time of death was stations' local sales manager. Mr. Buck was one of original writers and producers for "Grand Ole Opry." While with WSM he was host of *Sunday Down South* program which was originated for NBC. He is survived by his wife, Olivia, and one daughter.

Arthur D. Morse, 50, executive director

of International Broadcast Institute, died June 2, near Belgrade, Yugoslavia, in automobile accident. Mr. Morse was reporter-director for Edward R. Murrow's *See It Now* programs, while at CBS. Two of series were recipients of Robert E. Sherwood and George Foster Peabody awards. In 1960 Mr. Morse became producer-writer for *CBS Reports*. He is survived by his wife, Joan, one daughter and one son.

Harry Morgan, 41, CBS News documentary producer, died May 26 of cancer in nursing home in New Jersey. Mr. Morgan joined CBS in 1953 and was made producer in 1963. At his death, he was serving as co-producer of *CBS Reports—Justice in America* series. He is survived by his wife, Marion, and two daughters.

William J. Trebilco, 50, Canadian news columnist and broadcaster, died May 22 in Winnipeg, Man., after open-heart surgery. Mr. Trebilco began career at CKBI(AM) Prince Albert, Saskatchewan, and in mid-50's moved to CJOB-AM-FM Winnipeg, as news director. Later he became news director, CKY-AM-FM there, where he was host of an open-line program. He wrote for *Winnipeg Free Press* in addition to his broadcast interest.

## ForTheRecord®

As compiled by BROADCASTING, May 25 through June 1 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

### Final actions

■ Nampa, Idaho—FCC denied application by Snake River Valley Television Corp., appealing review board decision granting mutually exclusive application of Idaho Television Corp. for new station on ch. 6 at Nampa (Docs. 18379-80). Action May 26.

■ Austin, Minn. Independent School District #492—Broadcast Bureau granted CP for new noncommercial educational TV; ant. height 190 ft. Action May 20.

### Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co. et al.), TV proceeding, granted petition by Civic Communications Corp. for leave to amend its application to reflect review board's action of April 16, denying application for additional time to construct WNFA-TV Tallahassee, Fla., and deleting permit of Leon County Communications Corp. for facility (Docs. 18845-9). Action May 25.

■ Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co. et al.), TV proceeding, set certain procedural dates and scheduled hearing for Sept. 14, at 10:00 a.m. (Docs. 18295, 18297-8, 18300). Action May 19.

### Other action

■ Review board in Des Moines, Iowa, TV proceeding, granted request by Iowa Broadcasting Co. for dismissal of its application for extension of time to complete construction for KWIG-TV Des Moines (Doc. 19243). Action May 25.

## Existing TV stations

### Final actions

■ Denver—FCC denied application for review of FCC staff action, filed by Colorado Citizens Committee for Broadcasting et al., opposing license renewal of KJLZ(TV) Denver. Action May 26.

■ WATR-TV Waterbury, Conn.—Broadcast Bureau granted mod. of license covering change of studio location to Peach Orchard Road, Prospect, Conn. Action May 21.

	<p><b>EDWIN TORNBURG &amp; COMPANY, INC.</b></p> <p><b>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</b></p> <p>New York—60 East 42nd St., New York, N.Y. 10017 212-687-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950 408-375-3164</p>
--	--

# PROFESSIONAL CARDS

**JANSKY & BAILEY**  
 Consulting Engineers  
 1812 K St., N.W.  
 Wash., D.C. 20006 296-6400  
*Member AFCEE*

**JAMES C. McNARY**  
 Consulting Engineer  
 Suite 402, Park Building  
 6400 Goldsboro Road  
 Bethesda, Md. 20034  
 (301) 229-6600  
*Member AFCEE*

—Established 1926—  
**PAUL GODLEY CO.**  
 CONSULTING ENGINEERS  
 Box 798, Upper Montclair, N.J. 07043  
 Phone: (201) 746-3000  
*Member AFCEE*

**COHEN & DIPPELL**  
 CONSULTING ENGINEERS  
 Formerly GEO. C. DAVIS  
 527 Munsey Bldg.  
 783-0111  
 Washington, D. C. 20004  
*Member AFCEE*

**COMMERCIAL RADIO**  
 Consulting Engineers  
 Everett L. Dillard  
 Edward F. Lorentz  
 PRUDENTIAL BLDG.  
 347-1319  
 WASHINGTON, D. C. 20005  
*Member AFCEE*

**A. D. Ring & Associates**  
 CONSULTING RADIO ENGINEERS  
 1771 N St., N.W. 296-2315  
 WASHINGTON, D. C. 20036  
*Member AFCEE*

**GAUTNEY & JONES**  
 CONSULTING RADIO ENGINEERS  
 2922 Telearstar Ct. (703) 560-6800  
 Falls Church, Va. 22042  
*Member AFCEE*

**LOHNES & CULVER**  
 Consulting Engineers  
 1242 Munsey Building  
 Washington, D. C. 20004  
 (202) 347-8215  
*Member AFCEE*

**KEAR & KENNEDY**  
 1302 18th St., N.W. Hudson 3-9000  
 WASHINGTON, D. C. 20036  
*Member AFCEE*

**A. EARL CULLUM, JR.**  
 CONSULTING ENGINEERS  
 INWOOD POST OFFICE  
 DALLAS, TEXAS 75209  
 (214) 631-8360  
*Member AFCEE*

**SILLIMAN, MOFFET & KOWALSKI**  
 711 14th St., N.W.  
 Republic 7-6646  
 Washington, D. C. 20005  
*Member AFCEE*

**STEEL, ANDRUS & ADAIR**  
 CONSULTING ENGINEERS  
 2029 K Street N.W.  
 Washington, D. C. 20006  
 (202) 223-4664  
 (301) 827-8725  
*Member AFCEE*

**HAMMETT & EDISON**  
 CONSULTING ENGINEERS  
 Radio & Television  
 Box 68, International Airport  
 San Francisco, California 94128  
 (415) 342-5208  
*Member AFCEE*

**JOHN B. HEFFELFINGER**  
 9208 Wyoming Pl. Hiland 4-7010  
 KANSAS CITY, MISSOURI 64114

**JULES COHEN & ASSOCIATES**  
 Suite 716, Associations Bldg.  
 1145 19th St., N.W., 659-3707  
 Washington, D. C. 20036  
*Member AFCEE*

**CARL E. SMITH**  
 CONSULTING RADIO ENGINEERS  
 8200 Snowville Road  
 Cleveland, Ohio 44141  
 Phone: 216-526-4386  
*Member AFCEE*

**VIR N. JAMES**  
 CONSULTING RADIO ENGINEERS  
 Application and Field Engineering  
 345 Colorado Blvd.—80206  
 Phone: (Area Code 303) 333-5562  
 Data Fone (303) 333-7807  
 DENVER, COLORADO  
*Member AFCEE*

**E. HAROLD MUNN, JR.**  
 BROADCAST ENGINEERING  
 CONSULTANT  
 Box 220  
 Coldwater, Michigan—49036  
 Phone: 517-278-6733

**ROSNER TELEVISION SYSTEMS**  
 ENGINEERS—CONTRACTORS  
 29 South Mall  
 Plainview, N.Y. 11803  
 (516) 694-1903

**ORRIN W. TOWNER**  
 Consulting Engineer  
 11008 Beech Road  
 Anchorage, Kentucky 40223  
 (502) 245-4673

**TERRELL W. KIRKSEY**  
 Consulting Engineer  
 5210 Avenue F.  
 Austin, Texas 78751  
 (512) 454-7014

Associated Communications Consultants  
**WALTER J. STILES**  
 Suite 1821, Tucson House  
 Tucson, Arizona 85705  
 (602) 792-2108  
**LUKE O. HODGES**  
 (214) 351-3828

**SPOT YOUR FIRM'S NAME HERE**  
 To Be Seen by 120,000\* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for am fm tv and facsimile facilities.  
 \*1970 Readership Survey showing 3.2 readers per copy.

contact  
**BROADCASTING MAGAZINE**  
 1735 DeSales St. N.W.  
 Washington, D. C. 20036  
 for availabilities  
 Phone: (202) 638-1022

**SERVICE DIRECTORY**

**COMMERCIAL RADIO MONITORING CO.**  
 PRECISION FREQUENCY MEASUREMENTS  
 AM-FM-TV  
 103 S. Market St.  
 Lee's Summit, Mo.  
 Phone Kansas City, LaClede 4-3777

**CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE**  
 SPECIALISTS FOR AM-FM-TV  
 445 Concord Ave.  
 Cambridge, Mass. 02138  
 Phone (617) 876-2810

**BFM ASSOCIATES**  
 Management Consultants  
 Specializing in Music License Fees  
 Traffic—Billing—Acquisitions  
**JOSEPH J. MADDEN**  
 Managing Partner  
 41-30 58 St., N.Y., N.Y. 11377  
 Tel. 212-651-1470-75

## 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 <sup>1</sup>	3	9	4,336 <sup>1</sup>	69	4,395 <sup>1</sup>
Commercial FM	2,195	1	34	2,230	119	2,349
Commercial TV-VHF	500	2	10	512 <sup>2</sup>	12	524 <sup>2</sup>
Commercial TV-UHF	168	0	14	182 <sup>2</sup>	82	275 <sup>2†</sup>
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.

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Indicates four educational stations on nonreserved channels.

<sup>†</sup> Does not include six commercial UHF TV's licensed but silent.

■ **WBRE-TV** Wilkes-Barre, Pa.—Broadcast Bureau granted mod of license covering changes in ERP to vis. 2290 kw, and aur. 468 kw; subject to condition. Action May 24.

■ **WBNB-TV** Charlotte Amalie, Virgin Islands—FCC granted Island Teleradio Service Inc., license, waiver of \$9,000 grant fee in connection with application for major change in facilities for WBNB-TV, but firm must pay \$1,000 filing fee. Ann. May 26.

■ **KVEW(TV)** Kennewick, Wash.—Broadcast Bureau granted mod. of license covering change in studio location to West 1833 Court Ave., Pasco, Wash. Action May 20.

### Action on motion

■ Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, dismissed motion by Central Florida Enterprises Inc. to compel answers to interrogatories, without prejudice to resubmission in whole or in part, in event parties are unable to resolve differences on matter (Docs. 19168-70). Action May 19.

## New AM stations

### Start authorized

■ **KPGE** Page, Ariz.—Authorized program operation on 1340 khz, 250 w-D, 1 kw-N. Action May 13.

### Actions on motions

■ Hearing Examiner Basil P. Cooper in Norristown, Pa. (WNAR Inc.), AM proceeding, granted petition by applicant for leave to amend its application to reflect results of recent survey made by principal of applicant to ascertain needs and problems of community; reopened record in proceeding and scheduled further evidentiary hearing for June 22 (Doc. 14952). Action May 21.

■ Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstell and Circleville Broadcasting Co.), AM proceeding, on request of George E. Worstell ordered that procedural dates now specified shall remain in effect but shall not include engineering aspects of case, which will be subject of future orders with respect to procedures related thereto (Docs. 18856, 18858). Action May 21.

■ Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia (Virginia Broadcasters et al.), AM proceeding, granted petition by James River Broadcasting Corp. for leave to amend its application relating to two sons of principal and brother-in-law of another principal of said applicant becoming involved in application for FM station in Elizabeth City, N.C.; granted in part motion to postpone procedural dates filed by James River Broadcasting Corp.; set certain procedural dates and continued hearing to August 17 (Docs. 17605-6, 18375). Action May 19.

■ Hearing Examiner Lenore G. Ehrig in Warren and Parma, both Ohio (Howard L. Burris et al.), AM proceeding, granted petition by North East Communications Corp. for leave to amend its application to update various business interests of its stockholders; granted joint requests for approval of agreement filed by David Enterprises and North East and approved agreement; granted joint petition for approval of agreement filed by Howard L. Burris and North East and approved agreement; dismissed applications of Howard L. Burris for Warren, and Davis Enterprises for Parma, and retained in hearing status North East application for Parma (Docs. 18369, 19114-5). Action May 21.

■ Hearing Examiner Jay A. Kyle in Humble,

Houston and Nassau Bay, all Texas (Albert L. Crain et al.), AM proceeding, rescheduled hearing for August 9. Action May 24.

### Other action

■ Review board in Fullerton, Calif., AM proceeding, severed application of Orange Radio Inc., Fullerton, for CP for new AM to operate in Fullerton on existing frequency of 1110 khz. from consolidated proceeding, retained in hearing status and remanded for further hearing on misrepresentation issues (Docs. 15752, 15754-56, 15758-59, 15762, 15764-66). Ann. May 26.

## Existing AM stations

### Final actions

■ **KVSL** Show Low, Ariz.—Broadcast Bureau granted CP to install new trans. for alt. main N and aux. D operation. Action May 26.

■ **KPCO** Quincy, Calif.—Broadcast Bureau granted license covering resumption of operation on 1370 khz. Action May 20.

■ **KQIL** Grand Junction, Colo.—Broadcast Bureau permitted remote control. Action May 14.

■ **WNRK** Newark, Del.—Broadcast Bureau granted CP to make changes in D horizontal radiation pattern (BP-19014).

■ **WDCS** Portland, Me.—Broadcast Bureau permitted remote control. Action May 11.

■ **WDGY** Minneapolis—Broadcast Bureau granted mod. of CP to extend date of completion of construction to Dec. 1. Action May 20.

■ **WFRO** Fremont, Ohio—FCC denied application for review filed by Spanish American organization, the Comité de Comunicaciones Hispanas (CCH), requesting reversal of FCC staff action dismissing complaint against WFRO and granting license. Action May 26.

■ **WAGL** Lancaster, S.C.—Broadcast Bureau granted license covering use of previously authorized trans. as aux. trans. during non-CH and as aux. trans. and aux. ant. during CH. Action May 20.

■ **WNRR** Neenah-Menasha, Wis.—Broadcast Bureau permitted remote control. Action April 26.

### Action on motion

■ Hearing Examiner Chester F. Naumowicz Jr. in San Juan, Puerto Rico (Radio San Juan Inc. [WRSJ]), AM proceeding, on request of applicant set aside certain procedural dates including June 16 commencement of hearing; set procedural date and scheduled further conference for July 23 (Doc. 17574). Ann. May 28.

### Other action

■ Review board in Vancouver, Wash., AM proceeding, on request of Broadcast Bureau, extended through June 1 time to reply to responsive pleadings to bureau's petition to enlarge issues in proceeding involving application of Cathryn C. Murphy for renewal of license of KVAN(AM) Vancouver (Doc. 18672). Action May 26.

### Fines

■ **WGET** Gettysburg, Pa.—FCC notified Times and News Publishing Co., licensee, that it has incurred apparent liability for forfeiture of \$1,000 for willful or repeated violations of rules (making entries in operating log by person not having knowledge of facts required and failure to make daily antenna base current readings). Action May 26.

■ **WRDN** Durand, Wis.—FCC ordered Pepin County Broadcasting Co., licensee, to forfeit \$100 for repeated violation of rules by failing to file

renewal application at least 90 days prior to expiration date of license. Action May 26.

## New FM stations

### Applications

■ **Little Rock, Ark.**—Tower Communications Co. Seeks 98.5 mhz, 100 kw. Ant. height above average terrain 310 ft. P.O. address 300 Spring Building, Little Rock 72201. Estimated construction cost \$48,415; first year operating cost \$75,150; revenues \$100,000. Principals: Daniel H. Garner Jr. (100%). Mr. Garner owns real estate and entertainment and promotion businesses in Little Rock. Ann. May 25.

■ **Jacksonville, Fla.**—Jones College. Seeks 91.1 mhz, 250 w. Ant. height above average terrain 142.63 ft. P.O. address 5353 Arlington Expressway, Jacksonville 32211. Estimated construction cost \$5,950; first year operating cost \$3,000; revenues none. Principals: Jack H. Jones, president and trustee, et al. Ann. May 18.

■ **Rensselaer, Ind.**—J. C. Broadcasters. Seeks 97.7 mhz, 3 kw. Ant. height above average terrain 243.5 ft. P.O. address 1616 West Bryn Mawr Avenue, Chicago 60626. Estimated construction cost \$9,863; first year operating cost \$26,000; revenues \$12,000. Principals: John A. Felthouse and A. Catherine Felthouse (each 50%). Mr. Felthouse is technician at WBBM-TV Chicago. Mrs. Felthouse is housewife. Ann. May 25.

■ **Blairstown, N.J.**—Benjamin J. Friedland. Seeks 106.3 mhz, 2.87 kw. Ant. height above average terrain 268 ft. P.O. address 777 Third Avenue, Maplewood, N.J. 07040. Estimated construction cost \$37,639; first year operating cost \$48,000; revenues \$56,000. Principals: Benjamin J. Friedland (100%). Mr. Friedland is relief engineer at WVNJ-AM-FM Newark, N.J. He is also employed at Milburn, N.J., electrical construction firm and is director and 33 1/3% stockholder in truck leasing firm there. Ann. May 21.

■ **Biddeford, Me.**—Franciscan Fathers of Maine. Seeks 89.1 mhz, 10 w. Ant. height above average terrain 70 ft. P.O. address 605 Pool Road, Biddeford 04005. Estimated construction cost \$1,770; first year operating cost \$500; revenues none. Principals: Rev. Matthew Audibert, president and treasurer, et al. Ann. May 11.

(Continued on page 66)

# CCA ELECTRONICS Announces an AUTOMATIC PUSH BUTTON CONSOLE



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

**CCA ELECTRONICS CORPORATION**  
716 JERSEY AVE., GLOUCESTER CITY,  
N. J. 08030 • Phone: (609) 456-1716

# CLASSIFIED ADVERTISING

Payable in advance. Check or money order only. Situations Wanted 25¢ per word—\$2.00 minimum. Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum. All other classifications 35¢ per word—\$4.00 minimum. Display ads. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$40.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. No charge for blind box number. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

## Radio Help Wanted

### Sales

**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.

**Experienced salesman needed for fulltime regional station in growing Florida area.** Box E-327, BROADCASTING.

**Love solid radio? Grow with us.** Good voice, some experience, first. MOR & country in low cost-of-living sports area. Sales plus production and board. Needed now. Box F-18, BROADCASTING.

**Looking for a young, successful salesman who wants to get into management of a major market suburban radio station.** Opportunity to earn in the low five figure range as a salary plus fringe benefits such as a car, etc. Opportunity for 10% or more of the ownership as well as unusually high percentage of profits as incentive to do outstanding job. If you have been successful in sales and want to own part of what you are working for, this is the perfect opportunity for you. All replies will be answered and all replies will be held in the strictest confidence. Please include at least three trade references. Write Box F-34, BROADCASTING.

**Salesman/announcer broadcast experienced, go gether 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.

**Experienced creative radio adman.** Ambitious self-starter. At 15% commission your sales earn high returns. Established accounts, good prospect list. Plenty of assistance available. Join the leader in North Central Illinois. Send letter, picture, resume to Mgr. WLPO AM-FM, Box 215, La Salle, Illinois 61301.

**Salesman—young aggressive, creative man wanted for beautiful medium South Florida market,** track record 5 miles long not necessary, ability, ambition, desire to learn a must. Contact Mr. Ronald Rothchild, P.O. Box W58R, Boca Raton, Florida 33432.

**Unusual opportunity for sales-news combination.** WSMI, Litchfield, Illinois.

**Person to contact radio stations about using public service religious programming and to conduct workshops for local priest-broadcasters.** Large territory, extensive travel. Paulist Communications Services, 17575 Pacific Coast Highway, Pacific Palisades, California 90272. 213-454-0688.

## 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.**

**Midwest radio-TV outlet seeking 2 experienced men.** Newsman & jock with minimum 2 years experience & some college background preferred. Send pic, aircheck, resume & job preference to Box E-281, 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.

**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.

## Announcers continued

**Modern country jock, experienced only—good salary and benefits—southwest.** Send air check. Box E-374, BROADCASTING.

**Interested in small market radio? Need a 3rd endorsed personality individual who can do rock, MOR and talk at night.** Must be experienced . . . no beginners. 100,000 Penna. market, great for settling down. \$110 a week to start, more if you're a 1st. Good benefits. Send tape and resume to Operations Mgr., Box F-9, BROADCASTING.

**Versatile afternoon announcer for western Pennsylvania fulltime AM & FM.** Must have experience and good understanding of studio operations. Production and talk. Good opportunity in group operation. Box F-20, BROADCASTING.

**Experienced announcer with first class license for Carolina resort market.** Some night work. Send complete resume. Box F-24, BROADCASTING.

**Midday personality, mature, deep-voiced, at least two years experience, major mid-west city, excellent pay and fringe benefits.** Send tape and resume to Box F-50, BROADCASTING. All tapes will be returned.

**Need man to work odd shifts, 1st phone, maintenance not mandatory, jock C/W and MOR, news.** Could be retired as shift could be less than 40 hours, possibly heavy on weekends. Pleasant small, midwest town. Good sports area, winter or summer. Working conditions good, pay reasonable, permanent. Utility man, valuable for flexibility, not as a star. Box F-31, BROADCASTING.

**Need young, aggressive personality with good voice, mature delivery for large mid-west top twenty market to take over housewife time.** Excellent working conditions, top pay and full benefits. Sound good? You bet it is. Can you accept the challenge, take direction when necessary and be the best? Send that resume, photo and aircheck now. Box F-59, BROADCASTING.

**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., WBO Radio, P.O. Box 21, Orlando, Florida . . . exciting, growing home of Walt Disney World.

**Major east coast rocker seeks experienced jock heavy on production.** Great opportunity for stable, dedicated professional. Send current tape, resume and picture to Mike Michaels, WEAM Arlington, Virginia. An equal opportunity employer.

**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-WVVV 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.

**WSSB accepting applications for 5-9 a.m. shift.** Good voice, good references and good habits required. Good company benefits and opportunity in medium market with number one station. Send photo, tape and resume to: Mr. Vester, Box 1266, Durham, North Carolina 27702.

**Experienced announcers, good voice, Pennsylvania station college community.** Capable of handling DJ shows and news. MOR format. Send tape, resume to Box 369, Williamsport, Pa.

## 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.

**Wanted: Engineer with 1st class license for small station with large potential in Montana.** Send resume of engineering background, and expected salary to Box F-58, BROADCASTING.

**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 newsmen 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.

**Announcer-newsmen. 1 or 2 years minimum experience.** Excellent growth opportunity with key full-time suburban New York station. Rush tape and resume. Box F-35, BROADCASTING.

**Newsmen with New York potential.** Must have hustle, good voice, good writing. Hunger not experience the criterion. Money, not bad. Box F-36, BROADCASTING.

**Experienced newsmen for major market rocker.** Must be authoritative, stable and professional. Send tape, resume and picture to Box F-65, BROADCASTING. An equal opportunity employer.

**Unusual opportunity for sales-news combination.** WSMI, Litchfield, Illinois.

## News continued

**Experienced newsmen 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.

**Stuck in your market? Can't seem to reach that next rung on the ladder? Then it's time for some impartial, professional counsel to put you on the right track.** Communicators Workshop has major market pros prepared to take time out to listen to your work. Then they'll send you a point-by-point critique—plus a listing of markets best suited to your special capabilities. A modest investment of \$15.00 in your future is all it takes. Send an aircheck (no more than 15 minutes please) to Communicators Workshop Incorporated, Suite 500, 625 North Michigan Ave., Chicago, Ill. 60611. Be sure to include return address!

## Situations Wanted

### Management

**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.

## Management continued

**Manager/Chief engineer.** 15 years experience as manager/Chief engineer in small/medium market radio/CATV. Looking for bigger market and potential. Best references. Box F-8, BROADCASTING.

**Exceptionally qualified GM or GSM.** Sales expert. Learned how to sell with ZIV Television Programs, Incorporated. Know how to creatively program and promote a station for numbers in a highly competitive market. Eighteen years successful selling, programming and management experience. Firm believer in demanding, but ethical managerial attitude. Must have reasonable autonomy, minimum \$28,000 plus override, contract. College, married, veteran. Box F-13, BROADCASTING.

**Eighteen years broadcasting experience.** Includes management, sales, programming, promotion, announcing. Sober, sincere, stable. Family. Currently Maryland. Box F-21, BROADCASTING.

**Exp. capable, mature family man/wife** wish to relocate to Florida manage/sell/traffic, copy. Excellent references. Not floaters. Box F-61, BROADCASTING.

## Sales

**Television sports director** would like back in radio. Want to learn sales. Good background. Iowa native. Box F-11, BROADCASTING.

**Experienced professional salesman** wants sales job in small or medium market Florida. Presently with good Penna. station. Family man, no floater seeking to enter management/ownership. All replies answered. Box F-62, BROADCASTING.

**Executive—excellent broadcast background—seeks ownership opportunity** with sales/management or combination. Good references. Box 25299, Los Angeles 90025.

## Announcers

**Experienced beginner.** Twenty-one, mature, undraftable. Announcing, news, production. Box D-63, BROADCASTING.

**Michigan . . . surrounding area, dj, copy, production, experienced,** 1-313-881-9348 or Box E-149, 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. Desires position with play-by-play opportunities. Box E-199, BROADCASTING.

**1st phone announcer; pro-trained; professional music background; tight board; dependable; sincere.** Box E-239, BROADCASTING.

**Disc jockey—newscaster—salesman—dependable—experienced—creative—tight board—third endorsed—authoritative news—aggressive salesman—will locate anywhere in U.S.** Box E-288, BROADCASTING.

**Beginner, but trained in broadcasting school.** Want experience in small market. Writing and eager. Box E-289, BROADCASTING.

**Soul and good on news.** Need experience. Please hear my tape. Box E-290, BROADCASTING.

**Professionally trained announcer.** Some engineering. Will relocate. Military completed. Box E-356, BROADCASTING.

**Where's the station still believing in tasteful, professional soft-sell personality approach?** Highly experienced announcer-programmer seeks stability, equitable compensation. Mature, responsible family man. Let's make good radio together. Box E-385, BROADCASTING.

**Black jock, first phone.** Box E-393, BROADCASTING or (313) 934-2640.

**Candid Mike, swap shop, MOR.** First, small market, Michigan, Florida, anywhere. 315-478-8896. Box F-1, BROADCASTING.

**Talented announcer with major-market background in MOR** seeks stable organization. Currently in medium west coast market. Box F-3, BROADCASTING.

**20, three years experience.** Very reliable. C&W or MOR in Carolinas or Virginia. Good news. Third endorsed. Box F-4, BROADCASTING.

**First phone, announcing and some engineering experience.** Prefer rock, uptempo MOR. Box F-5, BROADCASTING.

**Combo man—1st phone—staff announcer—some news-writing.** 10 months experience and 1 year broadcast training. 516-541-5035. Box F-12, BROADCASTING.

**Career Academy grad., 3rd, college, experience,** East coast. Box F-17, BROADCASTING.

## Announcers continued

**First phone contemporary jock.** Experience includes afternoon drive, P.D. and M.D. Will relocate. 213-876-6120. Box F-22, BROADCASTING.

**First class DJ, experience radio, TV draft exempt.** Box F-26, BROADCASTING.

**35 years experience, an old smoothie, a natural for your adult pitch.** Good music, news, talk, copy. Now! 817-665-9418. Box F-31, BROADCASTING.

**Resonant sounding air personality** desires medium or large market MOR station. Nine years radio & television experience, some play-by-play background. B.A. degree, 1st phone, military complete, married. Tape & resume on request. Box F-38, BROADCASTING.

**Mature announcer—3rd class endorsed work** any shift, 2 years college, 5 years exp. L.A. city. Prefer LA vicinity. Good voice, etc. Box F-40, BROADCASTING.

**First phone announcer.** Light experience, hard worker. Will locate where the job is. Any format. Box F-41, BROADCASTING.

**Girl with third phone and announcing training.** Available immediately. Ready to put a different sound on your station. Box F-42, BROADCASTING.

**See "Twenty one years etc., under Television Situation Wanted."** Box F-46, BROADCASTING.

**DJ, young, undraftable, board, news, commercials,** ready now. Box F-48, BROADCASTING.

**First phone experienced D.J.—music director.** Reliable, stable, dedicated, hard working professional. Desire medium market top 40 or contemporary station position. Presently employed. Available shortly. Write or wire: Box F-49, BROADCASTING.

**Versatile announcer, 1 1/2 years commercial experience** as jock, play-by-play, and news. Degree with three years college radio work. Third ticket. Available now. Box F-55, BROADCASTING.

**Black man with talent, looking for position with growth opportunity.** Six years experience, first phone D.J., experienced chief and program director. Reply to Box F-56, BROADCASTING.

**Five years ago I graduated—six years ago my partner graduated** from college, he would be writing this, but he can't spell. Today? We're still looking. Looking for a professional radio station. If you are management who constantly comes up with new "total concept" for "capturing" the 14 1/2 through 73 1/4 year old audience, don't waste your time . . . you need all the time you can get to find another circle to run in. However, if you treat your staff and audience like adults, we can get together. We are a morning team who would like to say we have ka-riz-ma, but we don't know how to spell it. Don't get excited, Pat, we're not Hardin and Weaver . . . Love to all, write if you get a chance, print big. Box F-64, BROADCASTING, Women's Day, Mechanic's Illustrated.

**First phone, warm professional sound.** Strong news, 28 experience includes TV, acting. Ideal staff announcer for radio, TV outlet. East coast, preferred. Box F-66, BROADCASTING.

**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.

**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.

**Character actor/entertainer** wants to return to broadcasting—student, Radio TV Arts, University Alabama—actor, fifteen years—announcer, Armed Forces Radio, Iceland, AFTRA member—performer, TV spots, two years—veteran, three nightclub shows—prof. tweedy-poofer, Bozo Sboro, New Orleans—announcer, WDSU, New Orleans—public appearances, Ronald McDonald—master, accents—impressions—worked for John Wayne, June Havoc—John Barber, 516 Madison, New Orleans 70116—tel. (504) 525-4801.

## Announcers continued

**Young teacher-graduate student** desires return to DJ work. Two years professional, four years college experience plus year as Army TV producer-director. Mature sound, enthusiastic, knows music, can communicate. Jeff Benton, 215-MU 8-1373 or 565-4378.

**1st phone, experienced.** News director, disc jockey. Play-by-play. Lloyd Smith, 4518 Bond St., San Diego, Calif. 92109. 714-272-2817.

**Home student** wants start weekends prefer evening hours 3/phone w/endorsement reply John Dyer, Box 141, Brant Rock, Mass. 02020.

**Beginner; non-com'l experience, B.A. speech, pro-ner, 3rd, awards, 22 yrs., need opening, can relocate.** Bill Blatz, 314-878-8225, 606 Chambee, St. Louis, Mo. 63141.

**Bob Stone is professional, he can do more than time checks** without becoming garrulous. Ten years experience. First phone and now available call (415) 583-9476.

**DJ, announcer, with news experience, 3rd phone endorsed.** Syracuse University graduate, will relocate. Christopher Viviano, 50 Tarkington Court, Tonawanda, N.Y. 14150.

**#1 soul jock in top 10 market is ready to become programmer.** (504) 822-1265. 1524 Owens #D N.O., La. 70122.

**First phone, broadcast school grad.** Single. Willing to relocate. Uptempo, top 40 or progressive. Tight board. Greg Faulkner, 714-447-4775.

**1st phone country D.J.** Looking for someone that really knows country music??? 12 years experience also pro musician & owner of syndicated radio program. Currently employed—will relocate. Dennis (213) 828-8464.

**Seven years experience.** Seeking permanent location. "Sonny" Dodd, 204 14th St. N.W., Fort Payne, Ala. 35967 (205) 845-4158.

**First phone, experienced top 40 announcer, heavy voice, draft exempt,** 513-891-4219 Myrtle Avenue, Cincinnati, Ohio 45236.

**Announcer, 3rd class, college degree, wants experience.** Call John 1-215-NI 4-6233.

**Behold—top forty, MOR, or R&B stations.** 28 year old, single—beginner that ain't too proud to beg for a DJ job with an equal opportunity employer anywhere! Salary and hours open. Third class endorsed, top student graduate from N.Y.C. School of Announcing & Speech. Former pro songwriter/singer. For audition tape/resume call 212-693-7460 or 212-677-1111 Ext. 467 or write to Billy Ferrell, 118 Fenimore Street, Brooklyn, N.Y. 11225.

**Broadcast school graduate, excellent voice, willing to relocate, service completed, trustworthy, references, creative and strong on commercials** seeking position with rhythm and blues station. Samuel Ginn, 943 Grant Ave., Bronx, N.Y. 10456.

**1st phone announcer available now.** Recent broadcast school graduate. Mature, reliable, willing to travel. Prefer area away from midwest. Call Dick Joachim, Minneapolis-612-338-3290.

**Program director/DJ, top-40, 10 yrs. experience, 3rd-class, will wait for right offer.** 812-466-5016.

**Attention Southern states: Desire your area.** Experienced first phone announcer, will do selling, and light engineering, dependable. 612-447-2835. B. Hannen, Prior Lake, Minn. 55372.

## Situations Wanted

### Technical

**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.

**Stymied, group director of engineering.** High power transmitters, directionals, R.F. proofs, F.M. stereo-SCA, A.F. proofs, studio designs, recording studios, solid state, construction. 16 years of experience and sales experience. Manufacturers—radio stations—groups. Resume on request to 5 figure offers. Box F-19, BROADCASTING.

**First phone.** Radio Television transmitter watch maintenance. Experienced. Single fifties. Prefer nights. Wages secondary. Anywhere. Box F-28, BROADCASTING.

**1st, electronics school, married.** Experienced other Broadcast areas. Carolina area. 1716 Home, Hartsville, S.C. 803-332-4377.

**1st phone, experienced, draft-free, willing to relocate,** R. Stefan, 14 Arbor Drive, Norwalk, Conn. 06854.

## Situations Wanted

### Technical continued

Experienced 1st phone. Detroit area. Ken MacGregor, 106 Cowan, Mason, Ohio. 513-398-2338.

Transmitter engineer 1st. Two years experience AM & semi-automated FM—Southern Calif. only. 714-465-6077.

### News

Hard working objective reporter, experienced news director, wants responsible news operation. BBP football, basketball. 3rd endorsed. Late 30's, family. Box E-318, BROADCASTING.

Experienced young sportscaster—worked college basketball and football play-by-play. Excellent sports background. Box E-336, BROADCASTING.

Top young play-by-play man. Ten years major market play-by-play credits. Want more of the same or medium market with extensive pro or major college—preferably pro-basketball play-by-play. Heavy on-air salesman. Currently employed Los Angeles news minus play-by-play. Box F-6, BROADCASTING.

Forecast: air pollution. Young, married news director wants to breathe easy. Presently in one million plus California market. First, A.A., and B.S. broadcasting. Experienced. Wants news position in challenging but healthy environment. Box F-16, BROADCASTING.

Copywriter, resume and samples on request. 203-658-6196 or Box F-25, BROADCASTING.

Newsman . . . now in top five TV market wants to relocate, either radio or TV. Eleven years exp. (1 1/2 network) college . . . family. Will consider smaller market. Reply Box F-44, BROADCASTING.

News director—good, experienced, reliable. Let's talk. Box F-54, 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.

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.

Arizona—experienced—news and sports—family. Man —34—wants absolute dry climate—no humidity. 606-743-4949.

Talk host/newsman looking for news position and/or talk show. Top 10 market experience. Call 9 A.M. to 12 A.M. (513) 863-6973.

### Programing, Production, Others

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.

Combination P.D. and M.D. Both first phone contemporary jocks with impressive records. Will put your station back in the ratings. Box F-23, Broadcasting

Consider a bright woman—24—major market experience—journ. degree—eager for production or reporting slot offering latitude and versatility—happens to be blind—an asset as I see it. Resume on request. Box F-27, BROADCASTING.

Radio vet. Mature programmer/morning man. Want PD slot or assistant plus air. Stable & straight with family and best references. Now working top fifty market. Box F-29, BROADCASTING.

Soul PD experienced first phone. Box F-39, BROADCASTING.

First ticket, eight years in broadcasting (DJ, production) wants boardman (studio engineer) or production engineer position. Don Heumann (504) 888-1291. 1813 Yale, Metairie, Louisiana 70003.

Young, aggressive third. Looking for small-medium or medium rocker. Exceptional production with PD experience. Phone (215) 745-2561.

Number one rated adult drive 350,000 market five years . . . ready for larger market. Agency quality voice . . . married . . . 10 years experience . . . first ticket . . . strong play-by-play and production. Call Earl Spencer 1-309-799-5756.

Good production man. 1st. Major market experience. Creative. Southern Calif. only. 714-465-6077.

## Television Help Wanted

### Technical

Experienced only—Studio maintenance/operating technicians. East coast; major market. Send resume to Box E-92, 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.

Experienced first phone for tight TV board. Send resume to Karl Black, KRTV, Great Falls, Montana 59403. Equal opportunity.

TelePromPTer Corporation is selecting personnel for the following positions in both operating CATV systems and new systems beginning construction: Chief technician: Minimum of 7 years direct experience in CATV system test, maintenance, operation, layout, head-end work, customer service, management of personnel and vehicles, and construction practices. Radio-telephone license but not necessary. Construction manager: Minimum of 5 years experience in CATV system construction, customer service installations, plant rearrangements, strand mapping, pole line engineering, to supervise contractors during new plant construction, provide liaison with engineering, coordinating flow of materials, etc. Maintenance technician: Minimum of 4 years direct experience in CATV system test, maintenance, operation, head-end work, customer service and service installation. Join TelePromPTer, the largest and most active CATV operator for the best opportunities! Send resume to Roger Wilson, TelePromPTer Corporation, 50 West 44th Street, New York, New York 10036.

### News

NBC TV station in top-80 market wants top-flight man for 10 P.M. news. Must be able to report, write, and announce news. Station in heart of recreational area and is news oriented with emphasis on color-filmed reports. Station needs experienced newsman and will pay accordingly. 40 hour week. Write Box F-60, 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

Audio supervisor, southeastern PTV station. Must know audio production and have studio and remote experience. Prefer announcing background. Competitive salary, excellent fringe benefits. Send production tape and resume. Box F-53, BROADCASTING.

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 Gilvard, WGAN-TV, 390 Congress St., Portland, Maine 04111. Phone 207-772-4661.

Major market needs a television hostess for one hour daily public affairs talk show. Young, knowledgeable and personable woman to combine on-the-air experience with TV operations/traffic. An equal opportunity employer. Send complete resume with videotape or film and recent photograph to John Mackin, Program Director, WXEX-TV, P.O. Box 888, Richmond, Virginia 23207.

## Television Situations Wanted

### Announcers

Experienced, versatile air personality available mid July. Prefer top 50 but all considered. Tape and resume on request to Box E-317, BROADCASTING.

Twenty-one years radio, TV, motion pictures, stage. Previous experience as foreign news editor CBS, N.Y., N.Y. City News newspaper reporter, feature writer. Yale graduate school. Mid-Atlantic accent, distinctive voice. Dependable. Versatile. Desires position with challenge and future in New England or eastern New York in television or radio, news or staff. Box F-46, BROADCASTING.

### Technical

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 Dime, I'm not it. I have twelve years experience in getting things done. Box E-368, BROADCASTING.

## Technical continued

Studio engineer: 2 years experience, 1st phone, prefer Midwest; resume available on request. Donald Wilson, 1207 Carney, Mankato, Minnesota.

### News

Meteorologist to relocate. Nine years top market stations. AMS professional with television and radio seals. Box E-349, BROADCASTING.

This Viet Vet is despondent. Three years ago you said, 'Good credentials, but come back when your service is finished.' Now it's, 'Where were you three years ago?' Army Lieutenant, journalism masters, professional TV experience. Strong writer/reporter. All I ask is a chance to prove it. Resumes provided at the slightest provocation. Box F-14, BROADCASTING.

Sports—#2 man in top 25 market ready for #1, anywhere. Box F-15, BROADCASTING.

Journalism grad. 2 years TV experience desires news. Knows film, writing, announcing. Presently employed. Box F-57, BROADCASTING.

Professional: Medium market AM-FM-TV news director seeks advancement. Experienced, good voice and appearance, interview, anchor, 29, married, veteran, dependable. Minimum \$800. I earn it. Box F-63, BROADCASTING.

Experienced radio newsmen with some TV looking for TV news job. Top 10 market experience. Call 9 A.M. to 12 A.M. (513) 863-6973.

Florida markets: Radio news editor, desires position as television news anchorman. Previous TV experience. Audio tape and resume on request. Tom Stephens, Box 190, Lincoln, Illinois 62656.

Available, Broadcast writer with TV, booth, live, tape, SOF, and 50 kw board experience. Best ref.'s. Call Bill. (208) 375-1673.

### Programing, Production, Others

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.

Young children's show host-producer. Intelligent approach and format. Box F-10, BROADCASTING.

Girl Friday, writer, assistant producer, editor—three years experience in studio production and all phases 16mm film production. Available July. Box F-45, 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 Irburide 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.

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.

Used 1 KW FM transmitter. Must be in good condition. Call 313-263-1039 or write P.O. Box 374, Adrian, Michigan 49221.

Need RCA 2 KW T.V. transmitters, low and high band. Also channel 7 superturnstile low power. Contact Bruno Schwebel AV Chapultepec 18, Mexico 1, D.F. Phone: 5-18-56-74.

### For Sale Equipment

Helix-styroflex. Large stocks—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

HJ7-50 Andrews Helix 1 1/2" air coaxial transmission cable jacketed 6,000 feet available 50% of factory price can be cut to order at tremendous savings. For FM broadcast communications microwave radar. Action Electric Sales, 1633 N. Milwaukee Ave., Chicago 312-235-2830.

For sale, extremely reasonable, 200 foot insulated, lighted Truscon tower now in use. Available August 1971. Box E-287, BROADCASTING.

## FOR SALE Equipment

### continued

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.

Federal 196A 5000 watt transmitter will take out of service next 30 days. Make offer. P. Testan, WVNJ, Livingston, N.J. 201-643-7600.

AMPEX spare parts, technical support, updating kits, for discontinued professional audio models, available from VIF International, Box 1555, Min. View, Calif. 94040. (408) 739-9740.

Gates studio/te audio console. Mint condition. Will sell because we're going stereo. \$650. Call 714-828-2343. Mr. Wheeler.

4 Fairchild 663 NL compressors at \$125.00 each. 8 Fairchild 664 NL equalizers at \$125.00 each. 1 Fairchild 675 De Easer at \$125.00. Accurate Sound Company, P.O. Box 3505, San Angelo, Texas.

AMPEX 1000-C Video Tape recorder. Includes Amtec and Colortec. KLFY TV, Lafayette, La. Box 3687.

Automation record/make up units, New 25 Hz filter/generator with the following used Ampexes: AG 440 \$2300, AG-350 \$2000 (stereo), Mono AG-350 \$1700. Mono 351 \$1500. One year guarantee. Broadcast Automation Associates, AC 305-563-0495. Call collect.

Two reconditioned RCA 77DX microphones, \$135 each. 1 BK5 \$100. Three Ampex 351s \$850 each. 1 ATC playback Cart Machine \$200. One Scully 270-4 (unused) \$1600. 1 Fairchild Stereo Limiter \$650. One HP FM monitor \$500. 1 used mono RS Carousel with memory \$2100. All equipment guaranteed by Broadcast Automation Associates for 1 year. Call 305-563-0495. Collect.

Used Schafer 800 Automation System. 24 Sequence Brain, 1 Stereo Spotter or 2 Carousels, Record Filter, New Program Logger, 2 New Scully 270-2 (14"), 1 Time Announcer. \$12,184.00. Financing available. 1 year guarantee. Call Broadcast Automation Associates 305-563-0495 Collect.

Broadcast Crystals: New or repairs for Gates, RCA, Biley, W.E. and JK oven holders. AM frequency monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eidson Electronic Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

## 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.

Call letter names—Jewelry, mike plates, banners, decals, bumper strips, magnetic signs, audience builders, spot sales incentives, promotions. Write Radio-TV Publicizers, Box 534, Scottsboro, Ala. 35768.

"Orbita Comedy Letter" and "Current Comedy." Weekly professional topical laugh services for deejays. Sample \$2.00. Comedy Center, 1529 East 19th, Brooklyn, 11230.

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 Procs, P.O. Box 3454, Miami 33169 . . . call 305-625-3636.

Automation Tapes! Library sold outright or subscribe: 90 new songs monthly. Formats: Contemporary, MOR, Country, Response Radio, Box 150, Lafayette Hill, Pa. 19444.

"Free" catalog . . . everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, and more! Write: Command, Box 26348, San Francisco 94126.

Did you hear what Mark Denis said Thursday? Box F-30, BROADCASTING.

Interested in Christian format for your station? We can help you! Call Dr. Crews, Christian Radio Consultant, 912-432-6436 or write Box 942, Albany, Ga. 31702.

AFRO AM pioneers, Black culture radio series. Connie L. Bowman, Developer, 4842 Oakland Ave. So., Minneapolis, Minn. 55417, Tel. (612) 827-4519.

## Miscellaneous continued

Automation programmers: If you saw our last ad, we have an additional 75 hours MOR at \$15 per 1 1/2 hours of program. Add cost of tape and order up to 75 hours or 1 1/2 hours—and pay for 'em as you get 'em! CNB Studios, 3415 Beresford Avenue, Belmont, California 94002.

Voice Droppers Unlimited, DJ drop-ins by the hundreds in various character voices. Price graded by your market rank. Free audition tape, P.O. Box 1167; Miami (Little River Sta.) Fla. 33138.

Deejay Manual—A collection of one-liner comedy pieces for sparking DJ's. \$3.00. Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Services (Dept. B), 1735 East 26 Street, Brooklyn, N.Y. 11229.

BBC-produced live 13 week popular classics concert series—under \$20.00 per show most markets. 301-656-9609.

## INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First class FCC license theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans\* and accredited member National Association of Trade and Technical Schools\*\*. Write or phone the location most convenient to you. ELKINS INSTITUTE\*\*\* in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

ELKINS\*\*\* in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS\*\*\* in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS\*\*\* in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS\*\*\* in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS\*\*\* in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8590

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970

ELKINS\* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

ELKINS\* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS\* in Texas, 6801 Viscount Blvd., El Paso, Texas 79925. Phone 915-778-9831.

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS\*\* in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS in Washington, 4011 Aurora Ave., North Seattle, Washington 98103. Phone 206-634-1353.

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445

Announcing Programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans\* and accredited member of NATTS\*\*. Write or phone the location most convenient to you. ELKINS in Dallas\*\*\* — Atlanta\*\*\* — Chicago\*\*\* — Denver — Hartford — Houston\*\* — Memphis\*\* — Minneapolis\*\* — Nashville\*\* — New Orleans\*\*\* — San Francisco\*\*\* — Seattle.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates July 7—Oct. 6—Jan. 5. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

## Instructions continued

"1971 Tests-Answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348-R, San Francisco 94126.

Zero to first phone in 5 weeks. R.E.I.'s classes begin June 28 and August 2, tuition \$395.00. Rooms \$15-\$20 per week, call toll free: 1-800-237-2251 for more information, or write: R.E.I., 1336 Main Street, Sarasota, Florida 33577 V.A. approved.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. Call Joe Shields (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

Attention veterans! First class license in five weeks with complete theory and RCA-equipped laboratory training. Approved for veterans. Tuition \$333.00. Housing \$16.00 wk. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

Attention! Summer special! One week's free housing with tuition \$333.00, or tuition \$308.00 and you pay lodging. Reservations must be made. Class limited to 15 students. VA approved. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. type exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd and 1st phone exams. 3rd class \$7.00, 2nd class \$12.00, 1st class \$16.00. Broadcast endorsement \$5.00, complete package \$25.00. Due to demand, allow 3 weeks for mailing. Research Company, Box 22141, Tampa, Florida 33622.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

FCC 1st class in 6 weeks. Established 1943. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606.

Don't take time off to prepare for your F.C.C. license. Learn by correspondence, at home. Get complete preparation (not just practice tests) and our money-back warranty. G.I. Bill approved. Free catalog. Pathfinder Division of Grantham Schools, 1509 N. Western, Hollywood, California 90027.

United Broadcasting College—get your 1st class radio telephone license in 3 to 5 weeks (depends on you). License guaranteed. Call 904-396-1667 or write U.B.C., 3217 Atlantic Blvd., Jacksonville, Fla. 32207.

Are you interested in a professional announcing career in radio? Then enter America's most unique and practical broadcasting school . . . The School of Broadcast Training in Artesia, New Mexico. Three months training on two commercial radio stations . . . KSVP-AM and KSVP-FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first full time radio job. Third class radio-telephone license with broadcast endorsement included . . . needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12 only. Bonded! Approved by the New Mexico State Board of Education! Classes begin Sept. 2, 1971 and Jan. 2, 1972. Enroll Now! Write . . . Dave Button, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations!

Need a 1st phone fast?? Then the Don Martin School Intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest Instructional Staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our next Intensive Theory Course will begin June 21, 1971. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

## Radio Help Wanted

NEW MEXICO IS A GOOD PLACE TO LIVE

- Openings for DJ's, salesmen, engineers,
- newsmen and combos in small to medium
- sized markets. Applicants from nearby
- states preferred. Send tape, typed resume
- and requirements.
- New Mexico Broadcasters Association, 120
- Amberst NE, Albuquerque, N. Mex. 87106

**RADIO**

**Help Wanted**

**Sales**

**ACCOUNT EXECUTIVE**

**Radio Sales**

Here is an outstanding opportunity to join the dynamic sales force of WLW Radio, contemporary MOR, 50,000 watts, Cincinnati, Ohio. Company offers an attractive remuneration plan, a fine fringe benefit program and excellent promotion possibilities.

Please send complete resume in confidence, including present and previous earnings history to William Miller, General Sales Manager—WLW, 140 West Ninth Street, Cincinnati, Ohio.

An Equal Opportunity Employer M/F

**AVCO BROADCASTING CORPORATION**

**Announcers**

**KSTP—MINNEAPOLIS-ST. PAUL  
50,000 WATT CLEAR CHANNEL**

We're looking for an MOR personality who can best be identified as "interesting". Send your air check and resume with references to:

**Garfield Clark, Manager**

**KSTP Radio, 3415 University Avenue  
Minneapolis-St. Paul, Minnesota 55414**

**HEY BIG TIMER!**

Super morning man wanted. Major market top 40 . . . West coast. Send salary, photo, and tape.

**BOX E-371, BROADCASTING**

**News**

**WOAI—50,000 watts  
San Antonio**

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.

Tape and resume, including salary desired to: Cliff Hunter, General Manager—WOAI, 1031 Navarro Street, San Antonio, Texas.

**AVCO BROADCASTING CORPORATION**

An Equal Opportunity Employer M/F

**Situations Wanted**

**Programing, Production, Others**

One of the nation's top young contemporary programmers. Impeccable references, proven track record. Currently employed in major market but looking for a more suitable environment in which to raise a family. Will consider medium as well as major markets.

**BOX F-47, BROADCASTING**

**For Best Results You Can't Top A**

**CLASSIFIED AD**

*in*

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

**Television Help Wanted Technical**

**TELEVISION BROADCAST SALES ENGINEER**

**Broadcast Equipment/Technical Operations Experience**

**Midwest Territory**

A leading manufacturer of radio and T.V. broadcast equipment has a Midwest territory open. Prior broadcast equipment sales desirable and technical operations experience essential.

The company is dedicated to broadcasting and has an enviable record of steady growth in its service to the broadcaster since 1922. Salary plus commissions with benefits and paid travel expenses.

For further information, send your resume, in confidence, to

**OR CALL**

**Robert T. Fluent  
Assistant Personnel  
Manager (217) 222-8200**



**GATES RADIO COMPANY**

A Division of Harris-Intertype Corporation

**123 Hampshire St., Quincy, Illinois 62301**

An Equal Opportunity Employer (m/f)

**VIDEO**

**ENGINEERS**

Ampex has immediate opportunities in the New England area for qualified professionals.

**SALES**

Requires strong sales background in the full line of broadcast video equipment and good knowledge of the marketplace.

**SERVICE**

We're seeking mature, experienced service engineers with backgrounds in RF products and VTR's plus camera product knowledge. Moderate travel is required.

Please send your resume in confidence Mr. Al Slater, 75 Commerce Way, Hackensack, New Jersey 07601, OR to Mr. Harlyn Prouty, 2655 Bay Road, Redwood City, California 94063. An equal opportunity employer M/F

**AMPEX**

**TV ENGINEERS**

Immediate openings in upstate New York and Pennsylvania for studio and transmitter engineers. Salary up to \$14,000.

**Call: Carl Young**

**Nationwide Broadcast Personnel**

**(312) 337-5318 collect**

**(no fee)**

**Television**

**Help Wanted**

**Programing, Production, Others**

**PROUCER/OIRECTOR**

Produce and direct University TV programs for CATV and broadcast. Must have studio/videotape production experience. University degree (MA preferred) and at least five years full time professional experiences as television producer and director. Immediate opening. Relocation allowance and excellent fringe benefits. Competitive salary based on qualifications.

Send complete resume and cover letter stating availability and salary required to:

**Henry H. Mamet, Director of Radio-TV  
University of Alberta  
Edmonton, Alberta, Canada**

**WRITERS**

**PRODUCER/DIRECTOR**

Broadcasting/Film Organization accepting applications from creative, industrious and experienced Writers and Producer/Directors. Must be able to cope with tight production schedules.

Positions available for individuals with extensive film communicating experience.

Salaries commensurate with abilities plus excellent benefits.

**BOX F-67, BROADCASTING**

Equal Opportunity Employer

**Television**

**Situations Wanted**

**Technical**

**ENGINEERING EXECUTIVE**

Seeking position as Director of Engineering for group or major independent or new enterprise. Would consider foreign assignment. Over 20 years in all phases television and aural broadcasting, including major network. Excellent background.

**BOX F-52, BROADCASTING**



**Miscellaneous**

**Hiring and Firing Inexperienced Salesmen Is a Luxury No Radio Station Can Afford!**

This economic crunch demands radio advertising salesmen who can produce! If selling radio advertising has become a boring, frustrating chore instead of a challenging, invigorating profession then you and your salesmen should attend:

**Si Willing's Dynamic Power Five Day Sales Course**

Si Willing owns and operates KMAR & KCRF-FM, Winnsboro, La. His book "How To Sell Radio Advertising" is nationally known. His articles have appeared in leading Broadcasting Trade Journals.

Willing does not teach theory: He teaches 'meat and potato, eyeball-to-eyeball salesmanship.' Let Willing teach you how to increase your billing in five power packed days.

Next classes start Monday, June 28th at 3 p.m. Other classes scheduled to start on the last Monday of succeeding months.

\$325. tuition includes room and board, all sales tools plus five power packed days of dynamic instruction. Deduct 10% if your check reaches us by 15th of month. Classes limited to 15. We're bonded.

If Willing doesn't teach you how to improve your billing, we'll close our school.

We'll meet your flight at Monroe, La. Transportation to school at Winnsboro's new Embers Motor Inn at no charge.

**Si Willing's Dynamic Power Sales School**

**P.O. Box 312 Phone 318 435-5644 Winnsboro, La. 71295**

**Wanted To Buy Stations**

**STATION WANTED**

Midwest operator seeks station anywhere with price up to \$500,000. Profit maker not essential.

**BOX E-280, BROADCASTING**

**\*I'M AN INDIVIDUAL NOT A BROKER**

I am prepared to purchase for cash and personally operate a profitable radio station in medium to small market (location unimportant) all replies held in strict confidence. Contact John F. McCarthy, Taylor Lane, Harrison, N.Y. 10528 Telephone 914-967-4149.

\* Age 38—radio experience—19 years all phases—last nine years with Capital Cities Broadcasting.

**Wanted To Buy Stations**

continued

**CASH**

for your radio station  
Reply in confidence to:

**BOX F-7, BROADCASTING**

**For Sale Stations**

**LARSON/WALKER & COMPANY**  
Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067 Wash., D.C. 20006  
1801 Ave. of the Stars 1725 Eye St., N.W.  
Century City, Suite 501 Suite 714  
213/277-1567 202/223-1553

**STATIONS FOR SALE**

- CALIFORNIA.** Medium market. \$75,000 down.
- PACIFIC NORTHWEST.** Exclusive. Fulltime. \$120,000. Terms.
- SOUTHWEST.** Profitable AM-FM. Includes real estate. \$325,000. Terms.
- EAST SOUTH CENTRAL.** AM-FM. \$120,000. Terms.

**Jack L. Stoll and ASSOCIATES**

6430 Sunset Blvd., Suite 1113  
P.O. Box 550  
Los Angeles, California 90028  
Area Code 213-484-7279

**KBTR, DENVER AND KARK, AM/FM, LITTLE ROCK**

Must be sold as a result of combined communications pending purchase of Mullins Broadcasting group. Complete details available from R. C. Crisler & Co., Inc., exclusive agents. Call R. C. Crisler or Ted Hepburn at 513-381-7775 (Cincinnati) or Ed Richter at 602/622-3336 (Tucson).

**For Sale Stations**

continued

AM . . . daytime East has averaged \$200,000 a year last 5 years. Approximately 2 million radio dollars in 3 station market. Priced for immediate sale—\$275,000 cash.

**LaRue Media Brokers Inc.**

116 CENTRAL PARK SOUTH  
NEW YORK, N.Y.  
265-3430

**FOR SALE**

5,000 watt daytime station. South-east Mississippi, one of the nation's top growth areas. Contact:

**W. Lange, P.O. Box 827  
Lucedale, Mississippi**

**CENTRAL FLORIDA**

Regional fulltime station with large, upside potential available for reasonable price by Florida standards. Qualified principals only.

**BOX F-32, BROADCASTING**

Profitable New England AM radio station available. Single station market. Consistent earnings record. Ideal owner-operator opportunity. No brokers, please. Write

**BOX F-33, BROADCASTING**

**FOR SALE**

AM-Daytimer with FM in top-100 market. Profitable. Owner retiring.

**BOX F-37, BROADCASTING**

**STRONG - FM - STEREO Northeast**

Good market—coverage over a million \$179,000 terms or cash \$139,000

**BOX F-43, BROADCASTING**

**FOR SALE**

5,000 watt fulltime AM moneymaker. Mid-west. Owner retiring.

**BOX F-2, BROADCASTING**

Midwest small	profitable	\$225M	29%	Penn. small	FM	\$160M	29%
Ga. small	AM & FM	130M	29%	West small	profitable	140M	\$30M
N.Y. medium	daytime	170M	nego	South medium	daytime	90M	29%
East metro	daytime	525M	29%	East medium	profitable	240M	cash
South metro	fulltime	325M	cash	Texas metro	FM	65M	cash

**CHAPMAN ASSOCIATES**  
media brokerage service®

ATLANTA • CHICAGO • DALLAS • DETROIT • NEW YORK • SAN DIEGO  
Please write: 5 Dunwoody Park, Atlanta, Ga. 30341

(Continued from page 59)

- North Andover, Mass.—Merrimack College. Seeks 90.5 mhz, 10 w. Ant. height above average terrain 58 ft. P.O. address Turnpike Road, North Andover 01845. Estimated construction cost \$2,260; first year operating cost \$1,500; revenues none. Principals: Milton E. Provost, chairman, et al. Ann. May 18.
- Blair, Neb.—Dana College. Seeks 91.1 mhz, 10 w. Ant. height above average terrain 60 ft. Estimated construction cost \$8,962; first year operating cost \$5,000; revenues none. Principals: Dr. C. C. Madsen, president, et al. Ann. May 18.
- Galion, Ohio.—The Tuscarawas Broadcasting Co. Seeks 102.3 mhz, 3 kw. Ant. height above average terrain 300 ft. P.O. address 2305 North Water Street, Uhrichsville, Ohio 44683. Estimated construction cost \$68,196; first year operating cost \$35,620; revenues \$48,000. Principals: James Natoli Jr. and family. Mr. Natoli is electronics engineer at NBC-owned WKYC-TV Cleveland. He also owns 93.4% of WBTC(AM) Uhrichsville (wife, Mary, owns remaining stock in WBTC). Ann. May 11.

### Starts authorized

- KTOF(FM) Cedar Rapids, Iowa—Authorized program operation on 104.5 mhz, ERP 100 kw. Ant. height above average terrain 550 ft. Action May 11.
- WQTI-FM Dunn, N.C.—Authorized program operation on 103.1 mhz, ERP 3 kw. Ant. height above average terrain 240 ft. Action May 6.

### Final actions

- Boulder, Colo.—FCC granted Regents of University of Colorado 89.3 mhz, TPO 1.75 kw. Ant. height above average terrain 18 ft. P.O. address Regent Hall 301, University of Colorado, Boulder. Estimated construction cost \$46,070; first year operating cost \$46,770; revenue none. Principals: Frederick P. Thieme, president, board of regents, et al. Action May 26.
- Waycross, Ga.—Radio Station WAYX Inc.—Broadcast Bureau granted 102.5 mhz, 100 kw. Ant. height above average terrain 202 ft. P.O. address 1600 Carswell Avenue, Waycross, Ga. 31501. Estimated construction cost \$46,239.10; first year operating cost \$10,000; revenue \$10,000. Principals: Charles N. Mayo, president. Mr. Mayo is president of WAYX Waycross, Ga. Action May 14.

### Existing FM stations

#### Final actions

- WMOD(FM) Washington—Broadcast Bureau granted mod. of license covering increase in height of tower by adding mobile receiving ant. at top. Action May 20.
- WMAI-FM Panama City, Fla.—Broadcast Bureau permitted remote control. Action May 12.
- WPAP-FM Panama City, Fla.—Broadcast Bureau granted CP to install trans. and ant.; make changes in ant. system; ant. height 270 ft.; ERP 100 kw; remote control permitted. Action May 20.
- WLIF(FM) Baltimore—Broadcast Bureau granted CP to make changes in ant. system; ERP 38 kw; ant. height 560 ft.; remote control permitted. Action May 24.
- KCLC(FM) St. Charles, Mo.—Broadcast Bureau granted CP to change frequency to 89.1 mhz; install new trans. and ant.; ERP 1.50 kw; ant.

height 240 ft.; remote control permitted. Action May 19.

- WBNS-FM Columbus, Ohio—Broadcast Bureau permitted remote control. Action May 12.
- WMOT(FM) Murfreesboro, Tenn.—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; remote control permitted. Action May 18.
- WOWI-FM Norfolk, Va.—Broadcast Bureau granted CP to change trans. location to 1.3 mile southwest of Yadkin, 4 miles south of N&W R.R., Portsmouth, Va.; install trans. and ant.; make changes in ant. system; remote control permitted. Action May 18.
- KVG(FM) Bellingham, Wash.—Broadcast Bureau granted CP to install trans. and ant.; make changes in ant. system; ERP 50 kw; ant. height 2,440 ft.; remote control permitted. Action May 20.
- WRIT-FM Milwaukee—Broadcast Bureau granted CP to install trans. and ant.; make changes in ant. system; ant. height 430 ft.; conditions. Action May 20.

• FCC proposed to amend FM Table of Assignments by replacement of FM ch. 221A with 237A at Ellensburg, Wash., and redesignating assignments of Leaksville, N.C., and Eau Gallie, Fla., as Eden, N.C. and Melbourne, Fla. Action May 26.

### Action on motion

• Hearing Examiner Forest L. McClelling in Sarasota, Fla. (Christian Fellowship Mission Inc.), FM proceeding, on own motion scheduled hearing for June 16, at 9:00 a.m. rather than scheduled time of 10:00 a.m. Action May 19.

### Fines

- KDPC(FM) San Francisco—Broadcast Bureau notified licensee that it incurred apparent forfeiture liability in amount of \$200 for willful or repeated failure to make required equipment performance measurements for main trans. within the maximum of 14 months between successive sets of measurements. Action May 24.
- KHAK-FM Cedar Rapids, Iowa—Broadcast Bureau notified licensee that it incurred apparent liability for forfeiture in amount of \$200 for willful or repeated violation of rules, in that equipment performance measurements had not been made since Oct. 15, 1968. Action May 25.

### Other action, all services

• FCC ruled that network television broadcast of 1971 Indianapolis 500 Motor Race on delayed basis would not place any restriction on release of race on a subscription basis in future years under present rules. Action May 19.

### Translator actions

- Cooper's Landing, Alaska, Midnight Sun Broadcasting Inc.—Broadcast Bureau granted CP for a new VHF translator station to serve Quartz Creek, Alaska operating on ch. 13 by rebroadcasting programs of KENI-TV Anchorage. Action May 19.
- Flagstaff, Ariz., Coconino Television Inc.—Broadcast Bureau granted CP's for new UHF translator stations to serve Flagstaff operating on (1) ch. 71 by rebroadcasting programs of KTVK Phoenix; (2) ch. 73 by rebroadcasting programs of KOOL-TV Phoenix. Action May 19.
- Shiprock, Ariz., Chinle Common School District No. 24—Broadcast Bureau granted CP for

new UHF translator station to serve Shiprock operating on ch. 74, rebroadcasting programs of KNMB-TV Albuquerque, N. Mex. Action May 24.

- K08FO Oroville, Calif.—Broadcast Bureau granted CP to change trans. location to 6 miles east of Loma Rica, Calif.; change type trans. and make changes in ant. system of VHF translator station. Action May 26.
- Towaoc, Colo., Ute Mountain Ute Tribe of Indians—Broadcast Bureau granted CP for a new VHF translator station to serve Towaoc operating on ch. 10 by rebroadcasting programs of KOB-TV. Action May 25.
- W09AA White Pine, Mich.—Broadcast Bureau granted CP to change frequency from ch. 9 to ch. 83; change type trans. and make changes in ant. system; change call letters to W83AS. Action May 21.
- K04AE Long Creek, Ore.—Broadcast Bureau granted CP to change type trans.; and make changes in ant. system of VHF translator station. Action May 24.

### Modification of CP's, all stations

- K05DQ Burney, McArthur and Fall River Mills, all California—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator station to Nov. 25. Action May 25.
- KMJ-FM Fresno, Calif.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action May 20.
- K10HC Mullan, Idaho—Broadcast Bureau granted mod. of CP to make changes in ant. system of VHF translator station. Action May 25.
- WTKY-FM Tompkinsville, Ky.—Broadcast Bureau granted mod. of CP to make changes in ant. system and FM ant. to be mounted on existing AM tower; ant. height 240 ft.; ERP 3 kw. Action May 20.
- WGBY-TV Springfield, Mass.—Broadcast Bureau granted mod. of CP to change ERP to vis. 851 kw, aural 170 kw; subject to condition; and change type trans. Action May 24.
- KTIS-FM Minneapolis—Broadcast Bureau granted mod. of CP to change trans. location to 3470 Old Highway 8, New Brighton, Minn.; change trans.; make changes in ant. system; remote control permitted. Action May 20.
- WLNA-FM Peekskill, N.Y.—Broadcast Bureau granted mod. of CP to change ant. and make changes in ant. system; ERP 50 kw; ant. height 500 ft.; remote control permitted; condition. Action May 24.
- Philadelphia, Drexel Institute of Technology—Broadcast Bureau granted mod. of CP to change trans. location to: Spangler and Powelton Avenues, Philadelphia; change trans. and ant.; make changes in ant. system; remote control permitted. Action May 24.
- WDUQ(FM) Pittsburgh—Broadcast Bureau granted mod. of CP to change trans. and ant.; condition. Action May 20.
- W77AH Westerly, R.I.—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator station to Nov. 20. Action May 20.
- K02FU Dell City, Tex.—Broadcast Bureau granted mod. of CP to specify trans. location as approximately 650 ft. southeast of FAA beacon at Guadalupe Electronic Site, Pine Springs, Tex. and make changes in ant. system. Action May 25.
- WFFV(FM) Front Royal, Va.—Broadcast Bureau granted mod. of CP to extend time for completion of construction to Dec. 1. Action May 21.

### Ownership change

#### Action

• WUTH-TV San Juan, WUHM-TV Mayaguez, and WUHP-TV, Ponce, all Puerto Rico—FCC dismissed application for assignment of CP's of stations from El Imparcial Broadcasting to United Hemisphere T.V. of Puerto Rico Inc. Action May 26.

### CATV

#### Final actions

- Rio Vista, Calif.—FCC authorized Cable TV of Rio Vista, proposed operator of CATV system to carry signals of KXTV(TV), KCRA-TV, KXTL-TV, KVIE(TV), all Sacramento, California and KOVR-TV Stockton, Calif. Action May 26.
- Hearing Examiner Isadore A. Honig in Dayton, Wash. (Touchet Valley Television Inc.), CATV proceeding, on request of Touchet Valley Television Inc. postponed further prehearing conference to June 8 (Doc. 18825). Action May 24.

Please send

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

<b>Name</b> _____	<b>Position</b> _____
<b>Company</b> _____	
<input type="checkbox"/> Business Address	
<input type="checkbox"/> Home Address	
<b>City</b> _____	<b>State</b> _____ <b>Zip</b> _____

**BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036**

**SUBSCRIBER SERVICE**

1 year \$14

2 years \$27

3 years \$35

Canada Add \$4 Per Year  
Foreign Add \$6 Per Year

1971 Yearbook \$13.50

1971 CATV Sourcebook \$8.50

Payment enclosed

Bill me

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

Joan Ganz Cooney is five feet five, weighs 120 pounds and has brown hair and brown eyes—and that just may be the most objective description ever offered for Joan Ganz Cooney.

Mrs. Cooney does not inspire objectivity. If the opinions of both old and new acquaintances, friends and associates have merit, what she inspires is mostly warmth, respect and admiration, a discernible modicum of suspicion that nobody can be quite as great as almost everybody says she is, and occasional criticism—so rare as to be hard to find.

Lately, however, the Children's Television Workshop, which she heads, and its *Sesame Street* series, the only thing around the workshop that is more widely and favorably known than the name of Joan Ganz Cooney, have been getting an introduction to that last commodity—criticism. After virtually nothing but rave reviews and awards since *Sesame Street* went on the air in November 1969, the preschool educational series has been picking up some awards it didn't apply for, ranging from a scholarly critique maintaining that it uses techniques that are "just plain wrong," to charges that *Sesame* is biased against Spanish-speaking children.

These complaints give Mrs. Cooney concern but do not seem to dismay her. She is trying to get the bias issue resolved and is sure it will be—after all, she says, maybe there should even be a *Sesame Street* entirely in Spanish. As for the complaints on educational grounds, she says some are based on assumptions the workshop never made, while others represent conclusions that CTW itself had reached and of course agrees with. The criticism does surprise her, but not for the obvious reason; what surprises her is that it was so long in coming: She expected flak from academe from the start.

Joan Ganz Cooney was invented, or Joan Ganz was, in Phoenix on Nov. 30, 1929, the daughter of a banker of Jewish descent and a Roman Catholic mother, in whose faith she was brought up. She majored in education at the University of Arizona, graduating cum laude, and then, after a little more than a year as a reporter for the *Arizona Republic*, moved on to New York.

There a quality of considerable subsequent importance to her career showed itself—an ability to impress the right people in chance situations. At a party she met Brigadier General David Sarnoff, then head of RCA, and upon the recommendation of a friend he found a job for her in the RCA information department. A few months later this led, as she had thought it might, to one in the publicity department of NBC, where she publicized soap operas for about a year, then joined U.S. Steel

## The First Lady of 'Sesame Street,' Joan Ganz Cooney

as publicity writer for *U.S. Steel Hour*.

She enlivened the period with *Steel*, from 1955 to 1962, by getting involved in Democratic reform politics, and also kept an eye on noncommercial WNDT-TV (now WNET-TV), where she hoped to get a publicity job.

When the opening came, however, the station was still too near broke to do much programming except talk shows; it therefore needed someone with access to prominent names. Miss Ganz, equipped to fill that bill by her work in politics, hired on not as a press agent but as a producer.

In early 1966 came another fortuitous brush with influence. Lloyd Morrisett, then a vice president of the Carnegie Corp., now president of the John and Mary Markle Foundation, was a dinner

guest at the Cooney home and that led to his asking whether she could conduct a study of TV and preschool education. She could, did, and late that year delivered the report that led to the formation of the Children's Television Workshop in 1968, with her as its head.

In addition to *Sesame*, the workshop currently is producing a new reading series, as yet untitled, to start this fall, and operates a growing nonbroadcast materials division whose interests include books and toys and, among other things, the possibility of getting into cable TV.

She doesn't rule out the possibility that eventually the workshop might produce an entertainment program—"material is needed for that 7:30 p.m. period," she says—but for the present has no plans for new program production beyond the upcoming reading series. "We would like to pause and consolidate," she says. "The staff is tired. They need not to be pushed for a while."

Between her professional and private lives, Mrs. Cooney seems in some danger of being pushed herself. With her husband—Timothy J. Cooney, a writer, public-relations man and longtime worker for better opportunities for blacks—she runs an apartment in New York and a house in Westhampton. And although they have no children of their own, they are very much the weekend parents of a young black boy, now 8 years old, who "adopted" her husband (and vice versa) two years ago at Mr. Cooney's equal-opportunities office in Harlem.

Mrs. Cooney has been consulted by at least one major advertiser about how to improve the content of commercials for children. Although that particular project didn't work out for other reasons, she thinks one obvious way would be to improve the programming, since that would make the commercials' flaws all the more outstanding.

If Mrs. Cooney herself has outstanding flaws, her friends hide them well. FCC Chairman Dean Burch, a good friend since their University of Arizona days—and conceivably a beneficiary of some of her own ideas about children's programs—credits her with "a lot of intelligence" and "a lot of perseverance." A former employer in commercial TV, asked what kind of worker she had been, may have set an endurance record for adjectives: "One of the sharpest, brightest, most innovative, most creative, dedicated, hardest-working people I've ever known."

She can make mistakes, however. There is evidence. She pronounced reformist reformist. Webster's says it should be reform'ist. Given the track record of Joan Ganz Cooney, that may yet turn out to be a printer's error.

### Week's Profile



Joan Ganz Cooney—president, Children's Television Workshop, New York; b. Nov. 30, 1929, Phoenix; B.A., University of Arizona, 1951; reporter, Arizona Republic, Phoenix, 1952-54; publicist, RCA, New York, 1954, and NBC, New York, 1954-55; TV publicist, U.S. Steel Corp., New York, 1955-62; producer, WNDT-TV [now WNET-TV] New York, 1962-67; consultant, Carnegie Corp. of New York, 1967-68; executive director, Children's Television Workshop, 1968-70, president since 1970; m. Timothy J. Cooney, Feb. 22, 1964; member American Women in Radio and Television, National Organization for Women (NOW); hobbies—tennis, bicycling, reading.

## Lesson from abroad

Foreign products and services are beginning to represent a tidy source of advertising revenue for U.S. broadcasters.

The best available, though conservative, estimates are that foreign advertisers spent well over \$45 million in U.S. TV last year. That is only a fourth as much as P&G alone spent, but it nevertheless represents more money than all insurance advertising on network and national-spot TV, more than all consumer services, more than all digestive aids and antacids, a little more than all men's toiletries. It also represents a 41% increase over 1969, and how many product categories can make that claim?

In radio the story was the same except that the figures were lower: about \$10 million invested to sell foreign products to Americans, a gain of 46% over 1969.

It is significant that budget gains of this magnitude came in a year when the general economy was distressed. This circumstance should be of more than casual interest to U.S. advertisers inclined to cut back on advertising as the first salvation for the bottom line. U.S. manufacturers are understandably concerned about inroads made by foreign competitors. Their concern might be more understandable, and the inroads less severe, if they were equally aggressive in expanding their broadcast sales programs.

## Less is better

In a reversal of the usual bureaucratic process, the FCC has simplified the reporting forms it is considering using to collect information about cable-television systems. As an account in this publication explained a week ago, the forms are considerably less comprehensive in their present draft than they were in the original. They still must pass inspection at the executive-branch Office of Management and Budget and be approved by the FCC itself.

In the rest of the process, more simplification should be the goal. One category of information that could be reduced to one or two lines is programing. Broadcast programing is the staple of CATV, and the FCC already has more than it needs to know on that subject from the exhaustive reports it requires from broadcasters.

If the commission does reduce the CATV forms to essentials, it will have given itself a good guide to the revision of broadcast forms—which never should have been let grow to the paper jungle of the present.

## Honors

Some members of the House Commerce Committee have been privately attempting to find a way to extricate their chairman from the showdown he insists on staging with Frank Stanton in particular and broadcast journalism in general. They are convinced that the chairman, Harley O. Staggers (D-W. Va.), has been euchred by his staff into a fight he cannot win. They are worried that the committee's prestige could go down the drain with the chairman.

Their concern is real enough. As reported here a week ago, the Investigations Subcommittee, which Mr. Staggers also heads, has toned down the subpoena it originally issued for material associated with the CBS News production of *The Selling of the Pentagon*. But the new subpoena still asks for more than any ethical journalist may give, and Dr. Stanton has committed himself to stick by his original refusals. If Mr. Staggers then chooses to go for a citation

for contempt, he must put it before the full Commerce Committee—where the first real crunch would be felt.

It is a crunch that the larger-minded members of the committee would prefer to avoid—and with good reason. To begin with, the committee would be acting in clear defiance of the First Amendment if it voted to cite Dr. Stanton for contempt. Beyond that, and probably of more importance to some members of the committee, the political reprisals could be significant. For once, the whole journalism establishment has been united in support of a television enterprise. And there are signs that television, in this new environment, has attracted the approbation of intellectuals who normally accord it professional scorn.

A small event of Sunday, May 30, ought to give Mr. Staggers's colleagues additional reason for concern. At the commencement exercises of Trinity College, Hartford, Conn., Dr. Stanton was one of five men awarded honorary degrees. The other four—a cleric, a philanthropist, the governor of Connecticut and the retiring chairman of the college's board of trustees—were given polite applause. Dr. Stanton was given a sustained ovation.

Maybe Mr. Staggers has already lost.

## Slurring their own

Why do moderators persist in apologizing for commercial or station-identification breaks?

Take *Face the Nation* on CBS-TV on May 31. George Herman, a seasoned Washington correspondent, lamented the necessity of breaking in on Senator Birch Bayh (D-Ind.). Said Mr. Herman: "I'm sorry. I'm sure the panel members have other questions, but we must interrupt here."

This wasn't a commercial break; merely a public service announcement. But either way why the apology? He should have been glad, even exuberant. Those breaks help pay Mr. Herman's salary (were they commercial, he might get an extra fee). If his questions were incisive and intelligent, which they were, he is enlightening the audience. Senator Bayh had to be happy because he handled the assignment like a pro and because he got hundreds of thousands of dollars worth of exposure for free.

It would be accurate salesmanship to say that such programs are brought to the audience through the courtesy of the nationwide interconnected facilities of the network and its 200 (or so) public-spirited affiliated stations.



Drawn for BROADCASTING by Sid Hix

"For heaven's sake, forget you're an umpire and enjoy the game!"

**To be  
...or  
not to be  
that is the  
question**



The question of abortion reform is one of the most emotion-packed issues of our time. Too often, facts have been obscured by frenzy. The WWJ Stations are trying to replace reaction with reason. For example, a right-on WWJ-TV series, "Pro and Con," recently gave viewers a chance to witness an open, frank, give-and-take discussion of the abortion question between a former woman State Senator, who favors reform, and a representative of the Council of Catholic Women. And a little light was shed. Since The WWJ Stations are good for the people they serve, they're good for you.

***right on...Detroit***  
***WWJ AM-FM-TV***

Owned and Operated by The Detroit News • Affiliated with NBC  
National Television Representatives: Peters, Griffin, Woodward, Inc. • National Radio Representatives: McGavren-Guild-PGW Radio, Inc.  
Associated Stations: KOLD-TV Tucson, Arizona • WALA-TV Mobile, Alabama

# To Spyridon Granitsas, congratulations!

Coverage of the United Nations is one of the most complex and important of all journalistic assignments. To honor distinguished U.N. correspondence, a \$500 cash award and the bronze "deadliner" statuette shown below are awarded annually by the Deadline Club, New York Professional Chapter of Sigma Delta Chi. The statuette was specially executed for the Deadline Club by the late great cartoonist, Rube Goldberg. The award and statuette are sponsored by International Telephone and Telegraph Corporation.

We take pleasure in announcing that this year's winner of this important award is Spyridon Granitsas, for his series in *Editor & Publisher* magazine. Journalists of all countries, any person, group or publication assigned permanently or temporarily to cover a U.N. story were eligible to compete.

To Mr. Granitsas and to all the journalists who do such outstanding work in keeping the world informed on the activities of the United Nations, congratulations!

SERVING PEOPLE AND NATIONS EVERYWHERE

