



June 14, 1971

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

Now begun: first complete review of fairness doctrine

More libel protection for the press—including radio-TV

Upheaval at the top in cable-television association

Whitehead of the White House: czar without a czardom

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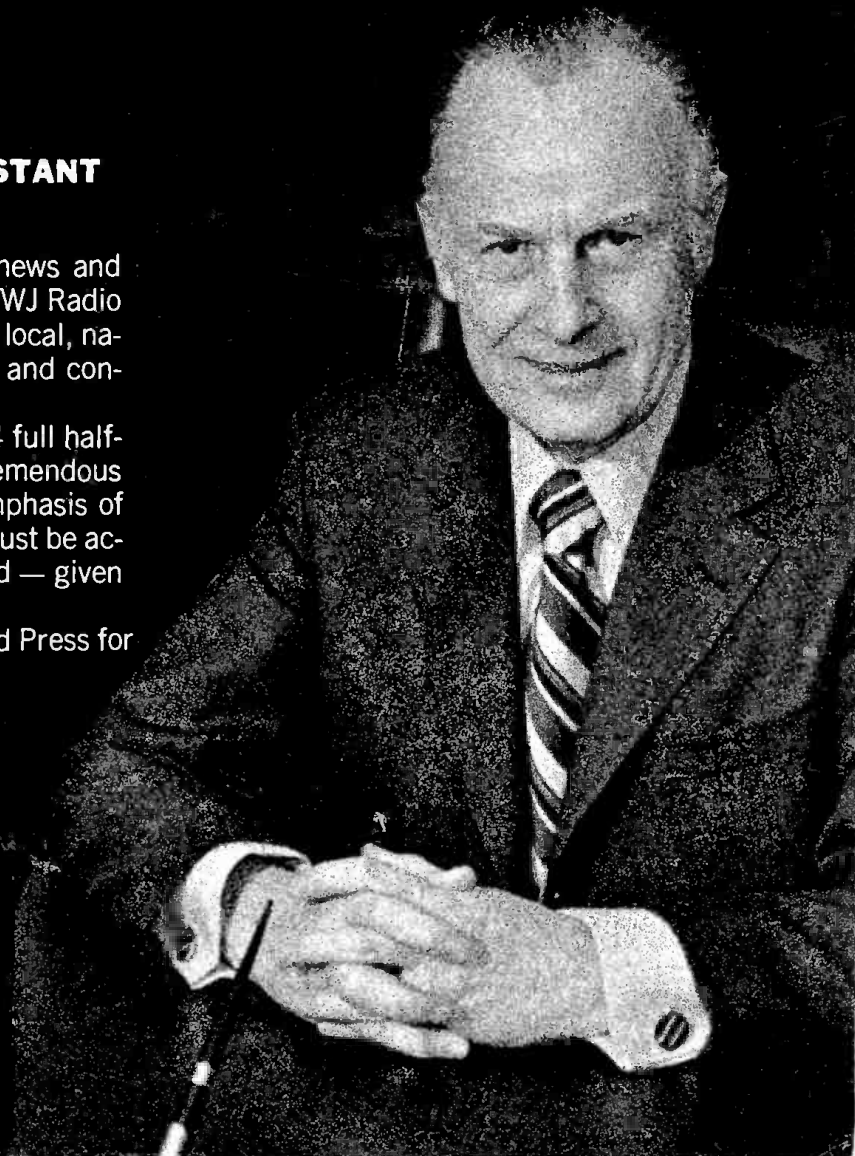
### MEMO FROM A MEMBER SUBJECT: NEWS REQUIRES CONSTANT ATTENTION

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Vice President and General Manager  
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Alan R. Novak, Chairman of the Board of Development Technologies Inc. and former Executive Director of the President's Task Force on Communications Policy.

W. Theodore Pierson, attorney and Senior Partner in Pierson, Ball and Dowd, Washington, D. C.

Eli Jacobs, Chairman of the Board of Data Sciences Ventures, former Partner in White, Weld and Company.

Eugene V. Rostow, Sterling Professor of Law, Yale University, formerly Under Secretary of State for Political Affairs, and Dean Emeritus of the Yale Law School.

Dr. Herbert J. Passino, management consultant, former Chairman of the Board of Radiation Research Inc., Vice President of Research, New Jersey Zinc Corporation.



Dr. William Schuman, Chairman of the Board; renowned composer. President Emeritus of Lincoln Center for the Performing Arts, President Emeritus of the Juilliard School, former Chairman of the National Educational Television Network Council on Programs.

Dr. Stafford L. Hopwood, Jr., President and Chief Executive Officer; former Vice President of Business Development and Professional Products for CBS Laboratories, General Manager of International Operations for the American Viscose Division, FMC Corporation and Chief of Research Economics and Planning for Central Research, 3M Company.

Beardsley Graham, communications consultant to industry and foundations, founding President of Spindletop Research Inc., and elected by President Kennedy as the technically qualified incorporator of the Communications Satellite Corporation.

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See how far it gets you.

## Videorecord

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As promised, the FCC will open probe into fairness-access problem. Only two things are certain: Fairness won't be scrapped, and broadcasters won't be made common carriers. See . . .

## Chance to escape fairness trap? . . . 22

Supreme Court extends immunity from libel to include suits by private citizens (unless they can prove 'malice' or 'reckless disregard for truth')—and in so doing, it explicitly treats broadcasting and print as equals. See . . .

## First Amendment parity on libel . . . 24

With government showdown and cable convention soon, CATV industry outlook is clouded by resignation of National Cable Television Association President Donald V. Taverner at sharply divided board meeting. See . . .

## Taverner will part company with NCTA . . . 34

Three minority stockholders in cable system principally owned by CBS accelerate their efforts to block establishment of Viacom International Inc., in new petition to FCC and letter to Securities and Exchange Commission. See . . .

## Viacom opponents seek FCC aid . . . 41

Clay T. (Tom) Whitehead and his Office of Telecommunications Policy have been regarded as a potentially powerful new voice in communications matters—but so far, the potential has been more evident than the power. See . . .

## Whitehead: czar without czardom . . . 48

More, more and still more hearings on political spending. This time it's the House Communications Subcommittee as forum in continuing debate over spending ceilings, partial repeal of Section 315, and other proposals. See . . .

## More trees in campaign-spending forest . . . 54

New advertising code plan is described in detail for members of a House Small Business subcommittee—and the possibility is raised that broadcasters might eventually eliminate their code if the advertising plan works. See . . .

## Taking self-regulation up to the Hill . . . 58

Testimonials to radio's selling power, new tools for selling it and a forecast that sales will rise 8-10% this year highlight workshop sponsored by the Association of National Advertisers and Radio Advertising Bureau. See . . .

## Why radio keeps gaining power . . . 60

First combined Clio/Effie awards ceremony in New York is dominated by BBDO, with five TV Clios, two TV Effies, one print Clio and one print Effie; over-all campaign award goes to Midas Muffler's "Better Job" series. See . . .

## TV commercials have their day . . . 62

OTP Director Whitehead, speaking in Paris, says effective worldwide satellite communication is no longer a technological problem, but a political one—of developing institutions that can deal with the new technology. See . . .

## Politics seen as key to satellites' future . . . 67

## Departments

AT DEADLINE . . . . .	9	PERSPECTIVE ON THE NEWS . . .	48
BROADCAST ADVERTISING . . . .	54	PROGRAMING . . . . .	24
CHANGING FORMATS . . . . .	30	PROMOTION . . . . .	66
CHANGING HANDS . . . . .	40	WEEK'S HEADLINERS . . . . .	10
CLOSED CIRCUIT . . . . .	7	WEEK'S PROFILE . . . . .	81
DATEBOOK . . . . .	12		
EDITORIALS . . . . .	82		
EQUIPMENT & ENGINEERING . .	65		
FATES AND FORTUNES . . . . .	68		
FOCUS ON FINANCE . . . . .	50		
FOR THE RECORD . . . . .	70		
INTERNATIONAL . . . . .	67		
LEAD STORY . . . . .	22		
THE MEDIA . . . . .	34		
MONDAY MEMO . . . . .	19		
OPEN MIKE . . . . .	16		



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## Autumn leaf

Thomas J. Houser, interim member of FCC whose term expires June 30, won't be reappointed. Under law he may serve until his successor is qualified, and successor (barring unforeseen) will be Representative Charlotte Reid (R-Ill.). Word now is that she will be nominated in early fall, with Senate confirmation virtually automatic for any responsible member of Congress. She will be second woman to serve on agency, first having been late Freda Hennock, New York Democrat, who served 1948-55.

## In the wings

In wake of sudden resignation of Donald V. Taverner as president of National Cable Television Association (page 34) three names were mentioned as successors: Bruce Lovett, former NCTA general counsel who is now with American Television and Communications Corp., Denver; Robert Button, director of government relations Communications Satellite Corp., and Sol Schildhouse, chief, CATV Bureau, FCC. Position, to be vacated by Mr. Taverner upon termination of his two-year contract at year-end, reportedly pays \$60,000 per year.

Leading unexpected move at NCTA board session to accept resignation reportedly were Mr. Lovett, Stratford Smith, Washington attorney who pioneered CATV representation, and Bruce Merrill, systems owner, head of Ameco Inc., manufacturing company in Phoenix, and former chairman of NCTA. Acting Chairman John Gwin, Robinson (Ill.) Cable Co. (Cox Broadcasting subsidiary), shortly will name selection committee. Mr. Taverner, with distinguished ETV background, is understood to be considering offer of college presidency.

## Fingerers' file

FCC is heavily engaged in kind of computerized record keeping that Senator Sam J. Ervin (D-N.C.) says poses danger to citizens' First-Amendment rights. FCC maintains list of 10,900 names, in form of computer print-out, of individuals and organizations whose qualifications might be suspect if they applied for license. Included are names of those who refused to pay fines, operated unlicensed stations, lost licenses, issued commission bad checks. List also includes some entries from lists of FBI, Central Intelligence Agency, other government agencies and congressional committees.

Commission checklist was disclosed by Senator Ervin in little-noted passage of speech to computer specialists' conference last month. Senator is chairman at Subcommittee on Constitutional Rights, which has been checking into impact of computers and data banks on Bill of Rights.

## Lowering boom

Now that White House authorities have spread word that administration isn't in sympathy with Justice Department's intervention in FCC rulemaking favoring divorcement of newspaper-TV station ownerships ("Closed Circuit," June 7) question arises: what's to be done about it? Likelihood is that high administration officials will articulate White House opposition to antitrust division position in public utterance some time soon. Question might be raised about propriety of expression when Justice isn't direct party and really hadn't been asked.

## Short fuses

Already confused syndication season may become more so next January. Program distributors are confident that at least beginnings of so-called "second season" will emerge in market-by-market selling by year-end. They point to these factors as accelerating pattern that has become staple in network field: Because of FCC prime-time-rule provisions, reruns can be offered in evening slots and many are not likely to stand competition; many deals are for 13 weeks, and others have cancellation clauses.

## Missionary

Hometown heat is to be put on Senator James B. Pearson (R-Kan.) to persuade him to withdraw or tone down proposal to establish political candidates' right to broadcast time during campaigns. Senator slipped proposal into pending campaign-reform bill where it stuck through recent changes made by Senate Rules Committee (BROADCASTING, June 7).

Pearson amendment would impose sanctions on licensees found guilty of "willful or repeated" denial of access to candidates. Man picked to make senator see the light is Grover Cobb, National Association of Broadcasters executive vice president. Mr. Cobb was broadcaster in Senator Pearson's state for years.

## Follow-up

CBS's controversial *The Selling of the Pentagon* figures in informal congressional investigation launched last week into Pentagon's public-relations activities. Behind probe is Members of Congress for Peace through Law, ad hoc group comprising 29 senators and 87 representatives. Investigation is being conducted by Representatives James Abourez (D-S.D.) and Fred Schwengel (R-Iowa), two members of group's committee concerned with military spending.

In letter to Secretary of Defense Melvin Laird last Thursday (June 10), congressmen asked for detailed breakdown of Pentagon's public relations expenditures, including amounts spent on TV and radio production. Theory is, according to one Hill source, that knowing where Pentagon's public relations money goes could help determine accuracy of allegations made in *Selling*.

## Remote-control claque

Nixon administration, accused by many of attempts both to manipulate and intimidate broadcast media, is at least alert to potential of radio. One of nation's leading talk stations was target of White House-originated plan to "hype" response to presidential address by asking partisans to call station after broadcast, create impression of strong public support. Local Republican leader who received Washington request to drum up reaction later spilled it to station.

## The collector

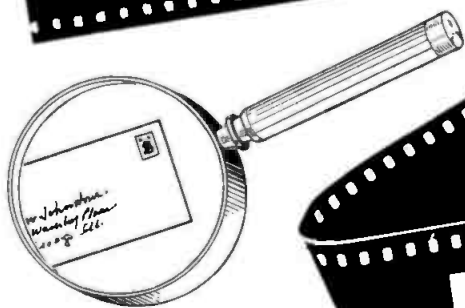
John Macy, president of Corporation for Public Broadcasting, is on road to solicit minimum of \$5 million in corporate contributions between now and June 30, 1972, to enable CPB to comply with matching funds authorized by Congress for fiscal '72. Last year figure was \$3 million, and that was over subscribed.

In addition to basic appropriation of \$30 million by Congress and of program contributions underwritten by national advertisers (Xerox, Mobile, Sears Roebuck, General Foods, Quaker Oats and Polaroid), CPB has received \$100,000 yearly for five years from NBC plus \$100,000 yearly for four years from IBM and some funds left from contributions of \$1 million each from CBS and Carnegie Foundation in 1968.

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## The roof falls in on renewals

Court upsets licensee-preference policy

FCC's Jan. 15, 1970, policy statement regarded by broadcasters as protection against challenges to their license-renewal application, has been thrown out by U.S. Court of Appeals in Washington as "clear" violation of Communications Act.

Court, in opinion issued Friday (June 11), told commission not to apply statement to pending or future cases and to redesignate all comparative renewal hearings to which statement had been applied "to reflect this court's judgment."

Statement, dealing with comparative hearings in which renewal applicants are involved, says that incumbent will be given preference if he can demonstrate he has provided "substantial" service without serious deficiencies. Once that showing is made, competing applications are to be dismissed.

Commission adopted statement in wake of furor created in broadcasting industry by WHDH-TV decision, in which commission for first time picked new applicant over incumbent in comparative hearing.

Commission said that it was restating existing policy and that its purpose was to strike balance between "predictability and stability" and need for competitive spur.

But court, in opinion written by J. Skelly Wright, and in which Judge Malcolm R. Wilkey joined, said that instead of stability in industry, policy has produced rigor mortis; Judge Wright noted that not one renewal challenge has been filed since policy statement was issued. (Policy statement, in addition, was cited by new applicants in dropping challenges to incumbents in three renewal-comparative proceedings.)

"Our opinion today," Judge Wright wrote, "restores healthy competition by repudiating a commission policy which is unreasonably weighted in favor of the licensees it is meant to regulate, to the great detriment of the listening and viewing public."

Judge George E. MacKinnon, in concurring opinion, said policy would effectively prevent newcomer from being heard on merits of his application, no matter how superlative his qualifications. He said statement would negate hearing requirements of statute as interpreted by Supreme Court and added: "If such change is desired . . . it must

be accomplished by amendment to the statute."

Court acted on appeals brought by Citizens Communications Center of Washington and Black Efforts for Soul in Television and by Hampton Roads Television Corp. and Community Broadcasting of Boston Inc. Citizens and BEST argued policy statement would shut minority groups out of station ownership. Hampton Roads and Community are new applicants competing against renewal applicants.

Judge Wright, in reviewing background of statement noted that it emerged after bill introduced by Senator John O. Pastore (D-R.I.), and designed to afford broadcasters protection at renewal time, had run into criticisms from citizen groups. Bill would have prevented commission from considering renewal applicants until it had found incumbent licensee unqualified for renewal.

Policy statement, Judge Wright said, enacts what Pastore bill sought to accomplish. But summary judgment approach of policy statement, he added, "runs smack against both the statute and case law."

He said policy statement denies competing applicants "the 'full hearing' promised them" by Communications Act. Although commission is authorized to deny hearings to unqualified applicants, he said, it cannot deny "full

## Lamar has to leave WLBT(TV) premises

U.S. Supreme Court last Friday (June 11) turned down request by Lamar Life Broadcasting Co. for stay of FCC's order that it cease operation of WLBT(TV) Jackson, Miss., and turn facilities over to nonprofit interim licensee.

Lamar had hoped to gain more time to operate station from stay, while it awaits Supreme Court action on its motion for review of FCC action last September, granting interim authority for WLBT to Communications Improvement Inc. (see page 40). Action by Supreme Court on that proposal is not expected until fall term, although ruling could conceivably come sooner.

Chief Justice Burger and Justices Marshall and Blackmun did not participate in last week's ruling.

hearing on their own merits" to qualified applicants.

However, Judge Wright made clear that incumbent licensees are entitled to be judged on basis of past record. "In-substantial past performance should preclude renewal of a license," he said. But "superior performance should be a plus of major significance in renewal proceedings."

In that connection Judge Wright suggested that commission express, "in both quantitative and qualitative terms what constitutes superior service." Commission initiated rulemaking proceeding aimed at defining "substantial" service.

Court also held that concentration of control of media is another question to be considered in hearings, particularly "as new interest groups and hitherto silent minorities emerge in our society."

Such groups, Judge Wright said, should "be given some stake in and chance to broadcast on our radio and television frequencies." He noted that no more than dozen of 7,500 broadcast licenses are held by racial minorities. Effect of policy statement, he added "would have been to perpetuate this dismaying situation."

## Consumerites troop to Dingell hearings

Covey of consumer champions criticized general idea of advertising-industry self-regulation in testimony Friday (June 11) before Representative John D. Dingell (D-Mich.) and his House Small Business subcommittee. They virtually unanimously urged public and consumer representation on both Code Authority and review boards of National Association of Broadcasters and on projected National Advertising Review Board being formed by advertising organizations.

Hearing Friday was continuance of Mr. Dingell's investigation of advertising self-regulation that began last Monday (see page 58) and continues today (June 14) and again next week on June 25.

Session last Friday heard two former Code Authority employees challenge composition of code office and its overseers, TV Code Review Board and Radio Code Board.

Warren Braren, executive director of National Citizens Committee for Broadcasting, charged Code Authority is subservient to broadcaster overseers, lacks independence, involves no pub-

lic participation. He also made charge that network influence predominates.

Other former Code Authority staffer, Stephen L. Bluestone, Washington public-interest communications consultant, criticized composition of proposed NARB, which is to have 20% public representation; urged separate public and consumer membership, as well as representation from other citizen groups—under 25's, women, poor. He also suggested methods of tightening up procedures of projected advertising self-regulation code to assure public access to records as well as treatment.

Robert B. Choate, Council on Children, Media and Merchandising, principally attacked NAB code for not having public and consumer representation at all levels. He also urged that NAB Code Authority's activities should be open to public inspection. Mr. Choate repeated his recommendation that NAB should establish code for advertising of foods, especially dry cereals, as he has before in appearances before congressional committees and as he did last month when he addressed TV Code Review Board in Washington (BROADCASTING, May 31).

Mrs. Erma Angevine, Consumer Federation of America, expressed complete lack of faith in industry self-regulation or voluntary agreements. Gist of her testimony was that government agencies must set standards to provide consumers with information on which they can make buying decision.

Christopher White, Public Interest Research Group, Washington, contended NAB code does not have representation of consumers or public. He also was dubious of effectiveness of industry self-regulation. He charged, also, that advertising aided some companies to maintain monopoly in their fields.

## Time answers charges re sale of its TV's

Time Inc., whose sale to McGraw-Hill Inc. of its five TV stations is up for FCC approval, responded last week to two separate petitioners who are seeking to have sale denied.

Time told commission that petitioners' allegations are lacking in merit and "fail to justify the relief they had requested." Petitioners—Denver black group calling itself Mass Media Task Force, and consolidated group of Mexican-American organizations—filed petitions to deny sale two weeks ago (BROADCASTING, June 7). Charges dealt extensively with alleged shortcomings of McGraw-Hill as prospective licensee, but also made some allegations directly aimed at seller. These included complaints that Time had made misrepresentations on renewal

## Week's Headliners



Mr. Forsling

**Richard Forsling**, president of Viacom Communications Division (cable television), elected to additional post of board chairman of parent company, Viacom International Inc., which includes program syndication and CATV interests formerly held by CBS Inc. **Ralph M. Baruch** continues as president and chief executive officer of Viacom International. **James M. Leahy**, VP, finance and administration, Viacom International, elected to company's board of directors.

**Donald V. Taverner**, president, National Cable Television Association, resigns effective end of this year (see story page 34).

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

application for KLZ-TV Denver, one of stations to be sold, and that all stations involved in sale discriminated against Spanish-speaking people in employment.

In addressing charge—by Denver group—Time said reference on renewal application to KLZ-TV employee who is member of Denver NAACP is correct. Petitioner charged reference was not true, but Time said employee is registered in husband's name. It also supplied affidavits from KLZ-TV employees that rebuke petitioner's claim that three persons listed in station's community-needs survey had actually not participated.

In reference to Spanish-speaking group's charge that all Time TV's fail to hire proportionate number of Spanish-surnamed people, Time supplied affidavit from Barry Zorthian, Time-Life stations president, giving breakdown of number of minority-group members employed at each station—in total, 57 out of 583 employees—representing "highly productive effort" in this area, Time said.

Time did not comment on charges made against McGraw-Hill, and indicated that reply from that company would be forthcoming.

## Stanton speaks on subpoena

If Congress and courts uphold House subcommittee's subpoena for unused materials gathered in preparation of CBS News's *The Selling of the Pentagon*, "television and radio would face an unprecedented situation of the utmost gravity."

That warning was offered by Dr. Frank Stanton, president of CBS, in speech prepared for delivery Friday night (June 11) at dinner of Washington professional chapter of Sigma Delta Chi, honorary journalism society.

Dr. Stanton renewed pledge to oppose subpoena and said "we hope for success—but we must also contemplate what would happen if our case should go to the courts and we should lose."

From congressional surveillance of TV news, he asserted, "it would seem to be only a short step" to "measures telling television's news departments how to do their jobs—and from that only another short step to a situation where the government would be in full charge and the electronic media the creature of government rather than the servant of the public."

## Alberto-Culver rounds off new agency assignments

Compton Advertising, New York, first of Alberto-Culver's advertising agencies (resigned in 1965), is now latest addition to new agencies handling major advertiser. Alberto-Culver, Melrose Park, Ill.-based toiletry and food firm, recently split with N. W. Ayer & Son (billing \$11 million) and J. Walter Thompson (billing \$12 million) both Chicago, retaining only Arthur & Wheeler there (BROADCASTING, May 31, June 7).

New slate of agencies now include Compton; Foote, Cone & Belding and Edward H. Weiss & Co., both Chicago, and Norman, Craig & Kummel, New York.

Compton has been assigned Command line of men's products—hair spray, deodorant and anti-perspirant. Product assignments were also announced for Alberto-Culver's other agencies: FC&B—Alberto VO5 hair spray, Milani salad dressing and Sugar-Twin sugar substitute; NC&K—Alberto VO5 Conditioning Hair Dressing, Natural One men's hair spray, Born Free shampoo and Calm deodorant and anti-perspirant; Weiss—Alberto VO5 shampoo, New Dawn 2, Blondes American Style and European Naturals hair coloring items, Get Set hair spray and Shimmy Shins cream hair remover. Added to Arthur & Wheeler's product line-up are FDS feminine deodorant line and For Brunettes Only hair coloring and conditioner.



## NO WAKE FOR A GREAT LAKE

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

requested by Congressional and Cabinet groups in Washington.

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

So today, the modern Battle

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

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

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<b>New York</b> WHN	<b>Miami</b> WGBS	<b>Los Angeles</b> KGBS	<b>Toledo</b> WSPD	<b>Detroit</b> WDEE	<b>Cleveland</b> WJW

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## Datebook

A calendar of important meetings and events in communications

■Indicates first or revised listing.

### June

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 consumers, *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 Shycon 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.

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, as-

sistant 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*. 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, chairman, 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).

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

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

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

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

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

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

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

### 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.

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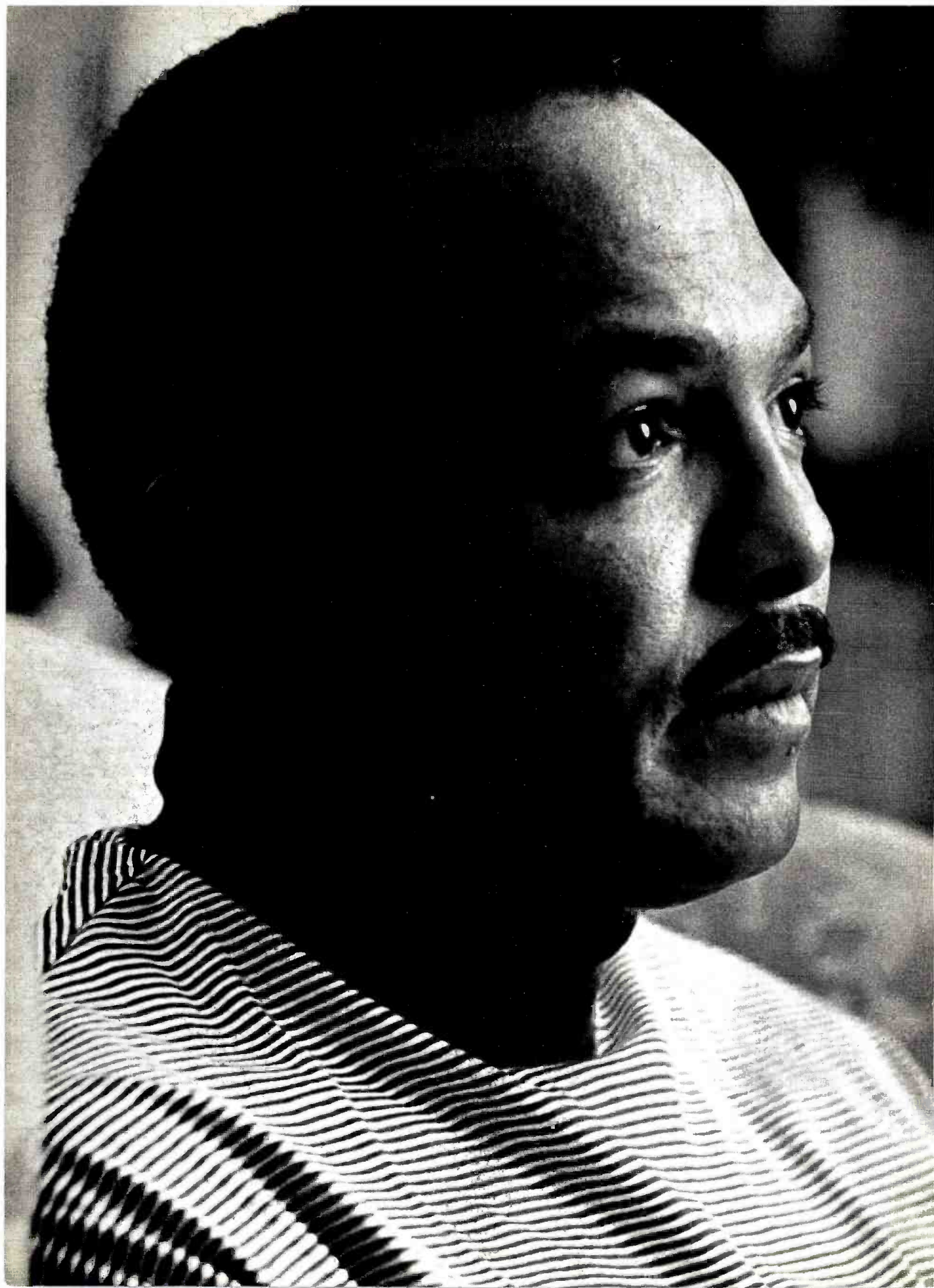
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# On April 16th Carl Stokes made two important decisions.

## We were one of them.

The mayor of Cleveland made a difficult and surprising decision: Not to run for a third term in office.

Then he decided to make his announcement on WEWS-TV. Which isn't surprising at all. Not if you understand how every Scripps-Howard station feels about vital local issues. The here and now news.

Through his two turbulent, news-making terms, Stokes saw our philosophy in action many times. He knew where he'd always find an open forum. An open mind. An open door. And a way to bring his problems and his projects closer home to Clevelanders. That's why, when the Mayor stopped running, WEWS-TV ran the story first.

Everywhere there's a Scripps-Howard station, there's a news staff that's concerned. Involved. And actively engaged in the news that hits closest to home. That's why we have a guy who can tell Floridians when the tarpon are running. And helped an Appalachian community get its own doctor. Or got the real low-down on low-income housing in Memphis. Or reported the comedy of pollution errors: the Cuyahoga River that burns.

If people care, we're there. Local news turns us on. Maybe that's why local people do, too.

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THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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\*Reg. U.S. Patent Office.

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## OpenMike<sup>®</sup>

### An NAB board member's plea

EDITOR: I'm sure all of us on the National Association of Broadcasters board agree with your May 31 editorial. We want a fair and nondiscriminatory political broadcast bill.

At an earlier NAB board meeting, I suggested that our government affairs department draw up a bill that would cut the cost of political campaigning, but at the same time assure that broadcasters would not be discriminated against. I'm sure that with a proper bill—one which would be fair to candidate, media and citizen alike—we could have found legislators willing to sponsor it.

This was a call for direct, positive action. Unfortunately, those of us favoring positive and more direct action are still in the minority. It appears that in the past two NAB board elections, men are being chosen who belong to the activist school. The tenet of our board is changing.

You stated broadcasters gain nothing by compromising, hat in hand. I couldn't agree more. It's time to stop pussy-footing, stop reacting, stop operating out of some kind of fear. It's time to use the talent, knowledge, power and facilities we have at our disposal to get the job done and done right, whether it be a political bill or any other major issue.—Philip Spencer, *president, WCSS(AM) Amsterdam and WIPS(AM) Ticonderoga, both New York, and NAB director for district 2.*

### Playback to the 'Horn'

EDITOR: Your May 3 editorial, "By Bottle Round the Horn," needs some response to offset the impression your editorial staff seems to have that advertising proposed for the U.S. Postal Service will be for "imagery."

I doubt anyone would disagree that advertising can be no substitute for better service, but better service, in turn, frequently has a very direct relationship to how well our customers cooperate with us in a variety of ways.

For example, despite some skepticism, the ZIP Code is still a very important element of mail delivery. As we move ahead with major investments in mechanization to speed mail processing, it will be even more critical because much of it is predicated on optical scanning and sorting of letters. Persuading the public to mail early in the day can also be of great help by spreading the load somewhat. Even a simple thing like

wrapping packages properly can save millions of dollars in damage claims or in manpower spent rewrapping at post offices.

In the past public-service contributions have supported some of these efforts, notably the ZIP Code campaign, and we sincerely believe that most media will continue to do so. But there are limits to that and it will be necessary to make some investments of our own.

The objective behind all of these efforts is consistent with the goals of postal reorganization—to create an effective, responsive service that is run on an efficient, self-sufficient basis. This won't come easily or quickly, but we feel advertising is a tool like many others that can be employed to help achieve those ends.

Needless to say, we would be grateful for your support along the way.—J. T. Ellington Jr., *special deputy to the postmaster general (communications services), Washington.*

(The thrust of BROADCASTING's editorial was that the postal service should restore prompt mail delivery, then talk about it.)

### Talking on talking over

EDITOR: I would like to echo the "Open Mike" sentiments of Mark Hawthorne (BROADCASTING, May 31). The practice of talking over the introductions of pop records is really old hat by now. When I first heard it back in the early fifties, I thought it was clever and even did it myself. But most of us who have been in this business more than five years have grown rather tired of it. Why don't the young DJ's out there show us something new rather than trying to improve a worn-out trick that wasn't that good start with?

Anyway, some composers write very good instrumental introductions. They deserve to be heard.—Chuck Adams, *WGH-FM Newport News-Norfolk, Va.*

### ACTION faction

EDITOR: The May 17 issue of BROADCASTING contained a statement in an editorial that I feel compelled to protest: "It mostly goes back to that little band of Boston mothers who chose to form Action for Children's Television (ACT) in lieu of joining Women's Lib or another device to get out of the house."

This is a rather cavalier treatment of the goals of ACT and Women's Lib and reveals a marked disdain for women in general—that they have no other goal in life except to "get out of the house."—Hazel Hardy, *New York.*

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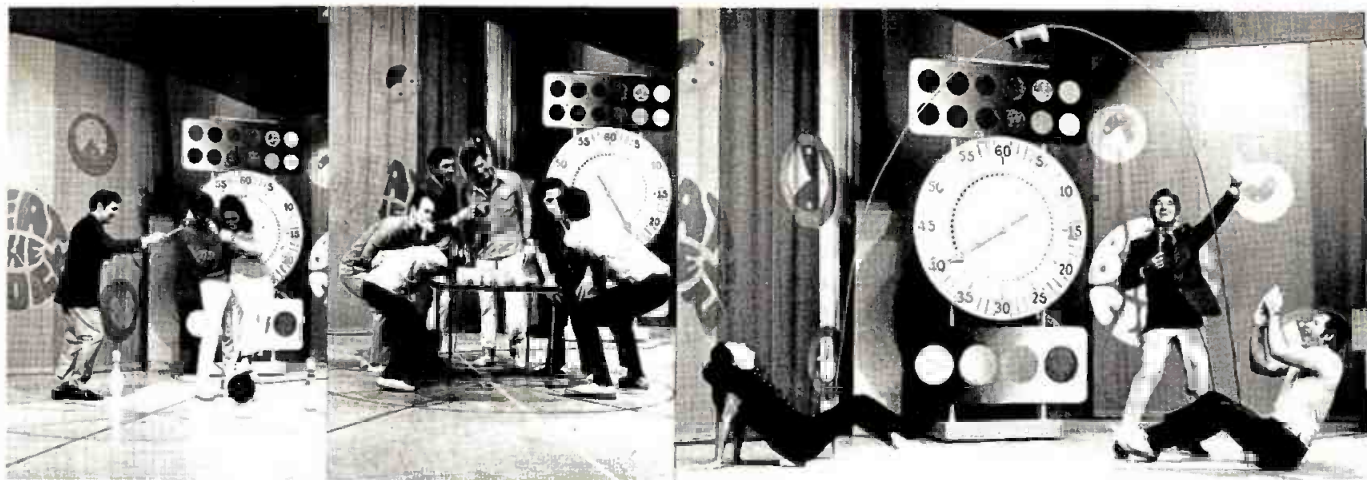
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# ENTERING A THIRD SUCCESSFUL YEAR

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## Sound was the salesman for Jeans West

The importance of radio to the success of Jeans West can hardly be overstated. If it were not for our saturation of the Los Angeles area through radio in the genesis of this business, we couldn't have grown to where we are today. In fact, any successful chain of pants stores today has followed our lead in utilizing the air waves to reach its market. And that market has mushroomed like nothing else in the apparel industry since its inception.

There isn't an AM or (especially) an FM station in Southern California which caters to the youthful listener and does not feed profitably on the pants stores' advertising budgets. Jeans West alone will have 100 stores from coast to coast by the end of 1971 and each new opening will be accompanied by a radio advertising campaign designed for full saturation of the community involved.

When we started out in this business just over two years ago, we knew we were on to a good idea. There existed a youth market which was overripe for a casual store selling casual clothes far better than surplus-store quality.

For the first six months, we used the print media—from the *Los Angeles Times* to the underground press—in our efforts to reach the 16-to-28-year-old market. We were pleased to open three stores during that period but frustrated that we were still not reaching as many young people in as effective a manner as possible. The answer was obvious: The kids were spending far more time listening to the top 40 than they were reading newspapers, so during the next six months we shifted all our dollars to radio.

It was an image-making campaign emphasizing our name, our now-familiar red-white-and-blue storefronts plus the idea that we were geared to selling young people the merchandise they wanted. We were using eight stations at one time and making full use of the co-op dollars available from clothing manufacturers like Levi-Strauss & Co. which made up almost 50% of our outlay. 90% of our dollars were spent in class-A and class-C time slots with the remainder spent on the all-night shows. Hard rock FM stations were used mostly plus a few popular rock-and-roll AM stations.

The results were phenomenal with 20 stores in full gear within that six-month period. We know where our ad

dollars should be spent. And, of course, the stations profited.

But it was only through radio that we could get that message across with the full impact we felt it deserved. As we open each of our 50 new stores throughout the U.S. this year, our market-research staff will first project the sales in the specific community and our radio budget will then be created accordingly, always with full saturation in mind. This means, of course, utilizing the best progressive-rock stations and spending as many dollars as reasonable (without monopolizing air time) so as to receive the best rates available. Spots will be 60 seconds with all dialogue, sometimes with background music. We speak always in a language the kids can understand and appeal directly to their life style and sense of value.

Radio, then, has been a sound investment for us (no pun intended). But two new phenomena have caused us to turn to television in areas which have already received full radio saturation. In the last year and a half, we have noticed our clothing sizes changing greatly toward the "middle-age spread," an observation substantiated by sales personnel reports that the parents who bring their kids in to buy shirts and jeans are demanding them for themselves.

We are now after the "weekend with-it," the man who sports a three-button suit and wing-tip shoes at work but goes through a Walter Mitty metamorphosis on weekends, opting in favor of today's casual lifestyle with flared slacks and body shirts—a man

young in attitude but not necessarily in age. We think we can reach him through TV and are turning over our ad budgets in the established areas of Los Angeles, San Francisco and Oklahoma to the medium of sight and sound.

Topics that relate to ecology and the preservation of the world we live in will be strongly emphasized as part of our visual image-making campaign . . . ads which we believe can safely bridge the so-called generation gap. We will not use old-hat methods of advertising but will deliver our message in a language a youthful person can understand with visual aids he can appreciate.

The second phenomenon which has steered us toward the use of television has been the bandwagon boom of other pants stores following closely in our footsteps. They have actually caused an oversaturation of the radio air waves, consequently diluting the impact of any one operation's message.

Fortunately, we are large enough to convert to television to retain the individuality of our message, but only in areas where competition is particularly heavy. We will continue to use radio where we can, but as more retailers jump on the bandwagon of casual merchandising in any one community, we will switch to television.

But in either case we are keeping two things in mind: We must know the market we wish to reach, and we must keep the communication open at both ends. Today's consumer knows what he wants and if we don't listen to him, he's sure as hell not going to listen to us.



Neil Norman is president and chief executive officer of Jeans West, chain of pants stores catering to the young men's casual market. After graduating from New York University in 1948, he went into the furniture business, building a chain of 11 stores in Los Angeles under the name of D. A. Imports. He has just recently sold Jeans West to Edison Brothers Stores Inc. in a multimillion-dollar transaction after only two years of operation and will be retained as president under a six-year contract.

# **Because of Eyewitness News, it looks like all television news is going to be a lot different.**

At Eyewitness News we've pioneered a new kind of news program.

A news program where the newscasters relate more to the news they're reporting, more to each other and more to you, the viewer.

A news program where it's okay for the newscasters to be colorful as well as expert, accurate and authoritative.

A news program that allows for spontaneity and humor.

In short, a more human news program.

And if your favorite news program is trying to be a little more human lately, there's a reason for it.

Our success.

## **The Success of Eyewitness News**



It has been exceptional.

Simply stated, when we introduced our kind of news program there was no place to go but up.

Well, that's exactly where we went. Now we're in a leadership position.

Thousands of New Yorkers have broken their longstanding news-watching habits to watch our 6 and 11 p.m. news.

We've won an Emmy Award.

The New York Times, Time, TV Guide and Newsweek have

already written major stories about our success and the effect it's had on all television news.

And that has been considerable.

To date, more than 60 stations throughout the country,

including our two major competitors here in New York City, have tried to adopt at least part of our format for their own news program.

Which doesn't bother us a bit. Because at Eyewitness News we started it all.

## **With Success, Responsibility**

Of course, what we've done has raised some serious questions about the nature of news broadcasting.

First, can a news program uphold its obligation to be accurate and authoritative and still be entertaining?

And second, should a news program be entertaining at all?

Our answer to both these questions is a very strong "yes."

We have never, nor will we ever compromise the accuracy of our news for the sake of a well-turned phrase or light moment.

At WABC-TV we intend to continue pioneering new concepts in television news.

Because we think Roger Grimsby, Bill Beutel, Melba Tolliver, Tex Antoine, Jim Bouton and the entire Eyewitness News team have accomplished something really remarkable in broadcast journalism.

They've changed it.

We firmly believe for the better.



**Eyewitness News. 6 and 11 p.m.**  
**We've changed the way you get the news.**



## Chance to escape fairness trap?

FCC, as promised by Burch, opens full inquiry into growing complexity of reply time, access

Twenty-two years after it was created as an innocent-sounding clause in a policy statement that at the time was thought to liberalize government control, the FCC's fairness doctrine is being subjected to a searching review. The announced purpose is to bring the doctrine more in line with the times, when the demand is not only for fairness but also for access to the air.

The FCC, in announcing a major inquiry and soliciting comments on a wide range of problems, made it clear there was little it would consider sacred. Two things, however, are called immutable: The fairness doctrine will not be scrapped; broadcasters will not be corrupted into common carriers.

FCC Chairman Dean Burch has been calling for months for such an inquiry. It was a main point of his address to the National Association of Broadcasters convention last spring (BROADCASTING, April 5). He has said that the demands for access, frequently supported by the courts, threaten to turn broadcasting into a message delivery service.

Fairness was enunciated as an FCC goal when the commission, in 1949, issued a notice permitting broadcasters to editorialize. For some years, after deciding what had become known as the Mayflower case, the commission had declared it illegal for broadcasters to air their own opinions. When Mayflower was rescinded, the common reaction was that the FCC had removed a gag. Nobody paid much attention to the passage stating that if broadcasters editorialized they must provide reasonable opportunity for the presentation of conflicting views.

Two of the four areas into which the new inquiry has been divided indicated the kinds of problems that were not foreseen in 1949: access to the broadcast media in response to the presentation of product commercials and access generally for the discussion of public issues.

The public's demand for access to

respond to commercials was made manifest in the U.S. Court of Appeals in Washington the day after the commission adopted the notice of inquiry. An environmentalist group urged reversal of a commission order holding that automobile and gasoline commercials do not raise fairness-doctrine issues (see following story).

The two other areas to be covered in the inquiry are more traditional—the fairness doctrine generally and the doctrine's application to political broadcasts.

The inquiry is being undertaken, the commission said, to determine whether the policies put together from cases stretching back to the origins of regulated broadcasting should be retained or modified. Do these policies, the commission asked, promote the goal of "uninhibited, robust, wide-open debate?"

Most of the questions were more specific, and invited comment on what

had been regarded as accepted wisdom: "Has the fairness doctrine prompted the 'more effective use of radio' in the discussion of controversial issues, or has it served to inhibit wide-open debate? Should the Cullman rule . . . which lays down the principle that the right of the public to hear contrasting views on significant public issues is so important that licensees must make time available without charge if necessary—be expanded, restricted, or otherwise refined?"

The inquiry referred to one of the court decisions that played a major role in persuading Chairman Burch that the fairness doctrine required a fresh, hard look. It involved a union's complaint that a radio station had canceled union ads urging a boycott of a store whose commercials the station was carrying.

The U.S. Court of Appeals in Washington overturned the commission's action renewing the station's license without a hearing, and urged the commission to take a closer look at the fairness issue it said was involved (BROADCASTING, Nov. 2, 1970).

The commission noted that two of the court's basic considerations—that product commercials can carry implicit messages and that pertinent national policies (equalization of bargaining power between workers and employers) should be taken into account—"have very wide application indeed."

Commercials promoting gasoline and other products, the commission said, raise implicit questions dealing with the protection of the environment. And some commercials, it added, might show persons in a way offensive to the national policy of equal rights and equal treatment of the sexes, races, religions and minority groups. What, it asked, are the consequences to the public interest if so many commercials are said to raise controversial issues?

Should there be some public-interest responsibility beyond that of fairness to carry views contrary to those con-



*Richard E. Wiley, FCC general counsel, arguing before U.S. Court of Appeals in Washington:*

"I don't think ads raise a controversial issue of public importance. If every product commercial were regarded as implicitly raising the fairness issue, commercial broadcasting would be in serious trouble."

tained in the commercial? If so, should time be made available free or only on a paid basis? Is there some standard for distinguishing between commercials that give rise to fairness or public-interest duties and those that do not?

In discussing the question of access generally, the commission asked for comments on whether there is a feasible method of providing access for the airing of public issues outside the requirements of the fairness doctrine. The commission has held doggedly to the view that, in the absence of a fairness-doctrine obligation, there is no constitutional or statutory right of access on a paid basis for those wishing to express a view on a controversial public issue.

And last week it affirmed its view that licensees must operate their facilities as trustees for the public, with a duty to present conflicting views on controversial issues by appropriate spokesmen. For the fairness doctrine, it said, is grounded in the recognition that the airwaves are "inherently not available to all who would use them." The fairness rulings involving political broadcasts reviewed in the notice of inquiry included the so-called quasi-equal opportunities approach; it holds that if a licensee sells or gives time to one political party, it should afford the same treatment to rival parties. Should that approach be restricted, expanded or left alone, the commission asked.

The commission is allowing considerable time for offering comments—to Sept. 10, and to Oct. 25, for reply comments.

The commission vote to issue the notice of inquiry was 6-to-0, with two of the commissioners, Nicholas Johnson and Robert Wells, concurring. Absent was Robert E. Lee.

## Where fairness faces critical test

### Wiley sends himself to argue for FCC that cigarettes were unique

The fairness-doctrine case that to FCC officials means the "whole ball game" was argued in the U.S. Court of Appeals in Washington last week.

At issue was the appeal of the environmentalist group, Friends of the Earth, from the commission ruling last year rejecting the contention that automobile and gasoline commercials carried by NBC's WNBC-TV New York raise a fairness-doctrine issue.

Lose that case, commission officials say, and the whole ball game is lost. Broadcasters would be vulnerable to requests for free time to respond to a

wide range of product commercials, with devastating results for the commercial system.

FOE argues that the commercials raise one side of the issue concerning pollution. It says time should be made available for messages warning of the danger of air pollution. And it notes that New York City, which supports its complaint, has been urging a reduction of in-town driving.

For Geoffrey Cowan, counsel for FOE, in his appearance before the appeals court, the issue was not as cataclysmic as it appeared to be for the commission. A line can be drawn between commercials for cars and gasoline and for other products, he said, and while he did not say where the line was, "the use of cars in New York City falls on the same side [of it] as cigarettes."

"The normal use" of the product—the test the court endorsed in upholding the commission's application of the fairness doctrine to cigarette advertising—raises a health-hazard issue, Mr. Cowan said. He noted studies indicating that the level of pollution in New York has already passed the danger point.

The importance the commission attaches to the case was indicated by the appearance of its general counsel, Richard Wiley, to argue it himself, in his first role in court since joining the agency last September.

The case is a prime example of the problems that the commission hopes to deal with in the sweeping inquiry it announced last week (see page 22). However, Mr. Wiley, in response to a question from the bench concerning the project, said it should not be taken to mean that the commission feels it was wrong in its decision in the FOE case.

The three-judge panel was composed of Roger Robb, Carl McGowan and Wilbur K. Miller. The presence of Judge Robb afforded some comfort to the commission attorneys, since he dissented in an earlier case in which the appeals court held that the fairness doctrine applied to commercials promoting the wares of a store that was engaged in a labor dispute.

However, Judge Robb questioned Mr. Wiley closely on the commission's rationale in distinguishing commercials for cigarettes from those for automobiles.

Mr. Wiley stressed "the pristine simplicity" of the cigarette question; it was simply one of whether to smoke or not to. "The same thing doesn't apply here," he said. The question of the use of automobiles is tied up with a whole range of other questions, including those dealing with alternative methods of transportation and different kinds of anti-pollution devices.

"The remedy in cigarettes," he said, "doesn't work in the complex situation here." Mr. Cowan's rebuttal was that

the commission frequently applies the fairness doctrine to complex issues—the Vietnam war and race relations, among them.

Throughout the argument, Judge McGowan questioned the attorneys on whether WNBC-TV, apart from any fairness-doctrine obligation, had presented programming dealing with the pollution issue. Mr. Wiley had noted that the commission had held that broadcasters have an obligation to air discussions of such issues. And Lawrence McKay, who appeared for NBC, said WNBC-TV carried a heavy budget of programs on pollution including auto-caused pollution—50 such programs in the first five months of 1970 alone.

But for Mr. Cowan that was not the key issue. The question on which he sought to focus the court's attention was whether commercials promoting the purchase of cars in New York present one side of a controversial issue of public importance and obligate the station carrying them to afford time for reply.

Mr. Wiley, who described the ads involved as "nothing special—run of the mill . . . no discussion of public issues . . . buy our product: it's good," warned that virtually every ad could be read as raising a controversial issue.

"What about airplanes, detergents, especially those with phosphates? The list of products with ecological side effects is endless."

"Consider the practical effects" of a ruling extending the cigarette ruling, he urged the judges. "In the final analysis, it is the practical effects that will affect the public interest that are paramount."

## The selling of 'Unselling'

### End-the-war campaign, with heavy agency support, raises fairness questions

"Help Unsell the War," a public-service advertising campaign appeared likely last week to precipitate another type of battle—over the fairness-doctrine implications of the campaign.

Leaders of the movement invoked, at least implicitly, the spirit of the fairness doctrine in urging media to carry the end-the-war messages. But the first reaction of broadcasters was that if they carried the spots they might also be obliged to carry messages supporting President Nixon's Indochina-war position.

However, most of the broadcasters queried by BROADCASTING declined to comment on the ground that they had not yet received the "Unsell" material

and could not say what their response would be.

FCC sources were also reluctant to comment on the campaign's implications, apart from specific cases. It was emphasized, however, that if any issue is "controversial" and "of public importance," it is obviously the war, and the commission has so ruled in past cases. The question in any specific station's case may therefore hinge upon whether its other programming has presented both sides of the issue.

Coordinated by Alice M. Gregory, traffic director at LaRoche, McCaffrey & McCall, New York, the campaign was put together by some 300 creative and production persons in advertising (BROADCASTING, June 7). More than 125 print ads, 33 TV commercials and 31 radio spots have been produced for the campaign, asking citizens to write their congressmen urging the end of the Vietnam war by next Dec. 31.

Ten days ago (June 4) a special committee of "Unsell" workers sent letters to 8,000 persons in media asking for free time and space "to tell the other side of the story." No response had been received as of last Wednesday (June 9). Although the committee did not cite the fairness doctrine by name, the letter said in part: "We think the sheer weight of federal-government promotion and propaganda has provided the average citizen with a biased view of why the U.S. is in Vietnam at all and what is going on there.

"Unsell" is not blessed with any advertising funds, let alone the huge budgets with which the Pentagon has been selling the idea of our Vietnam

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*Excerpt from radio spot  
in "Unsell the War" campaign:*

"Boy: Last year I made  
a promise to my daddy.  
I promised him I'd take  
care of my mom, and just  
like him I'll love and  
I'll kiss her—goodbye.  
And then, like him,  
I'll die in Vietnam.  
Announcer: Stop it."

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involvement. Therefore we have to appeal to the media for free space and time."

One spokesman for the "Unsell" committee said the fairness doctrine had not entered into the thinking so far, but that "we would understand that a station would give the other side a chance. We feel, however, that the other side has [already] gotten tremendous coverage." A spokesman for Ira Nerken, a student at Yale University, New Haven, Conn., who nurtured the idea for the campaign, said the committee has hired counsel to study the fairness problem.

Station managers checked, however, were reluctant to comment on a supposition. Many of the managers approached said they had not received the material from the committee and therefore could not say whether the fairness doctrine would apply. The director of community affairs at a network-owned station said the campaign would have

to be evaluated as all public-service campaigns are before being aired.

A station executive said if his station did air a spot for "Unselling," "as a matter of policy" it probably would present a commercial for an opposing viewpoint. He said: "There is no legal obligation, and we reject the contention we had to. But in the matter of fairness, we would present the other side."

There are 39 executives listed as members of the group's advertising-agency committee on the letter sent to the media which was signed by James J. McCaffrey, chairman of the board of LaRoche, McCaffrey & McCall and Maxwell Dane, chairman of the executive committee of DDB.

Meanwhile, a more experienced group of antiwar spokesmen—the Amendment to End the War Committee—launched a new radio spot campaign. Again, the spots are designed to win support for an amendment to be introduced by Senators George McGovern (D-S.D.) and Mark Hatfield (R-Ore.) to bring all American troops home from Indochina by the end of the year. (A similar amendment, introduced last year, was also accompanied by a broadcast-advertising campaign.)

The 60-second spot was to run last week and early this week on an estimated 100 stations in 20 states. It was created and narrated by Stan Freberg and his Thyme Inc., and was placed with the help of volunteers from Earle Palmer Brown and Associates, Washington public-relations firm. Estimated cost of the brief campaign was \$45,000. The money was left over from funds collected for last year's campaign.

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## Programing

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# First Amendment parity on libel

## Supreme Court sees broadcasting as part of press as it extends immunity to suits by private citizens

When it comes to libel, broadcasters are entitled to precisely as much First-Amendment protection as publishers. And for both groups, the Supreme Court ruled last week, the degree of that protection is considerable.

The high court, in a 5-to-3 decision, with two of the majority justices concurring in the result, held that not even a private citizen—or "little man"—may sue the news media for libel in matters "of public or general interest"

unless he can prove malice or reckless disregard of the truth.

Thus the court extended the reach of the landmark *New York Times* case and succeeding cases that had limited that kind of protection to stories dealing with "public officials" or "public figures." "If a matter is a subject of public or general interest, it cannot suddenly become less so merely because a private citizen is involved, or because in some sense the individual did not 'voluntarily"

choose to become involved," Justice William J. Brennan Jr. wrote for the court.

The case is of particular significance to broadcasters since it was a radio station—Metromedia Inc.'s WIP(AM) Philadelphia—that benefitted from the decision. And throughout Justice Brennan's 27-page opinion and four separate concurring and dissenting opinions that accompanied it the print and broadcast media were commonly treated as "the press" or "the media."

Indeed the court, in a footnote, pointed out that the application of the First Amendment to broadcasting was not an issue. The petitioner, a Philadelphia distributor of nudist magazines who claimed to have been defamed in WIP newscasts, raised no question as to whether the First Amendment's guar-



**Private chat** ■ President Nixon held off-the-record conversation of hour and a half with top executives of NBC last Tuesday (June 8). No details were made available, but it was understood much of the talk dealt with pressures being brought to bear on broadcast journalism, which, some broadcast journalists think, has been excessively criticized by key figures in Nixon administration. At the meeting were (l-r) Don Durgin, president, NBC television network; Thomas Ervin, executive vice president, NBC; Walter D. Scott, chairman, NBC; Julian Goodman, president, NBC; Mr. Nixon;

Reuven Frank, president, NBC News; David C. Adams, executive vice president, NBC, and Ronald Ziegler, presidential press secretary. NBC is third network organization to be represented by high officials in talks with President. In alphabetical order, ABC meeting was held first (BROADCASTING, Feb. 1) and CBS second (BROADCASTING, March 15). Also at last week's conference, as they were at earlier ones, were Herbert G. Klein, President's director of communications, and Charles Colson, a counsel to the President and specialist in political and media affairs.

antees of freedom of speech and press applied to radio journalism.

The court's underlying concern—and one that was reflected in the separate opinions—was that the threat of libel suits would result in self-censorship by the news media. "We honor the commitment to robust debate on public issues, which is embodied in the First Amendment, by extending constitutional protection to all discussion and communication involving matters of general concern, without regard to whether the persons involved are famous or anonymous," Justice Brennan wrote.

The opinion may have had an odd ring for those in broadcasting who recalled the Supreme Court's Red Lion decision, issued two years ago, in which the FCC's fairness doctrine and personal-attack rules were upheld (BROADCASTING, June 16, 1969). In that unanimous opinion, the court distinguished between print and broadcast journalism; it said the First Amendment did not prohibit the government "from requiring" broadcasters to serve as proxies with obligations to present views that would otherwise be denied access to the airwaves. The court said the scarcity of spectrum justified the commission's regulation of fairness.

And in Red Lion the court had a firm response for the broadcasters' argument that government surveillance of fairness would cause stations to avoid controversies—that is, engage in self-censorship: "If licensees should suddenly prove timorous, the commission is not powerless to insist that they give adequate and fair attention to public issues."

The WIP case grew out of the arrest

in 1963 on obscenity charges of George Rosenbloom in connection with his distribution of magazines. Mr. Rosenbloom, who was never convicted, later charged that WIP libeled him in two series of newscasts, one reporting his arrest for possessing "obscene books," the other referring to "girlie-book peddlers" in connection with a suit Mr. Rosenbloom and others had brought to enjoin the allegedly illegal arrests and further publicity about them.

A district court jury in Philadelphia awarded Mr. Rosenbloom \$25,000 in general damages and \$750,000 in punitive damages, but the district judge reduced the latter amount to \$250,000. The U.S. Court of Appeals in Philadelphia reversed the judgment two years ago (BROADCASTING, Sept. 22, 1969), on grounds the Supreme Court

cited last week in affirming the appellate decision.

Ramsey Clark, the former attorney general, in arguing in Mr. Rosenbloom's behalf before the high court, attempted to use the individual's alleged lack of access to the media as justification for upholding the libel award. He said Mr. Rosenbloom was one "of the little people" who, unlike public figures, have no access to the media.

But the court, in a passage that relied in part on the Red Lion decision, said that "if the states fear that private citizens will not be able to respond adequately to publicity involving them, the solution lies in the direction of insuring their ability to respond, rather than in stifling public discussion of matters of public concern."

While granting the news media further protection against libel, the court said it was aware that "the press has, on occasion, grossly abused the freedom it is given by the Constitution" and added: "All must deplore such excesses. In an ideal world, the responsibility of the press would match the freedom and public trust given it. But from the earliest days of our history, this free society, dependent as it is for its survival upon a vigorous free press, has tolerated some abuse."

Joining Justice Brennan in his opinion were Chief Justice Warren E. Burger and Justice Harry A. Blackmun, President Nixon's two appointees. Justices Hugo L. Black and Byron R. White concurred, and Justices Thurgood Marshall, Potter Stewart and John M. Harlan dissented. Justice William O. Douglas, who would have been expected to side with the majority, did not

#### *The U.S. Supreme Court in Rosenbloom v. Metromedia:*

"We honor the commitment to robust debate on public issues, which is embodied in the First Amendment, by extending constitutional protection to all discussion and communication involving matters of public or general concern, without regard to whether the persons involved are famous or anonymous."

participate, presumably because a law partner of Mr. Clark's represented him last year when Congress was investigating his outside activities.

The two concurring justices took different approaches to their eventual agreement with the court's result. Justice Black restated his position that "the First Amendment does not permit the recovery of libel judgments against the news media even when statements are broadcast with knowledge they are false." Justice White found each of the other four opinions deciding "broader constitutional issues and [displacing] more state libel law than is necessary . . ." But he held that the news media can report the official actions of "public servants in full detail, without being required to spare 'the reputation or privacy' of individuals affected by those actions."

Justices Marshall and Stewart, in one dissenting opinion, and Justice Harlan, in another, said the court, in its concern for the preservation of robust debate, had tipped the scales too far in favor of the media in their disputes with private citizens. In addition, Justice Marshall, in an opinion in which Justice Stewart joined, held that the courts would in the future be called on to determine whether events involved in libel suits are "of legitimate public interest." And courts, he said "are not anointed with any extraordinary prescience." Justice Marshall said that damages should be allowed—but only for actual losses.

Justice Harlan would strike a balance somewhat closer to the plaintiff in libel cases. He would permit suits not only for actual damages but also for punitive damages which are imposed as a deterrent, so long as they bear some "reasonable relationship" to the harm done.

WRP was represented by a Philadelphia lawyer, Bernard G. Segal, former president of the American Bar Association.

## 'All the press' means print and air

### AP's Gallagher urges common front against threats to any segment

Associated Press General Manager Wes Gallagher appealed last week to all sectors of the press—print as well as broadcast—to erect a united front in support of the free gathering and dissemination of news.

He asserted that "all journalists are in the same boat whether they like it or not," and "the stakes are far too high for one segment of the press to sit to

*Wes Gallagher, general manager, Associated Press, to annual convention of AP Broadcasters Association:*

**"The time is past when for competitive reasons or financial ones journalists of one medium can chortle over the fox being in the neighbor's chicken coop. The next day it will be in yours."**

one side while another segment is under attack on a basic freedom."

The call for unity was sounded by Mr. Gallagher in a keynote speech prepared for delivery at the first Associated Press Broadcasters Association annual meeting in Chicago last Friday (June 11). Approximately 250 news executives of AP broadcast member stations attended the meeting, which was to end on Saturday (June 12).

"Can anyone think that the subpoena of a reporter's unpublished notes in San Francisco is unrelated to the subpoenaing of TV outtakes in Washington?" Mr. Gallagher ventured. "They are just about as unrelated as a case of measles in a kindergarten class and just as contagious."

He said that journalists in one medium cannot afford to be gleeful over attacks on another.

"This disdain for the other fellow's problems is not confined to one type of journalism against another," said Mr. Gallagher. "It wasn't very long ago in this city that a large segment of broadcasters applauded a comic strip artist's highly partisan political attacks on the networks." He presumably was alluding to the speech made to the National Association of Broadcasters' convention in Chicago earlier this year by cartoonist Al Capp.

Mr. Gallagher was careful to say that although the media should unite on defending the basic principles of journalism, they should continue to compete against one another. He said the media should not sanction or endorse the errors of their competitors, nor do they have to approve of one another's techniques.

Mr. Gallagher emphasized there "is nothing new" in the clash between government and the press.

"The danger comes when administrations in power seek to curb by any means the free flow of news, either by legislative restriction or bureaucratic action," said Mr. Gallagher, "because there is no such thing as a half-free press. All the press must stand united

against restrictions on gathering or distributing news."

Mr. Gallagher expressed deeper concern over criticism from various segments of the public at large. He said many individuals are weary of the problems besetting them and, in frustration, they blame the messenger for the ills of the world.

He said that special-interest groups all are clamoring for "an unfair share of the news," and the press finds itself attacked simultaneously by the radical and the conservative; the conservationist and the businessman; the dove and the hawk. They are all demanding, he noted, "less of the other fellow's view and more of their own."

The defense of the media, he said, is a unity and a determination "not to be swayed by any group, whether it be government or private interest, from putting out the best and most objective news report that we can."

Saturday's events were to include a panel discussion on AP in 1971 featuring Bob Eunson, assistant general manager; Jerry Trapp, general broadcast news editor; Roy Steinfert, general executive; Jim Wessel, director of special projects, and Hal Buell, executive newsphoto editor, all with the wire service in the New York office.

Also on the agenda Saturday were discussions of broadcast wire performance by Fred Douglas, WKZO-TV Kalamazoo, Mich., and of actuality exchange by Jack Clements, WCAU(AM) Philadelphia.

## Journalists see sternest tests

### Salant says Staggers has precipitated crisis; UPI editor alarmed

Two news executives told broadcasters half a continent apart last week that journalism is facing its most critical period in this century.

Richard S. Salant, president of CBS News, said that the forthcoming confrontation between Frank Stanton, president of CBS Inc., and Representative Harley O. Staggers (D-W. Va.) and his Investigations Subcommittee, scheduled for June 24, would be "the most important First Amendment issue that has emerged in this century." The basic issue, Mr. Salant said, is whether the First Amendment applies to broadcast journalism as it does to print.

Mr. Staggers and his committee have subpoenaed CBS to provide outtakes of its documentary, *The Selling of the Pentagon*. CBS has refused and Dr.

Stanton is expected to confirm that position next week.

Speaking to the Florida Association of Broadcasters in Sarasota on June 8, Mr. Salant commented:

"At long last the classic collision of the immovable object and the irresistible force is about to take place. The immovable object is licensing. The irresistible force is the First Amendment."

That issue, Mr. Salant said, has been with broadcasting for 50 years. But, he observed, "we have always managed to duck it, to put it aside in the delusion that if we just gave a little here and there, it wouldn't be so bad, we could live with it and we could get on with our business."

"We can procrastinate no longer; the issue is here, and now, and it is nothing more, or less, than the issue of whether the First Amendment of the Constitution, as we understand it, applies to broadcast journalism."

Mr. Salant's speech was on film because he was unable to be present.

One day later, on June 9, in Glacier National Park, H. L. Stevenson, managing editor of United Press International, told the Montana Association of Broadcasters that the news media must resist harassment of broadcasters by congressional committees, as they must criticisms from government officials.

Alarming to newsmen, Mr. Stevenson said, is the tone and the direction of some of the advice.

The problem, he observed, is that "we are regarded as the author of the news we bring and therefore the whipping boy for those who find the news unpleasant."

The outcry, he added, is not only shrill but the frequency of the attacks from high officials is alarming.

"What is equally alarming," he added, "is the response—bitter and condemning and often in the vilest of language—these attacks have evoked from the listener and the reader."

The answer to criticism, Mr. Stevenson said, is accuracy in reporting the often complex news, balance in views and no reluctance to admit error.

"Our reporting, if it is done accurately, aggressively, and with objectivity," Mr. Stevenson concluded, "is the best answer that we can give our critics. It will not satisfy them, but then we never will."

## Showdown put off on CBS subpoena

The date for CBS President Frank Stanton's appearance before the House Investigations Subcommittee has been postponed to June 24 because of sched-

uling conflicts, a subcommittee spokesman said last week.

Dr. Stanton was to have testified last Thursday (June 10). However the subcommittee, under Chairman Harley O. Staggers (D-W.Va.), found that not all members could attend. The June 24 date is the earliest one acceptable to Dr. Stanton and the subcommittee membership, the spokesman added.

Dr. Stanton is being subpoenaed to testify on CBS's controversial documentary, *The Selling of the Pentagon*. The subpoena also calls for CBS to deliver outtakes connected with the production of the program. CBS has indicated it will refuse to supply the material (BROADCASTING, May 31).

## NBC resumes paying BMI

### While myriad of suits are tried, network agrees to interim fee schedule

Broadcast Music Inc. and NBC agreed last week that \$1.4 million a year would be an equitable amount for NBC to pay for the use of BMI music while the rest of their complex legal differences are being litigated.

The agreement was incorporated in a court order signed Wednesday (June 9) by Judge Morris E. Lasker of the U.S. Southern District Court in New York. The order, like one embodying a similar agreement between BMI and CBS (BROADCASTING, Jan. 11), also requires BMI to issue a music-license to NBC, retroactive to April 1, 1970, and dismisses copyright-infringement suits filed by BMI against NBC for unlicensed performances since that date.

BMI terminated NBC's license to use BMI music as of April 1, 1970. For its use of BMI music during the rest of that year, according to the court order, NBC must pay BMI \$1.05 million, and thereafter in equal monthly installments totaling \$1.4 million a year unless BMI and NBC agree on a different figure or the court, upon appropriate application by either side, determines that the rate should be changed. Along with its \$1.05-million payment for 1970, NBC must bring its 1971 monthly payments up to date—about \$583,000 worth through May.

The order, like the earlier one embodying the BMI-CBS agreement, is in connection with a complicated pattern of litigation in which CBS is suing both BMI and its principal competitor, the American Society of Composers, Authors and Publishers, for a new form of license based on music usage; NBC is seeking another form of limited

license; BMI is suing CBS, NBC and ASCAP on charges of conspiracy to destroy BMI, and ASCAP is pursuing counterclaims seeking to put CBS and NBC all but out of the television business (BROADCASTING, Jan. 5, Feb. 9 and June 1, 1970).

The BMI-NBC order, like the one involving CBS, provides that the interim payments it calls for may be adjusted retroactively in line with the ultimate decision in the case.

The \$1.4-million interim annual payment specified for NBC compares with \$1.607 million being paid by CBS. These compare with \$4.32 million that each is paying ASCAP in interim annual fees pending final determination of rates.

The difference between NBC's ASCAP and BMI payments was stressed by Edward M. Cramer, BMI president, in an affidavit contending that BMI music is worth far more than \$1.4 million a year to NBC but that BMI was accepting NBC's offer of that amount to help offset "the irreparable injury which BMI is suffering because of lack of funds."

Mr. Cramer said that the "disproportionately" higher payments to ASCAP are helping to finance an ASCAP raid on BMI members that could put BMI out of business. Hence, he said, the \$1.4 million a year, as opposed to "not a cent" paid BMI by NBC since April 1970, is "an essential step in preserving BMI as a viable competitor of ASCAP."

## Whither goes Wrather, Erlichman didn't say

Presidential assistant John D. Ehrlichman does not think much of Dan Rather's abilities as a White House correspondent for CBS, and doesn't care who knows it. But he has not suggested that CBS fire or reassign Mr. Rather.

That appears to be the net of a minor flap that developed last week over published reports that Mr. Ehrlichman had "demanded" that CBS fire Mr. Rather.

The reports grew out of an April 29 talk Mr. Ehrlichman had in New York with Richard Salant, president of CBS News, John Hart, anchorman on the *CBS Morning News*, and Philip Lewis, producer of that show. Mr. Ehrlichman had appeared on the show that morning, then went to breakfast with Mr. Hart and Mr. Lewis. They were later joined by Mr. Salant.

In the course of a wide-ranging conversation, Mr. Salant asked the White House aide his views on CBS News White House coverage, and Mr. Ehrlichman, in accounts he and CBS News agree on, opened up with a critical bar-

## Teleprompter sets program standards

Guidelines were announced last week by the Teleprompter Corp. for its 65 cable-TV systems that produce programs.

The guidelines were revealed and discussed at the first national meeting of the company's programming executives in Tarrytown, N.Y., last Monday and Tuesday (June 7-8). They defined the amount of programming to be carried by the systems, depending on their size, and the program types to be given priority.

Charles C. Woodard Jr., Teleprompter vice president and assistant general manager of the cable-television division, said that by Sept. 1, 65 of Teleprompter's 120 CATV systems will be originating programs on the following bases: Those up to 6,000 subscribers will produce a minimum of two-and-a-quarter hours of programming weekly; systems with 6,000 to 10,000 subscribers, at least four-and-a-quarter hours weekly; those with over 10,000 sub-

scribers, at least six-and-a-quarter hours weekly.

He added that New York and Los Angeles systems, which soon will pass the 40,000 and 30,000 subscriber marks, respectively, will be originating proportionately more hours.

Mr. Woodard announced that news and discussion programs will have top priority, with minimums of 15 minutes of news five days a week and an hour of discussion programs a week.

The conference also provided instruction in studio production.

Conference planners and workshop session leaders included Mr. Woodard; Jack Williams, national director of programming; Mel Baily, executive producer, cable-television division; Robert Bleyer, program manager, Teleprompter Manhattan; Kent Johnson, program manager, Theta Cable of Los Angeles; Jerry Rhoads, Southeast regional program manager; Bob Williams, Northwest regional program manager; Frank Herman, Southwest regional program manager, and Charlotte Schiff, community-relations consultant.

rage on Mr. Rather, accusing him of having an antiadministration bias. However, he did not, according to both CBS and Mr. Ehrlichman, suggest that Mr. Rather be reassigned or fired.

CBS News says the network officials defended Mr. Rather, and Mr. Salant later filled the correspondent in on the conversation while assuring him of the network's confidence in him.

Mr. Rather later called on Mr. Ehrlichman, and got the criticism first hand.

## Using the side door on distant signals

### NCTA argues for importation in FCC proceeding on program exclusivity

The National Cable Television Association last week renewed its efforts to induce the FCC to lift its restrictions on the importation of distant signals by CATV systems in the top-100 markets—using as a vehicle an entirely different proceeding. NCTA offered comments to the FCC last week on the commission's proposed rulemaking on nonnetwork television program exclusivity. But the comments presented extensive views on the association's more immediate concerns.

The commission asked for comments on the exclusivity issue last January

(BROADCASTING, Jan. 18). The proceeding was aimed at seeking out new ways to allow UHF stations and CATV systems freer access to nonnetwork program material. At issue was the common practice of a station licensee entering into an agreement with a program supplier by which that station would have exclusive broadcast (and rebroadcast) rights to a certain program, thus precluding the showing of the program in another community by another station—or CATV system.

In its comments last week, NCTA said that the proposed regulations originally sought to free restrictions on non-network programs which have been purchased in one community from being received in another community. However, in reading into the FCC's January invitation for comments, NCTA questioned "if what may be contemplated is not removal of such [distant-signal] limitations, but their modification.

"If what is in store for CATV is a regulation allowing open-circuit broadcast stations to prevent CATV from distributing distant signals, until a lapse of time thought necessary to protect [broadcast] stations from CATV competition, we are opposed to it," NCTA said.

In its January action, the FCC expressed the view that the degree of exclusivity now permitted might not be necessary to protect the interests of copyright owners, and might at the same time inhibit development of program origination by cable systems.

NCTA last week offered further insight into the commission's reservations.

"If the commission," it said, "is serious about producing . . . the kind of program-originating CATV service that it is presently only theorizing about, the first order of business is to free CATV's from the distant-signal restrictions that effectively protect established network stations from CATV competition for audience attention."

The distant-signal limitations, NCTA admitted, might "conceivably be tolerable" if they applied to the protection of "weak" broadcasters, such as independent UHF stations. "But to apply them, as the commission has done, in a way that protects the network owned and affiliated stations" in the top-100 markets "is patently bad regulation under any conceivable public-interest standard."

In fact, NCTA asserted, copyright owners would benefit to an extent from a relaxation of exclusivity, since this would allow their films to get more exposure in more markets at once. The FCC's "genuine concern" with their protection "implies recognition that creative talent, the source of all copyrighted material, has never worked exclusively for broadcasters," NCTA said.

What's more, it said, it cannot understand why the FCC regards copyright owners "as victims of unfair competition" when CATV imports their programs from distant signals, but not when they are taken off local signals.

CATV, NCTA pointed out, is not in the business of profiting from advertising carried on the TV signals it picks up. It said, most revenues for cable come from subscribers. And if the FCC intends to "preserve intact" the existing TV audiences for the networks, "CATV has only a limited future."

But, NCTA said, if the commission wants to "bring about the diversity it has been saying the American public needs," no time or area clearance against CATV "exhibition" of a program should be permitted for any broadcast showing of the same program. And, it continued, "all restrictions against CATV importation of distant signals should go."

## A CATV vote for origination

### Trans-Video tells FCC it was right to demand local cable programs

Although the FCC was rebuffed in its attempt to impose mandatory program origination for CATV systems having 3,500 or more subscribers, one of the

**You wouldn't believe  
the things that can be done  
in a half hour.**

**Until you have seen**

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nation's largest cable operators said last week it plans to go ahead as the commission originally planned.

Multiple-system owner National Trans-Video Inc. last week filed comments with the FCC, asking that a previous petition by the All-Channel Television Society—for a reopening of the record and further proceedings on the program-origination issue—be denied.

ACTS told the commission that further proceedings are in order in light of last month's U.S. Court of Appeals ruling, which set aside the commission's origination order (BROADCASTING, May 17), and of the influx of requests by system operators for waiver of the order, prior to the court decision. (After the court returned its decision, the FCC suspended its origination rule.)

In answering the ACTS petition last week, National Trans-Video emphasized that the cable industry "continues to demonstrate its intent" to provide local services, even though "the court has indicated that the legal requirement to do so does not apply."

Furthermore, NTV said, to conclude that the industry "does not intend to fulfill its responsibility" to provide local origination purely on the basis of some requests for waivers, "is a tired old complaint unsubstantiated by facts."

The company used itself as an example. It said it had asked for waivers of the commission's previous April 1 deadline for compliance for two of its systems, due to technical problems. But, NTV said, it "fully intends to continue" with plans to institute local origination on its systems affected by the FCC ruling, and is also providing that service "on many of its other systems which were not even required under the rules to do so."

"Certainly," NTV said, "there has been a reluctance on the part of many cable operators, particularly the smaller ones, to enter into a field in which they had no knowledge and in which they could envision large sums of money being spent." This, NTV stated, is a "rather natural reaction."

But the company held that initial reluctance on the part of cable systems to enter into a domain in which they had no prior experience should not continue.

"We firmly believe," it said, "that the reluctance will disappear as the industry's capability in this area continues to improve."

## NET gets biggest cut of CPB's new funds

The Corporation for Public Broadcasting has awarded \$8.6 million in grants to support the production of public television programs for next season. The

money will be given to public television's seven national production centers.

Nearly half of the total amount—\$4 million—will be awarded to the NET division of Educational Broadcasting Corp.

Other grants and recipients: \$1 million to WGBH-TV Boston; \$1 million to KCET(TV) Los Angeles; \$730,000 to KQED(TV) San Francisco; \$711,000 to WQED(TV) Pittsburgh; \$550,000 to WTTV(TV) Chicago, and \$500,000 to WETA-TV Washington.

The WETA-TV grant will be devoted partially to the development of a new national production center oriented exclusively toward public affairs, CPB President John Macy said last week. He said the corporation would supplement the WETA-TV budget later as plans for the new center developed.

For the first time, the grants included funds for the production of pilot programs for possible future series. Slightly over \$100,000 was awarded for this purpose to EBC, KQED, WTTW, WETA-TV and WGBH-TV.

## Changing Formats

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

■ **WHFL(FM)** Winter Haven, Fla.—Recreation Broadcasting of Central Florida has announced that it has dropped its country-and-western format in favor of adult contemporary and beautiful-music programming. WHFL operates in stereo on 97.5 mhz with 19.5 kw and an antenna 140 feet above average terrain.

■ **WXLW(AM)** Indianapolis—Greater Indianapolis Broadcasting Co. Inc. has changed its format from middle-of-the-road music to adult-oriented contemporary programming, effective June 7. WXLW operates on 950 khz with 5 kw day.

■ **WGLS-FM** Glassboro, N.J.—Glassboro State College announces alteration of its present noncommercial format from part-time college-oriented programming to full-time public community services. WGLS-FM operates on 89.7 mhz with 190 w and an antenna 87 feet above average terrain.

■ **WRVR(FM)** New York — Riverside Broadcasting Co. announces the change of station's format from mostly classical music and jazz to one of listener call-ins, interviews and debate with controversial figures. Coincident with its program change, station becomes commercial. WRVR operates 106.7 mhz with 19 kw and an antenna 460 feet above average terrain (see page 38).

## Kennedy headlines ABC's children's workshop

Senator Edward M. Kennedy (D-Mass.) will be among the guest speakers participating in the Children's Programming Workshop sponsored by ABC-TV in New York on June 23-24.

More than 300 representatives of advertising agencies and advertisers have been invited to the workshop for discussions on children's program and commercial content, production and scheduling; current and future methodology on audience measurement, and government and civic concerns. Summary reports on these sessions will be given toward the conclusion of the workshop.

Senator Kennedy will address the luncheon on June 23. Among other speakers are Dr. Urie Bronfenbrenner, child psychologist from Cornell University; Charles Johnson Jr., chief of education and social stratification branch, population division, Bureau of the Census; Chuck Jones, executive producer of ABC-TV's new children's series, *Curiosity Shop*; Evelyn Sarson, president of the Action for Children's Television, and Warren Braren, executive director, National Citizens Committee for Broadcasting.

The moderator and general chairman of the workshop is Frederick S. Pierce, vice president in charge of planning and assistant to the president of ABC-TV.

## Honored by the elders

A one-hour documentary, *When You Reach December*, produced by Westinghouse Broadcasting Co.'s urban America unit, has won the 1971 award of merit from the National Council of Senior Citizens. The documentary, which depicted the plight of the nation's sick and elderly citizens, is the only program to be honored by the council in the public-media category this year. It was first shown on Group W stations in December 1970. Westinghouse Broadcasting President Donald H. McGannon was to accept the award last Friday (June 11) at ceremonies in Washington.

## A Patriotic schedule on TV

The transplanted and refurbished New England Patriots are finding their new image has attracted an early response from TV as well as the fans.

The then Boston Patriots of the American Football Conference were almost to kickoff time in 1970 before TV plans were set. This year WMSW-TV Worcester, Mass., and the pro team have already announced that the exhibition slate will be carried in its six-game entirety by the UHF. William Moll, general manager of WMSW-TV,

# This is a different David. The David Frost Revue.

Two consecutive Emmy awards bear witness to David's skill as a perceptive and charmingly incisive host. But there's another David.

The other David has impressive comedy credentials. He made American and British audiences roar with laughter on *That Was The Week That Was*. And just this past season, David drew raves for his comedy guest shots on the Flip Wilson and Carol Burnett shows.

Now he's got his own comedy show. He's the backbone of 26 of the brightest half hours you'll ever see. And each one plays to a different theme. From love, money and food to doctors, teachers and women. We're offering hilarious social commentary through the eyes and mind of David Frost.

Some of the funniest people in show business will be joining David on the show. An array of comedy greats who will create and perform, and do their shtick just for laughs.

You have the time—we have the show.

## America's brightest half hour.



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also indicated that several other New England stations are expected to join the preseason TV network.

Two of the road games will be live, while one exhibition from Memphis and the three home games from the new Patriots stadium at Foxboro, Mass., will be on a delayed basis.

WBZ(AM) Boston holds radio rights to the Patriots' exhibition and regular-season schedule.

## Fox ups program output with new series, movies

Twentieth Century-Fox Television is bolstering its syndicated programming output with the production of a new half-hour daytime series, *Marriage Clinic*, and the release to stations of 50 classic motion pictures under the title of *Golden Century*.

The company said that *Marriage Clinic* is a dramatization of actual marriage cases taken from the files of established counseling services. It will be produced for Fox by Dick Clark Productions, with Mr. Clark portraying the marriage counselor in the series.

The motion-picture package consists of films released between 1929 and 1938, none of which has been shown on TV, according to Alan Silverbach, vice president in charge of worldwide syndicated sales. Titles include *The Big Trail*, with John Wayne; *The Power and the Glory*, with Spencer Tracy, and *Blood Money*, with Judith Anderson.

## News imbalance blamed for extended Vietnam war

Former CBS News correspondent David Schoenbrun contended last week that if the news media, particularly network TV, had covered the Vietnam war fully and fairly, the conflict would not have continued until now.

Mr. Schoenbrun, now an author and a lecturer, made his charge on the *All About TV* series on New York-owned WNYC-TV. The program also presented a film Mr. Schoenbrun made in 1967 reviewing Vietnam history since the end of World War II and indicting U.S. foreign policy toward Vietnam. Mr. Schoenbrun said no network or independent station would carry the film.

He voiced the view that if his film had been shown on network television three or four years ago, it would have altered public opinion and influenced U.S. policy on the war. Mr. Schoenbrun said that while at CBS (through 1965), he tried repeatedly to go on the air with critiques of U.S. foreign policy that would have shown the folly of involvement in Vietnam. He said his appeals were quietly but firmly sidetracked.

## Program notes:

**Faith** ■ Nineteen television stations in U.S. have purchased programs in Group W's Urban America series sight unseen, Group W spokesman said last week. Each station reserves right to approve or disapprove each program as it is produced. Urban America unit was formed in 1968 to produce *One Nation Indivisible*, investigation of urban problems. Program's success led to production of eight additional documentaries, of hour or 90-minute length. Among subjects for upcoming broadcasts are "crime of our courts" and "battle for urban mobility."

**Half around the clock** ■ Syndicated 12-hour radio program on Elvis Presley is being prepared for distribution by Watermark Inc., Los Angeles. Special is being written by Jerry Hopkin, author of "Elvis," to be published by Simon & Shuster in October. Studio production of *The Elvis Presley Story* begins this month with completion expected in time for airing during Labor Day weekend.

**Horrors!** ■ Winters/Rosen Distribution Corp., New York, is distributing to TV stations its first feature film package, "Classic Horrors." Buyers already signed for the 11-feature series of chillers are WGN-TV Chicago; WJBK-TV Detroit; KDNL-TV St. Louis; KELO-TV Sioux Falls, S.D.; WTVT(TV) Tampa-St. Petersburg, Fla., and WUAB(TV) Lorain-Cleveland, Ohio.

**Programs on prisoners** ■ "POWs — Pawns of War!", a two-part CBS Reports on the status of American prisoners of war in North Vietnam, will be shown on June 22 and June 29 at 10-11 p.m. EDT on CBS-TV. CBS News correspondent Walter Cronkite will anchor the broadcasts, which look at the physical conditions of the men, the allegations they are being used by both sides as pawns, and the efforts of the prisoners' families to gain their freedom. Bernard Birnbaum and Phillip Scheffler will produce the programs.

**'Tyson' renewals** ■ Young & Rubicam, New York, reports that *The Ian Tyson Show* has been renewed by its sponsors, Hunt-Wesson Foods and the Remington Rand Division of the Sperry Rand Corp. on 52 stations in the U.S. and on the CTV Network in Canada. The half-hour contemporary music series, offered to stations on a trade basis, is syndicated by Young & Rubicam.

**Pilot books closed** ■ A court-ordered payment of \$150,000 by the owners of the Seattle Pilots, American League baseball team that became the Milwaukee Brewers last year, to the Pacific Coast League, has apparently brought the repercussions of that move to an end. Pacific Northwest Sports Inc., op-

erator of the Pilots, also returned an advance payment of \$212,500 for broadcast rights to KVI(AM) there, settling accounts with the station. The Pilots were sold to Milwaukee in 1970 for \$10.8 million.

**Raggedy Ann on TV** ■ Lester Osterman Productions Inc., New York, has obtained the TV rights to the Raggedy Ann stories, based on the experiences of a rag doll who comes alive, from Bobbs-Merrill, publisher of the series. A musical special is planned, to be written for TV by Patricia Gray and produced by Lester Osterman. The production firm is located at 1650 Broadway.

**Musical encore** ■ *An Evening With Julie Andrews and Harry Belafonte*, one-hour musical special, will be rebroadcast on NBC-TV, Thursday, Sept. 9 (10-11 p.m. NYT). Special, which was originally aired on the network Nov. 9, 1969, was produced by Champion-Six Inc. in association with NBC-TV.

**Audie Murphy series held up** ■ In respect to the late Audie Murphy, Woroner Productions last week announced that it would temporarily shelve its *Medal of Honor* radio series. Mr. Murphy, the actor-businessman who died in a Virginia plane crash in late May, had completed narration for 260 of the five-minute vignettes, according to Murry Woroner, president of the Miami production firm. The series is devoted to heroic actions of American servicemen who have received the Congressional Medal of Honor, dating from the Civil War to the present Vietnam conflict. Mr. Murphy earned that decoration in World War II.

**Rainbow producers seek gold** ■ Dick Clark Enterprises and Alan Hamel Corp., both Los Angeles, will film the pilot episode of *Rainbow Ridge* an educational program aimed at preteen viewers. The five-a-week show will combine live talent and animation in a musical format. The pilot is being produced in Vancouver, B.C.

**'Comics' on CBS** ■ *The Comics*, one-hour comedy-variety special, is being produced by Sullivan Productions, New York, for CBS-TV. Special, based on comic strip and cartoon characters, will be aired on the network this fall, and is also being considered by CBS-TV as a series for a possible January start.

**Films for CATV** ■ A group of 26 films is being made available for first-run on cable television systems by GG Productions, Boston. The features, never seen on television, will be offered beginning Sept. 1. Fifteen of the films are still in theatrical release. All will be offered on either 16mm film or one-inch video tape.

# The Smothers Organic Prime Time/Space Ride.

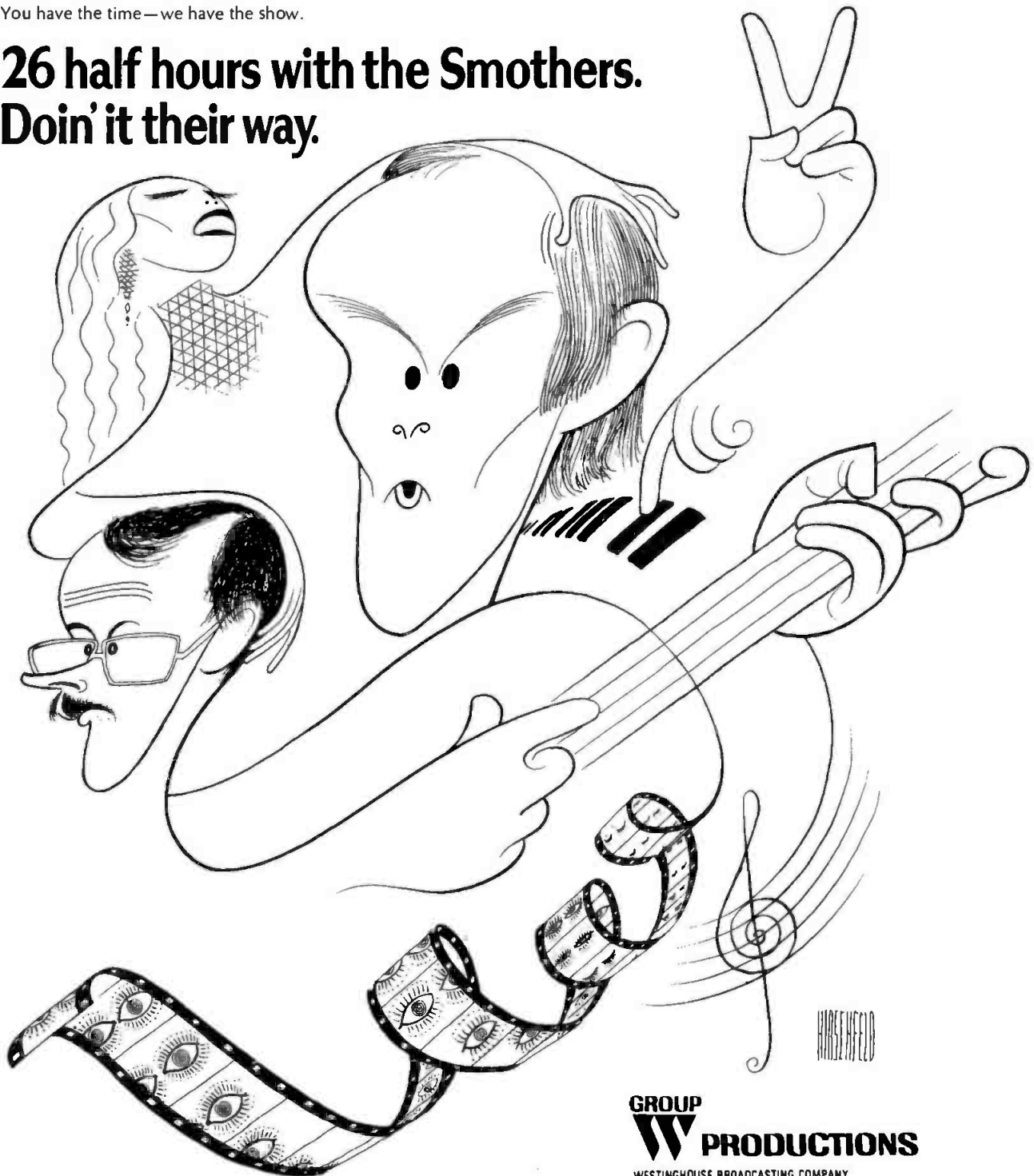
And that's only the title! Prepare for a new experience in television. Prepare for the astonishing inventiveness of the Smothers doing it their way.

You'll be a witness to their very original brand of humor, with its uproarious surprises. You'll see them poking holes in all the sacred cows. For their space ride, the Smothers will present the great stars they always attract, exciting new talent discoveries and eye-popping films and animation.

The Smothers have created a show in which acts flow into each other and out of each other in a very natural but unexpected way. An organic way. It's a new kind of television. And it's one of a kind.

You have the time—we have the show.

## 26 half hours with the Smothers. Doin' it their way.



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**THE SHOWMEN**

# Taverner will part company with NCTA

## But questions of serious infighting cloud association president's resignation

National Cable Television Association President Donald V. Taverner last week tendered his resignation to a bitterly divided meeting of the NCTA board of directors.

By a margin of two votes, the board accepted the resignation effective at the end of this year, when Mr. Taverner's two-year contract expires. The association has not even begun to look for a successor.

The board acted after the NCTA executive committee had refused to consider Mr. Taverner's offer to resign. After the 11-to-9 vote, at least one board member—George Barco, Meadville Master Antenna Inc., Meadville, Pa.—stalked out of the room.

The resignation followed what insiders described as "intense lobbying" of the board by factions within the industry. Behind the infighting was a complex mixture of trade-association politics and genuine industry differences over government relations and association management.

Some cablemen have questioned Mr. Taverner's leadership in government affairs. They call him too aloof, too low-profile, even too "statesmanlike" to make a strong impression on top officialdom, at a time when the cable industry faces showdown situations on Capitol Hill and at the FCC.

There has also been some division within NCTA's Washington staff over Mr. Taverner's practice of having all departments report directly and regularly to him on their activities. The change has produced what some regard as less autonomy for organization professionals, and others praise as a "tighter ship."

Whether these differences alone would have been sufficient to inspire strong pressure for Mr. Taverner's resignation is a subject of dispute. Taverner supporters insisted last week that the disagreements were simply used as pretexts in intraorganizational political battling. "There was a coup," one said, "a trade-association maneuver—and it was able to work the board."

Some openly linked the alleged

"coup" to Bruce Lovett of American Television and Communications Corp., former NCTA general counsel and present board member. "There's a man on that board who wants to be president of NCTA," one snapped. "Mr. Bruce Lovett. That's what's behind this."

Repeated efforts to reach Mr. Lovett for comment late last week were unsuccessful.

There was general agreement on only one point. "Whatever else you say about it," fumed one cableman who was not involved in the decision, "the timing couldn't possibly have been worse."

It was noted that NCTA and the cable industry faced a host of activity and uncertainty even before the Taverner incident added a new ingredient. The NCTA convention is less than a month away, for one thing, and conventions are ideally supposed to be characterized by some semblance of unity. Mr. Taverner sounded a call for just such unity after his resignation last week—and he will continue to serve as

president for the time being—but the circumstances surrounding his resignation led industry observers to express the hope that the differences will be buried quickly.

Additionally, cable's moment of truth in Washington is about to arrive, as the focus of attention begins to shift from the FCC to Capitol Hill. The commission goes before Senator John O. Pastore's (D-R.I.) Senate Communications Subcommittee this week to discuss CATV policy (see page 34). And even after the commission finally acts, there will still be the question of copyright payments to be considered on the Hill. On this front, too, industry leaders think they need—or at least need to display—unity.

But to Mr. Taverner, at least, the handwriting was on the wall early last week. Aware of the divisions that surrounded his leadership—all highlighted by the fact that the time had come to consider renewal of his contract—he took the initiative in resigning. The executive committee "simply wouldn't hear of such a thing," one board member said, and the board thereby became the arena for the up-or-down vote.

Mr. Taverner's was the calmest voice to be heard last week. "I want to emphasize," he said, "that I feel no vindictiveness toward anyone. This is a good, young growing industry. I wish it only the best."

Mr. Taverner went to NCTA from public broadcasting. He was president of noncommercial WQED(TV) and WQEX(TV), both Pittsburgh, when named late in 1969 to succeed Frederick W. Ford, who had resigned after five years as NCTA president. Mr. Taverner took with him to Washington a reputation as a good administrator and exceptional fund-raiser.

In recent months, there have been reports of discontent with the Taverner administration, but these seemed often to be attributable as much to generalized pique over delays in government action as to specific complaints about the NCTA president.

Formal announcement of the resigna-



Mr. Taverner

# The master of original drama comes to television.

Group W is bringing to television one of the most impressive figures in the world of drama. Norman Corwin.

In turn, Mr. Corwin is bringing to the public a series of original dramas, written, produced and directed especially for the television screen. He has the credits to do it.

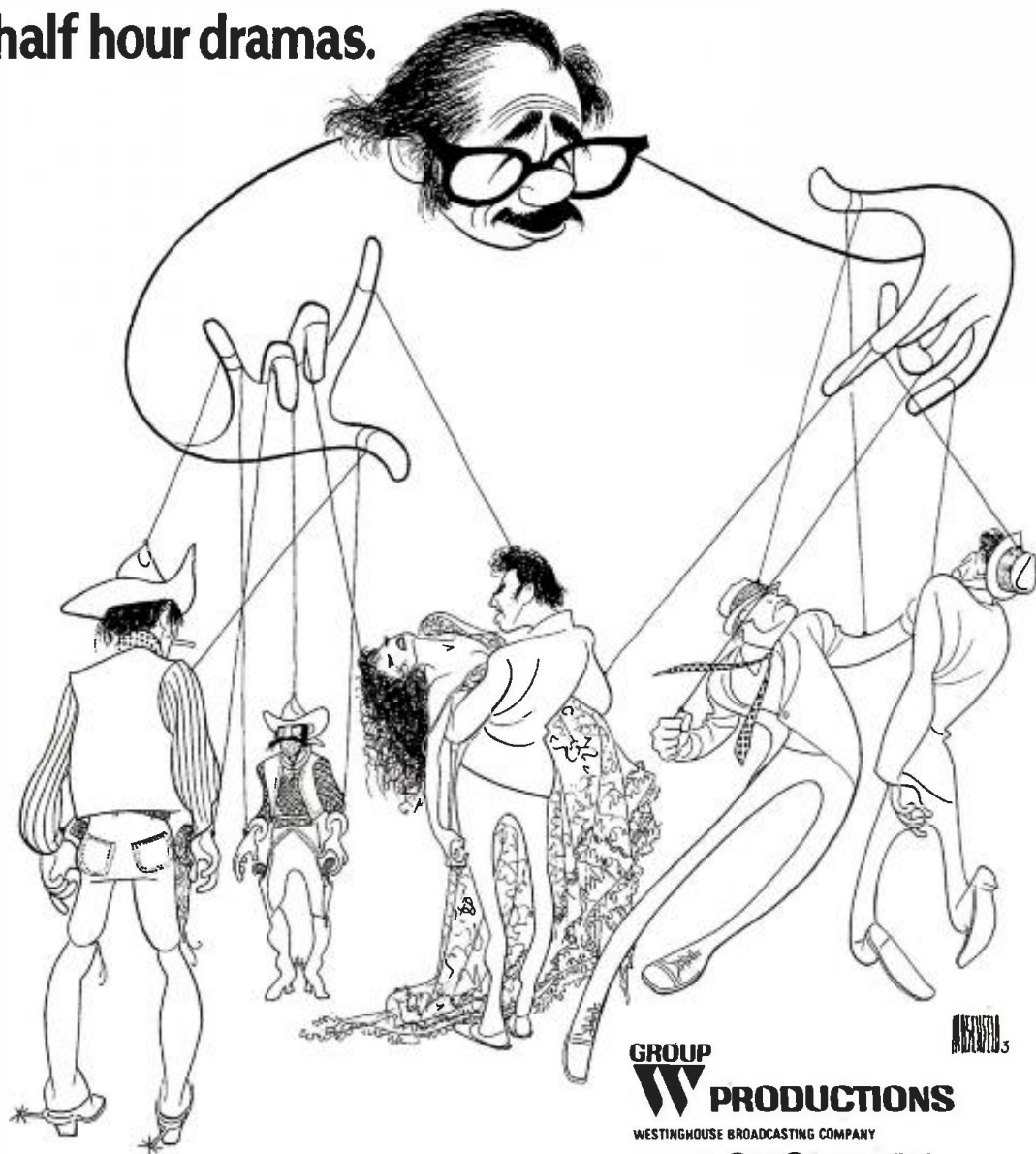
He's received the Film Critics Circle Award, an Oscar nomination for the "Lust for Life" screenplay, and an Emmy for "The Plot To Overthrow Christmas", just to name a few. His stage productions have ranged from "The Rivalry" to "The World of Carl Sandburg".

Now this master of the dramatic art form has assembled a company of spectacularly talented actors, authors and directors, all with one goal: productions that will be thought about... talked about... and looked forward to from week to week.

The man who conquered every medium is coming to the home screen. And we think he can make it more spellbinding than it's ever been before.

You have the time—we have the show.

## Norman Corwin Presents. 26 half hour dramas.



**GROUP W PRODUCTIONS**  
WESTINGHOUSE BROADCASTING COMPANY  
**THE SHOWMEN**

tion last week came in a cryptic press release, in which Vice Chairman Gwin was quoted as saying that Mr. Taverner had served the industry with "integrity, intelligence and devotion," and that the board had accepted his resignation with "regret."

In a later conversation, Mr. Gwin would add only that there were "administrative differences" between Mr. Taverner and some in the industry. He said the disagreements did not extend to matters of policy. And, like many others on both sides, Mr. Gwin expressed strong personal regard for Mr. Taverner.

The NCTA president personally announced the resignation at the annual convention of the Ohio Cable Television Association, where he spoke last Wednesday (June 9, one day after the board concluded its meeting.

## FCC cable plan to run Hill gantlet

### Final touches being put to blueprint that seeks the blessing of Pastore

When the FCC marches up to Capitol Hill tomorrow (June 15) to tell Senator John O. Pastore (D-R.I.) and his Communications Subcommittee what it has in store for CATV, the expectation that the die will be cast may not prove true. The commission minus one member (Commissioner Robert E. Lee is out of the country) is expected to provide the Senate committee with a history of what it has done, what it has considered, and what options look good as well as those that don't.

The FCC, thus, will meet Senator Pastore's request earlier this year that he did not want the commission to present Congress with a CATV fait accompli.

The FCC is expected to formulate this package for the Senate committee today (June 14). FCC Chairman Dean Burch was scheduled to return Friday (June 11) from two weeks in Europe, where he attended the World Administrative Radio Conference on Space Communications in Geneva.

The commission, it was learned last week, will probably be faced with more than the handful of members of the subcommittee. All 18 members of the parent Senate Commerce Committee personally have been invited to attend the CATV hearings by Senator Warren G. Magnuson (D-Wash.), who is chairman of the full committee, as well as by Senator Pastore.

Reportedly, the commission plans to adopt a policy that would permit cable systems to carry local TV signals as well as a graduated number of outside

programs based on market size (BROADCASTING, May 31).

In preparation for tomorrow's hearing, broadcasters and cable TV representatives gathered in force in Washington last week, mapping strategy and visiting key senators, particularly members of the Commerce Committee.

Headquarters of the broadcast forces was the National Association of Broadcasters, whose government relations chief, Paul B. Comstock, coordinated the lobbying effort in conjunction with Lester W. Lindow, executive director of the Association of Maximum Service Telecasters.

Principal objective of the broadcasters' offensive was to persuade the senators that the FCC's plan for CATV will destroy over-the-air broadcasting. Broadcasters charged that the prospective approval for CATV to important distant TV signals is nothing but a subsidy forced on broadcasters to finance CATV expansion.

Hamilton Shea, executive vice president of Gilmore Broadcasting Corp., chairman of NAB's TV Board and of the association's Future of Broadcasting Committee, reported "encouraging results" from the broadcasters' visits to Congress.

The cable pressures on Capitol Hill were said to be less extensive, although there was no doubt that the CATV industry also had its agents operating among Senate Commerce Committee members. Meeting last week in Washington was the board of the National Cable TV Association, but its plans for proselytizing probably were dented when its sessions became stormy, culminating in the resignation of Donald V. Taverner, president of NCTA (see page 34).

### A little wait for FCC visit to House on CATV

The House Communications Subcommittee will call the FCC up to discuss its plans for cable television, but not before the commission has concrete proposals in hand, according to a spokesman for subcommittee Chairman Torbert H. Macdonald (D-Mass.).

And, the spokesman added, a review of the commission's plan for cable will have to wait until after the subcommittee's political-spending hearings, which are expected to run at least through June 17.

The FCC will present its CATV plans—and possibly alternative proposals—to Senator John O. Pastore's (D-R.I.) Communications Subcommittee June 15 (BROADCASTING, May 31), but the commission is not expected to take any final votes on CATV before then.

## ... Meanwhile back at the NCTA board

### Ad code, \$1.55-million budget adopted at session last week in Washington

The resignation of Donald V. Taverner as president of the National Cable Television Association (see page 34) dominated, but by no means monopolized, the attention of NCTA board members during their meeting last week in Washington.

Among the other actions were adoption of an advertising code, mild revision of the codes of ethics and cablecasting, and approval of a \$1.55-million budget for the coming year.

The new advertising code bears some resemblance to that of the National Association of Broadcasters, although NCTA's is by far the shorter of the two. It prohibits advertising for cigarettes and liquor, counsels "extreme care" in the advertising of mood drugs, firearms and personal products, and requires sponsorship identification in accordance with the present Communications Act.

Brief sections of the code also set general requirements for presentation of advertising and for the handling of contests, premiums and offers.

The revisions in the ethics and cablecasting codes rarely amounted to more than a tightening of phrases. Perhaps the most significant was an additional sentence urging cablecasters to exercise caution in leasing CATV channels to other parties to insure that services, programs and advertising placed on these channels are not violative of the standards set forth in this code."

In other actions, the board:

- Approved the recommendations of its budget and audit committee for a \$1.55-million budget in fiscal 1971-72.

- Reviewed the status of various regulatory, legislative and court proceedings, especially this week's hearings before the Senate Communications Subcommittee on the FCC's new cable policy (see story this page).

- Reviewed, but did not act on, proposals for changing the procedures for election of board members and officers. The board's election procedures committee was asked to refine those suggestions, which in any event could not have been ready for member ratification by the time of next month's NCTA convention.

In the absence of NCTA Chairman Ralph Demgen, who is recuperating from an illness, Vice-Chairman John Gwin presided at the board meeting last week.

# The Sharpe is loose in the street.

Right now, maybe in your own town, there walks a bearded, moustachioed mastermind of far out humor, carrying a microphone and trailing a camera crew. He's Mal Sharpe. And he's getting America to participate in a unique brand of insanity.

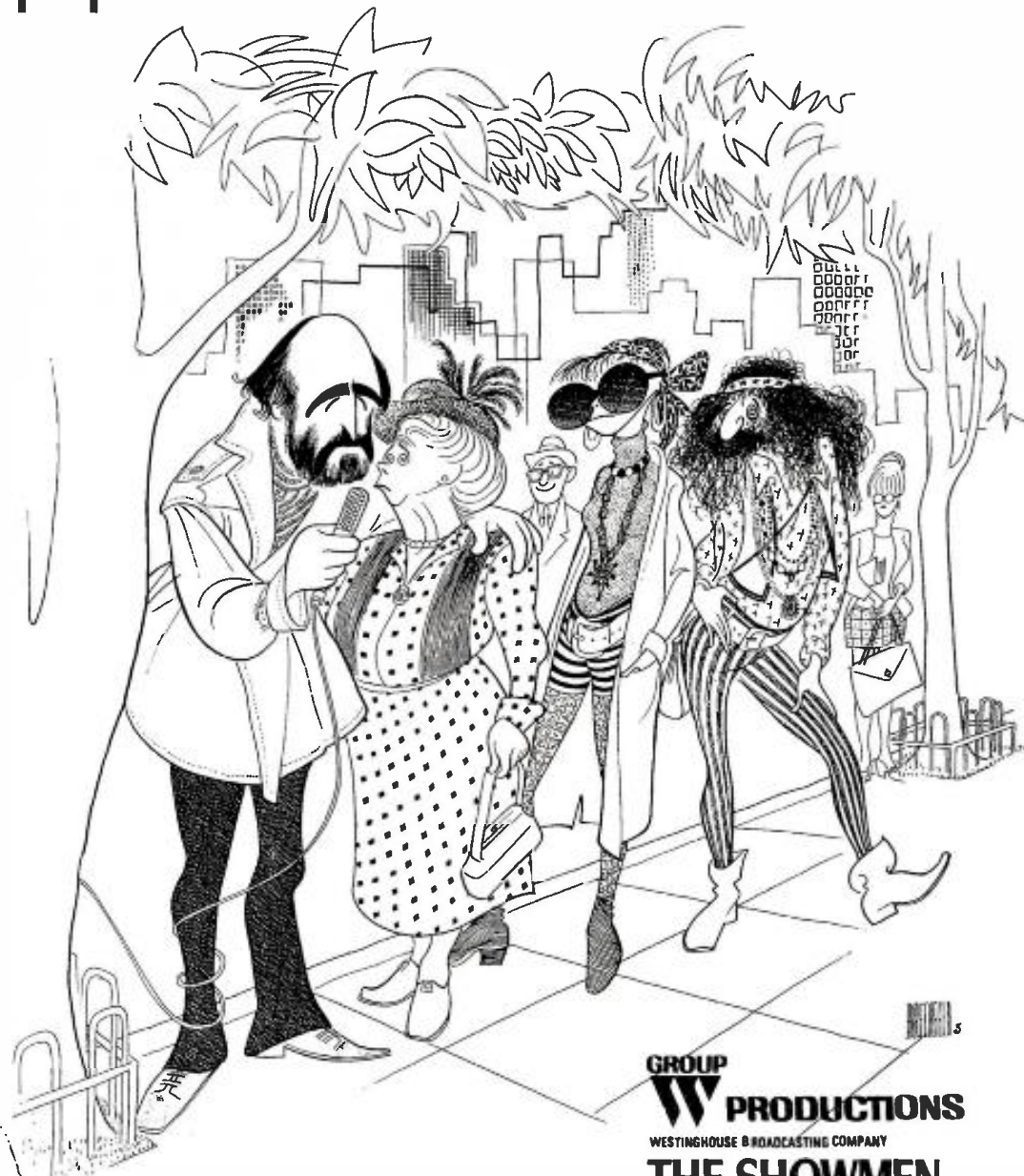
His specialty is seeing how far people will go in playing along with a gag. He's done it in best-selling record albums and fantastically funny West Coast radio shows. Now he's going to do it on television. And what he's putting down on film is nothing short of wild.

Did you ever see the chicken lady of Petaluma? Did you ever see a woman talking to an egg containing the Mayor of Boston? Mother Nature would have trouble explaining this one.

But logic is not what this show is about. It's about people. People with a good sense of humor. And it's about innocent pedestrians who very often turn the tables on a different kind of clown.

You have the time—we have the show.

## The Street People. 26 preposterous half hours.



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**THE SHOWMEN**

## N.Y. legislature freezes cables

### Following New Jersey, it adopts year's delay in franchise grants

The New York state legislature last week passed a bill that will impose a one-year moratorium on the issuance of cable-television franchises throughout the state. The measure would not affect current franchises.

To become effective, the measure must be signed by New York Governor Nelson A. Rockefeller. Still pending is a bill sponsored by the governor to bring cable TV under state control through the state's Public Service Commission (BROADCASTING, May 10).

It was learned that the New York State Cable Television Association plans to protest the measure and request Governor Rockefeller not to sign it. Michael Arnold, vice president of the association and manager of Television Communications Corp.'s Olean, N.Y., cable-TV system, classified the bill as a punitive measure.

"The bill," he said, "puts us under the jurisdiction of an agency that doesn't exist. And," he added, "there is no reason in the bill to restrict expansion." Mr. Arnold said the bill did set the stage for mandatory negotiations with the state next year.

Industry spokesmen also felt the bill was prompted by hearings in New Jersey and by that state's similar measure to freeze the granting of new franchises (BROADCASTING, April 26).

One cable-TV spokesman said about the franchise freeze, "I think the main reason is they feel we've grown too fast and they don't have a piece of the action."

## A cable seminar on money and muscle

The National Cable Television Association will sponsor a day-long seminar next week in Washington on CATV's financial implications and its impact on existing communications systems.

A morning panel will cover such subjects as the capital requirements of CATV in the next 10 years and the inducement and performance requirements that cable must demonstrate to raise necessary capital. Scheduled panelists for this session are Roger J. Schulz, assistant vice president, Morgan Guaranty Trust, New York; Guy C. Roberts, investments department, Massachusetts Mutual Life Insurance Co., Springfield, Mass.; James M. Graves, vice president

of CBWL-Hayden, Stone Inc.; Peter E. Spreadbury, Fahnstock & Co., Boston, and Richard W. Kershner, assistant vice president, Drexel Firestone Inc., Philadelphia. Panel moderator will be Amos B. (Bud) Hostetter Jr., vice president of Continental Cablevision Inc.

The afternoon panel will deal with cable's impact on existing communications media, including broadcasting, newspapers, the telephone company and the entertainment industry.

Panelists are Richard C. Block, vice president of Kaiser Broadcasting Corp.; J. William Diederich, vice president and treasurer of Landmark Communications Inc.; Bruce E. Lovett, vice president for corporate development, American Television and Communications Corp., Denver; and Thomas J. O'Reilly of Chadbourne, Parke, Whiteside & Wolff, Washington, who is counsel to the United States Independent Telephone Association. Also participating in this seminar will be NCTA President Donald V. Taverner and Jay E. Ricks, partner in the Washington law firm of Hogan & Hartson. Moderator will be Alfred E. Stern, president of Television Communications Corp., New York.

The conference is scheduled for Wednesday, June 23 at the Sonesta hotel.

## Listener-supported WRVR tries some new tacks

A church-owned FM outlet in New York plans to turn commercial coincident with the introduction of a different format and a new construction program. The Riverside Broadcasting Co., operator of WRVR(FM) New York, is changing the station's format from mostly classical music and jazz to call-in discussions, on-air interviews and debates involving controversial issues.

Developing the new format will be John Wicklein, former WNDR(TV) New York news director and reporter for *The New York Times*, named general manager by the station's board. He assumes his new duties on July 6 and the new format is scheduled to begin Sept. 26. Also, the 19-kw power of the station's transmitter will be doubled and the transmitter moved, along with the antenna, to the Empire State building. Currently, the transmitter and antenna are at the church. Studios will remain in the church office building.

To finance the expanded operation, WRVR, which holds a commercial license, will accept advertising for the first time. The station, in the past, has been supported exclusively by contributions. A study has indicated that through the sale of commercial spots, the station could become self-supporting in three to four years.

## Out on the glaciers, a pep talk on radio

"Radio is more dynamic, more vital than ever" and can be made even more so if all radio broadcasters "continue their efforts to make radio more efficient to buy, to work with agencies in developing more effective creative approaches and to show through documented examples how well radio sells."

So said Walter A. Schwartz, president of the ABC Radio networks, at Montana Association of Broadcasters convention at Glacier National Park, Thursday (June 10).

He cited Department of Commerce projections indicating radio revenues in the 1970's should grow with the economy at a compound annual rate of at least 7%, reaching \$1.6 billion by 1975, when pre-tax earnings should be about \$140 million, and passing the \$2-billion mark by 1980 with pre-tax profits then about \$230 million.

But radio also faces serious problems, Mr. Schwartz said, including "the current and rising demands by government and consumer groups for 'full disclosure' in advertising," which he said is inclining many advertisers toward print media, and various efforts to "legislate a life style" for Americans.

"The government is responding to one quickly organized pressure group after another," he said, "seeking all manner of legislation to enforce its protectionist policies for the ultimate good of the listener, the viewer, the consumer."

"Already governed by a regulatory body, the broadcaster is most vulnerable. We broadcasters are subject to more rules and regulations than any other media. We are using the public airways. If the products we advertise are deemed to contaminate the public life style, we can lose them—just as we lost cigarettes."

"As our problems multiply with the population explosion we can very easily find our industry the butt of frustrating rules that will reduce broadcasting to a big-brother machine."

But, he concluded, "any enterprise with a future such as broadcasting has going for it—that reaches and continues to reach more and more people, that realizes its need to treat them as persons and not statistical lumps of population—also has the discipline, skill and professionalism to rise to the social and environmental challenge."

"If it retains the freedom to operate profitably, it will also have the freedom and economic facilities to invent and pursue newer and more unique programs to serve the public interest and to help communicate a national desire to share in the finding of sane solutions to our common problems."

# Electric Impressions. Good vibrations.

Electric Impressions is what happens when television remembers it's an art form—free to go anywhere, location or studio... free to use any technique, film or tape... reverse polarity or multiple image... to communicate the excitement of the contemporary scene.

The young man who turns on this turned-on television is 27-year-old master of ceremonies Ron Magers. Whether he's blasting the mind with the Ike & Tina Turner Revue or hyping the eye with the world's greatest illusionists, he's into what's exciting. And what excites audiences. For in San Francisco where it's already a winner on KPIX, Electric Impressions has been turning on traditional viewers and younger viewers alike.

Now Electric Impressions is going to make an impression on the rest of the country. So if you want the young audiences so often turned off by TV, just make Electric Impressions on them.

You have the time—we have the show.

## Electric Impressions. 26 contemporary half hours.



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**THE SHOWMEN**

# Last hopes to keep WLBT(TV)

**Awaiting high-court decision on stay order,  
Lamar is given just one more week by FCC**

Lamar Life Broadcasting Co. was scheduled to turn over operation of WLBT(TV) Jackson, Miss., today (June 14) to a nonprofit corporation that would run it until the commission picks a winner from among five applicants—including Lamar—seeking regular authorization to operate on the channel. However, Lamar last week still had hopes of hanging on to the channel for a while longer.

Lamar's last-gasp authority to operate the station appeared to have run out a week earlier, after the U.S. Court of Appeals in Washington in effect affirmed a commission order directing Lamar to turn the facilities over to Communications Improvement Inc. on June 7.

The commission last week, however, granted Lamar another seven days operation in order to permit it and CII to complete negotiating the details of the agreement under which Lamar will lease its station facilities to the nonprofit organization. The additional time also enabled the commission to respond to a petition for stay that Lamar has

filed with the U.S. Supreme Court.

That stay request carries Lamar's hopes for continued operation—at least until the high court acts on Lamar's petition for review of the commission decision last September granting interim operating authority to CII. The court is not expected to act on that petition until the fall term.

The continued delay in taking over the station does not profit Lamar, or deny financial gain to CII, which intends to distribute its net profits to nonprofit organizations related to broadcasting. The commission last month ordered Lamar to impound WLBT profits retroactive to April 17, and to turn them over to CII when it takes over the station. The specified date was the one on which the commission said its stay order was dissolved; the stay, granted at the time CII won interim authority, was to remain in effect until 30 days after the appeals court acted on Lamar's appeal. The court denied the appeal on March 17.

In addition, the continued delay in turnover of the facilities has no effect

on personnel matters. CII intends to retain the same station management and staff now employed by Lamar. The policy decisions, however, are to be made by the CII board, which is headed by the Rev. Kenneth Dean, director of the Mississippi Council on Human Relations, and includes Edward W. Barrett, director of the Communications Institute, Academy for Educational Development, and former dean of the Columbia University Graduate School of Journalism, as well as a number of Mississippi businessmen and educators, both black and white.

Lamar, which has been operating the station since 1953, lost its license in a Washington appeals-court decision handed down two years ago (BROADCASTING, June 30, 1969). The decision, written by the present chief justice, Warren E. Burger, not only reversed a commission order renewing the station's license for three years; it sharply criticized the commission for its handling of the case. The station had been attacked by the United Church of Christ and local-area blacks for ignoring the interests of black viewers and discriminating against them in its programming.

Lamar's present request for high-court review of the commission decision awarding the channel to an interim operator is based on the contention that Lamar should be treated as an ordinary renewal applicant. In that case, it would continue to operate the station throughout the comparative hearing. The court said Lamar could compete with others as a new applicant for the channel, but indicated it was not to be considered as a renewal applicant.



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70-39

### ***Changing Hands***

#### **Announced:**

The following sale of a broadcast station was reported last week subject to FCC approval.

■ KRRV(AM) Sherman, Tex.: Sold by Glenn Duncan to John H. Hicks III, his son, John H. Hicks, and Roger G. Watkins for \$251,750. Buyers own KLAR(AM) Laredo and KBYG(AM) Big Springs, both Texas. Messrs. Hicks, in addition, own KLVI(AM) Beaumont, Tex. Mr. Watkins also has an interest in WTAW(AM) College Station, Tex. KRRV is full time on 910 khz with 1 kw. Broker: Hamilton-Landis & Associates.

#### **Approved:**

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 70).

■ KHAR-TV Anchorage: Sold by Patricia

Harpel to Carl A. Bracale Jr., Duane L. Triplett, Richard M. Zook, Robert L. Lewis and others for \$343,000. Mrs. Harpel, as executrix for the estate of the late Willis R. Harpel, also owns KHAR-AM-FM Anchorage. Mr. Bracale is sales manager for KHAR stations and is assistant sales manager for an Anchorage auto dealership. Mr. Triplett is an account executive with the KHAR stations. In the past he has been employed in a sales capacity with KTVA(AM) and KENI-TV, both Anchorage. Mr. Zook is chief engineer at the KHAR stations. Mr. Lewis owns an Anchorage taxicab business. KHAR-TV (ch. 13) operates with 27.3 kw visual and 5.5 kw aural. The independent has an antenna 90 feet above average terrain.

■ **KLAV(AM)** Las Vegas: Sold by Arthur P. Williams and family to Melvin Helitzer for \$450,000. Mr. Helitzer is president and board chairman of Helitzer Advertising, New York agency; director of a supermarket display company, and, in addition, he owns a product-services company. KLAV is on 1230 khz with 250 w.

■ **KVFD(AM)** Fort Dodge, Iowa: Sold by Edward Breen and others to Max Landes, Glenn Christians, Ross Martin and G. Laverne Flambo for \$450,000. Sellers retain KVFD-TV there. Mr. Landes is manager of KVFD. Mr. Christians is a marketing director for Massey-Ferguson, Des Moines, Iowa, consulting engineers. Mr. Weitzell is president of Weitzell Advertising, Des Moines. Mr. Martin is head of the Iowa Radio Network. Mr. Flambo is director of broadcasting for Mid America Media stations. KVFD is licensed to operate full time on 1400 khz with 1 kw day and 250 w night.

■ **WMDN(AM)** Midland, Mich.: Sold by Donald A. Sherman and others to Myron P. Patten, Charles Sitta and others for \$247,500. Sellers have no other broadcast interests. Mr. Patten is the majority stockholder in the Patten Co., Southfield, Mich., advertising agency, through which he is acquiring his interests in WMDN. Mr. Sitta has a 60% interest in Michigan Spot Sales, Detroit. He formerly held a minority interest in the licensee of WKNR-AM-FM Dearborn, Mich. WMDN operates on 1490 khz with a power of 1 kw day and 250 w night.

■ **WLYC-AM-FM** Williamsport, Pa.: Sold by J.T. Keliher and others to Alpha Computer Service Corp., New York, for \$610,000. Alpha Computer Service is the parent company of Salamanca Broadcasting Co., licensee of WGGO(AM) Salamanca, N.Y. WLYC(AM) operates on 1050 khz with 1 kw day. WLYC-FM is on 105.1 mhz with 3.8 kw and an antenna 1,140 feet above average terrain.

## Viacom spinoff opponents ask FCC aid

**Request withdrawal of approval, full-scale probe; trio also goes to SEC in quest of investigation**

Three minority stockholders in a San Francisco cable system principally owned by CBS last week stepped up their efforts to thwart the spinoff of that network's CATV and syndication interests into Viacom International Inc.

Louis Benedetti, Frank Veroucci Jr. and Marino L. Iacopi asked the FCC to rescind its approval of the spinoff and order a full investigation of "CBS's conduct respecting these entire matters."

And in a letter to the Securities and Exchange Commission, attorneys for the three requested an investigation of the distribution of Viacom shares without prior SEC registration or the filing of a prospectus. These omissions, the letter implied, might place CBS in violation of the Securities Act of 1933.

The petition filed with the FCC accused CBS of "arrogant haste" in attempting to complete the spinoff immediately after its approval by the commission on June 3. They said CBS tried to close the matter before the U.S. Court of Appeals in San Francisco could rule on their request for stay of the commission order. On June 4, the court did

issue a stay (BROADCASTING, June 7).

The three stockholders also questioned CBS's conduct in a case involving the application, withdrawal and re-application for transfer of a community antenna relay station from a CBS-owned cable system to Viacom. They said CBS was "obviously . . . struck with the realization that the commission might well make use of this application as one vehicle for initiating a full evidentiary hearing into various aspects of the CBS/Viacom spinoff." CBS withdrew the application earlier this year, then re-applied for it immediately after approval of the Viacom spinoff.

Additionally, the three petitioners charged that counsel for CBS must have received preferential treatment in learning of the order granting the spinoff. It was alleged that the agreements signed by CBS officers, directors and stockholders immediately after the transaction—as well as other steps taken to implement the spinoff—could not have been accomplished with such speed unless CBS first had access to the orders.

Viacom is the mechanism CBS de-

25

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**EAST COAST:** — Highly profitable AM & FM with long history of solid earnings in a single station market near large city in the Northeast. This 5 kw with low dial position plus FM, also comes with substantial land and building. The debt service should be paid out of cash flow which is substantial, 29% down, 7 year payout, \$450,000. Based on earnings this is priced right.

*Contact Milton Q. Ford in our Washington, D.C. office*

**TEXAS:** — Profitable FM on air since 1963 in excellent small market. One-roof operation in new building with new equipment. Owner retiring. Price \$85,000—29% down—balance to be negotiated.

*Contact George W. Moore in our Dallas office.*

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# A VHF transmitter site is a nice place to visit, but you don't have to live there.

RCA has developed the most advanced VHF color television transmitter on the market. So you don't have to live with it, if you don't want to.

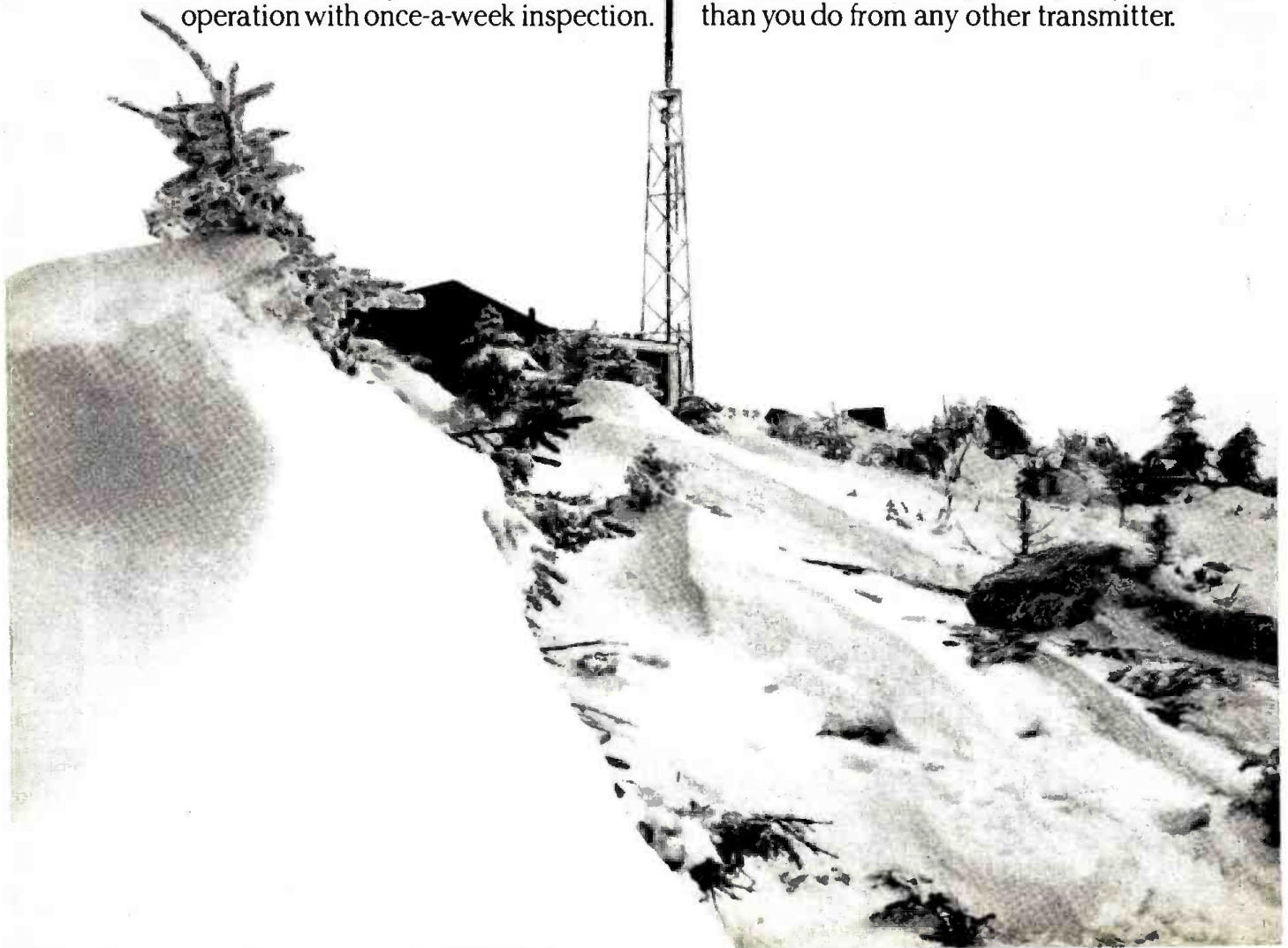
The 50 kW TT-50FH. It's designed for unattended operation, with provisions for automatic logging and remote control. When you're ready, so are we.

In fact, the TT-50FH is the only high band VHF transmitter specifically designed as a twin system, which fulfills the FCC's requirements for remote operation with once-a-week inspection.

It's actually two complete 25 kW transmitters with true parallel design and instantaneous automatic exciter switchover.

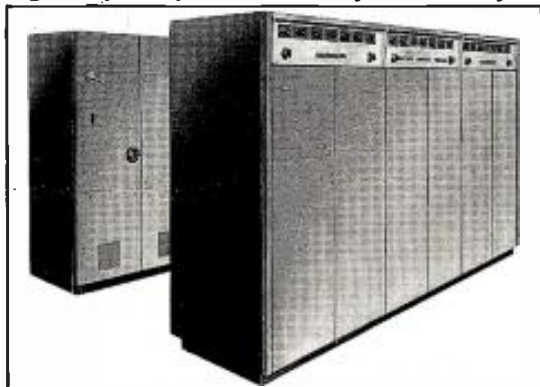
Barring failure of primary power, it's virtually impossible to lose your signal. Which just happens to be the best in the business.

For one thing, the TT-50FH gives you solid state diode modulation at carrier frequency and our sideband shaping takes place at the output, so you get greater assurance of spectral purity than you do from any other transmitter.



The TT-50FH has only two tuned visual amplifier stages, so it's easy to maintain, too. The fewer stages you have, the fewer adjustments you have to make, and there's less chance for trouble.

With the TT-50FH, you make an adjustment, and it lasts. We'll guarantee signal quality and stability for 30 days.



The design is reliability itself. The circuits are solid state design up to the IPA. There are only three tubes in each transmitter. Only two tube types. And the control logic is solid state. That's

more solid state than any other transmitter.

One more thing. To make things even easier for you, our optional Opto-Switcher puts everything that goes between the transmitter and antenna into one package, factory adjusted for maximum performance.

It all adds up to superior performance. The TT-50FH performance specs are 100 per cent better than any previous generation transmitter.

We've been the leader in TV transmitters since television began. Now we have something really new for you. The best signal. The most reliable design. The best performance. The ideal transmitter for remote control. The most advanced transmitter on the market.

The TT-50FH. By RCA.

**RCA**



vised to comply with commission rules barring networks from engaging in domestic program syndication and from owning CATV systems—a mechanism designed also to permit stockholders to maintain their interest in CBS's holdings in CATV and syndication.

After a series of delays stretching from the end of last year to early this month—prompted in part by petitions from Messrs. Benedetti, Veroucci and Iacopi—the commission approved the spinoff on condition that CBS directors and officers, broadcast-group presidents, and those holding 1% or more of CBS common stock dispose of their Viacom holdings within one year. So far as CBS is concerned, its spinoff to its stockholders of stock in Viacom is an accomplished fact, and the stay order the U.S. Court of Appeals in San Francisco should be dissolved.

CBS's counsel expressed that view last week in a letter to the court in response to the stay order.

J. Roger Wollenberg, CBS's counsel, in his letter to the court, said that CBS did not receive word of the stay order until after the distribution of the stock of Viacom had already occurred.

The account contained in Mr. Wollenberg's letter, and an interview with Harold Farrow, counsel for the minority stockholders, indicates that each side engaged in hasty maneuvering on Friday, June 4, the day the commission order was released, but a day after the action was announced, to gain its end.

Mr. Farrow said he had filed his motions for appeal of the commission order and for a stay at 10:45 a.m. Pacific time, and had notified CBS of his plans beforehand. In fact, he said, "a CBS lawyer was beside me when I filed." He also said he had informed FCC General Counsel Richard Wiley that the motions had been filed.

Mr. Wollenberg, in his letter, said that at 3:10 p.m. Eastern time, following release of the commission's order, CBS counsel supplied Mr. Wiley with statements of CBS officers, directors and presidents of its broadcast division groups expressing their agreement to sell their Viacom stock within two years, thus meeting the condition the commission had attached to its approval of the spinoff.

Mr. Wollenberg said Mr. Wiley informed CBS counsel at that time that Mr. Farrow and the court clerk's office had advised him that the court order had not yet been issued. At about 3:25 p.m., Mr. Wollenberg added, "the distribution was effected by CBS's delivery of all the shares of Viacom" to the transfer agent, in exchange for a Viacom certificate in the names of CBS stockholders, and the delivery of the certificate to Chemical Bank of New York, which was to mail the stock

certificates to the CBS stockholders.

Mr. Wollenberg said that CBS counsel placed a call to Mr. Farrow at about 4:15 p.m. and that in the course of their conversation, Mr. Farrow relayed word he had just received of the issuance of the court's stay order.

"This was the first notice that either CBS or any of its counsel had received" of the order, Mr. Wollenberg said. As a result, he said, the "stay order should be dissolved on the ground of mootness."

## Youth group wants all-media monitors

### In report to White House it questions credibility of media and advertising

A task force of young people who met under the aegis of the White House last April have suggested that youth councils be established to monitor local TV and radio, as well as local newspapers and periodicals for "fairness, fullness, integrity and competence."

The proposal, one of many dealing with broadcasting, advertising and the news media, was made by a task force on values, ethics and culture at the first White House Conference on Youth held in Estes Park, Colo., April 18-22. More than 1,500 delegates attended and voted on recommendations in 10 areas.

In discussing the work of the proposed monitoring councils, the task force suggested that they be established to include youth from various ethnic and social backgrounds, to share the tasks of "observing the practice and performance of local newspapers, periodicals and broadcasters." In addition, these councils would join with state councils to assess "the continuing performance of the national media."

The "values" report stated that TV creates and perpetuates "a passive society." It encouraged the efforts of the Corporation for Public Broadcasting to strengthen the development of programming that stresses local community involvement and called for congressional support of public broadcasting. It also called for federal support of local cable-TV systems "which should be subject to local community control and local community ownership."

In its preamble on the responsibility of media, the task force commented:

"There is a deep-seated concern among youth about the credibility of the media. A restoration of their faith is a most worthy objective for all forms of communication."

And, it continued: "We charge broad-

casters, journalists, publishers and film producers to accept fully a responsibility that is commensurate with their power in the nation. This responsibility is to conduct an unrelenting search for quality and excellence in all of their output. The effectiveness of their products is to be measured by a degree to which they communicate a true understanding of the total human experience."

Other references to broadcasting and other media were contained in the report of the task force on race and minority-group relations, which called on the FCC to suspend or revoke licenses or apply fines of no less than \$5,000 or more than \$10,000 "on any broadcasting system or station that transmits any kind of racist advertising." A task force on drugs recommended that all drug advertising be banned from all media, with the exception of professional journals, and that advertisers and regulatory agencies require the elimination of implications in drug advertising, including tobacco and alcohol, "that normal problems of human behavior can be solved by the use of drugs." It also asked that the Federal Trade Commission be empowered to impose "stiff" penalties for advertisements that are "explicitly" or "implicitly" untruthful in their claims.

## United Church wants stiffer equality rules

The United Church of Christ—whose petitions were instrumental in the FCC's June 1969 ruling banning employment discrimination at broadcast and CATV operations, and the commission's subsequent May 1970 amendment making mandatory annual filings from licensees and operators on employment practices—has asked the commission to go a few steps further on its stand against discrimination.

The church, through three of its agencies—the Office of Communications, Board for Homeland Ministries, and the Committee for Racial Justice Now—last week asked the commission to add several other amendments to its employment regulations.

The church said it endorsed the commission's stand thus far on employment discrimination (BROADCASTING, June 9, 1969 - May 25, 1970) but proposed that certain additions should be made to the rules to insure racial and ethnic balance.

Notably, the church proposed:

■ That the presently required annual showing of affirmative action plans be extended to include women.

■ That the commission forego its present practice of referring job-discrimination complaints to the federal Equal Employment Opportunities Commission

or the appropriate state and local authorities, and take action on these complaints itself.

▪ That copies of all documents now required to be made available for public scrutiny also be made available to individual members of the public no later than 48 hours after request at a minimal cost (five cents per page).

▪ That the amount of time these records are required to be maintained be extended from two to five years.

The church also requested that the wording of part of the rule be changed to apply to all concentrated ethnic communities. A provision of the present ruling requires that licensees and operators post written proclamations at their studios that they are equal opportunity employers in both Spanish and English—in areas where “a substantial number” of persons in the community are Spanish surnamed. The church asked that this provision be made more specific, so that bilingual proclamations be posted when “5% of the population in the license or franchise area” is so populated. And it requested that the ruling be broadened to include other minority groups as well.

## Lamb loses suit against Cox, 'Blade'

An Ohio jury last week threw out anti-trust charges against Buckeye Cablevision Inc., Toledo, Ohio; Cox Broadcasting Co. and the *Toledo Blade*, owners of the cable system, and the Ohio Bell Telephone Co.

The four defendants had been accused by Lamb Enterprises Inc. and one of its cable subsidiaries, Wonderland Ventures Inc., of conspiring to restrain cable competition in the Toledo area in 1965, when both Buckeye and Lamb were attempting to start systems. (Lamb later abandoned its plans to operate in the city.)

The jury deliberated for slightly more than a day in the U.S. District Court for the Northern District of Ohio before acquitting the four defendants of all charges. Lamb had sought triple damages that would have totaled \$54 million.

## The final parting: Rollins and WNJR

The Supreme Court last week closed the door on Rollins Inc.'s last-ditch bid to hang on to the license for WNJR-(AM) Newark, N.J. The court declined to hear an appeal of last January's decision of the U.S. Court of Appeals for the District of Columbia (BROADCASTING, Jan. 11), which upheld a 1968 FCC decision denying renewal for the

## WPIX hearing postponed

FCC Hearing Examiner James F. Tierney has recessed the hearing involving license renewal for WPIX(TV) New York and a competing application for channel 11 there by Forum Communications Inc., until the end of the summer. The examiner noted that he has a number of other cases to preside over which have, to date, been deferred because of the WPIX proceeding. Although no formal date was set for reopening of the hearing, sources close to WPIX noted that the proceeding will probably be resumed toward the end of September.

predominantly black-oriented station.

Rollins lost its license for WNJR following five years of commission hearings and investigations stemming from charges of misconduct and fraud against the station manager. The licensee had also been found guilty of failing to properly maintain program logs and to file time-brokerage contracts with the commission.

The FCC will apparently set a new deadline for final sign-off of WNJR. The station was originally ordered to go off the air in July 1969, but litigation stayed this deadline two years.

## Women say WRC data didn't tell true story

A group of women employees at NBC-owned WRC-AM-FM-TV Washington, who contend that the stations practice sexual discrimination in hiring and job advancement procedures, last week asked the FCC to institute a formal hearing on their charges.

The group, the Women's Rights Committee of WRC/NBC, jointly with the National Organization of Women, submitted a letter to FCC Complaints and Compliance Division Chief William B. Ray, alleging that a “prima-facie case of employment discrimination” exists at the WRC stations.

Three months ago, the women filed formal complaints with the FCC, the Equal Employment Opportunity Commission and the Office of Federal Court Compliance of the Department of Labor, asking for an investigation of the stations' employment practices (BROADCASTING, March 8). Chief among their grievances were claims that the station employs a work force comprising 20% women, disproportionate with the 51% female population in the Washington community; that women were not being considered for top-management positions, and that pay scales and other considerations for female employees were not in line with

those accorded their male counterparts.

Subsequently, WRC filed a response with the commission offering detailed statistics which showed that women actually make up 35% of its work force, 20.5% of the “on-the-air” jobs, and 14% of management job categories.

In their letter to the commission last week, the women branded the management's figures as not giving “an accurate . . . picture of the employment status of women at the stations,” they said, and “for that, the commission must hold its own hearing.”

## Boycott the rascals, urges ABC's Lawrence

Citizens were urged last week by broadcast newsman William H. Lawrence to lash out against dishonest politicians, merchandisers and media.

Mr. Lawrence, on leave of absence from his post as ABC News national affairs director to write a book, advocated a citizens' boycott of individuals and institutions that are untruthful. He told the centennial graduation ceremonies of the Lincoln (Neb.) high school (from which he graduated), that votes should be withheld from “the politician who has lied.” He continued:

“You don't have to patronize the merchant who lies about his product. Quit buying there and you hit him in the pocketbook nerve where it hurts. If a newspaper or broadcaster lies, you don't have to subscribe to the paper or listen to the station. Sooner or later, reduced circulation and small listening audiences catch up with the most unethical.”

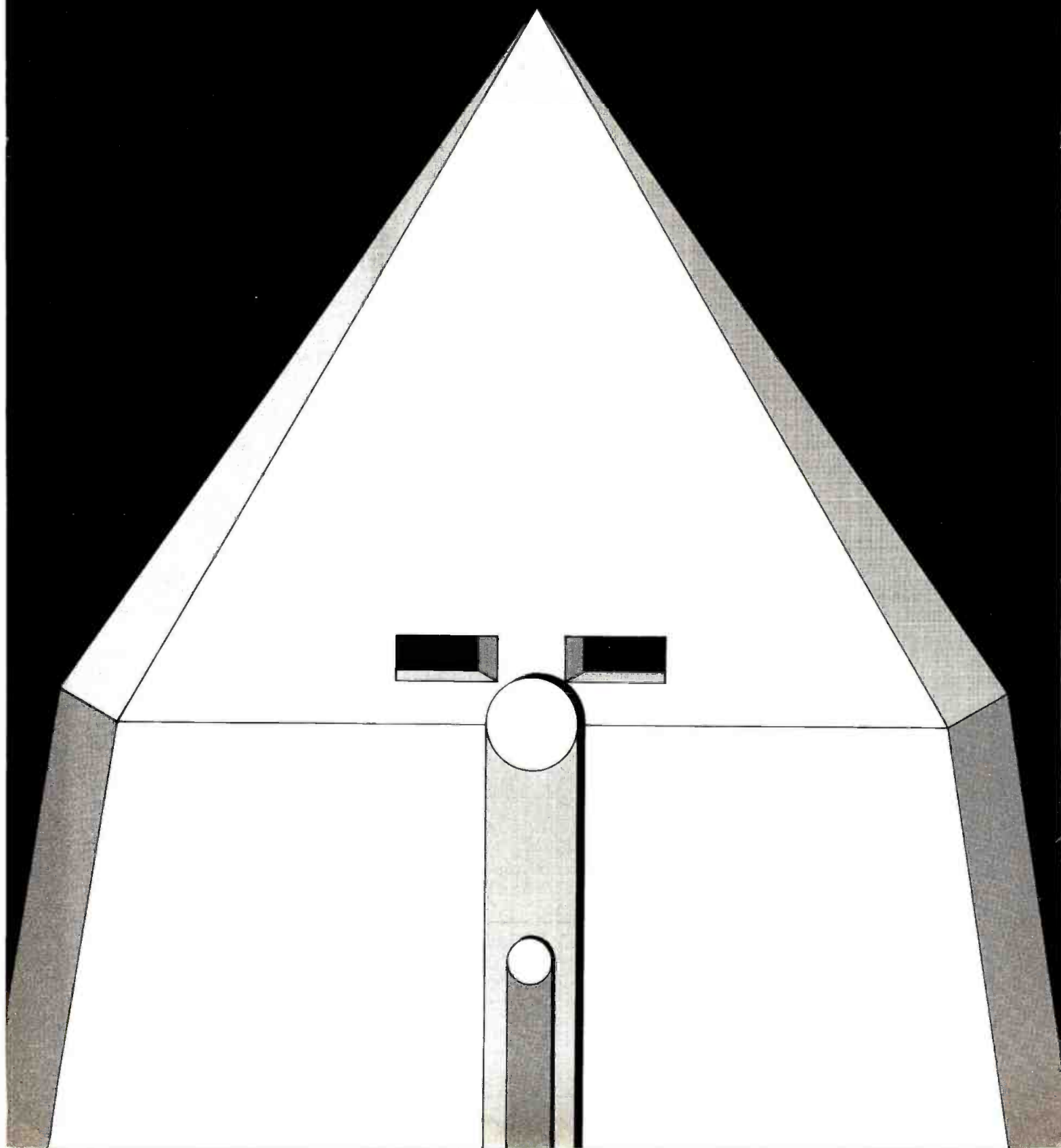
## Media notes:

**New York office** ▪ Evans Broadcasting Corp. has opened a New York sales office at 300 Park Avenue. Phone: (212) 758-7152. Len Ziegel is sales manager of the new operation and Sonya Malley, sales assistant. The office will represent Evans Broadcasting's KDNL-TV St. Louis.

**TV Training** ▪ The Community Film Workshop Council, a nonprofit organization in New York, has begun a nine-week television news cameraman training program. Funded by a grant from the Office of Economic Opportunity, the CFWC will train 15 economically disadvantaged persons in the fundamentals of TV news.

**Add to AIRM** ▪ ABC Radio announced last week the affiliation of WRNL(AM) Richmond, Va., to its American Information Radio Network. The station has been affiliated with CBS Radio since 1959. CBS plans to pick up WTVR(AM) there. WRNL broadcasts full time with 5 kw on 910 khz.

## The Second Generation of CATV



## Coming to Washington (July 6-9)

## Reported in Broadcasting (July 5)

*Second Generation* is the theme of this year's National Cable Television Association convention in the Nation's Capital. The point: that CATV, its infancy behind it, is about to pioneer a new era in communications.

That's the point, too, of *Broadcasting's* special report on CATV in our July 5 issue.\* It will not deal with the past. It will deal with:

1. The present: The ABC's of cable as it stands now.
2. The future: the likely evolution of CATV, given as a base the regulatory climate in which it must grow.
3. Origination: A report on what CATV systems are doing on their own to contribute to the program force of television.
4. And for the NCTA convention-goer: the complete, official agenda.
5. A guide to convention exhibits, with full data on what's being shown and where.

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## Whitehead: czar without czardom

**Proving once again it's hard to buck the system,  
new telecommunications chief is short-circuited**

Ever since he was sworn in last September as the first director of the new Office of Telecommunications Policy Clay T. (Tom) Whitehead has taken every public opportunity to identify himself as the President's "spokesman" and chief adviser on telecommunications. Indeed, the law creating OTP assigns those responsibilities to the director. And for several months after Mr. Whitehead set up shop, there was some concern that he would become something of a telecommunications czar. After all, the thinking went, who in government could resist the influence and power of the White House?

The answer to that question may not yet be entirely in. But as much of the answer as is in seems to be: just about everybody.

OTP is finding that the President's "voice" is having trouble making itself heard over the existing din. Old-line agencies dealing in communications matters, jealous of their power and concerned with their own responsibilities, are simply not paying attention.

And this is not only true of the heavyweight agencies like the Departments of Defense, Justice and State. The FCC, which might have been expected to be particularly complaisant, has been administering OTP some of the sharpest cuts of all.

Some of OTP's troubles are of others' making. The Office of Management and Budget, for example, several weeks ago proposed a procedure whereby executive agencies filing material with regulatory agencies would clear through a "lead" agency—OTP, in matters relating to communications.

There is some disagreement within administration circles as to the extent and focus of the OMB proposal. Some say it is merely designed to provide a mechanism to keep the administration aware of what each of its departments is filing with the regulatory agencies. But Defense and Justice clearly regard it as an effort at the least to filter their views on telecommunications matters through OTP—perhaps to subordinate their views to its—and they raised what can probably be described as unshirted hell in their comments to OMB. The degree of Justice's unhappiness can be

gauged from the fact that Attorney General John Mitchell—who has been known on occasion to have the President's ear if not his voice—signed Justice's letter.

Administration sources emphasize that the proposal is still very much in the talking stage and that there is no indication when or in what form it will be adopted. (Some Defense officials are so incensed they say their department will ignore any OMB directive to sub-



*Mr. Whitehead*

mit comments to OTP. As one Department of Defense official put it: "Can you imagine DOD, a major user of AT&T services and with a charter to protect the taxpayer, knuckling under to Whitehead on a change in rates to be made by a regulatory agency?"

Other difficulties, however, are of OTP's making—when, for instance, it proposed that the State Department replace the FCC in dealing with Canada on its proposed domestic communications-satellite system. OTP felt the negotiations were particularly critical in view of the issue's relationship with the then impending World Administrative Radio Conference on space communications. But the move turned out to be an unwise expenditure of political

capital, for State and the commission had already agreed that the commission would deal with Canada, that State lacked the necessary expertise on the issues involved. Besides it was non-government frequency space, which is the commission's concern, that was involved.

Since then, reportedly, OTP has raised no objections, and the commission has continued as the U.S. point of contact with Canada. On May 26, FCC Chairman Dean Burch wrote Canada expressing gratification over assurances given the U.S. that Canada, "within reasonable limits" will be able to adjust its satellite proposals in light of decisions reached at the WARC, now under way in Geneva and to the needs of other countries. Canada has proposed using orbital slots at 109 and 114 degrees. Several applicants seeking FCC authorization for a U.S. system have proposed using slots at 104 and 114 degrees.

OTP sometimes runs into problems simply by trying to do the kind of job for which it was created—as in the FCC proceeding aimed at determining the proper mix of satellites and undersea cables for linking the U.S. and Europe, a proceeding in which OTP's prestige has become very much engaged. Specifically at issue is AT&T's proposal to build a sixth trans-Atlantic cable—TAT 6.

OTP, after canvassing affected agencies, submitted to the commission on May 21, what were described as "the administration's views that should guide regulation in this area." The OTP document did not deal specifically with TAT 6, but it clearly implied the view that that proposal should be rejected. It said existing facilities were more than adequate to meet projected needs through 1977, by which time a more efficient and less costly cable, now under development, would be ready.

The commission, which received "the administration's views" only a few days before it was to act on the matter, was not immediately impressed. Unable to reach a decision at its meeting May 26, the commission invited affected common carriers to attend an informal conference on the question on June 17. But what caused some eyebrows to rise

was the commission comment, in letters inviting the carriers to the conference, that it was OTP that had sent "its views"—not the administration's—and asked for comment on them.

A commission official, asked whether that language represented an oversight or a deliberate slight, said: "Give it your own interpretation, and you'll probably find someone at the commission that agrees with it."

In any case, other elements of the administration—State and DOD—had previously submitted their own views on the issue, raising the question of how much of the administration is left for OTP to represent. DOD filed a second set of comments, reportedly in anticipation of OTP's, to leave no doubt its views had not changed. DOD favors the TAT 6 proposal.

The FCC official, in discussing OTP's role in the TAT 6 proceeding, touched on the obvious problem facing OTP. "The fact that it's the spokesman for the administration doesn't mean there's any special wisdom there," he said. "There are difficult technical and policy problems involved. The FCC will listen to OTP as it will to anybody else, but we'll be impressed only to the degree its views are based on logic and analysis, not because it's the administration spokesman."

Although Mr. Whitehead misses no opportunity to cite his statutory role as the White House spokesman on telecommunications matters, he has on several occasions conceded that the amount of influence his office exercises will be in direct proportion to the wisdom and thoroughness of its proposals.

But he has also mentioned mechanisms available to OTP when its considered views on a matter on which it feels strongly are not heeded, though clearly the matter would have to be one of overriding importance: OTP could seek legislation from Congress or go to court to seek reversal of a recalcitrant agency.

There is another avenue of influence open to OTP for affecting telecommunications policy that is not frequently discussed: Its role in the OMB's budget-review process. As the administration's expert in such matters, it is asked by OMB to review executive-agency requests for funds for telecommunications projects and make recommendations. It is also in a position to urge projects on agencies.

But besides the OTP's built-in problems, there are some who feel that Mr. Whitehead has exacerbated matters by his speeches criticizing existing procedures—"pontificating," as one FCC official put it, "suggesting he's the last word. He doesn't show political savvy."

However, it might be too early to take a reading on the new OTP. Mr. White-

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\*Total accidental deaths, 1960-69

head, who is regarded as bright, able and ambitious, is still spending a good part of his time organizing the agency and getting various projects under way. OTP is completing work on the administration bill providing permanent financing for the Corporation for Public Broadcasting; the measure is expected to

be submitted to Congress by mid-July. And it is conducting studies designed to lead to long-range CATV policy proposals ("Closed Circuit," June 7).

As a result, OTP is still the new kid on the block. He shows promise, but he has yet to demonstrate he can stand up to the more experienced big fellows.

Until he has done that, perhaps won a battle in Congress or the courts or persuaded an agency to his view on some major issues, life will be difficult, even painful.

(The foregoing "Perspective on the News" was written by Leonard Zeidenberg, senior editor, Washington.)

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### Fox dissident Lewis tries to hold shout-in

Twentieth Century-Fox Corp. held a brief but stormy meeting last week to announce it had staved off a bid for control by insurgent shareholders (BROADCASTING, June 7).

The session in New York was a continuation of the annual meeting in Wilmington, Del., on May 18 (BROADCASTING, May 24) and was called to announce officially that management directors had been elected with about 3.9 million votes, or approximately 62% of the 6.3 million ballots cast. The dissident faction received about 2.4 million votes.

Before the results were read at the meeting, which lasted about 10 minutes, Charles M. Lewis, the head of the insurgent group, shouted his objections to the holding of the meeting, claiming the Securities and Exchange Commission "is investigating irregularities in management proxies." He revealed some of the information the SEC is seeking from Fox management before he was ruled out of order.

A spokesman for the SEC later said that "this is a private order of investigation" and the subpoena should not have fallen into the hands of Mr. Lewis. He stressed that "this does not mean any formal charges have been brought of any impropriety" and said "no charges have been made against man-

agement or the protective committee [the dissident group]."

It was disclosed that the SEC subpoena requested Fox management to supply documents relating to recent financial transactions with Broadway producer David Merrick; the purchase of Fox stock in the last six months by United Funds and individuals connected with it; the resignation of Darryl F. Zanuck as chief executive officer and the cost-of-living adjustments paid to certain Fox officials.

### Into hock at Teleprompter

Teleprompter Corp., New York, has completed a \$42-million loan from five banks. A company spokesman said the loan, termed the largest in the CATV industry, will be used to consolidate outstanding debts and for expansion of Teleprompter's business.

The loan was completed with the Bank of New York, Chase Manhattan Bank, Security National Bank, Bank of America, and Security Pacific National Bank. According to the agreement, an unsecured revolving line of credit will be provided through August 1972, converting to a five-year term loan at one-half of one percent above the prevailing prime or minimum bank rates.

### Things pick up at NGC; new financing planned

A revised, long-term bank loan, new terms for repayment and the reduction in the company's bank debt were announced by Eugene V. Klein, chairman and chief executive officer, National General Corp., at the firm's annual meeting in Los Angeles last Tuesday (June 8). The repayment terms call for annual installments of \$5 million until Dec. 31, 1975 when the balance comes due. Bank debt stands at \$42 million, down \$31 million in the last six months.

NGC reported a \$5-million loss from its combined motion picture and television division in 1970 despite revenues in excess of \$39 million. The firm recently sold its television interests to Filmways.

First quarter net income nearly

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## TV is selling more but profiting less

The typical television station had more revenue and sold more time but ended up with less profit before taxes in 1970

Revenue and expense items	1970 typical dollar figures	typical percent figures	1969 typical dollar figures	typical percent figures
Profit margin <sup>1</sup>		17.5%		19.2%
Total broadcast revenue <sup>2</sup>	\$1,625,200		\$1,535,300	
Total time sales from:	1,792,700	100.0%	1,655,300	100.0%
Networks	342,400	19.1	365,800	22.1
National & regional advertisers	735,000	41.0	672,100	40.6
Local advertisers	715,300	39.9	617,400	37.3
Total broadcast expense from:	\$1,340,300	100.0%	1,240,200	100.0%
Technical	206,400	15.4	184,800	14.9
Program	475,800	35.5	432,800	34.9
Selling <sup>3</sup>	171,600	12.8	160,000	12.9

<sup>1</sup> Derived from each station's gross profit divided by total revenue.

<sup>2</sup> Time sales plus incidental broadcast revenue minus agency and rep. commission and payment to networks for sale of time.

than in 1969, the National Association of Broadcasters reported last week.

The reason for the slump, according to the NAB survey of 350 TV stations (with 62 of them UHF), was expenses: They were up 8% in 1970 over 1969,

with the largest increase attributed to salaries.

The 1970 financial data also showed a slump in the amount received from networks, down by 3 percentage points from 1969.

Revenue and expense items	1970 typical dollar figures	typical percent figures	1969 typical dollar figures	typical percent figures
General & administrative	486,500	36.3	462,600	37.3
Selected expense items				
Total salaries <sup>4</sup>	573,000	100.0%	490,000	100.0%
from:				
Technical	133,500	23.3	115,600	23.6
Program	228,600	39.9	186,700	38.1
Selling	106,000	18.5	95,100	19.4
General & administrative	104,900	18.3	92,600	18.9
Depreciation and amortization	142,500		134,500	
Film expense	110,900		95,200	
Profit (before federal income tax)	\$ 284,900		\$ 295,100	

<sup>3</sup> Includes all promotion; excludes agency and rep. commission.

<sup>4</sup> Includes salaries, wages, and bonuses of officers and employees.

doubled from the 1970 period, reaching \$4,273,000 from \$2,215,000.

First quarter ended March 31:

	1971	1970
Earned per share	\$ 0.81	\$ 0.43
Revenues	137,821,000	129,759,000
Net income	4,273,000	2,215,000
Shares outstanding	5,270,000	5,150,000

Note: Fully diluted earnings for the current and corresponding quarters are 41 cents and 38 cents, respectively.

(BROADCASTING, June 7). Collins said the program would help strengthen the firm's working capital position.

For the nine months ended April 30:

	1971	1970*
Earnings per share	\$ (1.92)	\$ .10
Revenues	211,663,000	255,960,000
Net income	(5,689,000)	310,000
Shares outstanding	2,967,647	2,967,647

\* As of May 1.

## All 11 G&W units profit

Gulf & Western Industries, New York, parent, Paramount Pictures, noted gains for the third quarter and first nine months of its fiscal 1971.

Net earnings for three months ended April 30 totaled \$13,915,000, or 66 cents per common share, on sales of \$415 million. Net earnings for the same

## An ABC block for sale

The Edward Noble Foundation, one of the founding interests in the company that evolved into ABC Inc., plans a secondary public offering of 300,000 common shares of ABC, it was announced last week. The late Mr. Noble bought what was then the Blue Network from NBC in 1943 and renamed it ABC.

The shares to be offered have a current market value of an estimated \$13.5 million and will reduce the foundation's holdings in ABC to 39,334 shares. The proposed secondary will be registered with the Securities and Exchange Commission in late June. The foundation notified ABC that purpose of the offering is solely to diversify its holdings.

## Fiscal three quarters show loss for Collins

Collins Radio Co., Dallas, reported a loss in net income and per-share earnings for the nine months ended April 30. The company attributed the loss to "reduced procurement and rescheduling of deliveries in government and avionics systems."

Discussions are currently under way between Collins and North American Rockwell Corp. on a proposed investment by North American of \$35 million in a new preferred stock of Collins



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period of 1970 were \$11,521,000, or 53 cents a share on sales of \$406 million.

For nine months ended April 30, net earnings rose to \$41,777,000, equal to \$1.98 per share, from \$38,510,000 or \$1.74 per share in the comparable 1970 period. Sales for three quarters were \$1.21 billion, as against \$1.19 billion a year earlier.

Charles G. Bluhdorn, chairman, and David N. Judelson, president, said that all 11 of the company's groups had operated profitably during the first

nine months of fiscal year 1971.

For nine months ended April 30:

	1971	1970
Earned per share	\$ 1.98	\$ 1.74
Net sales	1,208,900,000	1,191,809,000
Net earnings	41,777,000	38,510,000

### Company reports:

Wells, Rich, Greene, New York, reported a record 121% increase in operating net income for the six months ended April 30.

Mary Wells Lawrence, WRG's chairman and president, said much of gain

came from higher billings (now at an annual rate of \$120 million) and from expanded programs of several clients.

For the six months ended April 30:

	1971	1970
Earned per share	\$ 0.85	\$ 0.57
Gross billings	53,045,750	44,051,295
Net income	1,361,620	900,761

Wrather Corp., Los Angeles, diversified firm holding the rights to *Lassie*, which begins filming 20 new episodes for syndication this month, reported a 46% drop in net income for the three months ended March 31. Increased operating

## The Broadcasting stock index

A weekly summary of market activity in the shares of 108 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing June 9	Closing June 2	Net change in week	High	1971 Low	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>									
ABC	ABC	N	44%	46½	- 1%	48	25	7,089	\$305,678
ASI Communications	ASIC	O	3%	3½	+ ½	4%	2½	1,789	6,476
Capital Cities	CCB	N	48	47½	+ ½	48½	29	6,236	288,415
CBS	CBS	N	45%	46¼	- ¾	47½	30½	27,086	1,185,013
Cox	COX	N	28%	29½	- ¾	31	17%	5,802	154,449
Gross Telecasting	GGG	A	12½	12%	- ½	16	10%	800	11,296
Metromedia	MET	N	27	26½	+ ½	28½	17%	5,756	135,266
Mooney	MOON	O	5	5¼	- ¼	5¼	4	250	1,438
Pacific & Southern	PSOU	O	17	15½	+ 1½	17½	12½	1,636	27,812
Rahall Communications	RAHL	O	9¼	8%	+ ¾	29	8%	847	8,258
Reeves Telecom	RBT	A	2½	2%	- ½	3%	2½	2,292	6,303
Scripps-Howard	SCRH	O	22½	23	- ¼	25	18	2,589	56,311
Sonderling	SDB	A	30¼	29%	+ ¾	34	24¼	997	29,531
Starr	SBG	M	14½	14½	- ¼	15%	8%	461	6,915
Taft	TFB	N	42%	40½	+ 1%	44%	23%	3,712	149,408
<b>Total</b>								<b>67,342</b>	<b>\$2,372,569</b>

### Broadcasting with other major interests

Avco	AV	N	13%	14%	- ¾	18	12%	11,470	\$177,785
Bartell Media	BMC	A	6	5¼	+ ¼	8	4%	2,254	12,961
Boston Herald-Traveler	BHLD	O	24	24	-	28	23¼	577	15,002
Chris-Craft	CCN	N	7%	7%	- ½	9%	7%	3,901	31,676
Combined Communications	CCOM	O	18	17%	+ ¼	18½	10½	2,048	30,208
Cowles Communications	CWL	N	11%	11%	- ¼	12%	8	3,969	47,628
Fuqua	FQA	N	23%	24	- ½	26½	13%	6,569	313,473
Gannett	GCI	N	48	47	+ 1	52	32%	7,115	155,160
General Tire	GY	N	26	24	+ 2	26	21½	18,713	446,866
Gray Communications		O	6¼	6½	- ¼	8	6	475	3,206
ISC Industries	ISC	A	5%	6%	- ½	8	5%	1,959	11,989
Lamb Communications		O	2%	2%	-	2%	2%	475	1,245
Lee Enterprises	LNT	A	25½	25½	-	27½	18%	1,957	48,436
Liberty Corp.	LC	N	19½	20	- ½	23%	17½	6,774	136,252
LIN	LINB	O	13%	14%	- ¼	14%	6%	2,294	30,671
Meredith Corp.	MDP	N	27¼	27¼	-	29½	19%	2,754	73,670
Outlet Co	OTU	N	18%	18½	- ½	22	14%	1,333	24,156
Post Corp.	POST	O	14	14	-	14¼	9¼	734	16,559
Ridder Publications	RIDD	O	21½	21½	+ ½	27½	18	6,287	169,884
Rollins	ROL	N	42½	42¼	+ ¼	42%	25%	8,057	323,086
Rust Craft	RUS	A	43%	43½	- ½	48¼	28%	1,159	48,968
Scherling-Plough	PLO	N	79%	79%	- ¼	84½	60½	25,174	1,966,593
Storer	SBK	N	33	31%	+ 1%	33%	19	4,223	129,857
Time Inc.	TL	N	50½	50	+ ½	62%	40%	7,257	384,621
Trans-National Comm.		O	¾	¾	+ ½	1¼	¾	1,000	750
Turner Communications		O	2%	2%	- ½	4	2	1,328	4,648
Wometco	WOM	N	19%	21½	- 1%	23%	17%	5,809	122,685
<b>Total</b>								<b>137,645</b>	<b>\$4,730,035</b>

### CATV

American Electronic Labs.	AELBA	O	8%	8%	+ ½	10	3	1,636	13,497
American TV & Comm.	AMTV	O	22%	22½	- ½	26%	17%	2,042	45,435
Burnup & Sims	BSIM	O	21¼	24	+ 2¾	37%	20½	1,481	55,538
Cablecom-General	CCG	A	15%	15½	- ½	17%	12%	2,485	36,654
Cable Information Systems		O	3%	3%	- ½	4%	2½	955	3,343
Citizens Financial Corp.	CPN	A	19½	19	+ ½	23½	12½	1,406	28,120
Columbia Cable	CCAB	O	15½	14%	+ 1%	15½	9%	900	14,175
Communications Properties	COMU	O	9%	8%	+ ¾	10%	7%	1,800	14,850
Cox Cable Communications	COXC	A	20½	22	- 1½	25%	19½	3,551	72,796
Cypress Communications	CYPR	O	9%	9	+ ¾	10%	7	2,384	20,550
Entron	ENT	A	4%	4%	- ½	7%	4	1,320	6,442
General Instrument Corp.	GRL	N	27%	26%	+ ¾	29%	16%	6,375	160,969
Sterling Communications	STER	O	5%	5%	- ½	6%	3½	1,100	5,907
Tele-Communications	TCOM	O	19	20¼	- 1¼	20¼	12	2,704	44,616
Teleprompter	TP	A	84	86	- 2	88½	56½	1,161	93,751
Television Communications	TVCM	O	9%	9%	+ ½	10%	7	2,901	27,869
Viacom	VIA	N	16%	17%	- 1	21	15%	3,760	66,251
Vikoa	VIK	A	7%	7%	- ½	14%	7%	2,316	18,806
<b>Total</b>								<b>40,277</b>	<b>\$728,569</b>

costs in some divisions were cited as reasons for the reduction in earnings. A special meeting of Wrather Corp. stockholders has been scheduled for late August or early September to vote on the proposed sale of the Muzak division to Telecompter Corp., New York.

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.07	\$ 0.12
Revenues	6,437,906	6,026,587
Net income	143,227	267,178
Shares outstanding	2,201,698	2,210,612

**Pacific and Southern Broadcasting Co.,** New York, group broadcaster, reported a decrease in net income, despite a slight gain in sales, for the three months ended March 31:

	1971	1970*
Gross revenues	\$3,062,134	\$2,970,306
Net income	111,810	174,510

\* 1970 figures have been restated to reflect year-end accounting adjustments.

## Financial notes:

■ Post Corp., Appleton, Wis., diversified firm with interests in broadcast sta-

tions, newspapers and insurance, has increased its quarterly dividend from four cents to six cents a share.

■ Burnup & Sims Inc., West Palm Beach, Fla., a diversified communications and cable-television firm, has declared a two-for-one stock split, payable July 2, 1971, to stockholders of record June 1. Thomas R. Pledger, president, has been named chief executive officer, and Riley V. Sims, who had held the post, will continue in his capacity as chairman.

	Stock symbol	Ex-change	Closing June 9	Closing June 2	Net change in week	High 1971	Low	Approx. shares out (000)	Total market capitalization (000)
<b>Programming</b>									
Columbia Pictures	CPS	N	12	12½	— ½	17½	10½	6,335	\$80,778
Disney	DIS	N	114½	123½	— 8½	128½	77	12,785	1,575,751
Filmways	FWY	A	7½	7½	— ½	11½	7½	1,754	14,242
Four Star International		O	1	1½	— ½	1½	1	666	833
Gulf & Western	GW	N	28½	29½	— 1½	31	19	14,964	418,992
Kinney National	KNS	N	36½	37½	— 1½	39½	28½	11,230	429,559
MCA	MCA	N	25½	27	— 1½	30	21½	8,165	217,352
MGM	MGM	N	21	21½	— ½	26½	15½	5,886	130,964
Music Makers	MUSC	O	2½	2½	+ ¼	3½	2½	589	1,396
National General	NGC	N	27	27½	— ½	28½	15½	4,977	122,534
Tele-Tape Productions		O	1	1½	— ¾	2	1	2,183	2,729
Transamerica	TA	N	16½	16½	— ½	19	15½	63,785	1,084,345
20th Century Fox	TF	N	11½	11½	— ½	15½	8½	8,562	108,052
Walter Reade Organization	WALT	O	2½	2½	—	3½	2½	2,414	6,325
Wrather Corp.	WCO	A	8½	7	+ 1½	8½	6½	2,200	13,750
<b>Total</b>								<b>148,495</b>	<b>\$4,207,602</b>
<b>Service</b>									
John Blair	BJ	N	22	24½	— 2½	24½	16	2,584	\$45,866
ComSat	CQ	N	72½	75	— 2½	84½	49½	10,000	732,500
Creative Management	CMA	A	9½	11½	— 1½	17½	10½	1,102	13,775
Doyle Dane Bernbach	DOYL	O	24½	23½	+ ½	26½	21	1,918	42,676
Elkins Institute	ELKN	O	13	14½	— 1½	16½	8½	1,664	27,240
Foote Cone & Belding	FCB	N	11½	11	+ ¾	12	7½	2,196	23,058
Grey Advertising	GREY	O	13½	13	+ ¾	13½	9½	1,207	15,691
LaRoche, McCaffrey & McCall		O	13	13	—	16½	10½	585	8,483
Marketing Resources & Applications		O	10½	10	+ ½	18½	2½	504	4,914
Movielab	MOV	A	2	2½	— ½	4	2	1,407	4,221
MPO Videotronics	MPO	A	5½	5½	— ½	8½	5½	557	3,275
Nielsen	NIELA	O	46½	47½	— 1½	49½	39½	5,299	257,528
Ogilvy & Mather	OGIL	O	33½	34½	— ½	36	24	1,096	35,346
PKL Co.	PKL	A	4½	4	+ ¾	6½	3½	742	2,783
J. Walter Thompson	JWT	N	55½	55½	+ ½	60	34½	2,721	149,982
Transmedia International		O	2½	3½	— ½	3½	3	535	1,739
Wells, Rich, Greene	WRG	A	20½	20½	+ ½	25½	15½	1,575	28,648
<b>Total</b>								<b>36,692</b>	<b>\$1,397,726</b>
<b>Manufacturing</b>									
Admiral	ADL	N	20½	20	+ ½	21	8	5,183	\$100,879
Ampex	APX	N	18½	18½	— ½	25½	16½	10,874	198,451
CCA Electronics	CCAE	O	4½	4	+ ½	4½	2½	897	2,915
Collins Radio	CRI	N	16½	17½	— 1	20½	14	2,968	49,328
Computer Equipment	CEC	A	5½	6½	— ½	7½	3½	2,406	15,038
Conrac	CAX	N	27½	25½	+ 1½	29	15½	1,259	34,937
General Electric	GE	N	59½	121½	—	62½	57½	90,813	21,773,325
Harris-Intertype	HI	N	58½	59	— ½	69½	54½	6,333	394,989
Magnavox	MAG	N	49½	49½	+ ½	50½	37½	17,278	848,695
3M	MMM	N	114	114½	— ½	118½	95½	56,099	6,437,360
Motorola	MOT	N	82½	87½	— 5½	87½	51½	13,345	1,094,290
RCA	RCA	N	39½	39½	— ½	40½	26	74,437	2,837,538
Reeves Industries	RSC	A	2½	2½	— ¾	4½	2½	3,458	10,374
Telemation	TIMT	O	9½	9½	— ½	13½	9½	14,040	135,065
Westinghouse	WX	N	93½	92	+ 1½	94½	65½	41,431	3,702,688
Zenith	ZE	N	51½	51	+ ½	53	36½	19,021	898,742
<b>Total</b>								<b>358,822</b>	<b>\$27,647,751</b>
<b>Grand total</b>								<b>787,273</b>	<b>\$41,085,251</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>111.01</b>	<b>111.73</b>	<b>— .72</b>				

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

\* Split two for one June 7.  
Shares outstanding and capitalization as of May 19.  
Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

## More trees in campaign-spending forest

**There's willingness to let go Section 315,  
but not without the inevitable strings attached**

The three TV networks last week continued to push for repeal of Section 315 of the Communications Act as the best method of helping to reduce campaign costs and give major-party candidates equal TV exposure. But, others, including a number of congressmen, claimed that such repeal should be coupled with legislative guarantees that would force broadcasters to provide the time.

Forums for these and other views on political spending were provided at House hearings last week.

Held last Tuesday, Wednesday and Thursday (June 8-10) by the House Communications Subcommittee, the hearings focused on Chairman Torbert H. Macdonald's (D-Mass.) two political-spending bills and on other proposals referred to the subcommittee.

One of the chairman's measures (H.R. 8627) is identical to the bill vetoed by President Nixon last year. It would repeal Section 315 of the Communications Act (equal-time provision) for presidential and vice-presidential candidates; require broadcasters to charge candidates no more than their lowest unit rate, and limit expenditures by candidates for federal offices, governor and lieutenant governor to seven cents per vote cast in the state's last general election for the office—or \$20,000, whichever is more. Primaries would be covered at one-half that amount.

The other Macdonald bill (H.R. 8628) is an attempt to meet the President's objections that last year's legislation discriminated against the broadcast media. It contains the same Section 315 repeal as H.R. 8628, but would limit to 10 cents per eligible voter the amount a federal-office candidate could spend on all media for a primary or general election. No more than half that could be spent in broadcast. However, none of the provisions apply to presidential primaries.

The lowest-unit-rate concept is applied to both broadcast and nonbroadcast media and there is a provision requiring newspapers and magazines to give equal advertising space (at the same rates) to all federal candidates

if space is made available to any candidate.

States could apply all the provisions of the bill to state-office candidates except the lowest-unit-rate provision for nonbroadcast media.

In his opening statement last Tuesday (June 7), Chairman Macdonald said he did not think spending limitations covering print media are necessary because "a magazine, newspaper, or a bumper sticker blitz has never been called to my attention" as a campaign abuse. He contended that "the cost of broadcast time is the chief reason why the availability of money to a candidate has replaced personal ability as the major criterion in the selection of that candidate."

CBS President Frank Stanton told the subcommittee that the proposed repeal of Section 315 in H.R. 8628 "would provide opportunities for greater contribution of free time by broadcasters and deeper treatment of the issues." If repeal is enacted, he said, CBS would offer—between Labor Day and election day next year—eight hours of free time to major presidential and vice-presidential candidates. Formats "would be determined in consultation with the candidates and with their agreement," he said.

Dr. Stanton suggested, however, that Section 315 repeal be extended to presidential primaries. He said CBS supports the bill's lowest-unit-rate provisions, but that Congress should not attempt to prescribe how candidates can allocate their expenditures within any over-all limitation.

NBC President Julian Goodman repeated an offer he made prior to the 1968 campaign, under which NBC

would set aside four prime-time half hours for major-party presidential and vice-presidential candidates to use as they choose. The offer is contingent on repeal of Section 315. (An NBC spokesman later said Mr. Goodman's offer would be in addition to normal news coverage of the candidates.)

He endorsed the lowest-unit-rate concept, but said as far as NBC is concerned, legislation is not needed to provide reduced rates for political advertising. He pointed out that NBC-TV and its owned stations have offered, and will continue to offer, 50% discounts on political spot announcements.

And, he added: "We do not think it advisable for a statute to determine how a candidate should allocate his advertising budget within an overall limit, even in the broad terms of H.R. 8628."

Everett H. Erlick, group vice president and general counsel for ABC, told the subcommittee that Mr. Macdonald's approach to limiting campaign expenditures for both broadcast and nonbroadcast media is "sound."

Permanent suspension of Section 315 for presidential and vice-presidential candidates in all elections would "significantly alleviate" the cost of campaigns and afford broadcasters greater freedom and flexibility in campaign coverage," he said.

He said ABC does not oppose the lowest unit rate provision of H.R. 8628, but feels it is unnecessary. ABC's owned TV and radio stations have granted 33 1/3% discounts on political spots and preselected program time periods, he said, and will continue that policy.

And, he added, for the 1972 presidential campaign the ABC Radio and TV networks will grant those same discounts.

He later told the subcommittee that ABC would be prepared to match the other networks in giving candidates free time.

Like Dr. Stanton and Mr. Goodman, he favored an over-all limitation on campaign spending that would permit candidates freedom to allocate funds as they saw fit.

Representatives John B. Anderson

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*Roger Ailes, television  
expert in Richard Nixon's  
1968 presidential campaign:*

**"The evils of television  
in the political process  
are exaggerated  
and oversimplified."**

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(R-Ill.) and Morris K. Udall (D-Ariz.) favored one over-all spending limit, based on eligible voting age population or registered voters, to cover five basic items—TV-radio, magazines and newspapers, billboards, telephones and postage. They advocated the lowest-unit-rate concept for all media; across-the-board repeal of Section 315, and a public subsidy for political-TV time.

Messrs. Anderson and Udall are two of the 80 co-sponsors of H.R. 5090. That proposal embodies the so-called "voter's time" plan. It would give major-party presidential and vice presidential candidates five half-hour blocks of free prime TV time in the 35 days preceding the general election. Senate candidates would receive three blocks; House candidates would get two; minor-party candidates would receive lesser amounts. The Treasury would reimburse candidates for time costs.

Chairman Macdonald made it clear he thought that Voter's Time would inundate some areas with "a constant barrage of political advertisements." And, he said, across-the-board repeal of Section 315 would be a mistake because it would give stations "a tremendous amount of power" in determining who gets exposure.

Mr. Anderson agreed there could be a potential for abuse of across-the-board repeal. He suggested an amendment to Section 315 that would require broadcasters to treat major-party candidates equally, and at the same time require them to provide minor-party candidates with only a fraction of the time allowed major-party contenders.

Other congressmen who advocated the Voters' Time concept were Representatives Jim Wright (D-Tex.), John Dellenback (R-Ore.) and F. Bradford Morse (R-Mass.).

"By making TV available only to the wealthy any candidate who is well funded can employ campaign firms who calculatingly use this unique media by emphasizing appearance and packaged personality while overlooking the issues," said Representative John M. Murphy (D-N.Y.). He contended that his bill (H.R. 263) would give candidates for congressional office the opportunity to buy TV time at prices they can afford.

The measure would require broadcasters to give congressional candidates a 30% discount for one-minute spots and a 20% discount for half-hour programs. In a general election a Senate candidate could buy the equivalent of 120 one-minute spots and one 30-minute program on each station serving the area in which he is a candidate for election. House candidates could purchase 60 one-minute spots includ-



*Mr. Goodman*



*Mr. Erlick*



*Dr. Stanton*

ing a one half-hour program slot.

California Secretary of State Edmund G. Brown Jr., son of former California Governor Pat Brown, warned that "outrageous" television costs are making public office a "rich man's preserve." He suggested prohibiting candidates for President, Vice President, senator and governor from purchasing TV time in general elections.

He recommended that presidential and vice presidential nominees be given two prime-time spots, each two and a half minutes long, on every TV station in the nation. Spots would run every night during the four weeks preceding the general election. Gubernatorial and Senate candidates would receive the same amount of time on every TV station in their state.

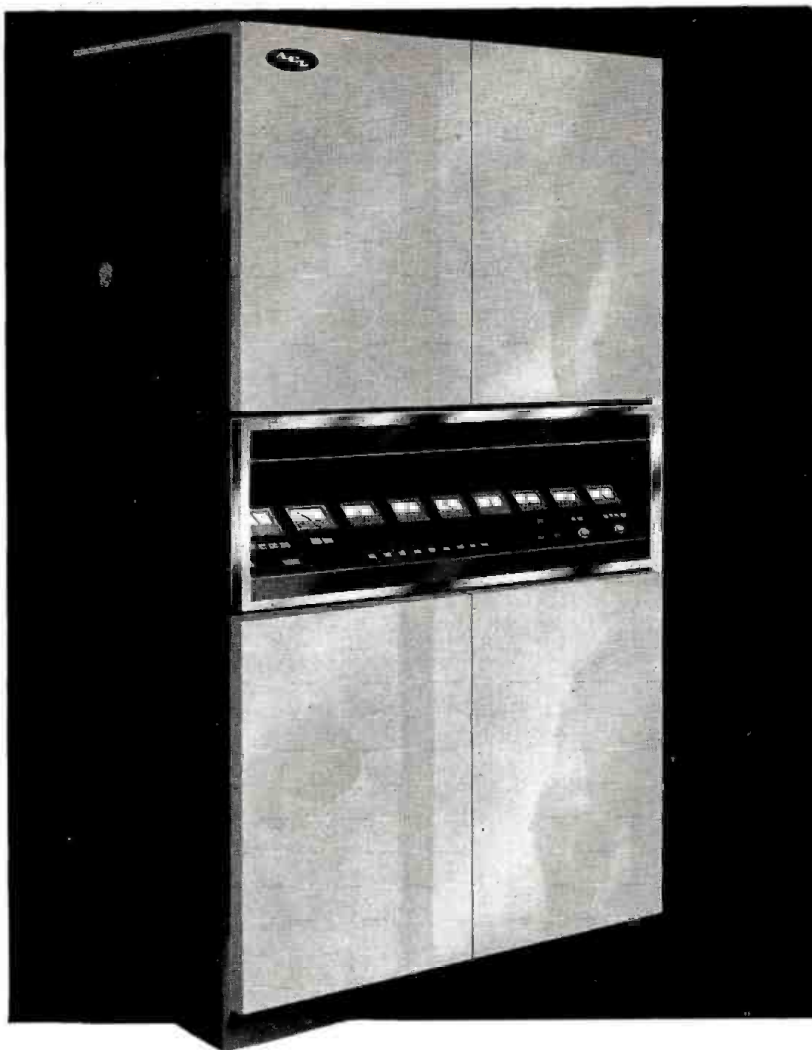
In addition, presidential nominees would be given a half-hour of prime time during the last week of the campaign. Extending the plan to other

offices would not be practical, he said, because in many areas TV "is strictly a medium for candidates with statewide or close to statewide constituencies."

He noted that he filed a petition with the FCC last year asking the commission to require TV stations to provide some free time to major-party candidates.

Mr. Brown also recommended requiring all media to charge candidates their lowest unit rates, reducing political mailing rates, tightening the law limiting individual contributions to \$5,000 and giving 90% tax credits for donations of \$10 or less.

Lowell R. Beck, executive director of Common Cause, endorsed Voters' Time as a means of equalizing competition for elective office and providing better communication between candidates and voters. And, he added, if candidates were given free time "their need and desire to buy expensive spot



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advertisements might be reduced."

He said the argument made by broadcasters that Section 315 inhibits them from making time available to major candidates is unpersuasive. Repeal of Section 315 without requiring stations to supply time to candidates would make the situation worse, he contended, and in some cases would give TV station owners the power to name a congressman from their area.

Enacting incentives for small contributions and granting federal candidates a mailing frank would further lessen the pressure for money, he maintained.

He said Common Cause endorses the concept of separate limits on broadcast and nonbroadcast spending in H.R. 8628. The Macdonald bill would go even further toward covering all major communications expenditures if it included computer-written letters and mass mail, he said. And, he added, creation of a Federal Elections Commission would be the best means of administering reporting and disclosure.

The campaign-spending ceiling in H.R. 8628 also elicited the support of the National Committee for an Effective Congress.

Mrs. Susan King, Washington director of NCEC, said the Senate Rules Committee amendment to S. 382 (the Commerce Committee bill) that would permit the transfer of funds back and forth between broadcast and nonbroadcast media (BROADCASTING, June 7) is a "farce" and would have the effect of no limit at all.

The 10-cents limit of H.R. 8628—with no more than half that to be spent on the broadcast media—is realistic and fair for presidential and Senate races, she said, but could prove too low for House races. One solution, she said, would be to adopt a minimum, such as \$20,000, at the House level.

NCEC urges repeal of Section 315 for presidential and vice-presidential candidates, but opposes extending it to other races, she said, because of the potential for abuse.

She added that the lowest unit rate provision applying to all media could be important in areas where broadcast media are too expensive or inefficient for campaign use.

Other NCEC recommendations were to include billboards in the nonbroadcast category in addition to newspapers and magazines; to make spending limitations also cover the use of media to attack or urge defeat of a candidate, and to include presidential primaries under the media spending limits.

Deputy Attorney General Richard G. Kleindienst is scheduled to be the lead-off witness when the subcommittee's

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

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended May 9, 1971  
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended May 9	Total dollars week ended May 9	1971 total minutes	1971 total dollars
	Week ended May 9	Cume Jan. 1-May 9	Week ended May 9	Cume Jan. 1-May 9	Week ended May 9	Cume Jan. 1-May 9				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 8.0	\$ 83.2	\$ 2,118.2	\$ 352.0	\$ 5,646.2	69	\$ 435.2	1,345	\$ 7,772.4
Monday-Friday 10 a.m.-6 p.m.	1,442.0	25,856.7	2,940.4	56,771.8	1,874.1	31,883.4	1,001	6,256.5	15,668	114,511.9
Saturday-Sunday Sign-on-6 p.m.	1,097.9	23,371.4	1,152.4	24,095.7	555.8	13,394.9	308	2,806.1	5,226	60,862.0
Monday-Saturday 6 p.m.-7:30 p.m.	288.2	6,337.5	508.9	10,043.3	461.5	10,971.1	93	1,258.6	1,641	27,351.9
Sunday 6 p.m.-7:30 p.m.	—	1,589.7	182.4	4,775.7	55.2	4,008.4	12	237.6	336	10,373.8
Monday-Sunday 7:30 p.m.-11 p.m.	4,715.0	99,198.4	5,562.2	114,465.7	5,719.9	126,887.1	435	15,997.1	7,979	340,551.2
Monday-Sunday 11 p.m.-Sign off	314.6	5,521.6	281.3	4,661.8	1,421.1	12,730.2	144	2,017.0	2,186	22,913.6
<b>Total</b>	<b>\$ 7,857.7</b>	<b>\$161,883.3</b>	<b>\$10,710.8</b>	<b>\$216,932.2</b>	<b>\$10,439.6</b>	<b>\$205,521.3</b>	<b>2,062</b>	<b>\$29,008.1</b>	<b>34,381</b>	<b>\$ 584,336.8</b>

hearings resume tomorrow (June 15). Witnesses to testify Wednesday (June 16) include National Association of Broadcasters President Vincent Wasilewski and Wade Hargrove, executive director and general counsel of the North Carolina Association of Broadcasters.

Meanwhile, key Democrats in the Senate vowed last week to fight the Rules Committee's markup of S. 382, the Commerce Committee's political-spending bill, when it goes to the Senate floor.

Meeting in executive session last Tuesday (June 8), the Senate Democratic Policy Committee agreed that the legislation:

- Should retain the original rigid limits on spending—five cents per eligible voter (or \$30,000, whichever is more), on broadcast spending; the same limit on nonbroadcast. A Rules amendment would permit a candidate to use the 10-cents total any way he chose.

- Should repeal Section 315 only for presidential and vice presidential candidates. Rules had extended repeal for House and Senate candidates.

- Should not contain Rules' amendment prohibiting businesses regulated by the FCC, Civil Aeronautics Board and Interstate Commerce Commission from extending credit to candidates unless security is posted.

The committee decided to leave two Rules amendments in the bill—the removal of the \$5,000 limit on individual contributions, and the requirement that candidates file financial reports with the General Accounting Office.

Reportedly, the agreements were reached at the request of Senator John O. Pastore (D-R.I.), a member of the

policy group and chairman of the Communications Subcommittee of the Commerce Committee. There are five other Commerce Committee members on the Democratic Policy Committee: Senators Warren G. Magnuson (Wash.), chairman of the Commerce Committee; Philip A. Hart (Mich.), Frank E. Moss (Utah), Ernest F. Hollings (S.C.) and Daniel K. Inouye (Hawaii). Senate Majority Leader Mike Mansfield (Mont.) is chairman of the policy group.

### Nixon's specialist on TV defends its political use

Television is an indispensable ingredient to the election plans of any candidate but according to Roger E. Ailes, a television consultant to President Nixon and the Republican National Committee, credibility is still the most important factor in getting elected, "and no amount of money can buy it."

Speaking before the Town Hall of California in Los Angeles Tuesday (June 8), Mr. Ailes said that the values and accomplishments of television in politics are seldom if ever pointed out to the general public. He continued that recent publicity surrounding campaign spending is "over-blown," and that the outcry of some would-be limiters is self-serving. "The evils of television in the political process are exaggerated and oversimplified," he claimed.

"I'm in favor of limiting the number of commercials shown on TV during a campaign," Mr. Ailes said, "and in fact would favor a clause requiring no less than 35% of broadcast monies available to a candidate be spent on buying program time instead of commercials.

Further, I'd like to see stations make several hours of prime-time television available in statewide elections to major-party candidates free of charge."

Turning to the value of the medium in politics, Mr. Ailes said there exists a creeping negativism about TV in politics that has resulted in the belief that the medium elects contrived images rather than men. This, he said, was not true.

"Television has revived political discussion in this country on all levels," he said. "It has influenced more people to get involved in the political process than ever before. It has made the viewers and thus the voters more knowledgeable on the basic social issues that face this nation. "No one," he said, "will ever be elected to a major political office again without the skillful use of television."

### Lindsay strikes out on N.Y. ad tax try

New York Mayor John V. Lindsay's proposed 7% city tax on advertising was officially buried late Wednesday (June 9) by the state legislature as it passed a \$525-million tax authorization for the city.

Mayor Lindsay had proposed the tax last winter as a method of increasing the city's intake in an effort to relieve the debt burden (BROADCASTING, March 8). The projected yield from the proposed tax was \$47.3 million, with radio and television advertisers intended to provide a substantial portion of that amount.

The proposal required state authorization, but little support materialized in the legislature.

# Talking up self-regulation to the Hill

## Prominent figures in proposed advertising review board promote it before Dingell subcommittee hearings

If the advertising industry's goal of self-regulation works, the Code Authority of the National Association of Broadcasters may go out of business. That tentative forecast was expressed by Vincent T. Wasilewski, president of NAB, before a subcommittee of the House Small Business Committee that was generally sympathetic to the idea of self-regulation by advertisers.

Mr. Wasilewski made it clear, however, that the demise of the NAB's Code Authority was a long-term possibility. For the immediate future, he said, the activities of the advertising self-regulatory code would complement the NAB code and relieve it of some of its problems.

Representative John L. Dingell (D-Mich.), chairman of the subcommittee, at one point strongly recommended to Mr. Wasilewski that the NAB include some representatives of the public on its TV and radio code-review boards. "It would help your image," he said, "and it certainly would comfort me."

Mr. Dingell made a similar suggestion to the advertising industry witnesses who also appeared last Monday (June 7) at the first of the series of hearings on advertising and self-regulation and its relationship to small business. The Michigan Democrat urged a strong pub-

lic representation on the proposed new National Advertising Review Board (NARB). For some minutes, the discussion hinged on the semantic meaning of "public," with Mr. Dingell and Representative James T. Broyhill (R-N.C.), the only other committee member who participated, defining the term as a consumer representative while industry witnesses attempted to persuade the committee that public and consumer-representative members meant the same thing. (The prospective 50-man NARB is to be constituted with 30 advertiser, 10 agency and 10 public members.)

The new advertising industry code plan (BROADCASTING, May 24) was described to the subcommittee by H. Bruce Palmer, president; and John O'Brien, executive vice president, of the Council of Better Business Bureaus, and Victor Elting Jr., vice president of Quaker Oats Co., who is chairman of the American Advertising Federation, and Howard H. Bell, president of AAF.

Under the projected plan, the 140 CBBB offices will act as the first-line staff for the advertising code, accepting complaints about national advertising and attempting to mediate the objections. Appeals from decisions at the CBBB level can be made to the NARB,

which will act as a review board, through the establishment of five-man panels (three advertisers, one agency and one public representative). The panel decision will be final and if an advertiser declines to modify his advertising to meet the NARB ruling, the code board will publicize its findings and turn over its report to the Federal Trade Commission or other appropriate government agency.

Accompanying Mr. Wasilewski was Stockton Helffrich, director of the NAB Code Authority, who stressed that the Code Authority's principal work consists of the screening of national advertising of certain products before broadcast (toys, over-the-counter drugs, feminine-hygiene products). The Code Authority has issued guides, Mr. Helffrich explained, on alcoholic beverages; use of and references to doctors, dentists and nurses; arthritis and rheumatism; acne; weight-control; pet foods; and safety. All advertising, Mr. Helffrich noted, is screened before airing by the broadcasters themselves.

In the course of his testimony, Mr. Helffrich revealed that the Code Authority's medical and science advisory panel, all of whose members serve on a volunteer basis, consists of individuals who are qualified in such specialties as allergies, analgesics, cardiology, cosmetics, clinical designs, dentistry, dermatology, gastroenterology, hypnosis, insecticides, nutrition, ophthalmology, pet foods, pharmacology, psychiatry and weight reduction. The Code Authority, Mr. Helffrich reported, also consults with the American Dental Association, American Humane Association, American Medical Association, American Nurses Association, Council of Better Business Bureaus, National Council of Product Safety, Pet Food Institute, Toy Manufacturers of America and regulatory agencies.

Mr. Helffrich, under questioning from T. J. Oden, counsel to the subcommittee, explained that the only sanction the Code Authority has is to rescind use of the code seal by a broadcaster who violates the standards. He said that at one time broadcasters who resigned from the code were identified, but this was no longer done because of the stigma attached to withdrawal of the seal. Many stations resign, Mr. Helffrich said, because they find membership in the code a financial burden.

Committee and staff members also



Mr. Elting



Mr. Bell



Mr. Helffrich



Messrs. Palmer and O'Brien

expressed interest in the procedures that permit members of the public to appear before the code boards. Mr. Helffrich explained that requests for appearances before the code boards can be made by anyone but noted that broadcasters themselves relay expression from the public to the board. And, he added, the Code Authority itself is available to the public.

During a discussion of the proposed advertising code, Messrs. Elting and Bell were told by Mr. Dingell that it might be better for the public members of the NARB to be chosen by an independent panel, not by those associated with the advertising industry. "It would be a better way out of the thicket," Mr. Dingell observed, "and also more fair." Members of the NARB, including public members, are to be chosen by the National Advertising Advisory Committee which consists of the chairman and presidents of all the major advertising (but not media) organizations. Mr. Elting is chairman of the NAAC. Other members of NAAC, in addition to AAF and CBBB, are the American Association of Advertising Agencies and the Association of National Advertisers.

Mr. Elting stressed that the advertising code initially would concern itself only with truth and accuracy. At some future time, he added, the code might become involved in questions of taste.

Membership on the NARB will be on a rotating basis for a one- or two-year term, Mr. Bell explained. The chairman, to be chosen by NAAC, will be for a single year, but subject to re-appointment, Mr. Bell said. The chairman, Mr. Elting commented, may very well be one of the public members; at least, he added, he hoped so.

Mr. Bell said that ultimately there will be local NARB's in various communities throughout the country to handle complaints about local advertising. This was also noted by Mr. Palmer, who said the local BBB's would become active in handling complaints about local advertising.

Media representatives are not to be members of the advertising code, Mr. Bell explained, because of the potential for violating the antitrust laws, and because the judgments to be made by NARB will deal with advertisers and agencies, not media.

Mr. Palmer said the CBBB has allocated \$9 million for all its operations in 1971, including the establishment of a National Advertising Division. By 1973, Mr. Palmer said, the CBBB budget will be \$24 million.

The hearings were scheduled to continue last week, hearing from consumer and public-interest witnesses, and resume today (June 14) and Friday.

## FTC tells advertisers to back each claim

**Auto makers will be first to fall under new push for documentation**

The Federal Trade Commission announced last week that it is preparing to call on all advertisers to back up claims regarding safety, performance, efficacy, quality or comparative price of the product advertised.

The move, to be initiated in a week or two with a call on automobile manufacturers, is aimed at forcing advertisers to document their advertising claims. The information will be made public, except for confidential data or trade secrets.

Advertising spokesmen unanimously begged off from commenting publicly on the FTC action, claiming they had not seen the document. Unofficially, however, some felt the requirement might force them to make information available on a product while it is in a test market, for example. This, they said, might well serve to kill efforts to introduce new products. Other advertiser sources commented that in some instances, supporting data is so complex few people would understand them, resulting in confusion.

Feared also is that publication of private tests could provide competitors with privileged information. Others also questioned the FTC's legal authority to require the substantiation.

The request for documentation, Robert Pitofsky, director of the agency bureau of consumer protection said at a news briefing, will be specified by the FTC; it will not be a demand for substantiation of all claims.

Expressing the importance of what the agency was preparing to do, Mr. Pitofsky said: "This is the most important action the FTC ever has taken."

The purpose of the move, the FTC explained, is to permit consumers to make a rational choice among competing claims and that it will enhance competition. The information is not being furnished to the public voluntarily, the FTC said.

Mr. Pitofsky stressed that the FTC has a staff of scientists available to check documentation, but, he added, he believes challenges will come from competitors or specialists. Where substantiation fails to prove a claim, he concluded, the FTC can issue a complaint charging false advertising.

The FTC action is considered a response to the petition, filed last December, by consumer advocate Ralph Nader and others.

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The Wonder Market   
**WBAY**  
**Green Bay**

# Why radio keeps gaining power

## Advertisers, agencies tell workshop how they use medium to increase sales

Testimonials to the selling power of radio, some new tools for selling it and a forecast that its sales would rise 8-10% this year shared honors at an all-day workshop attended by some 800 agency, advertiser and broadcasting executives in New York last Thursday (June 10).

The workshop, sponsored by the Association of National Advertisers and the Radio Advertising Bureau, also provided the forum for announcement of winners of Clio radio-commercial awards (story page 61) and an analysis of what makes great radio commercials great.

The prediction that radio sales—national and local combined—would rise 8-10% this year came from Miles David, RAB president, who said that “radio was helped by the soft economy and will continue to be helped.” He added:

“As advertisers got together in seeking impact per dollar spent, radio gained against the tide. The recession is ending now, but more stringent standards that advertisers applied to media in 1970-71 will not fade away.

“The ecological climate of business will emphasize conservation of resources for many years to come, in marketing as in manufacturing. Corporate management, with an eye on the bottom line, will continue asking: ‘What about radio?’”

Mr. David said radio's sales were up in the first quarter of this year while TV's were down for the first time. Radio's growth, he said, “is an important indication that increasing advertising interest in radio in the past several years had the strengths to come through a down economy undiminished,” even though “radio lost its cigarette billings, television became a much hungrier competitor and the economy was in a recession.”

Some of the advertisers who are contributing to radio's growth told the workshop why. These included Leo Singer, president of the Miracle White Co., Chicago; Charles V. Hicks and Joseph V. Karle of Ross Roy Inc., Detroit, representing Chrysler, and Maurice Kelley, marketing vice president of Eastern Air Lines, and Orson Welles, the actor, author and director who is currently the spokesman for Eastern's “wings of man” campaign.

“Thanks in good measure to the power of radio, Miracle White will be

unable to meet consumer demands for its new nonpollutant detergent,” said Mr. Singer. He said the detergent reached 75% distribution within six months, with high market shares in many areas, on “a relatively small budget, thanks largely to the economics of radio.”

Mr. Singer said that “by the end of June, which concludes the first six months of our entry into the detergent area, we will have spent in radio approximately five times our investment in TV. . . . We had intended to sell and distribute only in the north central and Midwest states on a test basis, but within two months the product was moving so fast we went national then and there. That first surge was generated almost entirely by radio personalities.”

Mr. Singer said radio was made the major medium because of the job it

---

*Leo Singer, president,  
Miracle White, to RAB-ANA  
radio workshop:*

**“One great underestimated value of selling by radio is that sometimes not seeing is believing.”**

---

had done with Miracle White's first product, Miracle White super cleaner, starting on a station in Rockford, Ill., and also relying heavily on radio personalities. “Pretty soon,” he recalled, “that trickle of sales that started in Rockford turned into a deluge of sales pouring out of radio stations from coast to coast.”

The Chrysler case history by Messrs. Hicks and Karle pointed up radio's role in developing the company's “image of engineering excellence,” with credits also to RAB for developing guides and to CBS Radio Spot Sales for financing research on audience awareness of copy points.

The Ross Roy executives said awareness of the commercials' engineering themes grew from 19% to 28% in two months and to 43% six months later. “We felt that radio was the best medium to generate that kind of awareness in a hurry in a palatable manner with a budget allocation that was not unlimited. We believe this [awareness gain] is solid evidence of radio's vitality

and ability to achieve specific and quite difficult communications objectives.”

Eastern's “wings of man” campaign, designed to associate the airline with its 107 destination cities, and radio's “incredible impact” were underscored by Mr. Kelley.

“Radio was the answer,” he said, “the one medium that offered frequency at low cost and flexibility. We could spend 50 seconds of our 60 seconds talking about our destination city and use a 10-second live announcer tag to talk about local service.”

Among the results, he said, “in many cases consumer awareness doubled and even tripled in just two months,” there was a definite increase in sales, the campaign instilled a sense of pride in employees and improved Eastern's position with the civic and other leaders of its destination cities.

Mr. Welles, whose Mercury Theater dramatization of “War of the Worlds” on radio more than 30 years ago “nearly,” in his words, “unhinged the country,” addressed the workshop in an appearance on film.

TV, he said, leaves “precious little room for the audience's imagination to get into the act,” whereas “radio is like a coloring book. It supplies the guide lines, the words, the sounds. The audience will become the artist—visualize the total picture and color it in and bring it to life.

“That was true in 1938 when the Mercury Theater brought the world to an end and it was true when an airline brought cities to life. On radio.”

That sort of tribute came frequently from workshop speakers, including Robert O. Bach of N. W. Ayer & Son, who said “the secret of writing great radio is leaving something for the listener to see—giving him a chance to operate his own mental television with his own imagination,” and “Miracle White's President Singer, who said that “one great underestimated value of selling by radio is that sometimes not seeing is believing.”

Mr. Bach, Ayer's senior vice president and director of creative services, also found a broader characteristic applicable to radio commercials generally. In an analysis of Clio commercial winners, Mr. Bach, who was one of the judges, said:

“Our reaction to listening to all the radio entries—not just the finalists but all the commercials entered in the Clio competition: An advertiser's respect for his audience's intelligence and taste seems higher when he uses radio than when he uses any other medium.”

Radio news got good marks from Chet Huntley, former NBC newsmen, now a principal in Horizon Communications Inc., group station owner, and

syndicated radio and TV commentator. TV is usually regarded as the glamour medium, Mr. Huntley said, but radio information and radio journalism may be doing a greater public service.

Mr. Huntley cited attempts by some political figures to gain control over what is said or presented on television and warned that if these efforts are successful, "radio is not going to be overlooked."

He called on the audience for "an avowal that you and all of us will fight this incursion into our freedom to broadcast to our last breath, our last dollar and our last word."

Advertiser and agency people at the workshop also received two new RAB-designed tools to make radio planning easier: a new reach and frequency calculator, pocket-sized, for quicker estimation of the reach and frequency of one-week and four-week radio schedules, and a directory of more than 125 radio-commercial producers & services.

They also heard a specially produced "sound show" on radio's creative dimensions by Hugh Heller of the Heller Corp., radio-TV producer who also produced the ANA/RAB workshop; acknowledgement of the winners of 1971 Clios for most effective radio commercials by Wallace A. Ross, director of the American TV and Radio Commer-

cials Festival, and tips by sportscasters Howard Cosell (ABC), Joe Garagiola (NBC) and Pat Summerall (CBS) on how advertisers can get most from their sponsorship of radio sportscasts.

A. G. Atwater Jr., advertising direc-

tor of Wm. Wrigley Jr. Co. and chairman of the ANA radio workshop committee, opened the session with a brief preview of program highlights, speaking "as an advertising executive in a company which uses a lot of radio."

## The Clios and Effies reflect radio awareness

BBDO scores well in annual competition

BBDO was cited last week for its national radio campaign on behalf of Pepsi-Cola and received honors as the advertising agency with the most radio-commercial "bests" at the annual Television and Radio Commercials Festival in New York.

The radio competition was sponsored by the Radio Advertising Bureau, which announced the awards at a radio workshop held in association with the Association of National Advertisers (see story, page 60). The TV awards were announced separately (see page 62). In a message to the festival, RAB President Miles David said the awards process was needed in radio "because there was a period when agencies (many of them) had shut their minds to radio's creativity. That period has passed. Now everyone's talking about how tremendously you can communicate in radio."

The Pepsi-Cola campaign—cited as co-winner in the best national campaign category—by BBDO, New York, included commercials identi-

fied as "B. J. Thomas," "Spanish Strings," "Ides of March" and "Standard." The musical messages were produced by A & R and Musical Sciences, both New York, and Columbia Records in Chicago.

Other BBDO wins: The "B. J. Thomas" Pepsi commercial in the beverages classification; "Country" for Cantre II (personal articles); "John & Bill," "Main Ingredient" and "Betty Lavette" for Schaefer beer (regional campaign).

Another topper among the winning advertising agencies was Freberg Ltd./Thyme, Los Angeles. For its Terminex campaign the agency was named co-winner for the best national campaign. Commercials included "Vintage Floorboard," "Interview" and "Blue Tennis Shoes." Other Freberg/Thyme bests: "Vintage Floorboard," in the services and the use-of-humor categories.

Other multiaward winning agencies were D'Arcy MacManus-Intermarco for "You've Said It All" Budweiser beer commercial in the beverages and music-with-lyrics classifications; Jack Byrne, New York, which for Barney's clothing store placed first in the categories of retail dealers and announcer's presentation with "Men's-Store Names" and "Casey Stengel" respectively; Richter & Mracky-Bates, Los Angeles, which received three awards for messages produced for KABC-TV Eyewitness News: "Prostitution," "Blind Children" and "Dirty Pictures" as best local large-market campaign, and "Blind Children" in the copywriting and media promotion, entertainment categories.

Also winning more than one award: Scali, McCabe, Sloves, New York, for Volvo ("Re-

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pairs") in the automotive category and for Citizens for a Quieter City ("In the Still of the Night") in the use-of-sound category.

Other agencies winning a radio Clio (with client, title of commercial and category): Young & Rubicam, Jell-O, "Too Busy," packaged goods; Zebra, Polaroid Colorpack II, "Get it Now," personal articles; Compton, anti-drug project. "A Boy Bound for Glory," public service; Geer DuBois, rat control, "Rat Bite," "Your Neighbor" and "Garbage," public service, and Lampert.

Olympic Airways, "Alternatives," travel and recreation.

Also, Ray Crowl of Canton, Ohio, Stern & Mann's, "Tina" and other messages, best local small-market campaign; KSL-AM-FM Salt Lake City on behalf of Desert Federal Savings & Loan, "Unstantial," for best station-conceived commercial, and Franciscan Communications for a message on segregation in the public-service category.

At the ceremonies last week, the RAB also

took note of "Effie" radio winners (for all-round effectiveness in radio marketing): Ross Roy, Detroit, Chrysler "Engineering" campaign and Chiat/Day I. A., Honda, "Culture Heroes," both automotive; J. Walter Thompson, Toronto, Guinness, "Snobs," beverages; BBDO, DuPont Cantrance II, personal articles; Jack Byrne, Barney's, "Jack Jay, Roger Day," retail store, and Associated Tire Center, New Westminster, British Columbia, no agency, "Dump 'em at Associated," retail.

## TV commercials have their day

The honorable ads are presented with Clios and Effies; BBDO takes the most home

The television commercial got its pat on the back last week as the American Television and Radio Commercials Festival held its first combined Clio/Effie awards ceremony in New York.

Clios have been presented for the past 12 years to recognize creativity in sales communications. The Effies, now in their fourth year, honor effectiveness in attaining marketing objectives.

The ceremonies, held in the Philharmonic hall of the Lincoln center, capped three months of judging TV, radio and print advertisements to select winners of the statuettes. Both competitions were conducted under one management and, for the first time, the Clio judging included a national print-advertising campaign. Radio winners were announced Thursday (June 10) at an Association of National Advertisers/Radio Advertising Bureau Workshop (see page 60).

The new combined awards competition produced three television Clio winners and one print Clio winner that won Effie awards also. The Midas Muffler "Better Job" campaign (Flickers Inc., New York), Pepsi-Cola's "You've Got a Lot to Live" campaign (BBDO) and a commercial for Aurora Products Skittle-pool game (Adams, Dana Silverstein) were duplicate TV winners.

All 10 winners were not judged in the Effie competition. Of the 2,216 Clio entries, 121 completed the standardized marketing briefs designed for the Effie competition by members of the New

York chapter of the American Marketing Association.

Best over-all campaign kudos in the TV Clio competition went to Midas Muffler's "Better Job" series, which won a Clio in the auto-accessories category as well. It was entered by Flickers Inc., New York, the production firm.

BBDO took home the most statuettes this year, leading all other advertising agencies with five TV Clios (two for Schaefer beer, one for Pepsi-Cola; and two for 3M Co.), two TV Effies (for General Electric Co. and Pepsi-Cola); as well as one print Clio and one print Effie.

Another big winner was Needham, Harper & Steers, which won two TV Clios (for Arco gasoline and Xerox) in addition to two print Clios and one print Effie.

Other multiple TV Clio and Effie winners: Grey Advertising (four Clios and one Effie); Benton & Bowles (two Clios); N.W. Ayer (three Clios), and Daniel & Charles, Scali, McCabe & Sloves, and McCann-Erickson, two Clios each.

Some agencies that chose to abstain from the competition were also among the winners, through entries made by production companies. Awards were presented to the production companies that entered, but credits in the published journal show that among the abstainers Wells, Rich, Greene was involved with three Clios and one Effie;

Young & Rubicam, two Clios; Leo Burnett, two Clios, and Doyle Dane Bernbach, seven Clios.

Eastman Kodak, which entered directly when its agency, J. Walter Thompson abstained from the competition, won two Clios.

### The list of winners:

Over-all campaign: Midas Mufflers—"Better Job" series; agency: Wells, Rich, Greene, New York; production: Flickers, New York.

Apparel: Fanfares Peek-a-boo shoes—"Trial"; agency: Daniel & Charles, New York; production: Richards & Myers, New York.

Apparel, children's interest (special citation): Keds All Sport—"Davey's Dream"; agency: Doyle Dane Bernbach, New York; production: Richards & Myers, New York.

Automobiles: Volvo—"Now That's a Hardtop"; agency: Scali, McCabe, Sloves, New York; production: Mike Cuesta, New York. Automobiles: Volkswagen—"49 Auto Show"; agency: Doyle Dane Bernbach, New York; production: Zieff Films, New York.

Auto Accessories: Midas Mufflers—"Edsel"; agency: Wells, Rich, Greene, New York; production: Flickers, New York.

Gasolines: Arco gasoline—"Blind Date"; agency: Needham, Harper & Steers, New York; production: Wyld Films, New York.

Banks, financial: United California Bank—"Nick"; agency: Doyle Dane Bernbach, New York; production: Richards & Myers, New York. Banks, financial: Bank of America—"Check Bounce"; agency: Grey Advertising, Los Angeles; production: Kaleidoscope, Los Angeles.

Insurance (special citation): Phoenix Mutual—"No Smoking"; agency: Warwick & Legler, New York; production: Wyld Films, New York.

Beers and wines: Schaefer beer—"Truck Driver"; agency: BBDO, New York; production: Brownstone, New York. Beer and wines: Schaefer beer—"Front Four"; agency: BBDO, New York; production: Strawberry, New York.

Soft drinks: Pepsi-Cola—"Young America"; agency: BBDO, New York; production: Sokolsky-film, New York.

Coffee/tea: Diet Sanka—"Ernie's Diet"; agency:



A Clio (apparel category) and special citation were given for the Keds commercial, "Davey's Dream."



"Honor Roll," a commercial for Pepto-Bismol, won a Clio in the dentifrice/pharmaceutical category.



Midas muffler ads such as this one were awarded both a Clio (national-campaign category) and an Effie.

Young & Rubicam, New York; production: Liberty Studios, New York.

Corporate/trade association: 3M—"Chameleon Man"; agency: BBDO, New York; production: Perpetual Motion, New York.

Cosmetics/toiletries: Love lipsticks—"Kissing"; agency: Wells, Rich, Greene, New York; production: DVI Films, New York. Cosmetics/toiletries: Right Guard—"Mona & Cop"; agency: BBDO, New York; production: Wyld Films, New York.

Dentifrice/pharmaceuticals: Pepto-Bismol liquid—"Honor Roll"; agency: Benton & Bowles, New York; production: Focus Presentation, New York.

Home appliances: Panasonic television—"Flashlight"; agency: Ted Bates & Co., New York; production: Audio Productions, New York.

Home furnishings: Castro Convertibles—"Argument"; agency: Dusenberry, New York; production: Wyld Films, New York.

Housewares: Dupont Teflon—"Scrambled Eggs"; agency: N. W. Ayer & Son, Philadelphia; production: Petersen, Hollywood.

Household items: Prolong—"Time Lapse"; agency: John Rockwell, New York.

Media promotion: WLS-TV—"News Spoof"; agency: Rink Wells, Chicago; production: Sedelmaier, Chicago.

Recreation: Big A & Belmont—"Ballet of the Foals"; agency: McCann-Erickson, New York; production: EUE, New York.

Packaged goods, foods: Cool Whip—"Anniversary Waltz"; agency: Benton & Bowles, New York; production: Brownstone, New York.

Breakfast cereals: Wheaties—"Johnny Bench"; agency: Dancer-Fitzgerald Sample, New York; production: Wyld Films, New York.

Personal articles: Foster Grant sunglasses—"Blind Date"; agency: Geer, Dubois, New York; production: Zieff, New York. Personal articles: Remington Hot Comb—"Innovator"; agency: DKG, New York; production: Zieff, New York.

Pet products: French's Dog Gravy—"Fred"; agency: Rumrill-Hoyt, Rochester, N.Y.; production: Garrett W. Brown, Philadelphia. Pet products: Purina Dog Chow—"Jody's Home"; agency: Gardner, St. Louis; production: Directors Center, Los Angeles.

Public service: National Hemophilia Foundation—"Haves/Havenots"; agency: Della Femina, Travisano, New York; production: Horn/Griner, New York. Public service: College Level Exam Program—"Lincoln"; agency: Daniel & Charles, New York; production: Gomes/Loew, New York.

Political (special citation): Rockefeller campaign for governor; agency: Tinker-Pritchard Wood, New York; production: Sokolskyfilm, New York.

Recreation Equipment: Kodak Cameras and Film—"Green Green Grass of Home"; agency: J. Walter Thomson, New York; production: MPO, New York.

Special toys and games (special citation): Aurora—"Skittle-pool"; agency: Adams Dana Silverstein, New York; production: Don Lee, Los Angeles.

Retail: Barney's—"Men of Destiny"; agency: Jack Byrne, New York; production: Horn, Griner, New York.

Tobacco products: Marlboro cigarettes—"Horses"; agency: Leo Burnett, Chicago; production: Filmfair, Los Angeles.

Travel/transportation: Greyhound—"Two Faces"; agency: Grey, New York; production: Gomes/Loew, New York.

Utilities: Illinois Bell—"Privacy"; agency: N. W. Ayer, Chicago; production: MPO, New York.

Utilities: General Telephone Co. of California—"Splattered Spokesman"; agency: Doyle Dane Bernbach, Los Angeles; production: Time-Life, San Diego.

Business Machines (special citation): Xerox printer—"Maternity Chase"; agency: Needham, Harper, Steers, New York; production: Horn/Griner, New York.

Also, the "Effies" for TV:

Apparel: L'Eggs pantyhose and stockings (Hanes Corp.); agency: Dancer-Fitzgerald-Sample; auto accessories—Midas Mufflers (see Clio TV list); soft drinks: Pepsi-Cola's "Live-Give" campaign via BBDO, New York; Corporate—Ford Motor Co., "Listens Better" through Grey Advertising, Detroit; Corporate: General Electric, "I Died Three Years Ago" through BBDO, New York; Foods: Chiquita banana, "Second Skin" campaign through BBDO, New York; Media promotion: Plaza House record albums, "Forty Years of Hits", placed direct.

Also, public service: Los Angeles Human Relations Committee, "House for Sale" through Chiat/Day; retail stores: Bohack supermarkets, "Booklet" through Smith/Greenland, New York; toys/games: Aurora Products (see Clio TV list).

## Danger notices in cigarette ads?

That's direction FTC may go to discourage shift of funds from TV

The Federal Trade Commission is weighing proposals by its staff—with an assist from Senator Frank Moss (D-Utah)—to require health warnings in all cigarette advertising now that a two-year legislative ban on such action is running out.

Back in 1969, just before Congress enacted the law prohibiting cigarette advertising on TV and radio, the FTC was preparing to issue a trade regulation that would have required health warnings in all cigarette advertising. The 1969 legislation included a proviso barring the FTC from taking any action along these lines for two years. The time expires on July 1.

Last February, when the FTC submitted its annual report on cigarette advertising to Congress, it again recommended legislation that would require such a warning in advertising. Congress has done nothing on this suggestion.

The push by Senator Moss occurred last week following publication by the FTC of its annual report on cigarette consumption and advertising. In a letter to FTC Chairman Miles W. Kirkpatrick the Utah senator—who was chiefly responsible for the ban on cigarette advertising over the air—said he found the information "disturbing." He added: "I urge the commission to pursue implementation of a health warning in all cigarette advertisements."

In its final 1970 figures on cigarette consumption and advertising expenditures, the FTC reported:

■ Advertising on TV dropped from \$221.3 million in 1969 to \$205 million in 1970, indicating that cigarette manufacturers were already beginning to phase out TV advertising and shift to other media. Likewise in radio, cigarette advertising went down from \$13.6 million in 1960 to \$12.4 million in 1970.

■ Meanwhile, expenditures in newspapers and magazines rose sharply; from \$48.7 million in 1969 to \$64.2 million in 1970. Direct-mail advertising also increased, from \$13.4 million in 1969 to \$16.9 million in 1970, and the use of other promotional media rose sharply, from \$8.9 million in 1969 to \$16.2 million in 1970.

■ Total cigarette sales increased, from 527.9 billion in 1969 to 534.2 billion in 1970. But per-capita consumption decreased slightly, from 3,986 in 1969 to 3,969 in 1970. It was noted that this is substantially below the per-capita consumption of 4,143 in 1964 when

# The Compact Criterion.

## Only 8½ inches wide.



We've taken the world's finest tape cartridge playback system and reduced both cost and size. Two units now fit in the space formerly occupied by one!

The Compact Criterion, developed for crowded control rooms, retains the features that made the Criterion tape cartridge system the industry standard for excellence. New features include: single-card electronics for mono or stereo units and air-damped solenoid for whisper quiet operation.

For complete information on the Compact Criterion playback unit, write Gates, 123 Hampshire Street, Quincy, Illinois 62301.



the surgeon general's report linking cigarette smoking and various diseases was issued. In 1963, it was noted, per capita consumption was 4,286.

■ Cigarette manufacturers spent 98% of all advertising money in 1970 promoting filter-tipped cigarettes, which, the FTC pointed out, accounted for 80% of all sales in that year.

The agency accumulates the consumption and advertising information on a yearly basis by sending questionnaires to each cigarette maker. It has no figures for the first quarter of this year. However, last month two studies showing cigarette advertising increases in national magazines were made known (BROADCASTING, May 24). One was by Lawrence M. Cohn, an attorney representing the radio stations that have asked a federal district court in Washington to rule that the congressional ban on cigarette advertising over the air is unconstitutional; the other was by Dr. Barry M. Feinberg, a media researcher for the U.S. Information Agency.

Mr. Cohn found that cigarette advertising in seven national publications jumped by 300% (*Outdoor Life*) and 286% (*Ladies Home Journal*) down to 61% for *Life*. Dr. Feinberg reported that a study of 14 publications showed increases ranging from 533% (*Woman's Day*) and 300% (*Popular Science Monthly*) to a base figure of zero

for the *American Legion* magazine.

The studies were termed misleading by Tobacco Institute spokesmen who noted that the large percentages of increase occurred because, before the TV ban, cigarette manufacturers spent a relatively small amount of their advertising expenditures in magazines.

## Fairness doctrine: one way to fly

### Charter airline association lands on 'misleading' ads for Pan American

The National Air Carrier Association, an organization representing U.S. charter airlines, has taken strong exception to a commercial broadcast on several West Coast radio stations, which, it says, contains "false and misleading" statements regarding the quality of service offered by charter airlines on international flights.

In a letter to seven California stations, Robert M. Lichtman, counsel for NACA, urged the stations to stop broadcasting the commercial for Pan American Airways and to afford the association equal time to respond to it.

The 60-second spot, depicts a "huckster" offering a woman "a great little bargain flight to Europe" at a cost cheaper than commercial-airline fares. The spot, Mr. Lichtman said, states that charter airlines are not responsible for flight delays, lost or damaged baggage or unscheduled stops. He also said it warned prospective passengers "not to expect too much service aboard" these flights. All of these statements, he said, are "demonstrably false and misleading in disparaging the service of charter airlines."

He noted that although the Pan Am

ad never uses the word "charter" in the condemnation of "bargain flights," "there can be no mistaking Pan American's meaning," Mr. Lichtman said the commercial "takes a position on a controversial issue of public importance"—the merits of charter flights vs. commercial flights—and is therefore subject to application of the fairness doctrine. In support of this position, he cited the FCC's Friends of the Earth decision of a year ago in which the commission said: "Obviously, a commercial could deal directly with an issue of public importance; if so, the fairness doctrine is fully applicable." (The Friends decision is now being appealed [see page 23].)

Mr. Lichtman pointed out that the commercial vs. charter issue "has been contested in a long series of proceedings before the Civil Aeronautics Board which has evoked widespread public participation," and "... has been subject to numerous congressional hearings," most recently before the Senate Aviation Subcommittee last February.

The stations contacted last week: KABL(AM), KCBS(AM), KGO(AM) and KSFO(AM), all San Francisco, and KNX(AM), KNBC(AM) and KFI(AM), all Los Angeles.

## Allen criticizes scope of election-reform bill

"If Congress is seriously intent on establishing much-needed controls on campaign spending, then we should have a bill that plugs all the holes, not just selected forms of advertising."

That was the opinion of Senator James B. Allen (D-Ala.) in a Senate speech last Monday (June 7). Senator Allen is a member of the Rules Committee, which has approved the Commerce Committee's political-spending bill after some major changes (BROADCASTING, June 7).

The senator pointed out that the bill (S. 382) in its present form would limit campaign expenditures in the broadcast media and such nonbroadcast media as newspapers, magazines and other periodicals and billboard facilities. He noted it does not limit expenditures for items such as mass mailing, telephones, production expenses for broadcasts and bumper stickers.


"It is in the field of non-media expenditures," Mr. Allen said, "that irregularities or abuses or corrupt practices, if any, are more likely to occur."

The senator said he plans to introduce an amendment to provide one limit for all expenditures connected with campaigns, with the total to include what a candidate may spend on his own behalf.


## Goodbye, friends

The passing of an institution was recorded in Los Angeles last week as Ralph Williams announced he was retiring from pitching used cars on television. The car dealer, whose commercials were sometimes interrupted by elderly movies in the early-morning hours, began his career in TV nearly 10 years ago. During recent years he made frequent guest appearances on NBC's *Tonight Show with Johnny Carson* when that program originated from Hollywood.

His high-pressure style that began with the familiar "Hi, friends, Ralph Williams here" ended with several repetitions of that phrase, just for old times sake, on many radio and television news shows in Southern California.



## Tape Cartridges



All lengths and sizes stocked — fast service — highest quality

Series	Time at 7 1/2 ips	Unit Price
300	20 sec. (13')	\$ 2.00
300	40 sec. (25')	2.05
300	70 sec. (44')	2.10
300	100 sec. (63')	2.25
300	140 sec. (88')	2.35
300	3 1/2 min. (132')	2.50
300	5 1/2 min. (207')	2.90
300	8 1/2 min. (320')	3.70
300	10 1/2 min. (394')	3.90
300	empty cart.	1.60
600	16 min. (600')	6.25
600	empty cart.	2.80
1200	31 min. (1163')	10.45

Also: DL cartridges (for Spotmaster delay machines), bulk tape, tape-tags and other accessories.

**ANY ASSORTMENT—NO MINIMUM ORDER**

**BROADCAST ELECTRONICS, INC.**

A Filmways Company

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## More co-op funds for radio advertising?

The average advertiser permitting his co-op advertising money to be used in radio, estimates that radio gets about 17% of it. If "current problems in the use of radio could be ironed out," he would like radio to get about 27%.

These figures, with qualifications, were given to the Association of National Advertisers / Radio Advertising Bureau radio workshop last week (story page 60) by George Hill, advertising manager of Arrow shirts, as compiled in a survey of ANA members.

The problem mentioned most frequently as limiting the use of radio in co-op programs was retailer reluctance to use the medium, followed by inadequate proof-of-performance records, unavailability of local rate information and lack of control over spot placements, among others.

The survey brought replies from 96 ANA member companies. Of these, 65 said they offer co-op plans, and 50 include radio among the authorized co-op media. Of the 50, 39 were able to estimate radio's share of their total co-op

budgets, ranging from 1% to 62% and averaging 17.2%. They would like this to rise by anywhere from 2% to 80%; the average was 26.7%. Replies from 25 companies translating the desired increase into dollars put the average gain at \$197,204 a year.

## Not worth the trouble

Arthur E. Larkin Jr., president of General Foods, said last week he had signed a Federal Trade Commission consent order "with great reluctance" and despite "serious misgivings" in order to avoid protracted and expensive litigation in connection with an FTC complaint against GF's television commercials for Toast'em's Pop-Ups (BROADCASTING, June 7). The FTC claimed that the TV ads contained false nutritional claims for the product.

Mr. Larkin noted that the challenged TV ads ran from May 4 to Aug. 3, 1970. Six weeks later the FTC wrote to GF that it was considering possible action against the commercial, he said. The ads, Mr. Larkin contended, were absolutely accurate and honest and complied with the FTC Act in letter and spirit.

## Equipment & Engineering

### Instructional TV gets 28 channels

FCC sets up new service;  
awards other frequencies  
for public-safety use

The FCC has established a new class of educational television service to beam instructional and cultural programming to multiple receiving locations on channels in the 2500-2690 mhz band. The rules become effective July 16.

The commission allocated 28 channels to the instructional-television fixed services on an exclusive basis. It also allocated three two-way channels to the public-safety services on a primary basis and to other operational fixed stations on a secondary basis.

The commission, in the order adopted last week, said its allocation to the public-safety services will enable county and municipal governments to provide training facilities for police and fire departments and other agencies.

The commission's action terminated a rulemaking, begun on June 17, 1970, that was designed to provide a review of developments in the 2500-2690 band

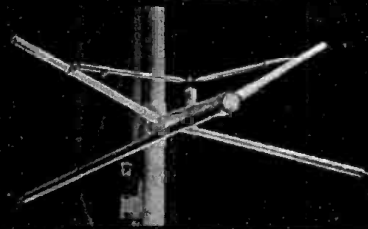
since 1963, when it was first made available for instructional television, and to determine how the 31 channels involved should be allocated to instruction and to the operational fixed service. Between 1949 and 1963, the band had been allocated to operational fixed and the international control stations on a shared basis.

Only 16 operational fixed systems have been licensed in the 2500-2690 mhz band. But the commission said that accommodation of video transmission for operational fixed services in at least some portion of the band is warranted because congestion and differences in technical standards would make it difficult to accommodate in other bands.

The commission also indicated additional steps may be taken to provide spectrum space for educational purposes. It said the emphasis being placed on education at all levels, along with the development of new technology and methods of transmission, may require the establishment of a policy on educational communication. It also said it will continue to monitor the developing needs in that area and consider rulemaking "as appropriate."

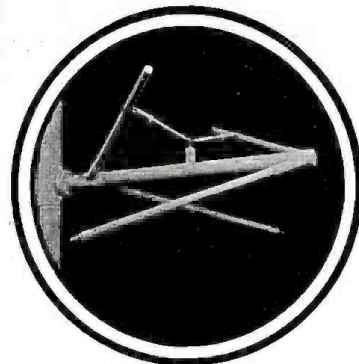
The commission vote was 4-to-3, with

trade in  
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POLARIZED  
PENETRATOR**

Your old outdated FM antenna does have trade-in value when you apply it toward the purchase of the newest, most effective FM antenna ever designed — the Jampro PENETRATOR!



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Chairman Dean Burch and Commissioners Robert T. Bartley and Thomas J. Houser dissenting. The minority members felt the commission should have made the three channels allocated to the operational fixed services available on a co-equal basis to all eligible users.

A spokesman for the National Association of Educational Broadcasters issued the following statement on the decision: "Earlier this year, the commission, at the urging of educational communicators, agreed that the U.S. position at the World Administrative Radio conference, now being held in Geneva, would be to urge dedication of the 2500-2560 mhz band in space-satellite usage.

"This new decision complements that earlier one. Together they can be taken as a resounding 'vote of confidence' in the educational community."

## CPB goal: free ride, not lower AT&T fare

An FCC order requiring AT&T to provide reduced-rate interconnection service for public broadcasting got a cold reception from the beneficiary. The

Corporation for Public Broadcasting wants more.

"We have always maintained that CPB is entitled to free service," CPB President John Macy said in a statement. "Consequently, we are disappointed that the FCC ruled in favor of a reduced rate rather than free service and that these negotiations have caused delays in the establishment of a 'hard' system of interconnection."

The commission told AT&T two weeks ago to begin construction of the remaining facilities needed to provide CPB with a 71-point, full-time commercial-grade interconnection service by March 1972, and a 110-point service by Jan. 1, 1973 (BROADCASTING, June 7). A similar order in November 1969 had directed the carrier to proceed "expeditiously" with service to public broadcasting.

The schedule of charges for the new service begins at \$2 million for the 1971-72 fiscal year, increasing over four years to a level of \$4.9 million.

## Technical topics:

**South American sales** ■ Broadcast Electronics Inc., communications equipment manufacturer, Silver Spring, Md., has

appointed Victor International Corp., New York, as its exclusive sales and technical representative for the Spotmaster product line in Argentina and Brazil.

**Cassette concern** ■ Electrographic Corp. has formed EVS-Advertel Inc., New York, a video-tape finishing, duplication and distribution subsidiary for the television industry and for video cassettes in the home entertainment field. Peter Hollidge is president of the new subsidiary.

## Memorex markets its latest

A new high-band color video tape has placed on the market by Memorex Corp., Santa Clara, Calif. Designated Chroma 90, the new tape is said by the manufacturer to offer a signal-to-noise ratio two db higher than tape products currently in use. Chroma 90 tape uses small, high-energy particles and features no-cinch mechanical properties. Memorex claims this permits the recording of a 100% saturated color bar signal without picture breakup on playback. Audio sensitivity and uniformity are said by the company to be kept to a minimum variation of one db in both cases in order to permit splicing of various tapes.

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## Promotion

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## Weaver's latest is hall of fame

Proposals for the establishment of a Television Hall of Fame to honor outstanding individuals in the field are being announced today (June 14) by Sylvester L. (Pat) Weaver, chairman of the executive planning committee.

Mr. Weaver, former president of NBC and now a communications consultant, said others on the executive planning committee are Sid Smith and Jack Naylor of Producers Associates, New York, and Richard Arlett of Pier V Productions, New York. The Television Hall of Fame is to be incorporated as a nonprofit foundation working in association with various broadcasting organizations.

Present proposals are to set up a permanent site and to stage an annual telecast, either as a 60- or 90-minute special, starting in 1972. Revenues generated by the telecast will be used to defray expenses of the organization and to finance scholarships and TV workshops.

Part of the function of the executive planning committee will be to estab-

lish the Television Hall of Fame Foundation and to coordinate with the TV networks and industry organizations on the setting up of machinery for the selection of its board of directors, nominating committees and voting procedures.

## Mammoth campaign to focus on POW's

A nationwide advertising campaign, sponsored by the Advertising Council, to call attention to American prisoners of war in the Indochina war is expected to begin in mid-July, according to Roy T. Weber, council campaigns manager. Mr. Weber last week presented the proposal, estimated to involve in the neighborhood of \$25 million worth of free time and space in broadcasting and in print, to representatives of the American Red Cross and the National League of Families of American Prisoners of War/Missing in Action in Southeast Asia.

SSC&B Inc. has been assigned as the volunteer agency on the project (BROADCASTING, June 7). Reportedly, the White House persuaded the Advertising Coun-

cil to undertake the campaign, following its failure to act on a plea to that end by the National League of Families.

The campaign, it is understood, will center on bringing public opinion to bear on Hanoi to open the POW camps to international inspection. This would result, it is believed, in more humane treatment, identification of the prisoners, adequate food and medical treatment.

## Spotlight on safety spots

Three television public-service spots have been named among the recipients of awards made by the National Committee on Films for Safety in conjunction with the National Safety Council, Chicago. The awards are made annually to recognize outstanding business films and television spots in the field of safety communications.

TV awards winners: the National Fire Protection Association film, "The Cluttered House," a study in minimizing fire hazards in the home; the New York City Traffic Department, for "In Any Language," a plea for crossing at crosswalks; and Aetna Life and Casualty's "Life Belts," study of the importance of seat belt use.

## Politics seen as key to satellites' future

**Whitehead says effective worldwide communication requires new institutions, not new technology**

The problem of developing communications systems that will knit together the nations of the world and help reduce illiteracy and suffering is no longer a problem of technology. The means are at hand. The question is a political one, of how to create institutions that can deal with the problems arising out of the new technology.

That was the view of Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, expressed in Paris last week in an appearance before the International Conference of the Society of Civil Engineers of France. His subject: "Telecommunications in the Year 2000."

Mr. Whitehead foresaw dramatic reductions in communications satellite costs as satellite technology becomes increasingly efficient; stabilized, highly directive antennas now being used on the Intelsat 3 and 4 satellites, and designed for providing services to limited geographic areas, "will reduce the cost of satellite circuits by a ratio of 10 to 1," he said.

In addition, the cost per circuit of satellite communications will be driven downward through reduction in the size and sensitivity of earth stations, as well as from the derivation of more channels per satellite, Mr. Whitehead said. In time, he said, satellite systems "will become more competitive with terrestrial alternatives in many applications." But he also said that terrestrial microwave and undersea cables "will have a major place in meeting the world's communications needs."

Mr. Whitehead noted that communications satellites' ability to broadcast over large areas suggests direct satellite-to-home broadcasting—but quickly dismissed the idea as impracticable, at least for countries like the U.S. "In highly developed countries, cable television and broadened terrestrial transmission techniques offer far more television channels at lower cost."

In less highly developed countries he foresaw satellites beaming broadcasts to community antenna receiving stations; India is planning such a system, which will involve the construction of 5,000 receiving stations. And it is in less developed countries that he saw communications-satellite television having its

greatest impact, in purely social terms.

He predicted a fundamental shift over "the coming decades" in television, from the mass distribution of general interest programming to the provision of individualized knowledge and entertainment—and said the "potential" for such service is "truly inspiring."

He cited studies that indicate that the cost of hardware for a communications-satellite system serving a developing area "may be as little as a few dollars per pupil per year," and added: "It is conceivable that for the cost of a few billion dollars a year one could provide a global EDSAT system which could someday lift this whole planet out of ignorance, which is the cruelest form of disadvantage."

He also said that modern telecommunications will bring the world and its people together in an intellectual sense, enabling inexpensive instantaneous communications between friends, neighbors, co-workers and the peoples of different continents.

When all of this could happen depends only on when political frameworks can be built for dealing with the political problems the new technology will create, he said. "Much of the

[needed] technology is here already."

"The basic problem goes beyond the organization of our international agencies—and even the procedures which they employ," he said. "Our fundamental institutional regulatory theory is at the center of the problem. The time has come to reconsider how we regulate."

Mr. Whitehead, who has indicated in the past he favors a regulatory policy that permits the free play of competition rather than one that imposes tight regulation on monopoly services, appears to believe that such a policy is appropriate in the new era of communications technology. Is government regulation of public utilities that are given monopolies—the policy generally followed over the last two-thirds of a century—"the appropriate model for the future?" he asked.

"As the technology becomes more complex, can governments continue to be involved in so much detail with any confidence they are making their decisions wisely? As the general public around the world becomes aware of the possibilities, can we afford politically to leave the decisions to the technical experts?"

Mr. Whitehead said the social, cultural and political problems that the new technology will create can be dealt with if "international flexibility" is retained. "Our organizational responses should not be based on narrow tech-



UN of Texas? When former Congressman George H. Bush, new U. S. ambassador to the United Nations, met for lunch with the Broadcasters Executive Committee of UN June 9, he had reason to wonder whether he was in his native Texas or New York. Four broadcasters (of dozen there) were Texans, present or past, who heard his low-key pitch for cooperation in spreading UN gospel through air exposure. Among those greeting the ambassador were (l to r) Ben K. West, president, KBMT(TV) Beaumont, Tex.; James Richdale Jr., president, Corinthian Broadcasting (KHOU-TV Houston) Ambassador Bush, Jack R. Harris, president, Association of Maximum Service Telecasters, and president, KPRC-AM-TV Houston; Vincent T. Wasilewski, president, National Association of Broadcasters; Willard E. Walbridge, chairman, NAB, and senior vice president, Capital Cities Broadcasting (KTRK-TV Houston).

nological definitions," he said, "for we are learning that neither the technology of communications nor man's use of it will stand still. Our national and international institutions must be geared to cope with change."

Mr. Whitehead did not offer any detailed suggestions as to the kind of institutions that might fulfill that requirement. But it was disclosed last week that OTP is engaged in a study whose results might help in the design of new institutions. It is an examination of the industry structure of the international communications industry, in terms of the institutions and practices of the U.S. companies involved. OTP expects to

release some preliminary views resulting from the study by early August.

A number of studies of international communications institutions have been made over the past 10 or 15 years, all of them recommending changes designed to improve the communications environment. OTP, according to an administration source, is examining "the problems and opportunity of improvement."

### Abroad in brief:

**Canadian tie** ■ CFQC-TV Saskatoon, Saskatchewan, has appointed ABC International Television, New York, as its sales

representative in the U.S., exclusive of the West Coast, bringing to nine the number of Canadian TV stations represented by ABC International.

**Germans order VTR's** ■ Deutsches Olympisches Zentrum (DOZ), the German broadcast organization, has ordered 45 Ampex Corp. AVR-1 third generation color video tape recorders. The two-month rental and service agreement also includes three HS-100 disk recorders for instant replay and slow motion and two MM-1000 multi-channel audio recorders. The equipment will be used in Munich during the 1972 Olympic Games, expected to be seen by 500 million viewers throughout the world.

## Fates&Fortunes®

### Broadcast advertising

**Paul Schulman**, director of network programming, Gardner Advertising, New York, elected VP.

**Raymond A. Cole**, account supervisor, Foote, Cone & Belding, Los Angeles, elected VP. **Ed R. Ratcliffe**, supervisor with Clinton E. Frank, Los Angeles, joins local Foote, Cone & Belding office

as agency's management supervisor.

**Larry J. Nussmeyer**, account supervisor, Benton & Bowles, New York, named VP.

**Bernard Guggenheim**, director-media information services, **Russell W. Reising**, director of purchasing, and **John I. Martin**, manager-print media, Campbell-Ewald, Detroit, all named VP's.

**Tom Danley**, VP and general manager,

**WHFI(FM)** Birmingham, Mich., named VP and account supervisor, **Stockwell-Marcuse Inc.**, agency, Southfield, Mich. **John W. Hays**, VP, Botsford Ketchum, San Francisco, joins San Francisco office, BBDO, as group supervisor.

**Gil Barrington**, account executive and radio-TV producer, Carlton Advertising, Pittsburgh, appointed broadcast creative director.

**Vincent G. Noonan**, assistant program director, WOR-TV New York, appointed manager of broadcast production and business affairs, **Frank B. Sawdon Advertising Agency** there.

**Philip E. Ernst**, advertising and merchandising manager, Birds Eye division, General Foods Corp., White Plains, N.Y., named VP for marketing.

**Godfrey W. Herweg**, salesman, Avery-Knodel, Chicago, appointed Chicago radio sales manager.

**Len Ziegel**, with Telerep, station representative, New York, joins Evans Broadcasting Corp., licensee of KDNL-TV St. Louis, as Eastern sales manager in its newly opened New York office at 300 Park Avenue.

**Paul Wischmeyer**, Midwest sales manager, Peters, Griffin, Woodward, Chicago, joins KRON-TV San Francisco as sales manager.

**James L. Tomlin**, general sales manager, WDEF-TV Chattanooga, appointed to similar position, WTOG(TV) St. Petersburg, Fla.

**Thomas F. Hartman**, local sales manager, WJRT-TV Flint, Mich., appointed general sales manager. He is succeeded by **Mark Youngblood**, with sales staff.

**David G. King**, assistant sales manager, WGAN-TV Portland, Me., appointed sales manager.

### Management roles shift at 'Broadcasting'

Larry Taishoff becomes publisher, Sol Taishoff continues as editor

**Sol Taishoff** becomes chairman and editor and **Lawrence B. Taishoff** president and publisher of BROADCASTING effective June 15.

The senior Taishoff, 66, in announcing actions of the board of directors of Broadcasting Publications Inc., said elevation of his son, 37, from executive vice president to president places him in charge of all publishing activities of the weekly BROADCASTING, the BROADCASTING YEARBOOK and the annual BROADCASTING CATV SOURCEBOOK.

A co-founder of BPI 40 years ago and majority stockholder since 1944, Sol Taishoff has been involved in the publication's direction since its first issue, Oct. 15, 1931. He will continue full-time activity at corporate headquarters in Washington. He, his wife, Betty T. Taishoff, his daughter, Joanne T. Cowan, and his son are the sole stockholders.

**Lawrence Bruce (Larry) Taishoff** was born in Washington on Aug. 30, 1933. He is a graduate of Washington's elementary schools, Staunton (Va.) Military Academy, and Duke University. He joined BPI as sales-promotion



Sol Taishoff



Larry Taishoff

manager (after having been a summer trainee for several years) on Sept. 1, 1958. This was upon completion of military service which included tours at the Army Pictorial Center in New York, and the 11th Airborne Division in Augsburg, Germany. He is commissioned in the standby reserves.

While attending Duke, Mr. Taishoff played in summer stock. Prior to his Army service he had been employed as a floor man and an assistant director at WTOP-TV Washington.

The new publisher resides in nearby Bethesda, Md., with his wife, Lee, and sons, Robert Paul, 7, and Randall Lawrence, 3.

**John Stubbs**, national sales manager, *California Rancher* magazine, and independent publisher, appointed general sales manager, KMPH(TV) Tulare, Calif.

**Rod Baker**, with KBTR(AM) Denver, appointed local sales manager.

**Richard E. Rael**, with sales staff, WGMS(AM) Bethesda, Md., and WGMS-FM Washington, appointed regional sales director.

## Media

**Jack Mazzie**, station manager, WREX-TV Rockford, Ill., appointed acting general manager. He succeeds **Joe M. Baisch**, who resigns.

**Norman Williams**, station manager, KMA(AM) Shenandoah, elected president, Iowa Broadcasters Association.

**Lew Van Nostrand**, VP and general manager, WMT-AM-FM-TV Cedar Rapids, elected association VP.

**Dixon C. Lovvorn**, senior administrator and director of programs and promotion, WSFA-TV Montgomery, Ala., appointed director of corporate services, Cosmos Broadcasting Corp., station's licensee, Columbia, S.C.

**Everett L. Martin**, general sales manager, WCIV(TV) Charleston, S.C., appointed general manager, WLVA-AM-TV Lynchburg, Va. Both are *Evening Star Broadcasting* stations.

**Randall E. Jeffery**, VP and general manager, WFDT(FM) Columbia City, Ind., named VP of Recreation Broadcasting of Central Florida and general manager of its WHFL(FM) Winter Haven, Fla.

**Richard J. Meyer**, director, School Television Service, Higher Education Association for Television and Television Center for Business and Industry, all departments of School Television Service, noncommercial WNET(TV) New York, elected to additional duties as VP of newly created education division, Educational Broadcasting Corp. there.

**William D. Stiles**, general manager, WLTU(TV) Miami, joins Spanish International Network, New York, as director of corporate development.

**Stuart Feldstein**, attorney, FCC general counsel's office, Washington, appointed assistant general counsel, National Cable Television Association there.

**John J. Morris**, general manager, WHWH(AM) Princeton, N.J., named station VP-general manager. **David C. Fuellhart**, station manager, WTOA(FM) Trenton, N.J., appointed general manager. Stations are owned by Nassau Broadcasting.

**H. Gene Sens**, sales manager, WLEC-AM-FM Sandusky, Ohio, appointed general manager. He is succeeded by **David E. Mehling**, with WLEC stations.

**William S. Cerny**, program director, WLK-AM-FM DeKalb, Ill., appointed to additional duties as assistant station manager.

## Programing

**William Coldwell**, group sales manager, Edward Petry & Co., New York, joins Telcom Associates, TV program buying and marketing service there, as national sales manager.

**Paul D. Coss**, program manager, WJZ-TV Baltimore, appointed to same position with WBZ-TV Boston. He is succeeded at WJZ-TV by **William H. Hiller**, executive producer, WBZ-TV. Both are Westinghouse Broadcasting stations.

**Jack McCoy**, assistant program director, WOKY(AM) Milwaukee, joins WAPE(AM) Jacksonville, Fla., as program director.

**Robert Kotlowitz**, managing editor, *Harper's* magazine, joins noncomm-

## Agency founder Leo Burnett

**Leo Burnett**, 79, founder-chairman of the Chicago-based advertising agency bearing his name, died at his home at Lake Zurich, Ill., June 7. Mr. Burnett along with eight associates founded Leo Burnett Co. in 1935 with first year billings of approximately \$600,000. In 1970 the worldwide Burnett organization billed \$389 million and the U.S. portion of the agency topped \$283 million. The agency is fourth largest in the U.S. and fifth largest in the world, with offices in 39 cities spread over 25 countries.



Mr. Burnett

Mr. Burnett was born in St. Johns, Mich., Oct. 21, 1891. He graduated from the University of Michigan, Ann Arbor, in 1914 and worked as a reporter on the *Peoria* (Ill.) *Journal* for a short time.

He began his career in advertising with the Cadillac Motor Co. in Detroit in 1915 and left to join the newly formed LaFayette Motor Co., Indianapolis. Immediately following, he spent 10 years in creative and executive capacities at the Homer McKee agency, Indianapolis, and five years as VP and creative head of the Chicago office of Erwin Wasey Inc. Shortly thereafter, in 1935, he formed Burnett.

He is survived by his wife, Naomi, two sons and one daughter.

cial WNET(TV) New York, in newly created position of executive editor.

**John Patton**, with WKRC-AM-FM-TV Cincinnati, appointed program director, WASH(FM) Washington.

## News

**Reid G. Miller**, bureau chief, AP, Salt Lake City, appointed head of AP operations in Miami. He succeeds **Paul Hansell**, who retires. Succeeding Mr. Miller in Salt Lake City is **Howard E. (Ed) Staats**, AP correspondent in Spokane, Wash.

**Lew Allison**, news correspondent, KNBC-TV Los Angeles, appointed executive producer, NBC News, Chicago. **Arthur Lord**, reporter, NBC News, New York, appointed to NBC News Saigon bureau.

**Frank Lecjaks**, editorial director, WJW-AM-FM-TV Cleveland, appointed director of newly created department of public affairs and editorials, WJW-TV.

**Donald L. Keough**, director of public affairs, WDAF-TV Kansas City, appointed news director, WDAF-AM-TV.

**Paul Udell**, special assignment reporter, KNXT(TV) Los Angeles, appointed political editor.

**Ron Miller**, producer, writer and narrator of TV documentaries, and news anchorman, WCAU-TV Philadelphia, appointed ABC News correspondent, New York. **Bill Zimmerman**, reporter, WHDH-AM-FM-TV Boston, appointed correspondent, Washington.

**Bert Roselle**, anchorman, producer and reporter, KYTV(TV) Springfield, Mo., joins new staff, WCAU-TV Philadelphia.

## Promotion

**Edward Armsby**, director of national advertising and promotion, Triangle Stations, group owner, Philadelphia, joins WCAU-TV there as director of promotion and information services.

**John Gruenberg II**, PR account manager, Philadelphia office, Albert Frank-Guenther Law, New York advertising and PR firm, appointed director of PR, Creative Marketing Services, marketing specialists, Bala-Cynwyd, Pa.

**Sanford Ullman**, assistant chief of broadcast service, National Aeronautics & Space Administration, appointed manager, news bureau, National Association of Broadcasters. Mr. Ullman will work under Paul Haney, NAB executive VP for PR.

**Mary Scarpa**, copy chief, Mark Forrest Agency, Vineland, N.J., appointed director of PR, Bernard Popick Associates, advertising and PR firm there.

**Jeanette K. Maygarden**, with news staff, *Mobile* (Ala.) *Press Register*, appoint-

ed promotion director, WAVY-TV Portsmouth-Norfolk-Newport News, Va.

## Equipment & engineering

**Phil Keener**, general manager, KGAF-AM-FM Gainesville, Tex., appointed Southwest regional sales manager, CCA Electronics, responsible for sales in Texas, Colorado and New Mexico.

**John E. Bishop**, national sales manager, video-products division, Craig Corp., closed-circuit TV equipment manufacturer, Compton, Calif., joins Javelin Electronic Co., similar firm, Los Angeles, as sales manager for video systems and closed-circuit TV products.

**Steve Smith**, formerly with KCMO-AM-TV and KFMU(FM) Kansas City, Mo., rejoins stations as director of engineering.

## Allied fields

**John R. Ferguson**, assistant to director, Bureau of Competition, Federal Trade Commission, appointed assistant gen-

eral counsel to FTC Chairman Miles W. Kirkpatrick.

**John Cannon**, producer/interviewer, elected president, New York chapter, National Academy of Television Arts and Sciences. **David A. Braun**, attorney, Pryor, Braun, Cashman & Sherman, law firm, New York, elected first VP; **Imero Fiorentino**, president, Imero Fiorentino Associates, lighting consultant there, second VP; **Lee Polk**, director, National Educational Television (NET), New York, treasurer; and **Gloria Okon**, commercials spokeswoman, secretary.

**Ronald MacDougall**, writer-producer, Universal Studios, Hollywood, elected president of Writers Guild of America West; **John J. Furia Jr.**, freelance writer, elected second VP and president of TV-radio branch, and **David Harmon**, freelance writer, elected secretary and VP, TV-radio branch.

**Robert E. Lee**, commissioner, FCC, Washington, appointed to St. John's University's Communication Arts Ad-

visory Council, Jamaica, N.Y. Council advises university in area of curriculum, equipment, facilities, expansion of program and staff to develop the communications program there.

## Deaths

**Samuel M. Rosenman**, 52, program manager, WKBS-TV Burlington, N.J.-Philadelphia, died June 3 in local hospital of heart attack. Mr. Rosenman had served as station program manager since 1966, and was also senior program manager for Kaiser Broadcasting, station's licensee. He is survived by his wife, Marilyn, one daughter and three sons.

**Milton J. Shoemaker**, 62, former news correspondent and broadcaster, died of cancer June 3 at his home in Boca Raton, Fla. Mr. Shoemaker was in broadcasting in Toledo, Ohio, Chicago and Washington, working for ABC and NBC. He is survived by his wife, Jessica, two daughters and four sons.

## ForTheRecord®

As compiled by BROADCASTING, June 1 through June 8 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

### Other actions

■ Review board in Homewood, Ala., TV proceeding, granted request by Birmingham Broad-

casting Co. for extension of time through June 17 to file exceptions and briefs in support of exceptions to the supplemental initial decision released April 27 (Docs. 15461, 16760-1, 16758). Action May 28.

■ Review board in Bridgeport, Conn., TV proceeding, extended time for filing briefs or memoranda of law in proceeding involving application of Newsvision Co. for the license of WFIT(TV) Bridgeport, Conn., to June 7 (Doc. 19248). Action May 28.

■ Review board in Orlando, Fla., TV proceeding, certified to FCC motion by Mid-Florida Television Corp. asking for clarification of applicants' duty to conduct new suburban survey, in proceeding involving five mutually exclusive applications for CP to operate new TV station on ch. 9, Orlando (Docs. 11083, 17339, 17341-2, 17344). Action May 21.

TV Jackson, Mich., for reconsideration of Feb. 3, commission grant of application of Channel 41 Inc., for mod. of CP of WUHQ-TV Battle Creek, Mich. Action June 3.

■ WRLH(TV) Lebanon, N.H.—Broadcast Bureau granted CP to change ERP to vis. 8.91 kw; aur. 1.78 kw; change type trans. Action June 2.

■ FCC granted pro forma application for transfer of control of Fuqua Television Inc., licensee of WJBFTV) Augusta, Ga. from Fuqua National Inc. to The Central Foundry Co. Action June 3.

■ FCC gave notice that the initial decision, released April 8 proposing grant of applications of Wometco Enterprises Inc., Miami, for renewal of license of WTVJ(TV) Miami, and its subsidiary Wometco Skyway Broadcasting Co. for renewal of license of WLOS-TV Asheville, N.C., became effective May 28 in keeping with rules (Docs. 18185-6). Ann. June 8.

### Action on motion

■ Chief, Office of Opinions and Review in Boston (WHDH Inc., et al.), TV proceeding, granted request by WHDH Inc. and extended through June 10 time to file opposition to request to specify conditional termination date (Docs. 8739, 11070, 15204-5-6-7). Action June 2.

### Other action

■ Review board in Daytona Beach, Fla., TV proceeding, denied motion by Cowles Florida Broadcasting Inc. to delete issue on channel reallocation in proceeding on its applications for license renewal and mod. of existing facilities for WESH-TV Daytona Beach (Docs. 19168-70). Action May 27.

### Fine

■ KTXS-TV Sweetwater, Tex.—FCC denied petition by Texas Key Broadcasters Inc., licensee of station KTXS-TV Sweetwater, asking reconsideration of FCC order designating for hearing Texas Key's application for authority to move its main studio from Sweetwater to Abilene. Application was dismissed and licensee ordered to forfeit \$5,000 for violation of main audio rules. Action June 3.

### Call letter application

■ WPOB(TV), UHF Broadcasting Co., Baltimore —Requests WUHF-TV.

## Existing TV stations

■ Battle Creek, Mich.—FCC denied petition by Jackson Television Corp., permittee of WWLD-



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## New AM stations

### Final action

■ Yakima, Wash.—Virgil W. Treadwell, Broadcast Bureau granted 1140 khz, 1 kw-D, P.O. address: 915 South 31st Avenue, Yakima 98902. Estimated construction cost \$24,559; first-year operating cost \$30,000; revenue \$65,000. Principals: Virgil W. Treadwell, sole owner. Mr. Treadwell has no other business interests indicated. Action May 26.

### Actions on motions

■ Hearing Examiner Frederick W. Denniston in Circleville, Ohio (Circleville Broadcasting Co.), AM proceeding, denied motion by Circleville Broadcasting Co. for permission to file additional pleading in support of its opposition to requested continuance of hearing (Docs. 18856, 18858). Action May 27.

■ Hearing Examiner Frederick W. Denniston in Cleveland, Tex. (Stephen Van Sadler), AM proceeding, on examiner's own motion, postponed hearing now scheduled for July 19 in Cleveland, to await further order (Doc. 19194). Action June 2.

■ Hearing Examiner Isadore A. Honig in Humboldt, Tenn. (Communications Associates Inc.), AM proceeding, granted request by applicant for extension of filing date; and granted petition by applicant for leave to amend its application concerning programming ascertainment, filed May 27 (Doc. 18987). Action May 28.

■ Hearing Examiner Chester F. Naumowicz Jr. in Pikeville, Tenn. (Pikeville Broadcasting Co.), AM proceeding, granted petition by applicant for leave to amend financial and community survey portions of its application to meet designated issues (Doc. 19146). Action June 1.

■ Hearing Examiner Chester F. Naumowicz Jr. in Pikeville, Tenn. (Pikeville Broadcasting Co.), AM proceeding, scheduled further prehearing conference for June 15, at 9:00 a.m. (Doc. 19146). Action June 2.

■ Hearing Examiner James F. Tierney in Guayama and Yabucoa, both Puerto Rico (Fidelity Broadcasting Corp., et al.), AM proceeding, changed certain procedural dates and ordered hearing date of July 19 to remain in effect (Docs. 19055-7). Action May 24.

■ Chief, Office of Opinions and Review in Centerville, Va. (Centerville Broadcasting Co.), AM proceeding, granted request by O. K. Broadcasting Corp. and extended time through June 3 to reply to May 7 comments regarding certification and application for review of Centerville Broadcasting Co. (Doc. 18888). Action June 1.

### Other actions

■ Review board in Mobile, Ala., AM proceeding, certified to FCC request by Mobile Broadcast Service Inc. for reconsideration and clarification of order by review board in proceeding involving four competing applications for new AM in Mobile (Docs. 17555-17558). Action May 21.

■ Review board in Brush, Colorado Springs, and Boulder, all Colorado, AM proceeding, granted motion filed by Brocade Broadcasting Co., for extension of time to June 9 to file reply to responsive pleadings by A. V. Bamford and Broadcast Bureau to Brocade's petition to enlarge issues (Docs. 19157-9). Action June 2.

## Existing AM stations

### Final actions

■ KXIC Iowa City, Iowa—Broadcast Bureau granted CP to install new trans. Action May 26.

■ WISE Asheville, N.C.—Broadcast Bureau granted license covering aux. trans. Action May 27.

■ KWYK Farmington, N.M.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to L. E. Murray Thruway & Farmers Mutual Irrigation Ditch, Farmington. Action May 28.

■ WFRM Coudersport, Pa.—Broadcast Bureau granted CP to install a new trans. for aux. use on 500 w-D. Action May 26.

■ WCOS Columbia, S.C.—Broadcast Bureau granted CP to make changes in N ant. radiation pattern. Action May 26.

■ WIZO Franklin, Tenn.—Broadcast Bureau granted CP to install 320 ft. tower on foundation of old north tower; present tower will be isolated. Action May 28.

■ WHNR McMinnville, Tenn.—Broadcast Bureau granted CP to change trans. location to 0.3 mile east of Highway 108, 1.1 miles south of courthouse, McMinnville; change studio location to 107½ College Street, McMinnville; operate by remote control from proposed studio site; install new trans. and ant.; make changes in ant. system; ERP 3 kw, ant. height 130 ft.

■ KRSP Salt Lake City—Broadcast Bureau granted CP to install new trans. for aux. use on 1 kw-D. Action May 26.

■ WCFV Clifton Forge, Va.—FCC denied application by Image Radio Inc. for renewal of license for WCFV for violations of rules and irresponsibility in operation of station in commission decision prepared under supervision of Commissioner Robert T. Bartley (Doc. 17945). Action May 27.

■ WRVA Richmond, Va.—Broadcast Bureau granted mod. of licenses covering operation of trans. by remote control from main and aux. studio locations; conditions. Action May 28.

### Actions on motions

■ Hearing Examiner Basil P. Cooper in New York (City of New York Municipal Broadcasting System (WNYC)), SCA and AM proceeding, scheduled further prehearing conference for June 25 at 9:00 a.m. (Docs. 11227, 17588). Action June 2.

■ Hearing Examiner Chester F. Naumowicz Jr. in West Jefferson and Blowing Rock, both North Carolina (Childress Broadcasting Corp. of West Jefferson (WKSK) and Mountain Broadcasting Corp.), AM proceeding, granted petition by Childress Broadcasting Corp. for clarification to extent indicated on transcript; and granted petitions by Mountain Broadcasting Corp. for leave to amend financial and community survey portions of its application (Docs. 19015-6). Action June 1.

### Initial decision

■ Hearing Examiner Ernest Nash in Puyallup, Wash., proposed denial of application by KAYE Broadcasters Inc. for renewal of license for KAYE Puyallup (Doc. 18929). Ann. June 3.

### Call letter application

■ WLEF, Leflore Broadcasting Co., Greenwood, Miss.—Requests WSWG.

### Call letter action

■ WHCQ, Capitol Broadcasting Corp., Spartanburg, S.C.—Granted WKDY.

## New FM stations

### Application

■ Chicago—Radio Rockford Inc. Seeks 100.9 mhz 3 kw. Ant. height above average terrain 258 ft. P.O. address 141 West Jackson Boulevard, Suite 2105, Chicago 60604. Estimated construction cost \$55,702; first year operating cost \$12,000; revenue \$12,000. Principals: Alan H. Cummings (95%), president and treasurer, et al. Mr. Cummings owns WRRR(AM) Rockford, Ill. and majority interest in WLTD(AM) Evanston, Ill. Ann. June 2.

### Final actions

■ Waycross, Ga.—Teletronics Inc. Broadcast Bureau granted 103.3 mhz, ch. 277, 25.6 kw. Ant. height above average terrain 390 ft. P.O. address: Box 858, Waycross, Ga. 31501. Estimated construction cost \$43,911; first-year operating cost \$8,740; revenue \$5,200. Principal: James S. Rivers Jr., president and treasurer (100%). Mr. Rivers Jr. is sole owner of WACL Waycross, Ga. Ann. May 19.

■ Lincoln, Neb.—FCC denied joint petition by Cornbelt Broadcasting Corp. and KFMQ Inc. to terminate proceeding involving their competing applications for FM at Lincoln, and for approval of agreement, which would grant FM's to both parties (Docs. 17410, 18174). Action June 3.

### Actions on motions

■ Hearing Examiner Basil P. Cooper in Fort Smith, Ark. (KFVP Broadcasting Co.), FM proceeding, granted petition by applicant for leave to amend its application to reflect results of recent survey to ascertain needs and problems of area to be served (Doc. 18241). Action June 2.

■ Hearing Examiner Frederick W. Denniston in Corpus Christi, Tex. (The Big Chief), FM proceeding, on request of applicant, postponed hearing to Aug. 16, 10 a.m. (Doc. 19089). Action June 1.

■ Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, on own motion, continued hearing to June 22 at 10:00 a.m. (Docs. 18456-7). Action May 28.

■ Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York (Rochester Publishing Co., et al.), FM proceeding, granted petition by Monroe County Broadcasting Co. for leave to amend its application to update programming survey portion (Docs. 18674-6). Action May 27.

■ Hearing Examiner Herbert Sharfman in Salem, Ill. (Salem Broadcasting Co.), FM proceeding,

scheduled further prehearing conference for June 15 (Doc. 18290). Action May 26.

■ Hearing Examiner James F. Tierney in Sun City, Ariz. (Alvin L. Korngold and Sun City Broadcasting Corp.), FM proceeding, granted petition by Alvin L. Korngold for leave to amend application to reflect survey and programming amendment premised on *Community Problems Primer* (Docs. 19087-8). Action May 25.

■ Hearing Examiner James F. Tierney in Burney and Fall River Mills, both California (Ulysses Sherman Bartmess and W. H. Hansen), FM proceeding, on request of Broadcast Bureau, ordered that unless Hansen, or attorney on his behalf, files appropriate appearance within 30 days of release of order, and unless good cause for failure to do so is shown, W. H. Hansen shall forfeit his rights to hearing (Docs. 19034-5). Action June 1.

### Other actions

■ Review board in Portland, Ind., FM proceeding, granted request by Glenn West asking for dismissal of his April 26 petition to enlarge issues in proceeding involving his application for new FM to operate on 100.9 mhz at Portland, and mutually exclusive application of Soundvision Broadcasting Inc., because Soundvision's pleading reveals no basis for enlargement (Docs. 17916-7). Action May 21.

■ Review board in Ardmore, Okla., FM proceeding, granted petition filed by Douglas C. Dillard for extension of time to June 4 to file responsive pleadings to motion to enlarge issues filed by Arbuckle Broadcasters Inc. in hearing on mutually exclusive applications for new FM to operate on 95.7 mhz at Ardmore (Docs. 19198-9). Action June 2.

■ Review board in Harriman, Tenn., FM proceeding, granted petition by Folkways Broadcasting Co. Inc. to enlarge issues to include off-the-record and lottery issues against Harriman Broadcasting Co. in proceeding involving mutually exclusive applications for CP to establish FM at Harriman (Docs. 18912-3). Action June 2.

### Call letter applications

■ Valdosta State College, Valdosta, Ga.—Requests \*WVVS(FM).

■ Framingham State College, Framingham, Mass.—Requests \*WJSB(FM).

■ Plymouth Community School District, Plymouth, Mich.—Requests \*WSDP(FM).

### Call letter actions

■ South Atlantic Broadcasting Corp., Savannah, Ga.—Granted WHSI(FM).

■ Hawkeye Broadcasting Inc., Oelwein, Iowa—Granted KOEL-FM.

■ Nation's Center Broadcasting Co., Hutchinson, Kan.—Granted KWBW-FM.

■ C. T. Isley, Lebanon, Ore.—Granted KOMS(FM).

■ University of Tennessee at Martin, Martin, Tenn.—Granted \*WUTM(FM).

■ Georgetown Broadcasting Co., Georgetown, Tex.—Granted KGTM-FM.

## Existing FM stations

### Final actions

■ WIOQ(FM) Philadelphia—Broadcast Bureau granted mod. of license covering change in studio location to #2 Decker Square, Bala Cynwyd, Pa. Rules were waived to permit location of studio outside city limits of Philadelphia. Action May 28.

■ WIAC-FM San Juan, Puerto Rico—Broadcast Bureau granted mod. of CP to change ant. height to 310 ft., remote control permitted. Action May 28.

■ KLYX(FM) Clear Lake City, Tex.—Broadcast Bureau granted CP to change trans. location to One Shell Plaza Building, Houston; change studio and remote control location to site to be determined; install new ant.; make changes in ant. system; ERP 97 kw, ant. height 790 ft.; remote control permitted. Action May 28.

■ Broadcast Bureau granted licenses covering changes in following stations: KEZR(FM) Anaheim, Calif.; KTIM-FM San Rafael, Calif.; \*KVPC(FM) Fairfield, Iowa; WVCA-FM Gloucester, Mass.; WDCX(FM) Buffalo, N.Y.; KVWO-FM Cheyenne, Wyo. Action May 28.

### Rulemaking petition

■ Bloomsburg, Pa.—Columbia Montour Broadcasting Inc. Requests rulemaking amendment of FM table of assignments to add FM ch. 240 to Bloomsburg. Ann. June 4.

### Call letter applications

■ KSFM(FM), PSA Broadcasting Inc., Sacramento, Calif.—Requests KPSC(FM).

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## Summary of broadcasting

Compiled by FCC, May 1, 1971

	Licensed	On Air STA*	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,324 <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	12	524 <sup>2</sup>
Commercial TV-UHF	168	0	14	182	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.

■ KBNO(FM), Zantanon Communications Corp., Houston—Request KLLC(FM).

■ KNDX(FM), Marinar Broadcasting Co., Yakima, Wash.—Requests KCVI(FM).

### Call letter actions

■ WXKL(FM), Recreation Broadcasting of Central Florida, Winter Haven, Fla.—Granted WHFL(FM).

■ WSWG(FM), Dixie Broadcasting Co., Greenwood, Miss.—Granted WSWG-FM.

### Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending aux.: KIND-AM-FM Independence, KJUL(AM) Garden City, KJCK-AM-FM Junction City and KJRG-AM-FM Newton, all Kansas; KJSK-AM-FM Columbus, Neb.; KKAN(AM) Phillipsburg, Kan.; KLIN-AM-FM Lincoln, Neb.; KKKC(AM) Parsons and KLOQ(FM) Lyons, both Kansas; KLPR(AM) Oklahoma City and KMA(AM) Madill, both Oklahoma; KMAN(AM) Manhattan, Kan.; KMMJ(AM) Grand Island, Neb.; KNCK(AM) Concordia, Kan.; KNCY(AM) Nebraska City, Neb.; KNIC(AM) Winfield, Kan.; KNOR(AM) Norman, Okla.; KOCY-FM and KOFM(FM), both Oklahoma City; KOFO-AM-FM Ottawa, Kan.; KOGA(AM) Ogallala, Neb.; KOKC(AM) Guthrie, KOKL(AM) Okmulgee, and KRBB-AM Sallisaw, all Oklahoma; KRFS(AM) Superior, KRGI(AM) Grand Island, and KRNY-AM-FM Kearney, all Nebraska; KRSL-AM-FM Russell, KSAC(AM) Manhattan, and KSAL(AM) Salina, all Kansas; KSID(AM) Sidney, Neb.; KSPI-AM-FM Stillwater, Okla. Action May 27.

■ Broadcast Bureau granted renewal of licenses for following and their co-pending aux.: KOLN-TV Lincoln, KOMC(TV) McCook, and KSTF(TV) Scottsbluff, all Nebraska; KTEW-TV Tulsa, Okla.; KTSB(TV) Topeka, Kan.; KTUL-TV Tulsa, Okla.; KTVCTV, Ensign, KUPK-TV Garden City, and KOAM-TV Pittsburg, all Kansas; KWTW(TV) Oklahoma City, KXII(TV) Ardmore, and WKY-TV Oklahoma City, all Oklahoma; KBJC(FM) Grand Bend, Kan.; KCSK(FM) Edmond, Okla.; KMWU(FM) Wichita, and KNUB(FM) Baldwin City, both Kansas; KOSU-FM Stillwater, Okla.; KRNU(FM) Lincoln, Neb.; KSWC(FM) Winfield, and KJTO-FM Ottawa, both Kansas; KWGS(FM) Tulsa. \*KETA(TV) Oklahoma City, and \*KOED-TV Tulsa, all Oklahoma; \*KHNE-TV Hastings, \*KLNE-TV Lexington, \*KMNE-TV Bassett, \*KPNE-TV North Platte, \*KRNE-TV Merriam, \*KTNE-TV Alliance, and \*KXNE-TV Norfolk, all Nebraska; \*KTWU(TV) Topeka, Kan.; KUON-TV Lincoln, Neb. Action May 27.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending aux.: KABI-AM-FM Abilene, Kan.; KADA(AM) Ada, Okla.; KAMI-AM Cozad, Neb.; KANS-AM-FM Larned, Kan.; KAWL(AM) York, Neb.; KBEA(AM) Mission, Kan.; KBEL(AM) Idabel, Okla.; KBRB(AM) Ainsworth, KBRL(AM) McCook, and KBRX(AM) O'Neill, all Nebraska; KCLO-AM-FM Leavenworth, Kan.; KCNI(AM) Broken Bow, KCOW(AM) Alliance and KCSR(AM) Chadron, all Nebraska; KEBC(FM) Oklahoma City and KECK(AM) Lincoln, both Nebraska; KELR(AM) El Reno and KEOR(AM) Atoka, both Oklahoma; KFDI(AM) and KFH-AM-FM Wichita, Kan.; KFLA-AM-FM Scott City, Kan.; KFN(AM) Oklahoma City, KFOR(AM) Lincoln, Neb.; KGFF(AM) Shawnee, Okla.; KGFW(AM) Kearney, Neb.; KGO-AM-FM Dodge City, Kan.; KGOY(FM) Bethany, Okla.; KHAS-AM Hastings, Neb.; KHEN-AM-FM Henryetta, Okla.; KHUB(AM) Fremont, KICX(AM) McCook, and KIMB(AM) Kimball, all Nebraska; KINA(AM) Salina, Kan. Action May 27.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending aux.:

KDBM(AM) Dillon, Mont.; KDIO(AM) Ortonville, Minn.; KFML-AM-FM Denver; KHMO(AM) Hannibal, Mo.; KSEN(AM) Shelby, Mont.; WGOM(AM) and WMRI(FM) Marion, Ind.; WISE(AM) Asheville, N.C.; WJON(AM) and WJO(AM) St. Cloud, Minn.; WKNX-AM-FM Saginaw, Mich.; WMCW(AM) Harvard, Ill.; WPCF(AM) Panama City, Fla. Action May 27.

■ Broadcast Bureau granted renewal of licenses for following and their co-pending aux.: KADS(AM) Elk City, Okla.; KAKE(AM) Wichita and KALN(AM) Iola, both Kansas; KALV(AM) Alva, Okla.; KAYS(AM) Hays, Kan.; KBIX(AM) Muskogee, Okla.; KBTO(AM) Eldorado, KCKN-AM-FM Kansas City, KEDD(AM) Dodge City, and KEWI(AM) Topeka, all Kansas; KEYR(AM) Terrytown, Neb.; KFMJ-AM-FM Tulsa, Okla.; KFRM(AM) Salina, Kan.; KGLC(AM) Miami and KIH(AM) Hugo, both Oklahoma; KJLT(AM) North Platte, Neb.; KKOY(AM) Chanute, KLOE(AM) Goodland, KNBI(AM) Norton, and KNDY(AM) Marysville, all Kansas; KNEB-AM-FM Scottsbluff, Neb.; KNEB-AM-FM McAlester, Okla.; KNEK(AM) McPherson, Kan.; KNDR(FM) Chickasha, Okla.; KOAM(AM) Pittsburg, KSCB(AM) Liberal, and KSEK(AM) Pittsburg, all Kansas; KSEQ-AM-FM Durant and KSIW(AM) Woodward, all Oklahoma. Action May 28.

■ Broadcast Bureau granted renewal of licenses for following and their co-pending aux.: KSOK(AM) Arkansas City, Kan.; KTAT(AM) Frederick and KTLQ-AM-FM Tahlequah, both Oklahoma; KTOP-AM-FM Topeka, Kan.; KTOW(AM) Sand Springs, Okla.; KTTT-AM-FM Columbia, Neb.; KUSH(AM) Cushing, Okla.; KVOE-AM-FM Emporia and KWNS-AM-FM Pratt, both Kansas; KWEO-AM-FM Clinton, KWON(AM) Bartlesville, KWPR(AM) Claremore, and KXOJ(AM) Sapulpa, all Oklahoma; WREN(AM) Topeka, Kan.; KJAK(FM) Oklahoma City; KROA(FM) Aurora, Neb.; KVR(AM) Stillwater, Okla.; \*KOVF-FM Kearney, KWHG(FM) Lincoln, and \*KUCV(FM) Lincoln, all Nebraska; KCKT(TV) Great Bend, Kan.; KOTV(TV) Tulsa and KSWO-TV Lawton, both Oklahoma; KTVH(TV) Hutchinson, Kan. Action May 28.

■ Broadcast Bureau granted renewal of licenses for following VHF translators: W11AM Charleston, W. Va.; W02AV St. Francis, W04AR Madawaska, W04AY St. Francis, all Maine; W07AG Rutland (West Rutland), Vt.; W07AI Pittsfield and Lanesborough, Lenox, West Pittsfield, Mass.; W07AV Gloversville and Johnstown, N.Y.; W07AL W09AI and W13AP Wellersburg, Pa. Action May 28.

■ Broadcast Bureau granted renewal of licenses for following and co-pending aux.: KTCH(AM) Wayne, Neb.; KTJS(AM) Hobart, KTM(AM) McAlester and KTOK(AM) Oklahoma City, all Oklahoma; KUDL-AM-FM Fairway-Kansas City, KULY(AM) Ulysses and KUPK-AM-FM Garden City, all Kansas; KUV(AM) Holdrege, Neb.; KVOO(AM) Tulsa, Okla.; KVSH(AM) Valentine, Neb.; KVV(AM) Holdenville, Okla.; KWBE(AM) Beatrice, Neb.; KWBW(AM) Hutchinson, Kan.; KWEY(AM) Weatherford, Okla.; KWHK(AM) Hutchinson, Kan.; KWHW(AM) Altus, Okla.; KXXX(AM) Colby, Kan.; WBBZ(AM) Ponca City, Okla.; WJAG(AM) Norfolk, Neb.; WKY(AM) Oklahoma City; WNAD(AM) Norman, Okla.; KARD(FM) Wichita, Kan.; KLA(AM) Lawton, Okla.; KRVN-FM Lexington, Neb.; KSKU(FM) Hutchinson, Kan.; KWHP(FM) Edmond and KYFM(FM) Bartlesville, both Oklahoma; KAKE-TV and KARD-TV, both Wichita, and KAYS-TV Hays, all Kansas; KDUH-TV Hay Springs and KGIN-TV Grand Island, both Nebraska; KGLD(TV) Garden City, Kan.; KHAS-TV Hastings, Neb.; KLOE-TV Goodland, Kan.; KNOP-TV North Platte, Neb.; and KOCO-TV and KOKH-TV, both Oklahoma City. Actions June 2.

### Translator actions

■ W70BB White Springs, Fla.—Broadcast Bureau granted CP to add amplifier to present trans. and

increase output power to 100 w. Action June 2.

■ Chambers, Neb.—Chambers T.V. Committee. Broadcast Bureau granted CP for a new VHF translator to serve Chambers operating on ch. 2 by rebroadcasting programs of KOLN-TV Lincoln, Neb. Action May 26.

### Modification of CP's, all stations

■ KADL-FM Pine Bluff, Ark.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 25 kw. ant. height 145 ft.; remote control permitted. Action May 28.

■ KOTN-FM Pine Bluff, Ark.—Broadcast Bureau granted mod. of CP to make changes in transmission line; ERP to 27 kw. Action May 28.

■ KTB-84-5 Miami—Broadcast Bureau granted mod. of CP's to change name to Dade County School Board. Action June 2.

■ WGMW(FM) Riviera Beach, Fla.—Broadcast Bureau granted mod. of CP to change trans. location to 0.48 mile north on Old Dixie Highway, Riviera Beach; remote control permitted from 301 Broadway, Riviera Beach; change trans. and ant.; make changes in ant. system. Action May 28.

■ KAYQ(AM) Kansas City, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 1. Action May 26.

■ KCGM(FM) Scobey, Mont.—Broadcast Bureau granted mod. of CP to change trans.; ERP 52 kw. Action May 28.

■ WHP(AM) Harrisburg, Pa.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 1. Action May 26.

■ WKDA-FM Nashville — Broadcast Bureau granted mod. of CP to change trans. and ant. Action May 28.

■ WPNS(AM) Hurricane, W. Va.—Broadcast Bureau granted mod. of CP to extend completion date to July 15. Action May 26.


■ Broadcast Bureau granted mod. of CP's to extend completion date for following stations: KADL-FM Pine Bluff, Ark. to July 26; WCTC-FM New Brunswick, N.J. to Dec. 1; \*WNPI-TV Norwood, N.Y. to Nov. 28; \*WNPE-TV Water-

(Continued on page 79)

# REK-O-KUT

## S-320

## TONE ARM



## THE STANDARD OF COMPARISON

PRICE \$4995

**REK-O-KUT COMPANY, INC.**  
1568 NORTH SIERRA VISTA, FRESNO,  
CALIF. 93703 • Phone: (209) 251-4213  
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**CCA ELECTRONICS CORP.**  
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# 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

### Management

**Station manager.** East. Must be dynamic. Minimum 3 years successful on-the-street radio time selling with monthly billing figures to prove progress. Practical knowledge of FCC rules, programming, engineering. Beautiful opportunity for right person. E.O.E. Send resume, references and current picture. Box F-73, BROADCASTING.

**Radio station manager—major Texas market.** Must be strong personal salesman and know contemporary radio. Prefer man with local sales management experience in competitive market. Should have earning record of \$15,000 or more. Box F-79, BROADCASTING.

**Sales oriented general manager** for midwest daytime in excellent college market with outstanding growth potential. Proven sales record necessary as this position requires GM to be on street about 75% of time. Excellent working conditions and fringe benefits. Base salary plus percentage of station sales. Send complete resume. Box F-95, BROADCASTING.

**Need manager** for key station in one of North Carolina's top ten markets. Salary and commission basis. Excellent possibility for aggressive salesman with administrative ability. Your reply will be kept in strict confidence. Please send complete resume and photograph. Box F-100, BROADCASTING.

**Sales manager.** Small single station in the Ohio market. Leader with creativity. Send resume, references. Box F-118, BROADCASTING.

**General manager, strong on sales,** to take complete charge of small successful station near New York City. To arrange for interview send needed guarantee and complete resume to Box F-145, BROADCASTING.

**Sales manager:** Must be strong personal salesman, with successful record. Ability to organize and direct staff. Excellent opportunity. Base; plus percentage; plus bonus. Replies confidential. Contact: Irv Schwartz, WCLU, 1st Natl Bk Bldg., Cincinnati, O. 45202.

### Sales

**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.

**This Florida Gulf Coast FM—a money maker.** Will definitely make more money if you are the aggressive man we seek. FM experience. Top dollars for top man: Write Box F-102, BROADCASTING.

**Experienced creative salesman** for daytime radio station in Southern California. Salary, commission and benefits. Box F-148, BROADCASTING.

**Salesman/announcer broadcast experienced,** go getter with proven sales record. Good mature voice for MOR short shift. Announcer/engineer broadcast experienced. Pleasant mature voice for MOR format. First class ticket, some maintenance. Tag both call Raymond Saadi, KHOM-FM area 504-876-5466 prepaid or send resume and tape to P.O. Box 422 Houma, Louisiana 70360, all replies confidential.

**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.

## Sales continued

**Selling sales manager** for medium midwest market in beautiful recreational area near major college. Creative self-starter who is a career-minded broadcaster. Excellent opportunity with growing chain. \$10,000 plus. Equal opportunity employer. Call Bob Whitehill 618-942-2181.

### 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.

**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.

**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.

**Good bread** for experienced first phone rock jock. Box F-99, BROADCASTING.

**Major northeast 50,000 watts** needs contemporary air personality. Also need qualified production director. Please send tape, resume, and checkable references. Box F-121, BROADCASTING.

**Announcer with play-by-play** or production skills. If you're ready to assume responsibilities of program director, let's talk. Send tape and resume to Box F-132, BROADCASTING.

**Like play-by-play? Sports director** or 2 crew team? Over 26? Versatile? Solid community member? Indiana AM-FM. Send tape and resume to Box F-135, BROADCASTING.

**Immediate opening** for mature mid-day announcer . . . contemporary MOR station . . . 1st ticket preferred. Contact Don Costa, KOLO Radio, P.O. Box 821, Reno, Nevada.

**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.

**Experienced staff announcer/newsmen** sought by good music station, WHTG, Eatontown, N.J. \$150-175 start. Send tape and resume.

**Announcer—copywriter.** Strong professional broadcasting team. Contemp MOR. Need imaginative, prolific writer. 2 hour music show and host buy-sell-trade talk show. Tape, copy, resume, salary to Tom Casey, Manager, WRTA, P.O. Box 272, Altoona, Pa.

**Announcer—1st ticket announcer** for directional A.M. in beautiful Boca Raton, Florida. Mature approach and knowledge of music for adult station. Contact manager at WSBP Radio, P.O. Box WSBP, Boca Raton, Florida 33432.

**Experienced announcers/salesmen/production** personnel needed immediately, for new 5KW AM in beautiful resort area. Resume, tape, photo and salary requirements in first letter. WSLW, Box 610, White Sulphur Springs, West Va. 24983.

**Experienced announcers,** good voice, Pennsylvania station college community. Capable of handling DJ shows and news. MOR format. Send tape, resume to Box 389, Williamsport, Pa.

**Needed immediately . . . top notch boss jock** for number 1 rocker in area of 200 M. Call manager 717-762-9191. No collect calls.

**New Jersey broadcast consultant** seeks experienced staff announcer/newsmen. Send tape and resume to Barry Frazier, 16A Delaware Ave., Pt. Pleasant Beach, N.J.

## Technical

**Need qualified chief engineer** for AM-FM stereo operation. Must have complete knowledge of transmitters, directional antenna, two-way radio equipment, automation. Send complete resume references and salary requirements to Joe Field, WIRK, Post Office Box 2148, West Palm Beach 33402.

**Experienced first phone engineer.** WMIX AM-FM situated in beautiful Southern Illinois. Send resume, references, recent photo and salary requirements P.O. Box 946, Mt. Vernon, Illinois.

**Engineer—1st. ticket maintenance** and repair for directional A.M. in beautiful Florida community. If you can do some announcing and help out all the better. Contact manager at WSBP Radio, P.O. Box WSBP, Boca Raton, Florida 33432.

### News

**Announcer-newsman.** 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.

**Newsman with New York potential.** Must have hustle, good voice, good writing. Hunger not experience the criterion. Money, not bad. Box F-36, BROADCASTING.

**Experienced newsman** for major market rocker. Must be authoritative, stable and professional. Send tape, resume and picture to Box F-65, BROADCASTING. An equal opportunity employer.

**If you really enjoy news gathering,** air reporting, would like to live in beautiful recreational area in medium mid-west market near a major university and if your work reflects pride and professionalism we'd like to hear from you. \$600 per month. Tape and resume. Box F-117, BROADCASTING. Equal opportunity employer.

**Aggressive, stable, community-minded team member** needed to make a report local news. At least five years commercial radio experience. Play-by-play helpful. Midwest single station market. Send tape and resume to Box F-128, BROADCASTING.

**Newsman-radio,** for city beat, two man department. Experience required. 44 hour week. Good fringe benefits. Send tape, resume and salary requirements to Joe Hempstead, WJEF, 280 Ann St., N.W., Grand Rapids, Mich. 49504. An equal opportunity employer.

**Fulltime sports assistant.** Radio sportscasts, TV backup. Heavy film shooting and editing. Reply Grant Price, WMT, Cedar Rapids, Iowa.

**Suburban Philadelphia station** needs experienced news director. If you have the intelligence, and like digging, writing, and airing exciting local newscasts with actualities, we offer good pay at a long established AM-CATV operation. (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.

**Program director** needed to round out AM/FM mid-west station strong on community involvement with local news, farm, heavy sports, top production and staff all community members. Apply if residing in Wisc., Ohio, Ill., Ind. Send tape and resume to F-125, BROADCASTING.

**Pennsylvania full time adult station** has opening for men with creative production, board, and local news experience. Professional operation; good staff. WCOJ (215) 384-2100.

**Production man** with knowledge of rhythm and blues music wanted for major market soul station. Unusual opportunity if proper credentials. Call collect 202-882-9389—E. Carlton Myers.

## Programing, Production,

### Others continued

Recording Studio seeks personable, competent production man to service growing broadcast agency trade. Must be critical, cracker-jack editor; cool, confident session engineer. Musical background helpful as opportunity exists to do eight-track jingle and record sessions. David Sheriff, ARCO Studios, 2600 West Vliet Street, Milwaukee, Wisconsin 53205, (414) 933-7388.

## 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.

Pre salesman, managerial experience, years of board work, currently employed, seeks challenge. Write Box E-359, BROADCASTING.

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.

Exp. capable, mature family man/wife wish to relocate to Florida manage/sell/traffic, copy. Excellent references. Not floaters. Box F-61, BROADCASTING.

Management exec. Sales or G.M. Winner who lost in first equity attempt with industry understanding, move fast for a rare piece of talent with real pedigree. Box F-76, BROADCASTING.

Management exec. G.M. or G.S.M. Confidential consultant may have your man. No fee. No risk of exposure. All details 1st letter. Box F-77, BROADCASTING.

Currently employed New York state small market radio station general manager with eight years management experience looking for larger market and station. College education. Experienced in station and sales management, production, promotion, announcing, engineering and office procedures. References and resume upon request. Box F-89, BROADCASTING.

Operations manager, program & production manager from top 20 market is seeking employment in a reliable firm; 14 years experience, family man and very reliable . . . available immediately. Box F-105, BROADCASTING.

Mature broadcaster, heavy in sports, would like chance to show he's managerial caliber. Twelve years radio-TV background, includes programing, sales, news. Presently employed on West Coast. This family man would like to begin new career in management, with opportunity to move into ownership. Box F-120, BROADCASTING.

Husband-wife team. Present manager, ten years experience, first phone. Strong sales, programing, air work. Seeking solid future, partial ownership. Willing to invest time, talent, money. Prefer midwest. Box F-126, BROADCASTING.

Have done it, and am doing it. Can operate your station with pride and profit for both of us. Excellent track record, proof and references. Medium market midwest or southwest. Presently 20M plus, based on profit performance. Available late summer or fall. Box F-137, BROADCASTING.

FM format for medium markets. Overwhelmingly successful in on air "test". Box 24979, Los Angeles, California 90024.

### Sales

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.

## Announcers

Talented first phone rock jock. Good production, copywriting. Box E-191, 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.

29 year old DJ, newsmen, production, copywriter, sales, looking for permanent relocation to Florida coast, Gulf coast, southern Nevada or southwest. 3rd. Phone 914-LY 8-4609 or write Box E-337, BROADCASTING.

## Announcers continued

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.

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.

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.

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.

Announcer, first phone, over 2 years top 40 experience; Northeast preferred. Box F-71, BROADCASTING.

Major suburban rock jock, production director, seeking move to good solid station. Top references, married, reliable. Larry Freed (212) 343-9528. Box F-72, BROADCASTING.

1st phone, beginner. Would like rocker, will travel. Box F-75, BROADCASTING.

Eight year broadcasting experience; first phone; metro sound, good production. Top 40 or contemporary MOR. Tape, refs. on request. \$10,000 per year. This is it. Box F-78, BROADCASTING.

Desires to be disc jockey—newscaster. Experienced, dependable—creative—versatile. Interested in sales position, aggressive salesman. Authoritative, tight board, third endorsed. Box F-83, BROADCASTING.

Featuring a country format? Great. Then you want an experienced DJ who can present that good country sound as it should be presented, with love and respect. Write for my tape. Box F-84, BROADCASTING.

15 years DJ—play-by-play—news major market ability seeking challenge of top station. Box F-90, BROADCASTING.

I love radio. Three years commercial experience, first phone (minor maintenance) strong on production, copy writing. Have run most music formats with preference for up-MOR or rock. Have had fingers into sales. Forty-hour week on the air is nothing new. College degree, 23, stable, draft exempt, private pilot. Box F-91, BROADCASTING.

You want: 21 year old first phone, draft free, with 3 years experience and good voice. I prefer: mid-eastern rocker with good atmosphere. Let's get together. Box F-92, BROADCASTING.

Current top 50 market announcer looking for day shift with good station. First phone, family. Box F-97, BROADCASTING.

San Francisco Bay area only—top rated California rock jock, first phone, college degree, 30, references. Will consider other formats. Box F-98, BROADCASTING.

Older family man knows big band, oldies, good music, Nashville sound and news. Administrative background plus 4 years all phases radio. Prefer midwest personal interview. No tape. Potential PD or PD-announcer combo. Box F-101, BROADCASTING.

Long on experience, great voice, personality, P.D. looking for much more music contemporary format. Currently employed looking for right deal. Box F-108, BROADCASTING.

First phone jock . . . major market experience . . . wants all-night show . . . rock or C&W. Box F-112, BROADCASTING.

Interested. Good. So am I. Started at 15. First phone by 17. Top 100 market while in high school, now college. Available July 1. Box F-113, BROADCASTING.

First phone—married, top 40, seeks employment (east coast); together production, experienced, professional. Salary negotiable. Box F-123, BROADCASTING.

Soft spoken progressive rock jock; heavy college experience. Will readily adapt to rock format anywhere, at any salary. Please ease the freeze! Box F-130, BROADCASTING.

Michigan . . . surrounding area, dj, copy, production, experienced. 1-313-881-9348 or Box F-134, BROADCASTING.

Top young, mature sportscaster, major university football, basketball play-by-play experience in Los Angeles. Seeking equivalent position elsewhere. Box F-139, BROADCASTING.

## Announcers continued

Stop . . . right here. Michigan . . . surrounding area. D.J., MOR, top 40, copy, production, experience. 1-313-884-6526.

1st phone, experienced. News director, disc jockey. Play-by-play. Lloyd Smith, 4518 Bond St., San Diego, Calif. 92109. 714-272-2817.

#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.

DJ with 3rd endorsed 4 years experience in all areas seeking permanent employment, willing to work for advancement. Will relocate to station with best advancement program. 834 Cedarbrook Ct., Flat River, Mo. 63601 314-431-5818.

Third endorsed—broadcast grad—desires top 40—MOR station. Tight board—some experience east or midwest—contact Roger Meadows—206 Long Acres, Jacksonville, N.C.—phone 919-347-2639.

Reliable, steady wake up man—will work any hours. Professionally trained—has first phone. 24 years old. Experienced in news, music, and talk shows. Presently employed but desires to relocate. Originally from St. Paul, Minnesota. If interested please call AC 906-786-9251 for tape and resume.

4 yr. college graduate—highest honors, 1st phone, 3 yrs. experience—radio-TV. Announcer, news, sports, production manager, writer all formats. 24, married, draft-free. Prefer performing personality spot in upper midwest area. Roy McCoy, 322 Timberland, Marshall, Mn. Phone 507-532-4048 or 507-532-3483. night.

1 year fulltime in Pennsylvania. Wish to relocate in west (preferably California). Money no object. Top 40, 22, single, first phone, draft exempt. Lee Shaffer, 610 Leslie St., Altoona, Pa., 16602. 814-944-9952 after 6.

Announcer-disc jockey with first phone desires to re-enter broadcasting after two years absence. Prefer C&W music. Salary open. Paul Bowden, P.O. Box 848, Lake Placid, Florida 33852.

Want a radio home in Wisconsin. Am industrious and work hard for the good of the station. Hold a 1st class, single, 24. Love work on the board, newscasting, sports, all around disc-jockey. 3½ yrs. experience. Call 414-387-3895.

Young, aggressive third. Looking for small-medium or medium rocker. Exceptional production with PD experience. Phone (215) 745-2561.

## Situations Wanted Technical

First phone. Radio Television transmitter watch maintenance. Experienced. Single fifties. Prefer nights. Wages secondary. Anywhere. Box F-28, BROADCASTING.

Assistant chief engineer (announcer) AM directional FM stereo/SCA needs change. Will relocate. Box F-68, BROADCASTING.

Craftsman—will build it, program it, jock it, and try to sell it. Slightly expensive, but very good. 12 years electronics, 8 years broadcast, metro experience. Box F-69, BROADCASTING.

Experienced FM engineer—stereo and high power. Automation. Design, installation and maintenance, studio and transmitter. Desires chief, eastern college town station concerned with a quality signal. Box F-93, BROADCASTING.

1st phone operator, 5 years experience in communications as installer for Western Electric. No commercial broadcast experience but eager to learn. Box F-143, 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.

Experienced 1st phone. Detroit area. Ken MacGregor, 106 Cowan, Mason, Ohio. 513-398-2338.

## News

Film editor—18 years network experience—news, documentaries, sports—seeking position with strong growth potential. Box E-330, BROADCASTING.

Experienced young sportscaster—worked college basketball and football play-by-play. Excellent sports background. Box E-336, BROADCASTING.

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.

## Situations Wanted

### News continued

Copywriter, resume and samples on request. 203-658-6196 or Box F-25, BROADCASTING.

News director—good, experienced, reliable. Let's talk. Box F-54, BROADCASTING.

Sports/announcer, experienced, 1st phone, married, family, willing to relocate. Box F-85, BROADCASTING.

If you are scared of the word beginner stop here. If not, college grad, 24, aware and politically inclined seeks news or announcing position. Military complete, 3rd endorsed. Willing to go wherever the opportunity is. Box F-87, BROADCASTING.

Experienced, young, energetic newsman seeks new reporting position on West coast. Past two years with major market station. Excellent delivery and writing-editing ability. Air check available. Box F-106, BROADCASTING.

Available immediately: Newsman with heavy experience, big voice, lots of drive, unmatched dedication, college degree, and draft exempt status. Get yours today! Box F-110, BROADCASTING.

Radio newsman 1st phone, 8 years experience desires position with radio-TV operation, with possibility of moving into TV. Box F-122, BROADCASTING.

Major market news anchorman with network and happy news format experience . . . shopping before contract renewal in the early fall. Box F-133, BROADCASTING.

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.

Broadcast journalist. Currently commentator/analyst. Ten years' radio experience. Seek position as major market reporter or medium market news director. University graduate. Married. Available late June. Jack Marlowe, 830 Harding Street, Janesville, Wisconsin 53545.

Excellent reporter wants to be your outside man. Also willing to try talk show, news director, or learning TV. Tom Preston, 28 Hillside Ave., Huntington, N.Y. 11743. 516-271-2890.

Experienced professional newsman/announcer out of work. Married, 3rd endorsed. Virg Stewart 507-376-3618.

### Programing, Production, Others

Positive programing for positive sales . . . let me program and sell it for you. Have first. South. Box E-362, BROADCASTING.

Consider a bright woman—24—major market experience—journal. 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.

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Automation specialist. Gates—Schafer. 1st management—technical programing—production. Box F-107, BROADCASTING.

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## Television Help Wanted

### Sales

TV/Film sales—company representing major overseas production facility requires solid US sales director, heavy contacts theatrical, non-theatrical, all TV. Resume and salary requirements. Box F-129, BROADCASTING.

## Sales continued

NBC affiliate in Hagerstown, Maryland located 60 miles from both Baltimore and Washington. Exclusive NBC coverage on 50,000 cable TV homes. Radio or television sales experience essential. Call: Ronald Smith, General Manager, WHAG-TV, 301-797-4400.

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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.

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News director for medium-sized market in south-east. Must be experienced newswriter, editor and proven on-air man. Resume with VTR air check to Box F-140, BROADCASTING.

TV/radio sports director. A top notch position available now for a top-flight man. Play-by-play on state-wide football net for nation's number 1 football team. Two TV sportscasts daily plus "specials." Interested? Send VTR of sportscasts and audio tape of football/basketball play-by-play. All material will be returned. Contact Paul Jensen, Assistant Manager, KOLN-TV/KGIN-TV, Lincoln, Nebraska 68503.

Immediate opening for top-notch anchorman. Send resume, salary requirements and photo to KFPW-TV, Box 4150, Fort Smith, Arkansas 72901.

### Programing, Production, Others

Wanted: Idea man, program director, performer, producer—We want a versatile man with a good voice and camera presence who can do a soft shoe dance while he's thinking up the next local show for an Eastern suburban CATV system, which is married to a radio station and about to begin local programing. If you are the kind of guy who would like the challenge of creating and doing on a modest budget, of working like a dog for a modest salary, of getting in on the ground floor of what we think will be a new kind of communication, write to Box F-74, BROADCASTING.

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## Programing, Production,

### Others continued

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

### Sales

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### Announcer

If you require a top staff announcer or newsman, write Box F-115, BROADCASTING.

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Will accept position as director of engineering for major television station. Have electrical degree, experience all phases television engineering, including network. Just completing successful tour as chief of television operations for middle east country. Box F-88, BROADCASTING.

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### News

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### Programing, Production, Others

Producer-director (top 50), network unit manager, R-TV newsman, disc-jockey. A.B. Degree in R-TV. All this and only 24 yrs. old. Want out of present position. Prefer producer-director job in medium market, but will consider any offer in R-TV. Family man, draft exempt, will relocate. For resume, particulars, and excellent references, write Box F-103, BROADCASTING.

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We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Need Gates BC-1F 1KW AM transmitter in restorable condition, regardless of present status. Reply with full particulars to Bill Goodson, WMJM, Cordele, Georgia, 31015. Will consider equivalent equipment.

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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.

## Wanted To Buy Equipment

### continued

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Need RCA 2 KW T.V. transmitters, low and high band. Also channel 7 superturnstyle low power. Contact Bruno Schwabel AV Chapultepec 18, Mexico 1, D.F. Phone: 5-18-56-74.

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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.

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Capstan idlers for Ampex 300, 350, 440 series, self aligning with replaceable ball bearings. \$22.50 net. VIF International, Box 1555, Mm. View, Ca. 94040. (408) 739-9740.

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"Orben Comedy Letter" and "Current Comedy." Weekly professional topical laugh services for deejays. Sample \$2.00. Comedy Center, 1529 East 19th, Brooklyn, 11230.

Automation Tapes! Library sold outright or subscribe: 90 new songs monthly. Formats: Contemporary, MOR, Country. Response Radio, Box 150, Lafayette Hill, Pa. 19444.

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ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS\*\*\* in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS\*\*\* in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS\*\*\* in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS\*\*\* in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970

ELKINS\* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

ELKINS\* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS\* in Texas, 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

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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.

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## NEWS

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Programing, Production, Others

### SPORTS DIRECTOR

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## TELEVISION

### Situation Wanted News

### NEWSMAN

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### Wanted To Buy

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## For Sale Stations

continued

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Charles Ginsburg is one of those diminutive men (in size only), who because of some long-ago conceived corporate notion, is almost lost behind his expansive desk in the executive wing of the Ampex Corp. in Redwood City, Calif. But as is often the case, physical size is no measure of this man's accomplishments.

In 1956, the results of Mr. Ginsburg's and his co-workers' efforts reached fruition with the development for broadcasting of the video-tape recorder. When asked about his part in the creation of what has become one of the most revolutionary pieces of TV hardware, he says in understatement that he himself deserves "one or two crumbs of credit." It is worth noting that one of those crumbs was the Emmy award in 1957 which he accepted on behalf of Ampex. In an ironic footnote, those nonvideo-tape days of live television found the Emmy telecast cut off the air before the award was presented.

Rather than believe he falls into some engineering stereotype—building crystal sets as a boy and being so deeply involved that he nearly electrocuted himself in his teens—it should be noted that Mr. Ginsburg gave up everything at age 11 without a whit of second thought to play golf. "It was Aug. 3, 1931, when I started playing," he says, "but I don't remember the dates of my first or second holes-in-one." He does remember that it was a skulled seven iron back in 1962 the first time and a flat five on a 140-yard par three at Sharon Heights country club in suburban San Francisco last year.

Orthodoxy has played little part in Mr. Ginsburg's life. It took him 11 years to get a college degree, which he finally earned in 1948 from San Jose (Calif.) State. He had started in pre-med and switched to animal husbandry before the money ran out in his seventh semester. It was while working at several part-time jobs, one as an installer of private-telephone exchanges, that he decided when he went back to school it would be to study engineering. He continued to work while "filling in the holes" as he says, taking correspondence courses in math, switching jobs until KSFO(AM) San Francisco hired him as an engineer.

"I was what they called a knob twister," he says, "but that means I was doing just about everything. I played records, engineered, all of it," Mr. Ginsburg says. But the job at KSFO gave him the opportunity to go back to school since he was now working nights.

It's hard to tell what would have happened to him if he had been required to complete one full course of study. What did happen is that he changed from engineering at the University of California at Berkeley to physics "be-

## With time for golf, he co-developed video-tape recorder

cause I didn't want to take labs." When that didn't suit, he designed his own math and engineering program at San Jose State. On graduation he intended to enter antenna design.

Somehow, he got sidetracked again, and instead of designing antennas, he went with KCBS(AM) San Francisco, again as a knob twister.

"This time I was working nights and playing golf days," he says. "I would pat my five kids on the head and go play." Half in jest he says that when KCBS moved their transmitter from San Jose to Marin, the main objection he found in moving further north was that he

couldn't find a house big enough for his family "and there were no golf courses."

It was during this time in the early part of 1951 that an acquaintance called and asked if he would like to work for Ampex. But for several months, the job failed to materialize. Then toward the end of that year, he was advised by his friend that Ampex wanted to build a video-tape recorder. When Ampex made its first concrete offer, he nearly declined, saying he couldn't afford the salary cut (about \$100 a month) and had decided to stay with KCBS.

"After some negotiating," he says, "they gave me \$500 a month and I went with Ampex." He smiles over that victory, adding that the salary seemed to him to be high for someone with no laboratory experience.

He worked with a young man named Ray Dolby—now of the London-based Dolby Laboratories, which specializes in noise-reduction tape equipment—in the early 1950's. And finally in 1954, the two demonstrated a working prototype of the first video-tape recorder. It was the second series of demonstrations of the unit, the first having been made for management and the patent attorneys in 1952.

In 1956, the tape unit was unveiled at the National Association of Broadcasters convention. "It turned out, I think, to be a complete surprise to the industry," Mr. Ginsburg says. "No one expected Ampex to be the first with the video recorder. It also turned out to be the success we had suspected it would be. At the convention alone," he says, "we wrote \$4.5 million in orders. Gross sales for that year were only \$18 million."

But the apparently successful sales of the VTR weren't enough for Mr. Ginsburg and he tendered his resignation. Naturally, it was a golf-course conversation with Ampex founder Alexander Poniatoff that change his mind.

Charles Ginsburg is one of those individuals whose personal triumphs are held up as a model for others. A diabetic, he had a leg amputated above the knee in 1968, but admits that through it all, he's never slowed down. He's a four or five handicap golfer, and plays with footballer John Brody of the San Francisco 49'ers and golf pro Ken Venturi on occasion. This year, he's turned his efforts toward arranging television coverage of the National Amputees Golf Association's annual tournament, set for Aug. 16-20 at El Dorado Royal country club in northern California.

And any action he may miss because he's playing in the tournament, he'll be able to see on the late news because of a video-tape recorder he helped create 15 years ago.

### Week's Profile



*Charles Pauson Ginsburg—VP, advanced development, Ampex Corp., Redwood City, Calif.; b. July 27, 1920, San Francisco; studio and transmitter engineer, Associated Broadcasters Inc., San Francisco (KSFO[AM] and short-wave stations KWLX and KWD), 1942-47; engineer, KQW(AM) San Jose (now KCBS[AM] San Francisco) 1947-51; A.B., math-engineering, San Jose State College, 1948; project engineer, Ampex Corp., 1952-60; appointed to present post, 1960; member, Institute of Electrical and Electronic Engineers; m. Edna Perkins Oct. 3, 1962; children (by previous marriage) — (Mrs.) Jane Evelyn Walker, 25, Marjorie Ellen, 24, (Mrs.) Nancy Gill, 23, twins Margaret Elizabeth and Martha Jane, 21; hobbies—golf, photography.*

## One for the books

In the benchmark libel decision by the Supreme Court last week, the broadcast press may have recovered some of the ground it lost in earlier cases. Though the court split on other issues, not one justice suggested that in this situation broadcasting was entitled to a lower order of First Amendment protection than that granted the print media.

That in itself is something of a victory for radio and television. In more and more court cases, as well as in legislation and regulation, the point has been made that because broadcasting is licensed it is fair game for government controls that would be clearly illegal if applied to newspapers and magazines. Throughout the new decision the terms "broadcasting" and "press" are used interchangeably. The First Amendment has been spread, as it was intended by its authors, to cover all communications organs.

Metromedia had a private stake—a \$275,000 lower-court judgment—in taking this appeal all the way. But it also performed a service for all of broadcast journalism.

## Priority project

The FCC's decision to review its fairness doctrine comes 22 years late, but it is better late than never. Broadcasters will have only themselves to blame if they miss this chance to demonstrate the repressive nature of the doctrine.

It was Chairman Dean Burch who first admitted publicly, in his speech last spring to the convention of the National Association of Broadcasters, that the doctrine had gotten out of hand. The concept of fairness, which seemed harmless enough at the outset, has been corrupted to mean that almost anyone is entitled to access to the air. As Mr. Burch now realizes, broadcasting could be broken under the burden of demands for time.

To some broadcasters this may seem like just another FCC inquiry that will make work for government bureaucrats and private lawyers. In this case, the inclination to stay out of the action ought to be suppressed. Money, time and talent can be put to valuable use in the preparation of a case before the FCC now and the courts later if need be.

## Last rites

A couple of weeks ago the President went through the ceremony of receiving a report of the White House Conference on Children. If the report is accorded the treatment conventionally given to such works (no matter who the President may be), it is by now beginning to yellow in an archival crypt. No earlier report by any presidential commission has been more deserving of that disposition.

A White House burial, however, may not be the end; this report could have a life of its own. It contains the magic ingredient in today's pop liberalism—a chapter maligning television and arguing for more government control. Last Monday, the *New York Times* exhumed the subject for an extensive story which was also fed to clients of that paper's news service.

As described in earlier, and contemporary, accounts (BROADCASTING, March 22 et seq.), the chapter on "Child Development and the Mass Media" has little good to say about any of the communications vehicles, but it reserves the most space and venom for commercial television which it sees as providing no benefits at all to the young. The conclusions are subjective; the evidence is nonexistent. But neither defect has disqualified other criticisms of television

from receiving widespread notice in the antitelevision press.

What is needed from the White House is a disavowal before the interment. The conference may have been summoned by the White House, but its biased report on television ought to be separated from the White House name.

## Overview

With each passing day the griping increases in tempo.

The whole communications world seems to be complaining. Broadcasters are concerned over the FCC's persistent browbeating. And the FCC itself, besieged by complaining CATV operators as well as broadcasters and politicians and pressure groups, has its own problems with the courts.

The courts, it appears, cannot close their ears. They are second-guessing the FCC, not only in matters of a regulatory character, but also in programing. That is supposed to be denied the FCC, the Congress, and the executive branch as well as the judicial branch of government. The First Amendment forecloses government from interfering with freedom of the press.

What the FCC or at least some of its members deplore is the predisposition of the federal courts to send cases back for hearing where there are public complaints about changes in programing format that would be occasioned by ownership changes.

The FCC should be realistic. It is responsible for such happenings in the first place. When a station cannot be transferred unless there is a side deal or a payoff in the form of a commitment for minority programing or contributions to minority causes, it has issued an open invitation. With the present make-up of the FCC, no application, however trivial, can make it without generating controversy.

So the backlog continues to back up. And the uplifters and shakedowners, aided by subsidized lawyers, sally forth to the cheers of some members of Congress and their professional staffs, riding the crest of the antibroadcasting bias, with aplomb, during this presidential campaign year.

What is needed, of course, is a stronger commission that will not give the courts the openings to arrogate new authority. And, as has been evident for years, a change of law is needed that will force Congress itself to live up to the letter of the Bill of Rights by treating all media people equally.



Drawn for BROADCASTING by Sid Hix  
*"A window in this studio would save us weather forecasters a lot of embarrassing mistakes!"*

## For Sale Stations

continued

### WESTERN DAYTIMER

Top 100 markets. Good real estate, equipment can be bought 50% on rental basis over five years. 4-station market. Less than \$100,000.

BOX F-82, BROADCASTING

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Profitable full-time major market  
Radio Station  
For Similar Facility

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### MEDIUM MARKET 5 KW AM SOUTHEAST

Well established and profitable low down payment—long terms.

BOX F-141, BROADCASTING

### NORTH CAROLINA 1 KW DAYTIMER MEDIUM MARKET EXCELLENT TERMS

Will consider full transfer or sale of up to 50% to an active partner.

BOX F-142, BROADCASTING

## FOR SALE

AM Station—Southeast \$250,000  
Weekly Newspaper—California \$400,000  
AM-FM Stations—South \$400,000  
AM Station—California \$370,000  
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(Continued from page 73)

town, N.Y. to Nov. 28; WPRM-FM San Juan, Puerto Rico to Aug. 27. Action May 28.

## Ownership changes

### Applications

■ Savannah, Ga.—Seeks assignment of CP for new FM on 96.5 mhz from South Atlantic Broadcasting Corp. to Lewis Broadcasting Corp. for sum not to exceed \$5,119. Seller: John Sognier. Mr. Sognier told FCC that his company has experienced "unanticipated economic difficulties" in constructing station and wishes to transfer interest to another concern. Buyers: J. Curtis Lewis, et al. Lewis Broadcasting is licensee of WJCL(TV) Savannah. Ann. May 25.

■ KFOA(AM) Honolulu—Seeks assignment of license from Royal Hawaiian Radio Co. to John Hutton Corp. for \$130,000. Sellers: George M. Mardikian, president; B. Floyd Farr, and George D. Snell (jointly 100%). Sellers each have 32.26% interest in KEEN(AM)-KBAV(FM) San Jose, Calif.; each 33 1/3% in KVEG(AM) Las Vegas, and KFIG(AM) Fresno and KCVR(AM)-KXXX(FM) Lodi, both California. Buyers: John H. Weiser (0.2% personally plus 50% as trustee under estate of Ellen S. Weiser, deceased) and John H. Weiser Jr. (49.8%). Messrs. Weiser Sr. and Jr. own 50.2% and 49.8%, respectively, of KUMU(AM) Honolulu. Ann. June 2.

■ WHOE(FM) Terre Haute, Ind.—Seeks assignment of license from Radio WBOW Inc. to Eastern Broadcasting Corp. for \$50,000. Seller: William O'Connor. Mr. O'Connor has interest in WRAC-AM-FM Racine, Wis. Buyers: Roger A. Neuhoof, president (84.4% jointly with wife), John R. Neuhoof (15%). Eastern is licensee of WHAP(AM) Hopewell, Va.; WHUT(AM) Anderson and WBOW(AM) Terre Haute, both Indiana; WHHO-AM-FM Hornell, N.Y.; WCVS(AM) Springfield, Ill., and WOHI(AM)-WRTS-FM East Liverpool, Ohio. Messrs. Neuhoof also have interest in various merchandising firms. Ann. May 25.

■ KPCL-AM-FM Lake Charles, La.—Seeks transfer of control of KPCL Radio Inc. from Harry W. Chesley Jr., Ray Eder and Mary Ann Stein et al. (jointly 100% before, none after) to Perry Broadcasting Co. (none before, 100% after). Consideration: \$475,000. Principals of Perry Broadcasting: Perry S. Samuels, president (50%), Mark S. Kesterson (11.5%) et al. Mr. Samuels is vice president of Avco Broadcasting Corp. Mr. Kesterson owns insurance agency. Ann. May 19.

■ WLEW-AM-FM Bad Axe, Mich.—Seeks assignment of license from John F. Wismer and James B. Muehlenbeck dba Thumb Broadcasting Inc. to Thumb Broadcasting Inc. for \$350,000 plus 50% of accounts receivable at date of transfer. Sellers: John F. Wismer (66 2/3%) and James Muehlenbeck (33 1/3%). Buyers: A. Arthur Aymer (51%) and Nancy P. Aymer (49%). Mr. Aymer is presently employed at WHLS-AM-FM Port Huron, Mich. Mrs. Aymer is housewife. Ann. June 2.

■ WESY(AM) Leland, Miss.—Seeks assignment of license from Ark Broadcasting Co. to A. E. Zuccaro and Marie Z. Perkins for \$13,000. Seller: Joseph S. Zuccaro. Buyers: A. E. Zuccaro, president, is brother of Joseph Zuccaro and has interests in WNAT(AM) and WGNZ(FM) Natchez, Miss. Mrs. Perkins is sister of Joseph Zuccaro. Ann. May 21.

■ KDRG(AM) Deer Lodge, Mont.—Seeks assignment of license from Deer Lodge Bank & Trust Co. (receiver in bankruptcy from Powell County Broadcasting Co.) to Alfred Sargent and Less Leiss for \$29,000. Seller: Rudolph Polish, bank president, et al. Buyers: Alfred Sargent (50%) and Lee Leiss (50%). Mr. Sargent is station manager and program director for KHDN(AM) Harden, Mont. Mr. Leiss is general manager of KHDN. Ann. May 20.

■ KCBN(AM) Reno—Seeks transfer of control of B.B.C. Inc. from Richard W. Brown (100% before, none after) to Howard B. and Lorraine Walker Levine (each none before, jointly 93.4% after—as joint tenants of licensee's stock). Consideration: \$148,500. Mr. Levine owns Reno advertising agency. Mrs. Levine is general manager and executive vice president of KCBN. Ann. June 2.

■ WHRF-AM-FM Riverhead, N.Y.—Seeks assignment of license from Adams-Getschall Broadcasting Co. to East Shore Broadcasting Corp. for \$180,000. Sellers: Jimmie Lee Putbres and Keith E. Putbres. Sellers also own WPAC(AM) Patchogue, N.Y. Jimmie Lee Putbres is 25% owner of applicant for new AM at Catonsville, Md. Keith Putbres has 14.25% interest in Cover Corp., which is 49% owner of KWKY(AM) Des Moines, Iowa. Buyers: Richard I. Adrian and Jimmie Lee Putbres (each 50%). Jimmie Lee Putbres is rearranging his stock interest in station—sale reflects changeover in licensee and elimination of Keith Putbres from ownership of licensee. Mr. Adrian is employee of Adrian Fabrics Co., New York. Ann. May 19.

■ WIMA-AM-FM Lima, Ohio—Seeks assignment of license from Northwestern Ohio Broadcasting Corp. to Lima Broadcasting Corp. for \$1 million. Sellers: R. W. Mock, vice president, et al. Northwestern owns WIMA-TV Lima. Sellers: James E. Meredith, president; Les C. Rau, executive vice president (each 4%), et al. Mr. Meredith is lawyer and is director of Lima Cablevision Co. Mr. Rau is vice president of Lima Cablevision, Marion Ohio CATV and CATV of Ohio Valley. Ann. June 3.

■ KNFB(FM) Nowata, Okla.—Seeks assignment of license from Nowata Communications Inc. to Paul F. O'Dell for \$19,000. Sellers: Dwight M. Mitchell, president, et al. Buyer: Paul F. O'Dell, sole owner. Mr. O'Dell owns auto and marine sales firm. Ann. June 2.

■ KTLQ-AM-FM Tahlequah, Okla.—Seeks transfer of control of KTLQ Radio Inc. from Violet Ann Egan, Cornelia Egan Heisley, Julian B. Fite, The Egan Foundation et al. (jointly 100% before, none after) to Galen O. Gilbert, Ralph Lynch and Joe L. McCullah (each none before, respectively 60%, 20% and 20% after). Consideration: \$180,000. Mr. Gilbert has 85% interest in KSWM(AM) Aurora, Mo.; 75% in KBTN(AM) Neosho, Mo.; 49% in KCLR(AM) Halls, Tex., and 40% of CATV system in Neosho, Mo. He also has application pending to purchase 55% of KOSG(AM) Pawhuska, Okla., of which he was previously (to January 1969) 50% owner. Mr. Gilbert is presently general manager of KTLQ stations. Mr. McCullah is presently manager and vice president of KSWM. Mr. Lynch is presently station manager of KTLQ stations. Ann. May 19.

■ KASH(AM) Eugene, Ore.—Seeks assignment of license from Radio Air Ways Inc. to Fredric A. Danz for \$160,000. Seller: E. L. Kincaid, president and sole owner. Buyer: Fredric A. Danz. Mr. Danz is owner of KODL(AM) The Dalles, Ore., and KBFW(AM) Bellingham, Wash. He has 50% interest in KEDO(AM) Longview and KALE(AM) Richland, both Washington. Ann. May 25.

■ KATR(AM) Eugene, Ore.—Seeks assignment of license from Eugene Broadcasters to Westone Broadcasting Co. for \$225,000. Sellers: Genevieve de Damierre Casey, Diana Crocker Redington and William H. Crocker II (jointly 100%). Mrs. Casey has 50% interest in KSHA(AM) Medford and 25% in KAPT(AM) Salem, both Oregon. Mrs. Redington has 25% interest in same stations, and Mr. Crocker has 25% in KSHA only. Buyers: Philip W. Zonne and Willard A. Hargan (each 18 1/4%—general partners), and John F. Marten Jr., Mavis Marten Parrish and Margery M. Richard (each 14 1/4%—limited partners), et al. Mr. Zonne owns Zoned Communications Inc., company organized for this purchase only. He also has interests in various CATV, microwave and land development businesses. Mr. Hargan is 33 1/3% owner of media consultant; 12% owner of CATV firm now procuring franchises in Visalia, Tulare and Tulare City, all California. Mr. Marten owns 70% of security broker. Mrs. Parrish and Mrs. Richard are housewives. Ann. May 25.

■ WBFJ(AM) Woodbury, Tenn.—Seeks transfer of control of Cannon Broadcasting Co. from Austin and Carmine Jennings (100% before, none after) to Creel-Williams Broadcasting Corp. (none before, 100% after). Consideration: \$75,000. Principals: George C. Williams III, president; H. A. Creel Jr., secretary-treasurer (each 50%). Mr. Williams is manager of station. Mr. Creel owns 49% of oil and gas distributorship in Manteo, N.C., and has interest in horse breeding, farming and real estate concern. Ann. May 21.

■ WJOY-AM-FM Burlington, Vt.—Seeks transfer of control of Vermont Broadcasting Corp. from McClure Newspapers Inc. (formerly Free Press Association Inc.) (12.12% before, none after) to Frank A. Balch (41.24% before, 53.36% after). Consideration: \$51,280. Mr. Balch, in addition to his ownership in WJOY stations, is general manager of stations and president of licensee. He is also director of Burlington Federal Savings and Loan Association. Ann. June 3.

■ WTID-AM-FM Newport News, Va.—Seeks transfer of control of Big T Corp. from Alvin Epstein (50.1% before, none after) to Dr. Norman Berger (49.9% before, 100% after). Consideration: \$183,788. Dr. Berger has medical practice at Havre de Grace, Md. Ann. May 25.

■ KIXI-AM-FM Seattle—Seeks transfer of control of Metropolitan Radio Corp. from Marion O. McCaw and Leroy M. Backus as co-executors of estate of John Elroy McCaw (40% before, none after); Marion O. McCaw as guardian of estate of John Elroy McCaw (5% before, none after); A. Stewart Ballinger (35% before, none after); H. Dewayne Kreager (10% before, none after); Willard J. Wright (10% before, none after) to KIXI Inc. (none before, 100% after). Consideration: \$1.8 million. Principals of KIXI Inc.: Walter N. Nelskog, Marc R. Petersen and Bjorn Lih (each 33 1/3%). Mr. Nelskog has majority interest in radio consulting firm and interest in office buildings. He owns CATV system in Everett, Wash. In addition, Mr. Nelskog has 33 1/3% interest in KORD-AM-FM Pasco, Wash., and 75% interest in KFMX(AM) San Diego. He was vice president and general manager of KIXI

stations until October, 1970. Dr. Petersen has 25% interest in cold storage business, meat packing business and two medical buildings in Richland, Wash. He also has 16 2/3% interest in KORD-AM-FM. Dr. Petersen's principal occupation is M.D. specializing in obstetrics and gynecology. Dr. Lih is also M.D., specializing in surgery. He has 30% interest in meat packing business with Dr. Petersen and 25% interest in same packing company and one of Richland medical buildings with Dr. Petersen. Dr. Lih also has 16 2/3% interest in KORD-AM-FM. Ann. May 12.

## Actions

■ **WGOK(AM)** Mobile, Ala. and **WXOK(AM)** Baton Rouge—Broadcast Bureau granted transfer of control of W.X.O.K. Inc. and W.G.O.K. Inc. from Conrad Meyer (50% of each before, none after) to Jules J. Paglin (50% of each before, 100% of each after). Mr. Meyer is executor of the estate of Stanley W. Ray Jr. who was equal partner in both firms with Mr. Paglin. Total consideration: \$130,000. Action May 21.

■ **KENA-AM-FM** Mena, Ark.—Broadcast Bureau granted transfer of control of Mena Broadcasting Co. from Earl M. Jones (33 1/3% before, none after) to Jack R. Reeves (33 1/3% before, 50% after) and William A. Reeves (33 1/3% before, 50% after). Consideration: \$21,000. Jack R. Reeves is manager and director of stations. Ann. May 25.

■ **KVFD** Ft. Dodge, Iowa—Broadcast Bureau granted assignment of license from Northwest Broadcasting Co. to Fort Dodge Broadcasting Inc. for \$450,000. Seller: Edward Breen, manager and president. Buyers: Ross Martin (15%); Max E. Landes (15%); Glenn A. Christians (20%); Albert Rutledge (10%); L. Glen Stanley (15%), and E. Wayne Cooley (25%). C. Ross Martin is manager of Iowa Radio Network; Max E. Landes is manager of station; Glenn A. Christians is vice president of merchandising of Massey Ferguson Inc.; Albert Rutledge is secretary of Farmers Mutual Hail Insurance Company of Iowa; L. Glen Stanley has interest in KBOE-AM-FM Oskaloosa, Iowa, and E. Wayne Cooley is executive secretary of Iowa Girl's High School Athletic Union. Action May 28.

■ **KHEN-AM-FM** Henryetta, Okla.—Broadcast Bureau granted transfer of control of Henryetta Radio Co. from J. Leland Gourley (100% before, none after) to Donald L. Roberts (none before, 49% after), Michael P. Stephens (none before, 30% after), Lynn Dahl (none before, 10.5% after) and Ronald Mac Roberts (none before, 10.5% after). Consideration: \$135,000. Donald Roberts has 14% interest in Tulsa, Okla., brokerage firm, less than 1% interest and directorship in Home State Bank, Russell, Kan., and 16 2/3% interest in motel business in Russell. Mr. Stephens is employee at KRSL(AM) Russell. Mrs. Dahl is housewife. Ronald Mac Roberts is student. Action May 21.

## CATV

### Final actions

■ **WHQ-31** Fort Smith, Ark.—Cable Television Bureau granted CP for new community ant. relay (studio to head-end link) station, to be used with CATV in Fort Smith. Action June 2.

■ **Kewanee, Ill.**—FCC authorized Kewanee Cablevision Inc. (operator of proposed Kewanee, Ill. system within Davenport, Iowa, Rock Island and Moline, Ill., television market) to carry distant signal of \*KIIN-TV Iowa City. Action June 2.

■ **WHO-79** Columbus, Ohio—Cable Television Bureau granted CP for new community ant. relay

(studio to head-end link) station, to be used with CATV in Columbus. Action June 1.

■ **WHO-80** Columbus, Ohio—Cable Television Bureau granted CP for new community ant. relay (studio to head-end link) station to be used with CATV in Columbus. Action June 1.

■ **WHN-77** Bryan-College Station, Tex.—Cable Television Bureau granted CP for new community ant. relay station to bring KTRK-TV Bryan, Tex. to CATV's in Bryan-College Station. Action May 25.

■ **FCC** authorized Cablevision of Hendersonville Inc., operator of CATV at Hendersonville and

Laurel Park, both North Carolina, to carry distant signals of WBTB(TV) and WSOC-TV, both Charlotte, N.C. Action May 26.

## Initial decision

■ **Hearing Examiner** Charles J. Frederick in Wilkes-Barre, Pa., proposed order directing Service Electric Cable TV Inc., operator that had expanded its cable system into Ashley borough and Hanover township, both Pennsylvania, to cease and desist from violation of notification provisions and evidentiary hearing provisions of rules on its Ashley borough system (Doc. 18923). Ann. June 2.

## Addenda and corrections for 1971 'Yearbook'

The following are additions or corrections to the 1971 BROADCASTING "Yearbook." They appear by page number in the same order that they are listed in the "Yearbook."

Page A-64 under Hampton, Va., change WNEV-TV to WVEC-TV.

Page A-111, following Dynamic Broadcasting listing insert Eastern Broadcasting Corp. Stns.—WCVS Springfield, Ill.; WBOW Terre Haute and WHUT Anderson, both Indiana. Ownership: Roger A. Neuhoof, jointly with wife, 85%; John R. Neuhoof, 15%. Hqs: 1601 Connecticut Ave. N.W., Washington 20029 (202) 265-1400.

Page B-22, under Los Angeles, change KJOK-FM to KJOI(FM).

Page B-31 under Yreka, Calif., change KSYU to KSYC.

Page B-75, under Cedar Falls, Iowa change call KFCI to KCFI.

Page B-116, under Marks, Miss., transfer WAPF listing to go under McComb, Miss., heading. Station is located in McComb.

Page B-119, under East Prairie, Mo., change KGCL to KYMO, new call approved by the FCC.

Page B-142, under New York City, station WL1B and WL1B-FM. Transpose first lines of these two listings picking up WL1B line and inserting it where WL1B-FM line appears, putting WL1B-FM line where WL1B line was printed.

Page B-142, under New York City, following listing for WOR, add: WOR-FM July 1966: 98.7 mhz; 5.4 kw horiz, 3.8 kw ver. Ant 1220 ft. Prog sep from WOR. Ron Ruth, gen mgr; Peter Greenwald, sls mgr; Sebastian Stone, prog dir. WOR(TV) affil.

Page B-204, under Killen, Tex., station KLEN, A. W. Stewart is pres, gen mgr & chief engr. Delete Rhett Sargent.

Page B-232, under Racine, station WRJN news director is Donn Edmark.

Page B-302, under Frequency Measuring Services, insert just ahead of Standard Frequency Measuring Services the following listing: Standard Frequency Measuring Service, 1005 Ellingsworth Lane, Middletown, Ky. 40243. (502) 245-555. Louis A. Williams, engr in charge.

Page C-26, substitute new Gates Radio Co. listing:

Gates Radio Co. Division of Harris-Intertype Corp., 123 Hampshire St., Quincy, Ill. 62301. (217) 222-8200. Lawrence J. Cervon, VP-gen mgr; Norbert L. Jochem, VP-product mgt; Gene T. Whicker, VP-engr; Eugene O. Edwards, VP-sls; James C. Eaton, VP-mfg; Howard G. McClure, TV project mgr; Larry T. Pfister, mgr bcast automation; Edward S. Gagnon, mgr-product mktg; Joseph M. Engle, sls mgr-radio bcast equip-

ment; Curtis I. Kring, sls mgr-TV bcast equipment; James E. Barry, credit mgr; John P. Bowers, mgr customer order department; Robert J. Steiger, mgr government contracts; William R. Ellis, radio bcast service mgr; C. G. Perry III, TV products service mgr; Nile M. Hunt, TV product mgr; Vern T. Killion, TV product specialist; Rolland O. Looper, bcast sls specialist.

## Service centers:

New York 10016: 130 E. 34th St. (212) 889-0790. Phillip R. Harper, asst mgr; Arthur A. Silver, district mgr radio sls; Tom Schoonover, district mgr TV sls.

Houston 77027: 4019 Richmond Ave. (713) 623-6655. Joe E. Woods, mgr; Bernard H. Giesler, asst mgr; London T. England, district mgr radio sls.

## Branch offices:

Washington 20005: 730 Federal Bldg., 1522 K St. N.W. (202) 223-5508. Paul Timpe, district mgr radio sls.

Los Angeles 90007: 1945 South Figueroa. (213) 747-7129. Edward J. Wilder, district mgr radio sls; Thomas R. O'Hara, district mgr TV sls.

New York 10016: (International sales) 130 E. 34th St. (212) 725-9800. Telex 620-159. Joseph R. Guerrero, mgr; Mario Arrue, order service mgr; Carl A. Fosmark, area mgr.

Montreal: 212 Brunswick Blvd., Pointe-Claire, Que. (514) 695-3751. Arne B. Clapp, mgr bcast products; V. A. Hosquet, mgr customer svcs.

Toronto: 19 Lesmill Road, Don Mills, Ont. (416) 447-7234. Robert J. Gauthier, district mgr.

Rio Piedras, P.R. 00928: P.O. Box 20079. (809) 766-3239. Rafael Acosta, sls rep.

## District managers:

Los Angeles 90007: 1945 South Figueroa. (213) 747-7129. Edward J. Wilder, radio sls; Thomas R. O'Hara, TV sls.

Rancho Cordova, Calif. 95670: 10521 Malvasia Way. (916) 363-8264. Daniel A. Roberts.

Washington 20005: 730 Federal Bldg., 1522 K St. N.W. (202) 223-5508. Paul Timpe.

Macleod, Fla. 32063: P.O. Box 958. (904) 791-0108. Ivey J. Raulerson.

Waterloo, Iowa 50705: Box 2397, Station A. (319) 233-0561. Stanley B. Whitman.

Adrian, Mich. 49221: 56 S. Crestview Drive, Route 5, Box 240D. (313) 423-4560. David A. Orienti.

Kosciusko, Miss. 39090: P.O. Box 743. (601) 289-6358. Richard A. Spruill.

Bridgeton, Mo. 63044: 11600 Brookford Lane. (314) 739-4453. Robert A. Switzer.

Latham, N.Y. 12110: 11 Ridgecrest. (518) 785-9144. Robert J. Hallenbeck.

New York 10016: 130 E. 34th St. (212) 889-0790. Arthur A. Silver, radio sls; Tom Schoonover, TV sls; Loring S. Fisher, service center mgr; Phillip R. Harper, asst service center mgr.

Massillon, Ohio 44646: 3251 Ocala Ave. (216) 833-5175. Robert G. Bousman.

Tulsa, Okla. 74101: P.O. Box 167. (918) 836-4835. Walter B. Rice.

Columbia, S.C. 29209: 7209 Stonehaven Drive. (803) 776-2059. E. R. Lowder.

Houston 77027: 4019 Richmond Ave. (713) 623-6655. London T. England, district mgr; Joe E. Woods, service center mgr; Bernard H. Giesler, asst service center mgr.

Halifax, Va. 24558: P.O. Box 246. (703) 476-6919. Joe Cole.

Vancouver, Wash. 98660: P.O. Box 849. (206) 695-1543. Neil Arveschoug.

Racine, Wis. 53402: 3320 Ivy Lane. (414) 639-7689. Robert L. Gorjance.

Page D-17, following Steeg Productions, add the following listing:

Stereo Radio Productions Ltd., 36 East 61st St., New York 10021. (212) 980-3888. James A. Schulke, pres; Phillip S. Stout, VP & creative dir.

Page D-62, under Negro Programing, fourth column, insert after Cincinnati WABQ Cleveland, 100%.

Page E-40, under Consulting Engineers, change Robert A. Jones phone number to (312) 352-2275.

Please send

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name  Position

Company

☐ Business Address  
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# WIIC-TV

## Reflections on a black George Washington

George Washington Carver was born in slavery . . . kidnapped by night raiders . . . separated from his mother who was then sold further South.

When he died, he left the South a legacy of 300 profitable uses for the peanut. He held a patent on none. "God gave them to me," he once said. "How can I sell them to someone else?"

WIIC-TV produced "The Peanut Wizard" as a tribute to him. It was aired for the first time during the Silver Anniversary year of George Washington Carver Day.

The Freedoms Foundation at Valley Forge found this documentary in keeping with the principles

behind the works of the first George Washington, and awarded WIIC-TV its highest honor.

It's the kind of recognition that comes from making an effort to reflect the real Pittsburgh: not all-white, not all-black—not all-anything-else. Just people who make up the predominant market in Western Pennsylvania.

A reflection of Pittsburgh

# WIIC-TV

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# Ward's in a position to make things happen.

Ward's on location because he's always in the picture when something's happening in the Dallas-Ft. Worth area. If your schedule kicks off soon, and you need information regarding "the violent world" of Ward Huey, give him a call. He's WFAA-TV's General Sales Manager.

*Construction site: The new \$5 million home of the Dallas Cowboys scheduled for completion this summer.*

## WFAA-TV DALLAS-FORT WORTH

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