



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

NCTA goes to Washington hopeful about future, cautious about present
Closing the ring on CBS, Stanton: Staggers committee cites for contempt
Broadcasting's election analysis: You can't buy an honest vote these days
New wrinkle in broadcast regulation: FCC's helping hand for challengers

NEWSPAPER
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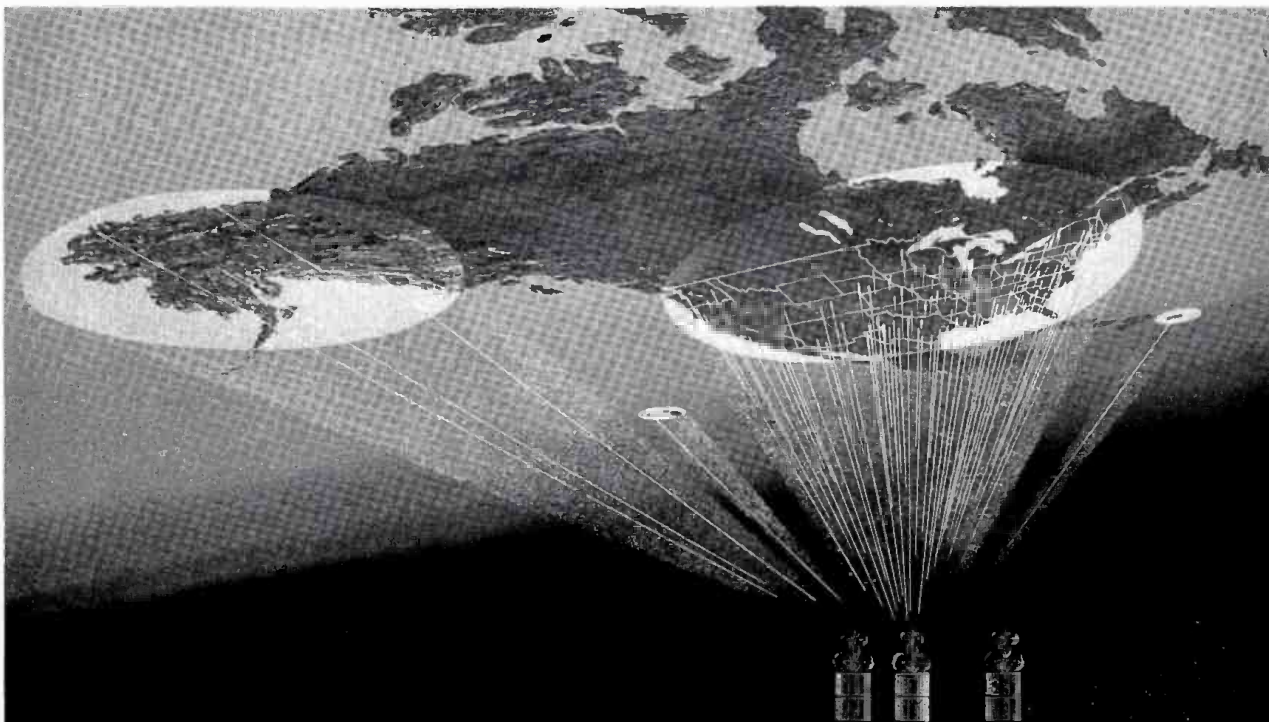
30 motion pictures
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Assault on a Queen
The Bobo
A Boy Ten Feet Tall
Can-Can
The Chapman Report
The Cool Ones
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Fate Is the Hunter
55 Days at Peking
Flaming Star
God's Little Acre
Goodbye Charlie
Guns at Batasi
The Innocents
Inside Daisy Clover

The Millionairess
Nine Hours to Rama
None But the Brave
Not With My Wife, You Don't
Pirates of Tortuga
Promise Her Anything
Seven Days in May
She
The Shuttered Room
The Stripper
Take Her, She's Mine
Ten Little Indians
Up the Down Staircase
The Visit
You're a Big Boy Now

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VOLUME 16



COMSAT's domestic system would offer an economical TV distribution service

The COMSAT-managed global satellite system has brought many benefits to people around the world. Now COMSAT proposes a multipurpose domestic system which would bring the benefits of satellite technology to the public for communications within the United States:

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distribution and marketing. COMSAT has proposed a nationwide studio-to-studio TV program distribution service which could meet the needs of the major TV networks, as well as serve and provide an economical means of CATV interconnection.

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Visit the COMSAT exhibit at the National Cable Television Association Convention July 6-9, Sheraton Park Hotel, Washington, D. C.

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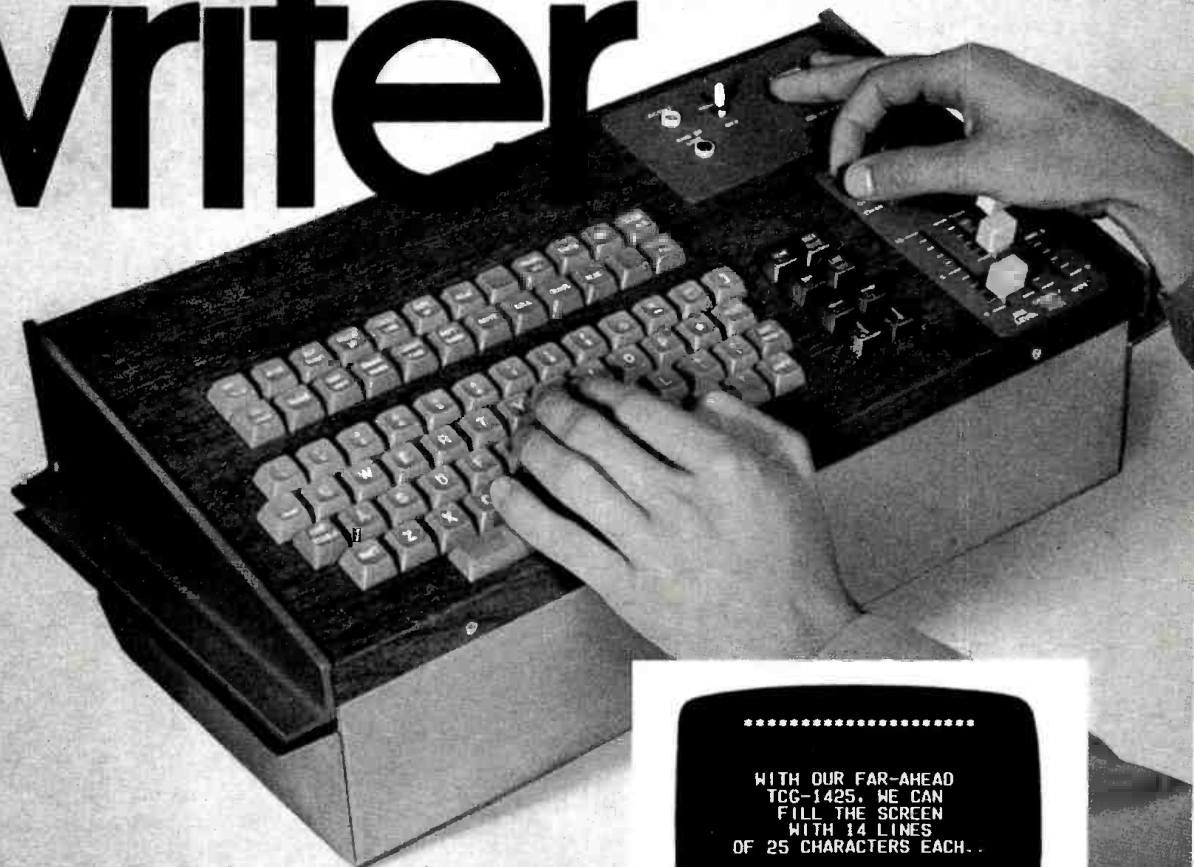
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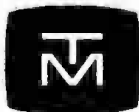
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As National Cable Television Association convention meets in Washington this week, CATV stands on the verge of that long-awaited breakthrough. Special report explores the situation and how industry leaders view it. See . . .

On the brink with cable TV . . . 16

This month's 'Telestatus' shows that nearly 80% of U.S. homes now receive UHF. Based on American Research Bureau data, total number now exceeds 47.9 million. Tables provide market-by-market view. See . . .

Where the UHF-equipped homes are . . . 32

Analysis of FCC political-spending report reveals that incumbency, rather than heavy broadcast spending, is the best route to elective office. But, as breakdown for 1970 shows, spending definitely matters. See . . .

Radio-TV no sure way to get elected . . . 34

False-advertising complaints by Federal Trade Commission hit seven targets: Easy-Off window cleaner, Easy-On speed starch, Black Flag ant and roach killer, Aerowax floor wax, Vivarin, H&R Block, Beneficial Corp. See . . .

FTC on the march again . . . 39

Delightful location (Honolulu) provides background for what advertising people consider dismaying topics (consumerism and its offshoots). That, in a nutshell, was the American Advertising Federation convention. See . . .

The dark side of blue Hawaii . . . 40

Now that FCC's license renewal policy has been declared illegal, the commission fears that further appeals would only worsen the situation. It therefore leans toward evolving new policy on case-by-case basis. See . . .

No more appeal on renewal policy . . . 44

Although none of the FCC commissioners was overwhelmed by the idea, a proposal by the commission's procedure-review panel to create an internal citizen-counseling office was not rejected and is being reworked. See . . .

At FCC: more aid to challengers? . . . 47

Past licensee of dark Dallas UHF, claiming a concerted effort by multimedia owners there and in Beaumont, Tex., to exclude UHF and CATV, files petitions to deny license renewals against seven newspaper-owned stations. See . . .

Loser in Dallas charges conspiracy . . . 48

Move to obtain contempt-of-Congress citation against CBS and its president, Dr. Frank Stanton, sails through House Investigations Subcommittee and parent Commerce Committee; issue now goes to full House. See . . .

Stanton contempt now up to House . . . 50

Arriving in Chicago from Japan was a standout of the 1971 Consumer Electronics Show: an Akai ¼-inch video-tape recorder-player. And in the background but more prominent than ever were the cartridge-cassette tapes. See . . .

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Broadcasting

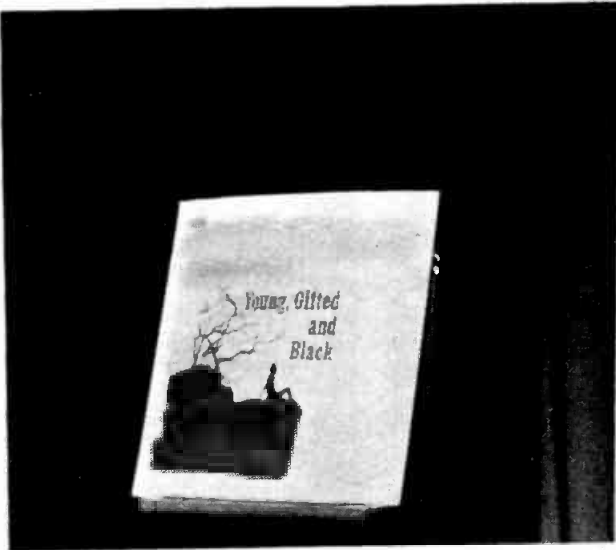
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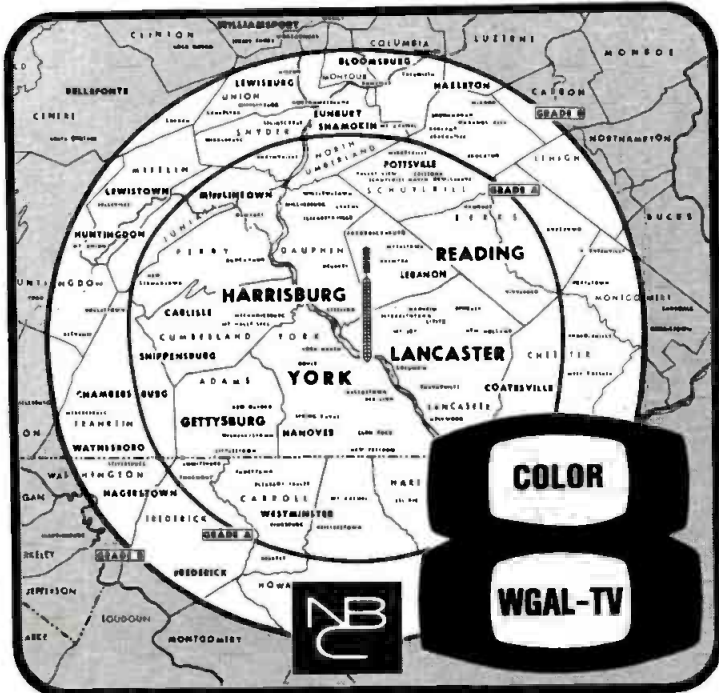
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PUBLIC AFFAIRS SERIES



AFRO-AMERICAN CULTURE



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

WGAL-TV

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 WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R. I./New Bedford-Fall River, Mass.

Bleak prospect

Straws in wind all point to House vote solidly in favor of contempt citation against CBS and its president, Frank Stanton, when matter comes to floor. Vote of 25-to-13 in House Commerce Committee, in fact, is regarded as reasonable indication of way House as whole will split. Move by Commerce Committee Chairman Harley O. Staggers (D-W. Va.) to obtain contempt citation is regarded as politically safe since House has traditionally held cool feeling toward broadcasters. Additionally, it is noted, House usually backs its chairmen in such matters.

Scheduling of issue for floor action is now privileged matter, in hands of Chairman Staggers and House leadership. Earliest possible time for vote is Monday next week, since Commerce Committee members have five days to file individual views.

Making best of it

Consensus within CBS is that if network is eventually forced to court on issue, case is as good as any that might come along. Not only does it involve government surveillance of broadcast editing, but government surveillance of broadcast editing of story concerning government. CBS nevertheless wants every vote it can get in House, hopes minority report of Commerce Committee will help strengthen its case.

Security

In "dead men tell no tales" approach to threat of governmental subpoena of outtakes, one broadcast producer now erases original materials immediately after final tape editing, presumably would also dispose of news-documentary film left over or left out. Rationale: only way to protect integrity of editing process, confidentiality of sources should management give in to subpoena demands.

First priority

Distant-signal issue is first among those in its CATV package that FCC will try to resolve. After wrestling with various issues involved in what was to have been first of three meetings on CATV (last on Monday), commission decided to have staff draft document on distant-signal matter, and to take up other questions later. It's felt that once distant-signal question is resolved, other ones, such as access channels and tech-

nical standards, will readily fall into place. Staff is expected to have document—which would, presumably, be in form that commission could adopt—by next week. This would give commission time to finish drafting details of its CATV rules in time for submission to Senate Commerce Committee by late July, early August, as it has promised (BROADCASTING, June 21).

And then there were . . .

McLendon station group ranks, which presumably will be less KLIF(AM) Dallas if projected \$10.5 million sale to Fairchild Industries goes through (BROADCASTING, May 31), may be less still another soon. Prospects are that KABL(AM) Oakland-San Francisco will be sold to Starr Broadcasting Stations (Bill Buckley group) for price at or above that KLIF commanded. McLendon retained Dallas FM facility, KNUS, in Fairchild sale, could do likewise with KABL-FM.

Bidding brisker

Business is picking up in negotiations for sale of NBC's six AM and six FM stations, with talks reportedly conducted with all interested bidders and "serious negotiations" said to be under way with about 12, involving most of stations. Howard Stark, New York broker retained as consultant ("CLOSED CIRCUIT," June 7) is actively participating in negotiations in NBC's behalf. Present plan is to make no firm commitment—or announcement—or any individual deal until satisfactory package has been put together.

New forum for clears

Age-old question of whether clear-channel radio stations should be authorized to operate with more than 50 kw is one of newest ones to be placed before Clay T. (Tom) Whitehead, director of Office of Telecommunications Policy. Mr. Whitehead, who has made it clear he welcomes direct contact with representatives of communications industry, received two clear-channel broadcasters last week, WGN(AM) Chicago's Ward Quaal, and WBAP(AM) Fort Worth's Abe Herman. They reviewed higher-power issue with Mr. Whitehead, noted long-pending inquiry into whether 50 kw ceiling should be lifted to permit clear-channel stations to cover underserved areas but, reportedly, made no request for action.

Commission has, theoretically at least, been considering higher power for clears since still-open clear-channel rule-making proceeding began in 1945. In 1966, commission staff was reported to be preparing recommendation that clear-channel stations be authorized to operate with higher power on developmental basis (BROADCASTING, April 18, 1966). However, uproar that resulted persuaded commission to put project on back burner, where it has remained.

Back to the fold

Bristol-Myers' Alka-Seltzer, perennially heavy TV advertiser, is understood to be preparing for its first network radio campaign in several years. Alka-Seltzer is understood to have bought 26-week schedule on Mutual Broadcasting System to begin within next few weeks. Agency is Clifford A. Botway Inc., New York.

Pulling up, if not even

ABC Evening News, which this year has been making steady progress toward recovery from bad case of shorts in station clearances, has commitments from three more affiliates for its line-up. WNEP-TV Scranton-Wilkes Barre, Pa., member of Taft Station group, started carrying Howard K. Smith/Harry Reasoner report last week (two other Taft-owned ABC affiliates, WTVN-TV Columbus and WKRC-TV Cincinnati, agreed few weeks ago to start carrying by fall), while WAND(TV) Decatur, Ill., is set to clear as of Sept. 12 and WQXI-TV Atlanta as of December. That makes 32 signed on since January 1 and will bring total line-up to 176 stations—still well shy of 200-plus each on CBS and NBC evening news broadcasts.

Loophole-looking

Some stations in ranks of critics of American Research Bureau's local-market TV reports say they're considering terminating two-year contracts they signed last year to get protection against rate increases in second year. They say they can do it because (1) contract still contains old provision for termination on 10 days' notice if ARB makes substantial modifications in either survey dates or report formats and (2) ARB's notice of 1971-72 plans (BROADCASTING, June 28) speaks of "several major modifications" in format. They have this week to decide, according to their calculations.

It's Mrs. Reid for FCC commissioner

Nixon will nominate congresswoman to full term

Representative Charlotte Reid (R-Ill.), whose background includes five terms in Congress and three years as singer on *Don McNeill's Breakfast Club* on NBC Radio, will be next member of FCC.

President Nixon on Friday (July 2) confirmed long-pending rumor by announcing his intention to nominate Mrs. Reid to seven-year term on commission. She will succeed Commissioner Thomas J. Houser, whose term ended June 30; he joined commission only six months ago.



Mrs. Reid

Mrs. Reid does not plan to move over to FCC before October: she wants to finish work on House Appropriations Committee, now preparing two major appropriations bills.

President Nixon, in letter to Commissioner Houser made public by White House, accepted his "resignation" "with regret," and asked him to remain on job until Oct. 1. President's letter was full of praise for Mr. Houser. It said that Mr. Houser's two years of government service—18 months as deputy director of Peace Corps—reflected "exceptional skill and dedication," and added, "our nation is the richer for having the benefit of your wisdom and counsel."

"As you prepare to return to private life, I want to express my personal appreciation for your outstanding contributions."

Letter's reference to resignation appeared surprising; Commissioner Houser had made no secret of his interest in being reappointed. White House news office said Mr. Houser's June 30 letter to President submitting his resignation would not be released.

However, Commissioner is said to have stated that he understood appointment was on interim basis and that he appreciated opportunity to serve President in two positions. He had been named to commission to fill out term of Commissioner Robert Wells, who was being named to seven-year term succeeding Commissioner Kenneth A. Cox.

It was open secret in Washington at time Mr. Houser was appointed to commission in December that he would only serve to end of term and that Mrs.

Reid would replace him (BROADCASTING, Dec. 14, 1970). White House official on Friday said that if Mr. Houser is interested in remaining in government, "something might be worked out."

Mr. Houser's future plans are not known, and he was unavailable for comment Friday. But there was speculation that he might run President Nixon's reelection campaign in Illinois in 1972. Mr. Houser, native of Chicago, was Senator Charles Percy's (R-Ill.) campaign manager in 1966.

Appointment of Mrs. Reid, being made in part to answer critics who say administration does not include enough women in high places, has been in mill for more than year. She could not be appointed last year because of constitutional provision prohibiting appointment of member of Congress to position whose pay was created during term of Congress then in progress. FCC commissioner's salaries were increased from \$28,750 to \$38,000 during last Congress.

Mrs. Reid will be second woman to serve on commission. First was late Frieda B. Henneck, of New York, who was appointed by President Harry S. Truman. She served from 1948 to 1955.

President Nixon is said to have hit on her name somewhat spontaneously one day last year, in considering woman for federal appointment. He had known Mrs. Reid and her late husband, Frank, for number of years and is said to have admired her and respected her for her ability.

Mrs. Reid, who was vacationing with members of her family in northern Michigan when announcement was made, said she was "deeply honored" to be asked to serve on commission. She said field of communications is "important and challenging" and one in which "I have had an interest since my early days in broadcasting." As Annette King, she was NBC staff vocalist and sang on *Breakfast Club* from 1936 until 1939, and later on fill-in basis.

She was elected to Congress for first time in 1962, when Illinois's 15th congressional district Republicans picked her to run in general election after her husband, who had won nomination in primary, died suddenly. Her home is in Aurora.

Mrs. Reid, who has four grown children and four grandchildren, declined to discuss any issues pending before commission—including current controversy over children's programing (see

this page). She said she did not want to comment on commission matters until after Senate confirmed her nomination.

The broadcasters' say on ACT's proposals

FCC was being deluged by broadcasters last week with facts and opinions on children's programing—all of it aimed at persuading commission to reject proposals of Action for Children's Television for stringent regulation of programing for children.

Broadcasters generally defended commercial broadcasting's record in that area, and said evidence indicates performance will improve. But in some comments there was evidence broadcasters were ready to take on parents as opponents in proceeding.

ACT would require broadcasters to program 14 hours weekly for children, with certain hours set aside for specific age groups, and would prohibit broadcasters from carrying commercials in any of it. Commission did not endorse proposals, but included them in inquiry in which it sought data that would enable it to set policy or adopt rules.

Broadcasters generally expressed difficulty in defining children's programing, although they rejected notion it could be defined in terms of specific age groups. And all said elimination of commercials would have effect of weakening their ability to present such programing. Metromedia said proposal would cost its four television stations \$3,809,624 annually.

National Association of Broadcasters' filing was devoted principally to what it said was value of self-regulation through NAB code and to "significant improvements in programing and advertising content" that has occurred at both network and local levels. NAB said commission should keep such factors in mind in view of deluge of heavy outpouring of criticism of children's programing that ACT's proposal has stimulated. "Parental emotion about their children must not be confused with actual facts about television's influence upon the young," NAB said.

CBS also struck defensive note, asserting that ACT and other organizations have decided that commercial television should assume role in education made necessary by "alleged failings of the multibillion-dollar educational system in the United States," and adding:

"Commercial television has been

made the whipping boy, is berated for its success in producing entertaining programming for children and families and is ignored for its significant accomplishments in creating entertainment, informational, instructional, news and other programming for children and families."

NBC said ACT's proposals for improving television are self-defeating—good programming cannot be created without financing. It also said that commission's aim should be to encourage broadcasters to make investment in quality programming and to seek advertiser support for such programming.

No fairness for phosphates

New York stations WCBS-TV, WABC-TV and WNBC-TV, and WTVJ(TV) Miami, have not violated fairness doctrine in presenting detergent commercials, FCC announced last Friday (July 2).

Commission decision was in response to complaints by William H. Rodgers Jr., associate professor of law at University of Washington, Seattle, and by Robert S. Gelman and Robert E. Eisenbud of New York. They argued that use of phosphate-based detergents is undesirable and that ads for them promote product as essential to maintaining high standards of health. And, they contended, controversy exists because adverse effects of phosphates have been documented.

However, commission said that ads did not constitute issue of public importance, noting that complainants cited no examples of failure by stations to comply with fairness doctrine in overall programming. FCC pointed out that it has reaffirmed its position that it would "fill suit the purpose of the fairness doctrine, designed to illuminate significant controversial issues, to apply it to claims of a product's efficacy or social utility." Commission added that it has begun inquiry to determine whether fairness doctrine and related policies should be revised (BROADCASTING, June 14).

First 'corrective' ads

ITT Continental Baking Co. said last Friday (July 2) it has reached settlement with Federal Trade Commission on FTC's proposed complaint against Continental's Profile bread.

In settlement, Continental agrees to devote 25% of its Profile advertising budget for one year to ads designed to offset previous Profile advertising. FTC had charged firm (division of International Telephone and Telegraph Corp.), with making false weight-reduction claims in Profile TV commercials and other advertising (BROADCASTING, March 22).

FTC hailed move as "landmark de-

cision," because it was first time any company had agreed to "corrective ad" provision of consent order.

ITT Continental President Cabell Woodward emphasized that agreement does not imply misconduct on part of company.

Settlement does not cover FTC's complaints about advertising for two other ITT Continental products—Wonder bread and Hostess cakes. Those complaints are still pending and charge company with making false nutritional claim for products.

NAB again backs up crossownership

Latest in series of studies commissioned by National Association of Broadcasters claims that cross-ownership of newspapers and stations in same community does not stifle free flow of news.

Study, conducted by Ohio University Broadcast Research Center, was filed with FCC last Friday (July 2) to support NAB's opposition to commission's proposed rules that would limit licensees to ownership of either one newspaper, one TV station or one AM-FM combination in same market.

According to NAB, study shows that

Week's Headliners



Mr. Bregman

Mr. Myers

Walter W. Bregman, executive VP of Norman, Craig & Kummel's domestic operation and chief operating officer since last August, elected president, succeeding B. David Kaplan, who continues as president and chairman of NCK/International and head of NCK/Europe. Thomas K. Myers, senior VP, named executive VP of NC&K's domestic operation, replacing Mr. Bregman. Norman B. Norman continues as board chairman of parent company, NCK Organization Ltd., which had total billing in 1970 of \$162,850,000 (\$67.5 million in U.S. and \$95,350,000 overseas).

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

there is wider diversity in news content and attitudes between newspapers and affiliated TV and radio stations than between those same newspapers and nonaffiliated broadcast outlet facilities.

Over 700 broadcast-news scripts and newspaper tearsheets from 49 communities were compared on same-day, market-to-market basis to determine subject matters presented, attitudes expressed and any similarities or differences that might exist. Information was analyzed by computer.

Study, which cost NAB about \$44,000, was conducted under direction of Dr. James R. Anderson, associate professor of communications and director of Ohio University Broadcast Research Center.

WBAP-TV heads off trouble

WBAP-TV Dallas, hit last week by one petition to deny (see page 48), apparently resolved another potential problem late last week when it signed elaborate agreement calling for vastly expanded minority hiring.

New pact, delivered to FCC Friday (July 2), includes following provisions among 21 points:

- Station agreed to hire one black and one Mexican-American anchorman, to be "seen and heard regularly on the air."

- It agreed to proportional hiring of minority employees, with number to be representative of percentage of minority residents in station's total service area.

- It agreed to "expand its coverage of matters of particular interests to minority groups."

Agreement was reached with group called Dallas-Fort Worth Coalition For a Free Flow of Information. It was signed by station's vice president, A. M. Herman, and two representatives of coalition.

Time is of the essence

Question of how to insure all candidates their equal-time rights in closing days of campaigns will soon be subject of FCC rulemaking proceeding.

Commission made that known last Friday (July 2) in course of notifying KUDE(AM) Oceanside, Calif., that it had acted "unreasonably" in two such cases.

Although a licensee ordinarily has no obligation to inform one candidate that time has been given or sold to competing candidate, commission said, failure to do so in last few days of campaign can "effectively nullify the statutory right to equal opportunities."

Since timely notice is called for in such situations, commission added, it will propose specific requirements for issuance of such notice.

Books for Broadcasters

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edited by Yale Roe

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Radio yeas and nays

EDITOR: Congratulations. That radio story [BROADCASTING, June 21] is the best-written thing of its type I've ever seen. You really got a hold on the business. Well done, etc. I expect reprints of the whole issue to be in circulation for a long time to come.*

It's really good to have a radio champion at BROADCASTING.—*Milt Klein, president, Chuck Blore Creative Services, Hollywood.*

EDITOR: Congratulations to Donald West on his excellent special report on radio. As a footnote to his discussion of the new FM progressive sound, these stations are turning down literally hundreds of thousands of dollars in national advertising because the copy does not complement nor do justice to their format. As a national sales firm, representing progressive stations exclusively, it aggravates us to see that business rejected by our stations and placed elsewhere. But as concerned members of the broadcast/advertising community we are proud of these stations for putting their wallet where their mouth is.

It is just a matter of time before advertising agencies realize that the top-40 copy approach sounds as alien on a progressive station as it does on a classical station.—*Bruce Jed, president, Lifestyle '71, New York.*

EDITOR: Just finished reading your heavy-duty article on Radio '71. It was impossible to stop reading until I had finished. If you intended to revive interest in radio and enthusiasm to the radio broadcasters themselves, you succeeded. You quote Hal Neal [of ABC Radio] as being able to make a point. You are the one who made the point.—*Bill Gronwold, Fort Meade, Md.*

EDITOR: Your look at Radio '71 was entertaining and informative, but hardly definitive. Sub-culture, counter-culture radio is not at all representative of the medium. How any trade magazine could make a study of radio past, present or future without once mentioning the names of Gordon McLendon or Todd Storz is beyond comprehension. For without these two men there would be no concept or format radio. Almost everybody under 40 in this business

owes his job to these two men. I'm not suggesting that we bow in the direction of Dallas in the morning and Omaha in the evening, but some tribute besides the imitative should be paid Messrs. McLendon and Storz.—*Frank Proctor, program director, WATI(AM) Indianapolis.*

EDITOR: When I read the first paragraph of your special report on radio, I was stunned. After digesting the entire article, I was merely flabbergasted. Could it be that your writer has somehow managed to miss the creative revolution that has been going on in radio for at least the past 20 years?

Bill Drake is damn good but what he really did was to extend the logical development of an innovation begun in the early 50's by Todd Storz and Gordon McLendon, then expanded and improved by the likes of Chuck Blore, Bill Stewart, Grahame Richards (all former Storz and McLendon men) and many, many others.

Willis Duff (also ex-McLendon), Tom Donahue and Doug Cox are undoubtedly onto something important with the underground sound. But its impact is something less than your article indicates. The combined audiences of all five underground stations [in San Francisco] amounts to only 5% of the metro 12+ 6 a.m.-12 midnight audience in the April-May '71 ARB.

In analyzing another kind of programming, your article says the kind of music that accounts for WRFM(FM)'s spectacular success [in New York] got its start at WDVR(FM) Philadelphia, along with the production techniques associated with this format (restricted commercials, tightness, brief news, clusters, etc.). Gordon McLendon introduced all of this and more in May of 1959 with what became known throughout the industry as the "KABL format." For the record, Mr. McLendon also established the "top-40" news station with XTRA(AM) Los Angeles.

I suggest that program formats are not born. They evolve. Each new format is really just a refinement of something that was being done well somewhere else. The first effort by radio to "take back the communications baton from television" should properly be credited to that group of independent station owners including McLendon, Storz, Golden West, Bartell and others who jumped into the void when others were abandoning ship. Any report of the status of radio in 1971 that fails to trace

* Reprints of the special report on Radio '71 are available at the following prices: 1-10 copies \$1 each; 25 copies \$22; 50 copies \$40; 100 copies \$75, and additional copies 50 cents each.

today's continuing program development to its true roots is misleading at best.—*Bill Clark, general sales manager, KABL(AM) San Francisco.*

(BROADCASTING meant no slight to the contributions of Messrs. McLendon and Storz by omitting reference to them in its special report on Radio '71. Their impact, and that of the top-40 formats they pioneered, was probably the most significant single radio development of the 1950's. It does not detract from them or from the history of that period to say that the current pushers-back of radio frontiers have gone on from there. Messrs. Drake and Donahue, the opposites BROADCASTING cited as the ends of the spectrum of influences on today's radio, had perforce to follow what came before. As did their forerunners, each is trying to leave the medium better than it was when he found it.)

EDITOR: A great radio issue on June 21. I think you did a tremendous service to our industry.—*Ben Hoberman, vice president and general manager, KABC(AM) Los Angeles.*

EDITOR: Please accept our congratulations for a beautiful job, well done, in the June 21 issue. Your article was both well-researched and extremely well-written.—*Joseph P. Cuff, executive vice president, American Independent Radio, Canoga Park, Calif.*

EDITOR: The article was very factual in pointing out where radio is today and, most important, where it will be in the future. May I also suggest that further reports could be done on individual markets and in-depth studies of new formats appearing throughout the United States.

Thanks again. Keep more of them coming.—*Lee E. Zanin, general sales manager, WWTC(AM) Minneapolis.*

EDITOR: That was a great job on Radio '71. It makes me proud of our medium.—*Robert S. Smith, vice president and general manager, WOR(AM) New York.*

EDITOR: Without a doubt, Radio '71 was one of the finest, in-depth stories of our medium that I have read in many years. Please accept by warmest congratulations on a job well done. I am sure that this story will open the eyes of advertisers, media people and broadcasters alike. I am delighted that everyone in our industry will have the opportunity to see the results of your fine reporting.—*Stanley L. Spero, vice president and general manager, KMPC(AM) Los Angeles.*

EDITOR: Regarding your special report on radio: I thought you should be advised.—*J. Akuhead Pupule, KGMB(AM) Honolulu.*

(Mr. Pupule's letter was accompanied by a clipping from the *Des Moines Sunday Register* saying he had just signed a 12-year contract at \$400,000 a year, making him the highest paid personality in radio. BROADCASTING's special report had credited that crown to John Gambling of WOR(AM) New York at \$350,000.)

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M&H

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We've been helpful to over fifty-six clients. Our current clients have used our services for an average of 4.5 years. Basic, hardworking research with TV viewers in their own homes, provides the first key. But then, specific recommendations, long term surveillance, monitoring, making follow-up suggestions—these are all part of it. Give us a call for a presentation, with absolutely no obligation on your part.

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Datebook

A calendar of important meetings and events in communications

■Indicates first or revised listing.

July

July 1-7—94th annual meeting, *American Bar Association*. First part of meeting is being 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 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.

June 9-11—Meeting, board of directors, *American Women in Radio and Television*. Netherland Hilton hotel, Cincinnati.

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 12—New deadline for reply comments on application for, and FCC's rulemaking proceeding concerning, domestic communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (extended at request of GTE Communications and MCI Lockheed, from June 9) (Doc. 16495).

July 13—Annual stockholders meeting, *Taft Broadcasting Co.* Kings Island, Kings Mills, Ohio.

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*. Otesaga hotel, Cooperstown.

■July 19-23—*Radio Advertising Bureau* one-week school for radio salesmen. Participants to live on campus at cost of \$425. New Brunswick, N.J., campus of Rutgers University.

July 22—Meeting on CATV and Community Development, sponsored by Morehead State University's *Appalachian Community Television Project*. Natural Bridge state park, Stanton, Ky.

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

August

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

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

Aug. 18—New deadline for filing reply comments in response to FCC's further notice of proposed rulemaking on one-to-a-market rule (Doc. 18110) and crossownership of CATV and local newspapers (Doc. 18891).

Aug. 19-21—Fourth annual Radio Programming Forum, sponsored by *Billboard* magazine. Ambassador hotel, Chicago.

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

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

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

September

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

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

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

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

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

■Oct. 3-5—Fall convention, *New Jersey Broadcasters Association*. Traymore hotel, Atlantic City.

October

Oct. 3-8—110th technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers (SMPTE)*. Queen Elizabeth hotel, Montreal.

Oct. 6-8—Meeting, *Tennessee Association of Broadcasters*. Sheraton hotel, Nashville.

Oct. 7-9—Meeting, *Massachusetts Association of Broadcasters*. Sheraton-Hyannis, Hyannis.

Oct. 14-15—First fall conference, *National Association of Broadcasters*. Regency Hyatt House, Atlanta. (For complete list of NAB's 1971 fall conference dates, see BROADCASTING, June 29, 1970).

Oct. 14-16—Annual birthday celebration and convention, *Grand Ole Opry*. Municipal auditorium, Nashville.

Oct. 17—1971 Japan electronics show, *Electronics Industries Association of Japan*. International Trade Fair grounds, Osaka, Japan. Information: Mamoru Tsukamoto, EIAJ, 437 Fifth Avenue, New York 10016.

Oct. 17-19—Meeting, *North Carolina Association of Broadcasters*. Grove Park inn, Asheville.

Oct. 17-20—Annual convention, *National Association of Educational Broadcasters*. Fontainebleau hotel, Miami Beach.

Oct. 20-22—Annual election of officers, *Indiana Broadcasters Association*. Ramada inn, Nashville, Ind.

November

Nov. 11-14—Sixth annual *Radio Program Conference*. Roosevelt hotel, New Orleans.

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

April 1972

April 9-12—Annual convention of *National Association of Broadcasters*. Conrad Hilton hotel, Chicago.

Major convention dates in '71

July 6-9—Annual convention of *National Cable Television Association*. Sheraton and Shoreham hotels, Washington. (Complete agenda on page 22; list of exhibitors on page 25.)

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*. Statter 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.

**They just gave us a special
Alfred P. Sloan Award for
highway safety.**

**But it doesn't mean a thing to
Jerry Huyler.**



Every year since 1948 the Alfred P. Sloan Foundation has been giving awards to promote safety on the nation's highways.

And in that time, WGN Radio and WGN Television have received 11 awards.

But this year, they gave us a special citation. The first one they've ever given anybody.

They gave it to us because of the special programs and announcements we've been running for over 20 years.

But no matter how many trafficopters we

put in the air—or how many special programs on traffic safety we broadcast—or how many new safety laws we lobby for—there are still too many accidents. Still too many people being crippled. Too many people being killed.

So we're going to keep on doing what we can to make the streets and roads and expressways safer.

Because when you get down to it, we'd rather have one Jerry Huyler than a thousand awards. Wouldn't you?


Radio 720
Television 9
We're Chicago

Pinning Pampers to the program

The basic objective of most advertisers doing business in highly competitive marketplaces is to optimize the selling effectiveness or persuasiveness of the advertising for a particular product or service. Yet too often this fundamental objective is approached through virtually sole concentration of creative thinking on the strategic planning, writing and production of copy. Too many times real opportunities to enhance the persuasiveness of a product's advertising program are missed by not applying hard creative thinking to innovative, yet strategically correct, uses of the broadcast media.

Pampers, the disposable diaper marketed by Procter & Gamble, recently sponsored the one-hour special, *Robert Young and the Family*, on CBS. This show, written and produced for Pampers by Tandem Productions (Bud Yorlkin and Norman Lear), represented excellent application of creative thinking to both programing and copy to achieve real persuasiveness for the product's advertising message.

Pamper's basic objective was to deliver in depth its multiple product-benefit story to its target audience of mothers through a combined program and advertising format totally compatible with the product's "family" orientation. While many products have a single reason for being, and can effectively articulate their story in 20-, 30-, or 60-second messages, Pampers concluded its full story would be best presented through six commercial minutes delivered within a single program format.

Part of Pamper's story is that it competes in the diaper market. Not only is it necessary to convince mothers that the product is an excellent disposable diaper, it is imperative to convince them that Pampers is a superior method of diapering to cloth. Since cloth diapers are the entrenched means of diapering, and the system today's mothers were brought up on, the task of convincing them to use Pampers requires the highest degree of persuasiveness in its advertising.

Recognizing that the persuasiveness of a product's specific advertising message can be enhanced or harmed by the environment in which it is broadcast—for both attentiveness and emotional reasons — Pampers selected *Robert Young and the Family* as the vehicle most appropriate for the product's message. Yorlkin and Lear created vignettes

humorously depicting the wide range of situations confronting the American family—sometimes frustrating it, sometimes straining it, but usually making it laugh warmly at itself. Robert Young was host and moderator, participating with a cast featuring guest stars Dick Van Dyke, Bill Windom, Jack Warden, and others. Several of the vignettes of the show featured newlyweds or young parents—a perfect match with prospective Pampers users. And the show's demographic data clearly demonstrated that it was indeed viewed and enjoyed by the product's target audience.

The vignette format of the show, tied together by the comments and introductions of Robert Young, provided Pampers with the perfect vehicle in terms of both content and format for its messages. The vignette format also provided the most natural breaks for each commercial.

In approaching the development of advertising copy for this show, it was decided to seek out a family of Pampers users with the mother as spokeswoman. This fitted in perfectly with the show's format and would, the reasoning went, result in a totally natural and coordinated package for the viewer to watch for one hour.

The search for a spokeswoman concluded with the selection of Mrs. Glen (Billie) Campbell with her youngest son Kane as the "star" performer. The use of a celebrity's wife added some extra interest to the spots; but, most important, Mrs. Campbell was a non-professional, speaking honestly and candidly about her experiences with Pampers. The commercials captured the same tone of warmth and believability

inherent in the show itself. The combination of show and commercials was found to represent a completely integrated and coordinated effort for the viewer.

Certainly it would have been possible to sponsor only a part of the show. However, Pampers wanted the full six minutes to accomplish its creative objectives. The six minutes of time available was divided into five commercials: two 90-second spots and three 60-second participations. The flexibility of full ownership and control allowed Pampers to create the 90's—one to introduce Mrs. Campbell and her children and one to fully develop the primary sales message for the brand.

Moreover, controlling full sponsorship allowed each of the other commercials to single out and concentrate on a primary attribute of the product. Any other type of sponsorship would have required the product's messages to be telescoped into standard 60-second or 30-second lengths, negating the primary desire to develop sales messages in depth.

Bringing hard creative thinking to bear in the creation of the program and in the use of the commercial time available within it indeed optimized the selling effectiveness of the commercial messages. While the trend in use of television today may be to shorter message lengths and scatter-plan buying of network programs, certainly the Pampers example indicates that for the right product, sound creative thinking in programing may lead it against the trends and significantly enhance the persuasiveness and effectiveness of its advertising messages.



Roy J. Bostock has been in the advertising business since his graduation in 1964 from the Harvard Business School. All of that time he has been with Benton & Bowles, New York, where he now occupies the post of a senior vice president. He is also a Phi Beta Kappa graduate of Duke University. Mr. Bostock is closely associated with Procter & Gamble, television's leading advertiser, and is management supervisor on Procter & Gamble's Pampers disposable diapers account.



Stern, Telecommunications:

The first 12 months [after adoption of the FCC plan] might not see a tremendous outpouring of new subscribers. But in 18 months we've got to see tremendous growth. Assume the FCC plan is put into effect Jan. 1, 1972. By mid-1973 we would see tremendous impact. . . . Cable is unstoppable—it's here, it's going to grow and nobody is going to stop it.



Shapiro, General Instruments:

The equipment will be ready . . . We suffered most and most quickly when CATV was put in the ice-box and we will benefit most quickly and most dramatically when we're taken out of the ice box. . . . We're going to have this Promised Land.



Rifkin, AT&C:

I'm not in total accord [with the FCC plan]. It still discriminates between markets—the old bugaboo about protecting the broadcasting industry. But it's still the best thing that's come down the pike. . . . In five years we should have 25% of the country wired and be pushing toward 50%. . . . The first year or two won't be all that big, but it's a snowball effect.

ators who think that, generally speaking, the bigger the better. One of these is Leon Papernow of Cypress Communications, which is concentrating on the top 100 but especially the top half of that. Another approach is represented by those like Columbia Cable's Mr. Rosencrans, whose preference runs to markets of 50,000 to 100,000 population and to the suburbs of big cities rather than the core cities themselves. "The beauty of the suburbs," he says, "is that you're dealing with traditional CATV economics." What he means is that construction of the core cities, for all their future revenue potential, can be both costly and risky. But the income potential can also be great.

Realizing the full potential of cable will depend, in the judgment of many operators, on the added services—beyond the conventional supplying of more and clearer broadcast signals—that cable will provide.

TVC's Al Stern, for instance, thinks that monthly receipts from subscribers can and will be expanded from the current \$5 or \$6 a month to \$15 or \$20 by the addition of alternatives that will include—for example—a channel with, say, eight movies a month at \$5 for the

lot, a sports channel at maybe \$4, professional informational channels for doctors, lawyers and the like at \$3 each.

"With services like that," he says, "it isn't hard to get the total up to \$20 a month," and he hopes to prove it with TVC's Akron, Ohio, system now under construction and utilizing a gridronics system—TVC's own, but similar to others being offered—that separates out programming for individual homes. "Each subscriber can take this or that and not

BPI at the NCTA

Broadcasting Publications Inc. will maintain an editorial headquarters and hospitality suite in G-808 of the Shoreham hotel during the NCTA convention. Representing the magazine: Sol Taishoff, editor; Lawrence B. Taishoff, publisher; Edwin H. James, executive editor; Donald West, managing editor; Art King, director of special publications; Earl B. Abrams, senior editor; Steve Millard, associate editor, and advertising representatives Maury Long, David Whitcombe, Robert Hutton, Greg Masefield, Bill Merritt and David Bailey.

the other," he says, "and that's the beauty of it—that each subscriber can take and pay for exactly what he wants."

And that, he adds, doesn't count additional revenues from the sale of advertising—revenues, he stresses, that will not be diverted from broadcast TV but will be in addition, as advertisers supplement regular budgets with CATV's "rifle approach to their sales targets." Nor does it count income from leased channels or from, say, the digital-response services that he thinks will be available in a couple of years.

Perhaps the most ardent advocate of two-way service is the Teleprompter Corp., which doesn't regard additional signals nearly as essential as most systems operators. Teleprompter, by all odds the biggest cable operator, sees two-way as comparable to Samuel F. B. Morse's invention of the telegraph.

"How would you like to make inquiries into 10,000 homes and get responses back from those 10,000 homes of significant nature once every second?" asks Hubert J. Schlafly, Teleprompter president. "And I mean once every second. That is not at all beyond the present technological capability as

Still others think two-way may come but are not convinced it will, or will come but will not be viable until cable is well entrenched in the big markets.

Whatever its rate of growth, cable under the FCC plan seems almost inevitably bound, sooner or later, to cause some dislocation of some TV-station audiences, particularly in small markets. The dispute between cable and anti-cable forces on this point is too well known to need reporting here—and may, indeed, be at least partially resolved in talks due to be initiated July 9 among representatives of broadcasters, cable operators and copy-right owners (BROADCASTING, June 28). Even among the most ardent cable advocates, however, there are some who are convinced that some small-market stations, especially U's, will suffer if cable moves in with the imported signals that the FCC envisions.

On the whole, a canvass of leading CATV operators finds them reasonably but not entirely or unanimously satisfied with the distant-signal importation allowances anticipated by the FCC. Most of them would have liked more, but as Monroe M. Rifkin of American Television & Communications Corp. puts it, "it's still the best thing that's come down the pike."

What's coming down the pike, if FCC's plan prevails, is the right to import enough distant signals to provide three networks and three commercial independents in the top-50 markets, three networks and two independents in markets 51 through 100, three networks and one independent in markets below the top 100 and, in the top 100, a minimum of two distant signals whether or not needed to fill out those quotas. In addition, cable systems in all markets could import any number of noncommercial signals unless the local noncommercial station objected.

When the plan is faulted, it is for a variety of reasons.

Terry H. Lee of Storer Broadcasting and Storer Cable Tv Inc. would like fewer imported signals and especially dislikes the "two distant signals regardless" feature for the top-100 markets, which he regards as "desirable for CATV but not necessary" and sure to hurt some of the smaller broadcasters.

Benjamin J. Conroy of Communications Properties Inc. doesn't particularly care for the plan below the top-100 markets, and several see the distinctions drawn by market size as discrimination, unfair to viewers because they give or withhold signals according to the size of the communities where they happen to live.

Where the operators definitely do agree is in the belief that the FCC approach will permit construction and operation of viable cable systems in

many, probably most, but not necessarily all of the top 100 markets.

"Any time you can add two or three independents," Robert M. Rosencrans of Columbia Cable Systems Inc. says in what represents a rough consensus, "you've got something to sell."

"It depends on which markets you're talking about," says Henry Harris of Cox Cable Communications Inc., an affiliate of Cox Broadcasting Corp. And every cable operator has its own idea about the kind of markets to go for. Cox Cable, for one, likes the looks of markets 51 through 100 because, for the most part, fewer have independents or, if they have, the independents are more apt to be U's.

Opening up many of the markets in

the top 50 would be riskier, in Mr. Harris's opinion, because they already have a strong complement of signals and adding a couple from the outside would seem less an inducement for viewers to sign up for cable.

Alfred R. Stern of Television Communications Corp., for one, thinks these conditions favor financing in markets 51 through 100 and that this is where the most activity will start. ATC's Monroe Rifkin agrees that this is where the most action will be, but also agrees that "you've got to consider individual markets." Others, like Bruce Lovett of American Television & Communications Corp., extend the most-desirable range to markets from 30 to 100.

At the other extreme are the oper-

A short course in cable

There are about 2,500 operating cable systems in the U.S. There are another 2,200 systems approved but not built, and 1,400 applications pending before local governments. Pennsylvania, where cable began, has the most systems: 282. Connecticut is the only state with none, but has authorized their construction. Systems currently in operation reach about 5.3 million homes, perhaps 18 million viewers. The average system has 2,000 subscribers. The largest—in San Diego—has over 47,000. Some have fewer than 100. Most systems offer between 6 and 12 channels; the average for all is 10.4. Most new systems being constructed have 20 channels. The state-of-the-art maximum is about 48 forward channels. Monthly fees average about \$4.95. Installation fees range from nothing to over \$100; the average is \$20. Total cost of an average system is estimated between \$500,000 and \$1 million. The cost of laying cable ranges from \$4,000 per mile in rural areas to more than \$50,000 per mile in large cities. Over 400 systems have the capability of originating programs, and nearly 300 do so on a regularly scheduled basis—an average of 16 hours a week. Almost 800 have the capability of providing such automated originations as time and weather services and stock reports. Advertising is known to be carried by 53 systems which originate programs. Another 375 accept advertising with automated services. The average charge is \$15 per minute, \$88 per hour-long program. About 50% of the cable industry is owned by other communications interests. Broadcasters account for 36%, newspaper publishers for 8%, telephone companies for 6%. The CATV industry had total subscriber revenues estimated at \$300 million in 1970.

On the brink with cable TV

NCTA goes to Washington poised for breakthrough in telecommunications; both hopes and stakes are high

Members of the National Cable Television Association open their annual meeting tomorrow (July 6) on alien soil—high ground overlooking what they perceive to be, at last, Nirvana.

Washington appropriately is the site, for it is Washington that in their opinion has stood them off in the past, it is Washington that has finally elevated their hopes, and it is Washington that will yet determine whether the peak to which it has brought them is really a vantage point or just another bluff.

"We're going to have this Promised Land," an exuberant Moses Shapiro, chairman of General Instrument Corp., whose Jerrold subsidiary claims half of the CATV equipment market and is also one of the top-10 systems operators, told a Wall Street CATV seminar two weeks ago.

That was after the FCC had sketched for Senator John O. Pastore (D-R.I.) and his Senate Communications Subcommittee its plans for opening the top 100 markets to distant signals (BROADCASTING, June 21). But it was before the White House generated CATV fears—and anti-CATV forces' hopes—of additional delays by formally announcing the creation of its own committee "to develop a comprehensive policy with regard to cable television" (BROADCASTING, June 28).

Mr. Shapiro, in another speech the day after the White House announcement, seemed to capture a CATV industry mood of hope bounded by frustration. The White House committee, he said, will be restudying "an area which has been studied to death over many long years." But that, he maintained, should not and by all the rules of reason cannot cause the commission to drag its feet.

"I want to be clear about this," he said. "I am not impugning the motives of the administration in the creation of the committee. What I am saying is that its creation should not serve as a cause for extending what has already

been an unconscionable delay [or] serve as a means to perpetuate the exclusion of CATV from the overwhelming bulk of the American television markets. I feel certain that the commission under Chairman [Dean] Burch will not permit such a result."

The answer should be known in another month. The commission committed itself to report its plan to the Pastore committee before Congress recesses.

There are a lot of ifs here.

If the FCC misses that deadline or if, as some observers expect, the Pastore panel decides to draft basic regulations itself, the CATV industry will have to go on wandering in the wilderness, concentrating for the most part on smaller markets, while fundamental policy is being made.

If, however, the commission proceeds as indicated to Senator Pastore, if the White House committee doesn't try to pull rank and if Congress doesn't intervene, CATV operators may at last be free to venture into the major markets they have eyed so long.

If so, these may be some of the results:

■ The basic structure of CATV will be turned around, with the primary focus shifting from the smaller markets to the top 100. That's where the real money is to be made, and that's where the big operators will set their sights. Cable will be out of the hands of the small entrepreneurs. This does not mean that the smaller operators will cease to grow in size or number. They just can't afford the big markets.

■ Cable growth in the big markets is not likely to be anywhere near as fast and furious as many ardent advocates claim and as broadcaster opponents fear. Although some top-100 franchises have already been granted, local governments are becoming more demanding and franchising more competitive, suggesting that on the average it's apt to take longer to get a permit in the future than in the past. At least two

states, New York and New Jersey, have declared one-year moratoriums.

■ CATV's high up-front costs and low up-front returns make it unlikely that even the companies with quality financing can afford wholesale invasions of the big markets. Financing may prove to be one of cable's biggest problems, with current estimates that the industry will need anywhere from \$3.5 billion to \$10 billion for equipment and construction over the next 10 years. Financial sources indicate the money will be available for soundly based companies in a variety of forms—public stock offerings, borrowings from commercial institutions, insurance companies and the like—but on a case-by-case basis.

■ A possible shortage of equipment and trained personnel to install it could also have a retarding effect, especially in the first few years. Many cable operators consider both serious problems.

■ For all its problems and the likelihood that it won't move as fast as many think, CATV under the FCC plan is certain to grow dramatically. It is estimated, for example, that there are up to 3,500 unfranchised communities within the top-100 market areas. The impact may not become apparent for 18 months to two years, but by then cable may be adding subscribers at a rate of 30-35% a year—and picking up tempo. Some estimates say penetration will double in five years. More generous estimates say it'll triple—or more.

■ How fast it will grow may, in the long run, depend upon the outcome of one of its most controversial elements: two-way services. Some enthusiasts see in two-way—starting with such features as in-home instruction, merchandising, surveillance, polling and audience research and eventually taking in countless others—as so much the essence of the cable of the future that its relaying of entertainment programs will become relatively unimportant. Others dismiss all such talk as blue-sky.

In September, 1970, WMCA took a giant step and became New York's only two-way conversation radio station.

In April-May, 1971, ARB showed WMCA took a giant step in audience delivery. (The latest Pulse, Hooper agree.)

In June, 1971, WMCA took another giant step and appointed Petry Radio Sales as its National Sales Representative.

WMCA Radio

"The Voice of New York"

now

**represented
nationally by
Petry Radio
Sales, Inc.**



Harris, Cox Cable:

The CATV industry has been virtually stagnant for five, six years. Gearing up is what is going to take a while. Momentum will be tough to get going . . . I would think we could increase our subscribers [now 230,000] by 50% to 75% in three years but a lot of that would come in the third year.



Zorthian, Time-Life:

I suspect that CATV will neither grow as rapidly as its supporters expect nor as slowly as its detractors hope. And I do not foresee it displacing or even jeopardizing over-the-air broadcasting in this decade. What it will do is add a new dimension to electronic communication, and in this framework I would hope that it will become part and parcel of the over-all audio-visual industry.



Schlafly, Teleprompter:

The future of broadband communications and the services into the home that are within the capability of this industry represent the most important breakthrough in social communications, in my opinion, since Samuel Morse first carried intelligence on wire.

implemented in hardware that is now operating. And in addition, on that same channel, how would you like to deposit into at least 20% of those homes hard-copy messages at the rate of about 100 words per minute—and that is not out of the question in terms of hardware that is operating now. It isn't operating commercially now, but it is operating now. These give fantastic opportunities for further use of broadband cable into the home.

"What kind of questions can you ask the home? We can say, 'Is there an emergency in your home? Do you have a fire in the attic or an intruder in the kitchen, or do you need medical assistance, or have you lost electricity there and should somebody come over and get the food out of your freezer, or has somebody cut the cable?' And if there's no response from that address, perhaps we'd better send someone over and find out what's wrong.

"You can ask questions like 'What channel are you looking at on your television set, and is your television set on?' You can tell, for example, that a particular home had tuned out a channel while the commercial was on. In educational television programs, the in-

structor can tell how many people are looking at [and paying attention to] the channel he's on, [and] we have a tremendous opportunity for merchandising of goods. . . ."

Mr. Schlafly conceded that many regard this sort of talk as blue sky but insisted the technology has been developed and said Teleprompter expects two-way services to contribute more than a "trivial" amount to its revenues within two or three years. He did cast doubt on the likelihood that cable viewers would be punching up their choice of movies right away: "I am sure that cable will carry random-access information, library information, medical information and such things that require a very brief period of time to transmit, even though you may capture it and look at it for a long time.

"My personal opinion—and there are many in the industry who disagree with me—is that the undisciplined use of broadband cable will not, at least in the next generation of affairs, come down the pike, because there just aren't that many channels of video information available on cable to give you, in your home, the opportunity to see 'Gone With the Wind,' with every other

subscriber—ten thousand, twenty thousand—seeing individually; at the same time, something else."

Leon Papernow of Cypress Communications is another who sees two-way services as cable's dominant feature in the future but he also feels that cable has to get into the big cities first and that the only way to do it is by importing additional signals. Ultimately, however, he feels the entertainment programming cable carries will be its least significant contribution and may, in fact, be given away.

Most of the top cable companies appear to be building basic two-way capabilities into their systems—or plan to build them into their future systems—even when, like Robert Clark of Cable-Com General, they have some reservations about when two-way will really come into play.

"We think it will be developed," Mr. Clark said, "but we are going to approach it very cautiously. Our engineers are not convinced that the job that needs to be done can be done as it should be done with present cable. But that's just our opinion and just right now."

Henry Harris said Cox Cable was



Lee, Storer:

I'm not overly enchanted with three network signals, three independents, one or more noncommercials. I'd prefer 3-1-1 or 3-2-1 for the top 100 and 3-1-1 for markets below the top 100. In the top 100, I don't like two distant signals regardless. That's splitting the market too far. Somebody is going to get hurt. It's desirable for CATV, but not necessary.



Conroy, Communications Properties:

So far as it [the FCC plan] applies to the top 100, especially below the top 15, I'm encouraged. I don't particularly care for it below the top 100. . . . There should be no measurable impact on network stations—on independent stations that don't yet exist, I don't know. If you're asking whether we are going to put them out of business, I don't think so. If we do, we're all in trouble.



Rosencrans, Columbia Cable:

Any time you can add two or three independents, you've got something to sell. The wave of cable is too strong to be stopped; it can be delayed but not fully stopped. It has so many subsidiary uses and benefits. . . . There are so many [market] opportunities. The problem is deciding which ones you pick.

"exploring" two-way, although "I don't think it and the additional services will be very meaningful in the next five years because you've got to get customers first."

Wall Street interest in cable is understandably profound. It has a lot of money invested in the business and will be called upon for much, much more. Cable operators are frequent visitors to the street, not only to negotiate but often in response to requests to come down and bring the analysts up to date.

A prime example of this interest occurred two weeks ago when the brokerage firm of Coleman & Co. conducted an all-day forum on "The Outlook for the CATV Industry," under the guidance of Benjamin M. Rosen of Coleman's institutional department. Close to 100 representatives of about 65 banks, insurance companies, funds and other investors were on hand for the session and kept it overtime with their questions.

It was there that General Instrument's Chairman Shapiro staked his claim to the Promised Land and also—along with other key CATV figures—reviewed recent history and undertook to chart the future. The others were

TVC's Mr. Stern, Teleprompter's Mr. Schlafly, AT&C's Mr. Lovett, Charles F. Dolan of Sterling Communications

Cable dilemma out West

Cable operators feel frustrated enough at being largely kept out of the top-100 markets, but Carter Page of Tele-Communications Inc. has a special case. He described it at a CATV forum conducted by the Wall Street firm of Coleman & Co. (story this page):

"In 1965, I was involved in trying to get the four Los Angeles independent signals into the city of Albuquerque, N.M. At that time Albuquerque was rated the 100th market, but that was prior to the time there was the 100-market rule.

"There were severe local franchise problems at the time and we struggled for about a year to get those resolved and finally the new ratings came out and Albuquerque was no longer in the top 100. It had dropped to 101—and now they changed the rule to limit imports below the top 100 and I'm convinced Albuquerque is destined never to have independent signals."

Inc. and Carter Page of Tele-Communications Inc.

Mr. Shapiro offered some clues to what the stakes may be for the companies that make the cable equipment, the companies that buy it and the institutions that may be called upon to finance much of it.

Dwindling opportunities for new-system construction the past few years have had equipment makers in the doldrums, he pointed out. For both 1969 and 1970 he put equipment sales at \$60-\$65 million. This year he expects them to rise a bit to \$65-\$70 million and then, assuming adoption of the FCC plan, to go on to \$100 million in 1972 and reach \$200 million by 1975. These figures, he said, were exclusive of the costs of the cable, which he estimates to be in the order of \$500 to \$1,000 a mile. With the opening of the top 100 markets, he figures, today's approximately 2,500 systems could be doubled in five to 10 years. On that basis he offered this projection:

"It costs about \$5,000 a mile to build a CATV system where the cable is on telephone poles and about \$10,000 a mile where it is underground. Assuming that the number of existing systems



Briscoe, NCTA:

If they adopt the [FCC] plan and there is some sort of pre-emption of state activity, then we have the basis for growth. . . The increment [in subscribers] has been 20%-25% a year; about a year from now it should go to 30% . . . But it won't by any means be an overnight proposition.



Clark, Cable-Com General:

If the FCC plan is adopted, it will stimulate the industry and we'll take off. We would like to have more and I'm sure the broadcasters would like us to have less. But it's a compromise and I think a pretty fair deal.



Papernow, Cypress Communications:

Cable has to be in the big cities and the only way is by relaxation of the rules on importation. But that's a transition situation . . . Eventually the entertainment we're selling may be the least important part of our services and perhaps we should then give it away as an adjunct to the others.

is doubled, with an average of approximately 150 miles per system, at an average price overground and under-ground of \$6,000 per mile, there would be \$2 billion required to build them and an additional \$750 million for working capital and start-up costs and losses.

"If all these systems were, as I believe they will be, mostly all wired for two-way transmission, the cost would probably go up another \$500 million to \$750 million. Thus the amount of capital that would be required, probably over a 10-year period, will be on the order of approximately \$3.5 billion.

"I believe this money will be available and will be raised. . . I should point out that the cash-flow throw-off of these systems, particularly after their third and fourth years of operation, becomes very considerable and can finance substantial expansion by itself." And if the top-100-markets systems achieve the approximately 50% penetration that the average existing system has, he said, "this would mean 30 million additional subscribers at \$60 per year or gross annual revenues of \$1.8 billion."

And if the per-home yield reached

the \$20-a-month average that TVC's Mr. Stern predicted before the same Coleman & Co. seminar—an estimate that Mr. Shapiro said he didn't challenge—the annual take would reach \$7.2 billion.

(Mr. Shapiro made clear that General Instrument's Jerrold Corp. expects to maintain its approximately 50% of the equipment market—although he foresaw and said he welcomed much tougher new competition—but whether Jerrold will continue indefinitely to share in the subscriber revenues appeared questionable. Mr. Shapiro told the Coleman & Co. audience that General Instrument had "some hard decisions to make" about staying in both the systems and the equipment fields. For one thing, he said, it's hard for a supplier to compete with its customers for franchises. Later he indicated that there was nothing imminent about the "hard decisions" on whether to get out of the systems field.)

Mr. Shapiro disputed those who questioned whether equipment would be available fast enough and good enough to meet industry demands. "The equipment business is ready for what's going to happen"—and what's going to

happen, he said, is that "the rate of growth will be utterly incredible over the next 10 years."

A lot of people feel that way. And as Teleprompter's Mr. Schlafly likens cable to the invention of the telegraph, TVC's Mr. Stern has compared its capacity to "draw people together and to stimulate the cultural and economic life of the cities" to that of "the coming of electric power in the 1900's."

The next few weeks may tell how soon those and other predictions, some more modest than others, can be tested—whether the CATV people meeting this week in the city on the Potomac have in fact found their Jordan or are merely at the banks of another dry creek.

(This special report was written by Rufus Crater, editorial director, New York.)

Full agenda of NCTA convention begins overleaf: details of convention exhibits begin on page 25.

On tap at the NCTA

Tuesday, July 6

Registration, 10 a.m.-8 p.m., Concourse of States.

Annual Associate Member Meeting, 10 a.m.-12 noon, Delaware Suite (Meeting Level).

Exhibits, 1-7 p.m., Park Ballroom, Exhibit Halls, 1, 2 & 3.

Legislative Briefing, for CATV operators, 2:30-3:30 p.m., Delaware Suite (Meeting Level).

Governmental Affairs Briefing, 4-5:30 p.m., Virginia Suite (Meeting Level).

Exhibitors' Reception, 5:30-6:30 p.m., exhibit areas.

Wednesday, July 7

Registration, 8-5 p.m., Concourse of States.

Exhibits, 9 a.m.-6 p.m., Park Ballroom, Exhibit Halls 1, 2, 3.

Eye-Opener Sessions, all 8-9 a.m.

Origination Concepts—Profit or Peril, Virginia Suite—Arlington Room. Robert Weisberg (moderator), Telemation Program Services, New York; Conrad Bastow, TV Transmission Inc., Lincoln, Neb.; Robert Bleyer, Teleprompter-Manhattan CATV, New York; Leo Hoarty, Buckeye Cablevision, Toledo, Ohio.

Policing the Distribution System, Virginia Suite, Richmond Room. Greg Liptak (moderator), LVO Cable Inc., Tulsa, Okla.; Robert Tarlton, Panther Valley Television Co., Lansford, Pa.

Marketing—State of the Art, Virginia Suite, Alexandria Room. Jack Gault (moderator), American Television and Communications Corp., Denver; Burt Kittay, Markit Communications Inc., Los Angeles; Ben Kittay, National Telemarketing Inc., Los Angeles; Mark Van Loucks, CATV Marketing Inc., Walnut Creek, Calif.

Financing, Taxation and Special Problems, Maryland Suite, Baltimore Room. Stuart F. Feldstein (moderator), NCTA assistant general counsel, Washington; Richard Hildreth, Fletcher, Heald, Rowell, Kenehan & Hildreth, Washington; Paul Kagan, Paul Kagan & Associates, New York; Lewis A. Rivlin, Peabody, Rivlin, Cladouhos & Lambert, Washington; Harold Jenkins, Arthur Andersen & Co., Cleveland.

Opening Session, 9:15-11:45 a.m., Cotillion Room (Lobby Level). Moderator: Edward P. Whitney, 1971 convention chairman, Washington.

Official Welcome: Walter E. Washington, mayor-commissioner, District of Columbia.

Keynote Address: Donald V. Taverner, NCTA president, Washington.

Chairman's annual report: Ralph N. Demgen, NCTA national chairman, Willmar, Minn.: "The Year That Was Unveils CATV's Second Generation."

10:30 a.m. **CATV for the Cities: Problems and Promises**. Panelists: Samuel S. Street Jr. (moderator), S. S. Street & Associates, Wheaton, Md.; Theodore Ledbetter, Urban Communications Group, Washington; Dempsey J. Travis, Sivart Mortgage Corp., Chicago; Amos B. Hostetter Jr., Continental Cablevision Inc., Boston; Barry Zorthian, Time-Life Broadcast Inc., New York; Representative Ralph H. Metcalfe (D-Ill.).

Luncheon, 12:30-2 p.m., Sheraton Hall. Moderator: Ralph N. Demgen, NCTA national chairman, Willmar, Minn.; Invocation: Rev. Edward L. R. Elson, chaplain, U.S. Senate. Address: Senator John L. McClellan (D-Ark.), chairman, Senate Subcommittee on Patents, Trademarks, Copyrights.

Management Sessions:

Federal Regulation and Copyright, 2:15 p.m., Cotillion Room. Panelists: Gary L. Christensen (moderator), NCTA general counsel, Washington; John P. Cole, Cole, Zylstra &

Raywid, Washington; Bruce E. Lovett, American Television & Communications Corp., Washington; John D. Matthews, Dow, Lohnes & Albertson, Washington; Gerald Phillips, Phillips, Nizer, Benjamin, Krim & Ballow, New York; Harry M. Plotkin, Arent, Fox, Kintner, Plotkin & Kahn, Washington.

The Outlook for Broadband Communications 1970-1980, Virginia Suite, Richmond Room. John P. Thompson, Arthur D. Little Inc., Cambridge, Mass.

The Educator and CATV: Possibilities for Partnership, 4 p.m., Virginia Suite, Arlington Room. Panelists: Ethel Greenfield Booth (moderator), Beverly Hills, Calif.; (Mrs.) Red Burns, The Alternative Media Center, New York; William Lamb, Sterling Manhattan Cable Co., New York; Robert Mariano, New York University, New York; Monroe Price, Sloan Commission on Cable Communications, New York; John Rosser, Educational Improvement Center, Pitman, N.J.

Technical Sessions: 2:15 p.m., Delaware Suite, Dover Room: **Converters, Encoders and Special Services**. Session chairman: Hubert J. Schlafly, Teleprompter Corp., New York. Also: E. C. Walding, Oak Electro/Netics, Crystal Lake, Ill.; Abraham M. Reiter, Athena Communications Corp., Van Nuys, Calif.; H. J. Moeller, Jerrold Electronics Corp., Hatboro, Pa.; E. W. Durfee and R. T. Callais, Hughes Aircraft Co., El Segundo, Calif.; Ken Stetten and William Mason, Mitre Corp., McLean, Va.

2:15 p.m., Delaware Suite, Wilmington Room: **CATV System Design**. Session chairman: Delmer C. Ports, NCTA director of engineering, Washington. Also: Gaylord Rogness, Anaconda Electronics, Anaheim, Calif.; Ivan T. Frisch, Bill Rothfarb, Aaron Kershenbaum, Network Analysis Corp., New York; J. Cappon, J. Cappon & Associates Ltd., Willowdale, Ontario, Canada; B. Jack Long, Trans-Video Corp., El Cajon, Calif.; Dan Lieberman, GTE Sylvania Inc., Seneca Falls, N.Y.

Thursday, July 8

Registration, 8-5 p.m., Concourse of States.

Exhibits: 9 a.m.-6 p.m., Park Ballroom. Exhibit Halls 1, 2, 3.

Eye-Opener Sessions, all 8-9 a.m.

CATV—the Next Decade, Virginia Suite, Richmond Room. John K. Lady (moderator), NCTA director of informational services, Washington. "Local Origination—the First Step of CATV's Second Generation," Robert Peters, Stanford Research Institute, Palo Alto, Calif.; "CATV Systems as Common Carriers," Edward Shafer, Foster Associates, Washington.

Changing Approaches to CATV Financing, Virginia Suite, Arlington Room. Bob Hughes (moderator), Communications Properties, Austin, Tex.; James F. Ackerman, Communications Advisers Inc., Indianapolis; Frank P. Krasovec, Pittsburgh National Bank, Pittsburgh; James F. Straley, Home Life Insurance Co., New York; Grant M. Wilson, John Hancock Mutual Life Insurance Co., Boston.

Labor Unions, Crafts, Guilds, Maryland Suite, Baltimore Room. Charles S. Walsh (moderator), NCTA assistant general counsel, Washington; Harold Farrow, Farrow & Sequra, Oakland, Calif.; Erwin G. Krasnow, Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe, Washington; William A. Krupman, Jackson, Lewis, Schnitzler & Krupman, New York; Harry P. Warner, Los Angeles.

Public Relations Sessions: 9:15 a.m., Cotillion Room. Everything You've Always Wanted to Know About Rate Increases but Were Afraid to Ask. Abram E. Patlove (moderator), vice chairman, NCTA public relations committee. "Determining Fair and Compensatory Rates," Joseph R. Brennan, Associated Utility Services Inc. "An Overview of Several Rate Increases—Tips and Pitfalls," Marc Nathanson, Cypress Communications Corp., Los Angeles. "Cash

History of a Successful Rate Increase," Alan Gerry, Liberty Video Corp., Liberty, N.Y.

I Am Curious (Cablecasting). M. William Adler (moderator), immediate past NCTA national chairman, Weston, W. Va. "A Public Official's View of Cablecasting," James Thomas, mayor of Ottawa, Ill. "Responding to Community Needs—and the P&L Statement." Jack Williams, Teleprompter Corp., New York. "Cablecasting: A Different Breed of Cat," Thomas C. Dowden, Cox Cable Communications, Atlanta.

Cablecasting—State of the Art. Kenneth D. Lawson (moderator), chairman, NCTA Cablecasting Awards Committee. 1971 NCTA Cablecasting Awards Winners. A film presentation of the awards winners, sponsored by the NCTA Community Services Committee.

Technical Sessions: 9:15 a.m., Delaware Suite, Wilmington Room: *Two-Way Operation—Boom or Bust*. Session chairman: Archer S. Taylor, IEEE senior member, Malarkey, Taylor & Associates, Washington. Panelists: Joel Beck, Video Information Systems, New York; Dr. Harold Katz, VICOM, Dexter, Mich.; August Bruns, Advanced Research, Atlanta, and Don Chandler, EIE, North Hollywood, Calif.

Luncheon, 12:30-2 p.m., Sheraton Hall. Donald V. Taverner (moderator). NCTA president, Washington; Invocation: Rev. Daniel E. Power, S.J., director of public affairs, Georgetown University, Washington. Address: John M. Culkin, director, Center for Understanding Media.

Technical Sessions: 2:15 p.m., Delaware Suite—Dover Room: *Local Origination II*. Session chairman: Douglas C. Talbott, IEEE member, Cox Cable Communications, Atlanta. Also Kenneth K. Kaylor, Phillips Broadcast Equipment Corp., Montvale, N.J.; Frank Marx, ABTO Inc., New York; Keith Y. Reynolds, International Video Corp., Sunnyvale, Calif.; Arden R. Thompson, 3M Company, St. Paul.

2:15 p.m., Delaware Suite, Wilmington Room: *Test Methods*. Session chairman: Herbert P. Michels, Time-Life Broadcast Inc., New York. Also: S. J. Kempinski, J. E. Fogle, C-COR Electronics Inc., State College, Pa. Charles W. Rhodes, Tektronix Inc., Beaverton, Ore.; I. Switzer, Maclean Hunter Cable TV Ltd., Texdale, Ontario; Fred J. Schultz, Sterling Communications Inc., New York; William E. Good, Kelsey-Hayes Co., Philadelphia, and Tom Ritter, Teleprompter Corp., Lompoc, Calif.

2:30-5:00 p.m., Virginia Suite: Annual Membership Meeting (NCTA members only).

7:30 p.m., Sheraton Hall: Annual Banquet. Mrs. Polly Dunn, Columbus, Miss., mistress of ceremonies. Introduction of new officers and directors. Address: Clay T. Whitehead, director, Office of Telecommunications Policy, Executive Office of the President. Presentation of Annual Larry Boggs Award—Martin F. Malarkey Jr., Washington.

Friday, July 9

Registration, 8 a.m.-1 p.m., Concourse of States.

Exhibits, 9 a.m.-12 noon, Park Ballroom and Exhibit Halls 1, 2, 3).

Eye-opener Sessions: 8 a.m.-9 a.m., Virginia Suite, Richmond Room: *Cablecasting—Where are the Advertising Dollars?* Byron D. Jarvis (moderator), C-COR Electronics, State College, Pa.

Educational Program for CATV Personnel: Virginia Suite, Arlington Room: William Karnes (moderator), National Trans-Video, Dallas; Dr. J. Robert Burull, Stoughton, Wis.; George Gretser, National Cable Television Institute, Oklahoma City; Thomas A. Straw, Texas A&M, Cable Television School, College Station, Tex., and Robert Turkisher, Colorado Electronic Technical College, Colorado Springs, Colo.

Public Ownership of CATV. 8 a.m.-9 a.m., Maryland Suite, Baltimore Room: Stuart Feldstein (moderator), NCTA assistant general counsel, Washington; Stanley B.

Cohen, Cohn & Marks, Washington; Lee G. Lovett, Pittman, Lovett, Ford, Hennessey & White, Washington; Thomas G. Shack, Washington, and Arthur Stambler, Washington.

Management Sessions: 9:15 a.m. Cotillion Room: *There's A Domestic Satellite in Your Future*. G. Norman Penwell (moderator), Malarkey, Taylor & Associates, Washington. Panelists: Asher H. Ende, Common Carrier Bureau, FCC; Lt. Col. Sebastian A. Lasher, Office of Telecommunications Policy, Executive Office of The President; John L. Martin, Communications Satellite Corp., Washington; A. L. Parker, Collins Radio Co., Dallas; Paul S. Vischer, Hughes Aircraft Co., Los Angeles, and Bob Magness, Western-TCI, Denver.

10:30 a.m., Virginia Suite: *Bringing the Blue Sky Down to Earth*. Wally Briscoe (moderator), NCTA managing director, Washington. Panelists: Frank Drindel, Continental Transmission, St. Louis; Gordon R. Herring, Telecable Corp., Norfolk, Va.; Lyle O. Keys, Telemation Inc., Salt Lake City; David H. Polinger, Homes Protection Inc., New York; Hubert J. Schlafly, Teleprompter Corp., New York, and James E. Turney, Technicolor, Hollywood.

Technical Sessions: 9:15 a.m., Delaware Suite, Dover Room: *Antennas, RFI, and the Spectrum Analyzer*. Session chairman: J. Earl Hickman, IEEE member, Ameco Inc., Phoenix. Also: Steven I. Biro, B-RO Antenna & Headend Engineering, Princeton, N.J.; Albert K. Fowler, RF Systems Inc., Cohasset, Mass.; W. S. Campbell, General Electric Cablevision Corp., Schenectady, N.Y.; I. Switzer, Maclean Hunter Cable TV Ltd., Texdale, Ontario.

9:15 a.m., Delaware Suite—Wilmington Room: *Micro-wave and Optical*. Session chairman: Joseph L. Stern, IEEE member, CBS Television Services, New York. Also: Donald Kirk and Michael J. Paolini, St. Petersburg Communications Corp., St. Petersburg, Fla.; E. Guthrie and F. Ivanek, Fairchild Microwave & Optoelectronics, Palo Alto, Calif.; M. G. Cohen and R. T. Daly, Quantronix Corp., Smithtown, N.Y.; Dr. Joseph H. Vogelmann and Kenneth Knight, Laser Link Corp., New York.

Luncheon: 12:30 p.m., Sheraton Hall, NCTA National Chairman (newly elected) (moderator). Invocation: Rabbi Morris Gordon, Congregation Har Shalom, Potomac, Md. Address: The Honorable Dean Burch, chairman, FCC.

Management Sessions: 2:15 p.m., Cotillion Room: *State Regulation*. Charles S. Walsh (moderator), NCTA assistant general counsel, Washington; Morton L. Berfield, Cohen & Berfield, Washington; Walter Kaitz, general counsel and executive secretary, California Cable Television Association, Oakland, Calif.; Jay E. Ricks, Hogan & Hartson, Washington, and E. Stratford Smith, Smith & Pepper, Washington.

Technical Sessions: 2:15 p.m., Delaware Suite, Dover Room: *CATV System Design*. Session chairman: Joseph Gans, Cable TV Co., Hazleton, Pa. Also: G. P. Dixon and T. F. Kenly, C-COR Electronics Inc., State College, Pa.; James R. Harrer, consultant, Costa Mesa, Calif.; Frank A. Spexarth and John C. Fan, Texas Instruments Inc., Attleboro, Mass.; John Arbuthnott, Times Wire & Cable Co., Wallingford, Conn.

2:15 p.m., *Two-Way Systems*. Session chairman: Michael F. Heffers, Jerrold Electronics Corp., Hatboro, Pa. Also: Andrew W. Barnhart, Jerrold Electronics Corp., Hatboro, Pa.; Marvin Roth, Scientific-Atlanta Inc., Atlanta; Bill Osborn, Newman-Osborn Engineering Co., Dallas; P. L. Schwartz, Monmouth Communications Systems, Freehold, N.J.; Yoshiyuki Yamabe, Hitoshi Honda, Nacki Homma and Toshio Shinbo, OKI Electric Industry Co., Tokyo.

Adjournment: 5 p.m.

Saturday, July 10

NCTA Board of Directors Meeting, 9 a.m.-12 noon, Continental Room.

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Who, what and where of the NCTA convention

Aberdeen Co.

Booth 100

Headquarters: P.O. Box 2663, Culver City, Calif. 90230.

Featured: Display of cable hook-up hardware.

Personnel: George M. Acker, Robert Van Acker.

Abto Inc.

Booth 25-27

Headquarters: 1926 Broadway, New York 10023.

Featured: A new system that simplifies the taking and playback of color television programming. Motion pictures and slides photographed around Washington in black and white will be televised in color.

Personnel: Frank L. Marx, Henry Rhea, G. Edward Hamilton, Stanley Hyle, Edward Osborne, David Morgenstern, Joseph Martin, Richard Wilkins, Michael Graser.

AEL Communications Corp.

Booth 300-300A—301-301A

Headquarters: P.O. Box 507, Lansdale, Pa. 19446.

Featured: Complete display of AEL Communications Corp. SuperBand (R) equipment including latest amplifiers, super & mid-band converters—also turnkey services & field support services.

Personnel: M. Nussbaum, I. A. Faye, Conrad J. Fowler, E. Dart, E. Bell, J. Sacco, W. Stone, S. Colodny, G. Hebert, S. Berg, R. Prince, D. Lord, Bob Bailey, Bob Eldridge, Perry Schwartz, W. Ackerman, H. Musler, R. Stanton, C. Sweeney, G. Lisiecki, A. Rosset.

Ameco Inc.

Booth 114-115

Headquarters: 2960 West Grand, Phoenix 85017.

Featured: Exhibit to include a working system, as well as complete lines of head end, single-ended and push-pull amplifiers; also a complete line of passive items.

Personnel: Michael A. Hausman, Gene Wampler, Ken Jones, Jim Collins, Adolph Friedman, Skip Aduddell, Norm Dummer, Harold Fetterly, Dick Old, Pat Bartol, Earl Hickman, Bob Wilson, Don Morton, Tom Bauer, Bernie Eymann, Ron Bishop, Bruce Merrill, Gay Kleykamp.

American Pamcor Inc.

Booth 214-215

Headquarters: P.O. Box 1776, Paoli, Pa. 19301.

Featured: Line of CATV taps, line extenders, trunk and distribution line splitters and zero RFI connectors. Also displayed will be a complete line of heat shrinkable products, including a heat shrinkable tap cover.

Personnel: Ed Boland, Dale Brown, Ted Dalrymple, Frank Pennypacker, John Thomas, Bob Toner, Ted Webber.

Amplex Corp.

(Educational & Industrial Products Division)

Headquarters: 265 Whisman Road, Mountain View, California 94040.

Featured: Complete line of local origination videotape recorders, cameras, accessories and Instavideo, the cartridge loading video-tape recording system.

Personnel: John North, Ed Dietrich, Dick Quaid, Bill Carpenter, Ed Pessara, Grant Easton, Don Price, Jerry James.

Anaconda Electronics

Booth 219-220

Headquarters: 305 N. Muller St. Anaheim, Calif. 92801.

Featured: Full line of CATV equipment including head end, amplifiers, passive devices, cable and connectors.

Personnel: William Gaylor, Don Steele, Kirk Hollingsworth, Jay Hubbell, Dean Roberts, Bob Hannon, Pete Chunks.

Anixter-Pruzan Inc.

Booth 108

Headquarters: 1963 First Avenue South, Seattle 98134.

Featured: All types of CATV supplies including cables, active & passive electronic devices, pole line hardware and lineman's equipment.

Personnel: Ferris Peery, Jack Pruzan, Herb Pruzan.

Applied Information Industries

Booth 15

Headquarters: 345 New Albany Road, Moores-

town, New Jersey 08057.
Featured: Programed nonduplication switch controller.
Personnel: C. J. Moore, Perry Buckley, Mike Horwitz.

The Associated Press
Booth 204
Headquarters: 50 Rockefeller Plaza, New York 10020.
Featured: News programing.
Personnel: Robert M. Sundy, Robert Eunson, Tony Catella, Jack Pace, Sandy Colton, Charles Singleton, Roy Steinfort.

Ava Electronics
Booth 4
Headquarters: 416 Long Lane, Upper Darby, Pa. 19082.
Featured: Connectors—all products from telephone pole to TV set.
Personnel: John Mustico, S. W. Pai, Don Whittemore.

A-V Systems Inc.
Booth 310
Headquarters: 44 Railroad Ave., Glen Head, N.Y. 11545.
Featured: Local origination equipment systems.
Personnel: John Larkworthy, Bruce H. Anderson, Robert Gross, Paul Flechner, Lloyd Larkworthy.

Avantek, Inc.
Booth 7
Headquarters: 2981 Copper Road, Santa Clara, 95051.
Featured: CATV Test Equipment for troubleshooting and system alignment.
Personnel: William F. Epperly, Lawrence R. Thiel, James R. Reid.

B & K Instruments
Booth 103
Headquarters: 5111 West 164th St., Cleveland 44142.
Featured: Frequency selective volt meter.
Personnel: Ted Lisbon, Bob Farrell.

Belden Corp.
Booth 107A
Headquarters: 415 So. Kilpatrick Ave., Chicago 60644.
Featured: Complete line of wire and cable products.
Personnel: E. Stull, R. Glende, H. St. Onge, H. Hine, P. Miller, T. Bidekap, R. Rieley

Benco Television Associates
Booth 63
Headquarters: 27 Taber Rd. Rexdale, Toronto, Canada.
Featured: Head end and distribution equipment.
Personnel: William H. Seeley, Heinz Peters, John Spisar.

Berkey Colortran Inc.
Booth 213
Headquarters: 1015 Chestnut Street, Burbank, Calif. 91502.
Personnel: Marion Rimmer, Arie Landrum, Russ Nelson, Ed Gallagher, David Dever, Gene Murphy.

Blonder-Tongue Laboratories Inc.
Booth 304
Headquarters: One Jake Brown Road, Old Bridge, New Jersey 08857.
Featured: Display of custom built CATV head-ends with automatic sensing and switching features; distribution equipment, multi-taps, and a complete line of CATV test equipment.
Personnel: I. S. Blonder, B. H. Tongue, S. M. Stone, R. F. St. Louis, W. Steakley, M. Winchester, J. F. Shapson, G. S. Bahue.

Robert Bosch Corp.
Booth 205
Headquarters: 2,800 S. 25th Avenue, Broadview, Illinois.
Featured: Color cameras and equipment.
Personnel: Jack Danielson, Klaus-Peter Prieur, Heinrich L. Zahn, H. Hueppe, H. Zettl.

Burnup & Sims Inc.
Booth 212
Headquarters: 4047 Okeechobee Blvd., (P.O. Box 2431), West Palm Beach, Florida 33402.
Featured: CATV construction services, including turnkey services.
Personnel: Robert E. Gruno, Billy R. Jones, Clifford Bull, Thomas E. Jackson, C. J. Baumann.

Cable Network Television
Booth 56
Headquarters: Suite 403, 8530 Wilshire Blvd., Beverly Hills, Calif. 90211.
Featured: Information on origination programing.
Personnel: Graham Moore, Marvin Gray, Peter S. Rodgers.

Coma Electronics Inc.
Booth 209
Headquarters: 30 Commerce Drive, Farmingdale, New York 11735.
Featured: 20-foot booth display primary passive devices and specialty equipment.
Personnel: Donald Edelman, W. O. Hayward, Kerwin F. McMahon, Betty Ganes, Nat Mathews, Ken Grinols.

CAS Manufacturing Co.
Booth 110-113
Headquarters: 3301 Royalty Row, Irving, Texas 75060.
Featured: "Tocom"—Bi-directional interrogation system head-end amplifiers, modulators, accessories.
Personnel: John G. Campbell, Jim Scott.

Cascade Electronics Ltd.
Booth 216
Headquarters: Electronic Avenue, Port Moody, British Columbia, Canada.
Featured: CATV distribution equipment, passive display.
Personnel: Paul Lancaster, Tom Goodall, Tom Athans, Tom Holgate, Joe Derocher, Merrill Flynn, Keith Thomas.

The Catel Corp.
Booth 305A
Headquarters: 1030 West Evelyn, Sunnyvale, Calif. 94086.
Featured: 10 foot display featuring signal-processing products for CATV. Emphasis on FM repeater and FM local origination equipment.
Personnel: Frank Genochio, Donald Lolli, Jim Holder.

CATV Marketing Inc.
Booth 109
Headquarters: 36 Quail Court, Walnut Creek, California.
Personnel: Lisa Best, Sherri Raap, Mark Van Loucks, Ron Barr, Keith Smith.

C-Cor Electronics Inc.
Booth 229
Headquarters: 60 Decibel Road, State College, Pa. 16801.
Personnel: James Palmer, George Dixon, Bob Moore, John Hastings, Steve Kempinski, Jim Fogle, Tom Stephenson, Doug Jarvis, John Winnett, Tom Kenly, Don Weaver, John Pavlic, Bob Callister, Gerald Sanders, Donald Cummings.

Century Strand Inc.
Booth 311
Headquarters: 3 Enton Road, Clifton, N.J. 07014.
Featured: Local origination lighting equipment.
Personnel: Larry E. Nelson, Walter S. Brewer, John Russell.

CO/AX Graphic Systems Inc.
Booth 19
Headquarters: 902 Wentworth Avenue, North Vancouver, British Columbia, Canada.
Featured: Continuous CCTV demonstration of reflex front projection equipment and exclusive "Ebony" screen.
Personnel: Frank Fleming, John Raymond.

Collins Radio Co.
Booth 202
Headquarters:
Featured: Microwave radio relay systems.
Personnel: M. G. Richey, P. J. Brewster, W. L. Sampson, V. L. Hedges.

Comm/Scope Corp.
Booth 116
Headquarters: P.O. Box 2406, Hickory, N.C. 28601.
Personnel: Roy Tester, Carroll Oxford, Bill Barbour, Russ Stone, Tom Gardner, Jim Sherrill.

Commercial Electronics Inc.
Booth 221
Headquarters: 880 Maude Ave., Mountain View, Calif. 94040.
Featured: Color television cameras and systems.
Personnel: Rod Maddison, Fred Crab, Bill Porter.

Communications Satellite Corp.
Booth 10-11
Headquarters: 950 L'Enfant Plaza S.W., Washington 20024.
Featured: Display based on the theme: "Comsat's multipurpose domestic satellite system would be a new national communications advance," with proposed system model, color transparencies and narrated presentation.
Personnel: Daniel D. Karasik, Irving R. Drill, James H. Kilcoyne.

Conrac Division, Conrac Corp.
Booth 28-29
Headquarters: 600 North Rimsdale Avenue, Covina, California 91722.
Featured: Monochrome, color and high resolution monitors for educational, broadcast and industrial fields.
Personnel: L. M. Ryan, W. J. Neely, W. A. Ems, D. J. Griffin.

Craftsman Electronic Products (division of Magnavox)
Booth 223-224
Headquarters: 133 Seneca St, Manlius, N.Y. 13104.
Featured: Complete line of CATV equipment.
Personnel: D. N. Mezzalingue, Matt Lysek, Bob Greiner, J. Gibbs, T. Olson, R. Finnerty, C. Syp, A. Lawrence, P. Boss, R. Uhrinec M. Heigel, J. Ostuni.

Cunningham Corp.
Booth 73
Headquarters: 10 Carriage Street, Honeoye Falls, N.Y. 14472.
Featured: CATV passive devices, remote control Pan & Tilt camera mounts & enclosures. Pre-programed "Shot Box."
Personnel: R. W. Robson, J. D. Confeld, F. E. Schlesing, M. E. Garey.

Davis Manufacturing (division of J I. Case Co.)
Booth 45-46
Headquarters: 1500 South McLean Boulevard (P.O. Box 1801), Wichita, Kans. 67201.
Featured: Small yard line layer.
Personnel: Robert G. Giles, Milton E. Tuell, Bob Corlett, Fred Kain.

Delta Electronics Ltd.
Booth 64-65
Headquarters: 70 Ronson Drive, Rexdale, Ontario, Canada.
Featured: CATV active & passive devices.
Personnel: G. I. Baxter, K. W. Keefe, D. Fear, G. Conn, G. A. Allard, J. Polly, W. Seeley, H. Peters, H. Gray, C. J. Evans, J. Conn, H. Goodwin.

Diversified CATV Services
Booth 317A
Headquarters: 511 North Akard Suite 713, Dallas, 75201.
Featured: Program material, cable bingo & related local origination services.
Personnel: George Edman, O. D. Chanstor, Albert Qannaway, O. A. Stinson.

Dolphin Communications Corp.
Booth 317B
Headquarters: 181 Church Street, Poughkeepsie, N.Y. 12602.
Featured: CATV passive devices.
Personnel: Phillip Nelson, John Cooper, Bruce R. Martin, Thomas Stockton, Mike Joyce.

Dunwell Manufacturing Corp.
Booth 39
Headquarters: P.O. Box 5547, Sarasota, Fla. 33579.
Featured: Passive equipment—cable communications.
Personnel: Lester J. Workman, Shirley M. Wright.

Dynair Electronics Inc.
Booth 217-218
Headquarters: 6360 Federal Boulevard, San Diego, 92114.
Featured: Low-cost verticle-interval production switchers and the RX-4B solid state TV demodulator.
Personnel: E. G. Gramman, Max Ellison, George Bates, Dwain Keller, Bill Killion, Gary Beeson, Brian Duncan.

Eastman Kodak Co.
Booth 60-62
Headquarters: 343 State Street, Rochester, N.Y. 14650.

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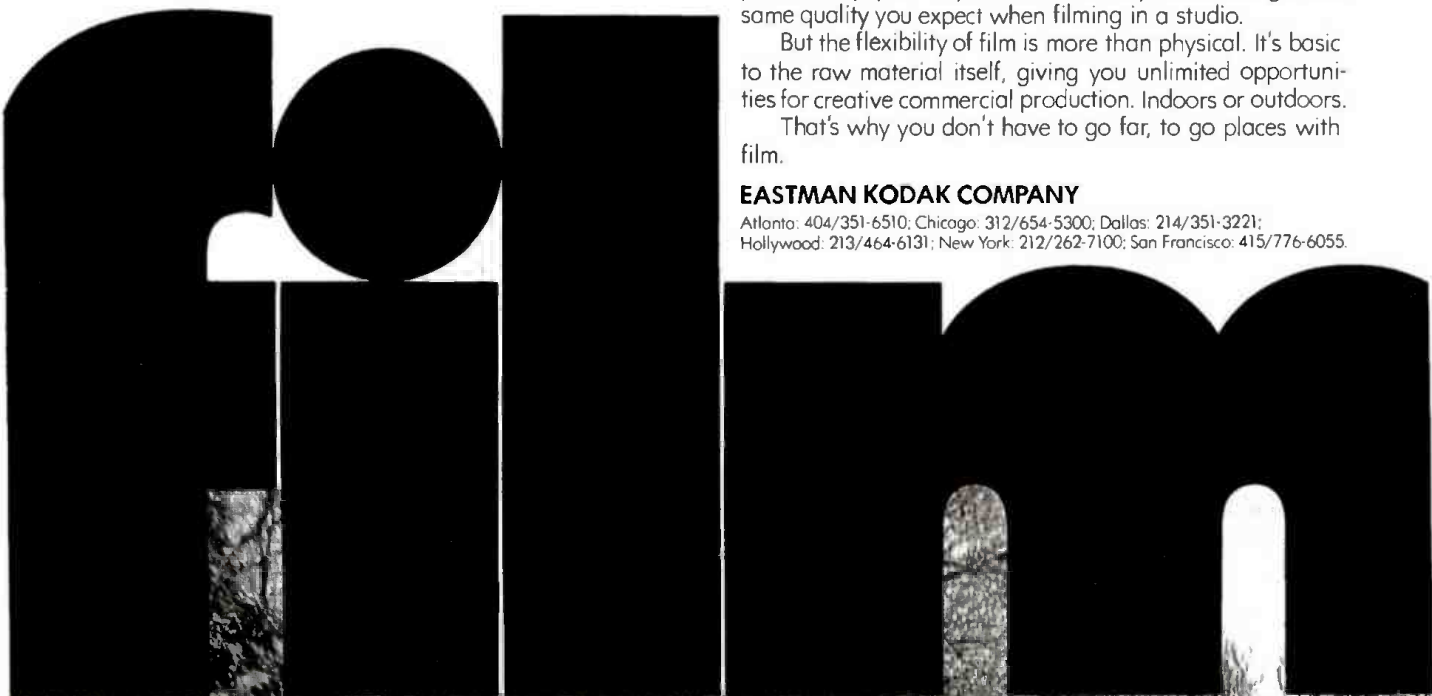
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Panasonic VTR
Booth 41-42
Headquarters: P.O. Box 3980, Grand Central Station, N.Y., N.Y. 10017.
Featured: TV production equipment.
Personnel: Taylor Cushman, Morris Washington, John Weeks, James Fairbank, Frank Sameshima, Ed Ohtsuka.

Phelps Dodge Communications Corp.
Booth 206
Headquarters: 60 Dodge Avenue, North Haven, Conn. 06473.
Featured: Coaxial cable, Foamflex.
Personnel: K. W. Atkinson, J. W. Elsasser, B. W. Hutcheson, W. C. Youkers, W. D. Furr, J. J. Nevin.

Philips Broadcast Equipment Corp.
Booth 222-222A
Headquarters: One Philips Parkway, Montvale, N.J. 07645.

Featured: Origination equipment including Norelco LDH-1 compact color camera; LDH-1 Telecine system; VF-250 viewfinder camera; Pro 36 and Pro 12 professional audio tape recorders; MP-4 portable four-channel mixing unit, and "FuMu" (functional music) machine, which plays eight continuous hours of music and automatically repeats the program while totally unattended.
Personnel: Kenneth K. Kaylor, Frederick F. Bundesmann, Frank Ratigan, A. T. Goldfarb, Walter Wolthers, Zianool Hamid, Herman Schkolnick, John P. Maloney.

Q-TV Sales and Distributing Corp.
Booth 14
Headquarters: 342 West 40th Street, New York 10018.
Featured: Teleprompter cueing equipment, video prompter systems, horizontal-vertical special effects.
Personnel: George Andros, Al Eisenberg, Hi Sheft.

Quick-Set Inc.
Booth 203
Headquarters: 8121 Central Park Avenue, Skokie, Ill. 60076.
Featured: Complete line of mounting equipment consisting of tripods, pedestals, crab pedestals, dollies, wall/ceiling/table mounts, spring balanced pan and tilt heads, cradle heads, cam-link heads, geared controlled heads.
Personnel: A. J. Briglia, A. J. Weber.

Raytheon Co.
Booth 200
Headquarters: 1415 Boston-Providence Turnpike, Norwood, Mass. 02062.
Featured: Microwave radio systems.
Personnel: F. Boylan, D. Burnside, J. M. Cheval, R. Keller, R. Moutray, S. Rugg, C. Thomas, S. Topol and M. Whitty.

RCA Broadcast Systems
Booth 225
Headquarters: Front & Cooper Streets, Building 15, Camden, N.J. 08102.
Featured: Complete line of color origination equipment including PK-730A studio camera, film systems, and "conceptual CTV home center," with home entertainment console.
Personnel: Ralph Smith, John Safani, Gordon Bricker, Floyd McNichol, Jess Nickels, Charles J. Gaydos, Charles F. Tarver, Oliver G. Bjerk, Herbert W. Dover, Leonard Laabs, Robert S. Emch and John Heller.

Rediffusion International Ltd.
Booth 66
Headquarters: Box 1072, Dennisport, Mass. 02639.
Featured: Dial-A-Program systems.
Personnel: R. P. Gabriel, H. F. Goodwin, J. F. Pacey, J. M. Gower, R. W. Lawson, E. J. Gargini.

Repro Products Corp.
Booth 47
Headquarters: 7400 State Road, Philadelphia 19136.
Featured: Closures for buried plant application.
Personnel: Walter S. Wisniewski, Daniel L. Menichella.

Reuters
Booth 52
Headquarters: 1212 Avenue of the Americas, New York 11330.
Featured: News display.
Personnel: Desmond Maberley, Peter Holland.

Reynolds Printasign Co.
Booth 9
Headquarters: 9830 San Fernando Road, Pacoima, Calif. 91331
Featured: Leteron tapewriter.
Personnel: John Shepler.

RF Systems
Booth 72
Headquarters: 155 King Street, Cohasset, Mass. 02025.
Featured: Antennas.
Personnel: Albert Fowler, Dick Reiber, Hilmer Taxdahl.

Jack A. Rickel Associates, Inc.
Booth 6
Headquarters: 1629 K Street, N.W., Washington 20006.
Featured: Consulting service.
Personnel: Jack Rickel, Gloria Rickel, Ben Crutchfield.

St. Petersburg Communications Corp.
Booth 313
Headquarters: 3201 Sixth Street South, St. Petersburg, Florida 33705.
Featured: TIC.
Personnel: Donald Kirk Jr., Michael J. Paolini, Russell D. Kroeker.

Scientific-Atlanta Inc.
Booth 317
Headquarters: 3845 Pleasantdale Road (P.O. Box 13654), Atlanta 30324.
Featured: "Security-Alert" two-way digital communications system for home and industrial security services via cable TV; "Busi-Link" CARS microwave system; demodulator, modulator and new line of UHF/VHF and sub-VHF converters.
Personnel: Larry Bandura, Alex Best, Hank Cason, Jack Chastain, Howard Crispin, Ben Forrester, Richard Gwisdala, Robert G. Holman, Glen Horning, Jack Kelly, John King, Howard Klippel, Ed Pietras, Glen Robinson, Marvin Roth, Tom D. Smith, Richard P. Walters.

Shibaden Corp. of America
Booth 309
Headquarters: 58-25 Brooklyn-Queens Expressway, Woodside, New York 11377.
Featured: CCTV equipment both color and b/w; video tape recorders and accessory equipment.
Personnel: Y. Hirano, J. Tosaka, Bart Bannar, T. Yamashita, S. Hotta, E. Saito, D. Lindsey.

Signal Engineering & Sales, Inc.
Booth 16
Headquarters: 4620 5th Avenue, South, Birmingham, Ala. 35222.
Featured: A complete CATV local origination teleproduction and distribution center including a mobile production control console, master control racks, color film chain and an exhibit of manufactured products.
Personnel: Louis H. Pfau, William D. Coe, Charles Frost, Roger Isbell.

Sod Master Division, Jacobsen Manufacturing Co.
Booth 308
Headquarters: 3456 Washington Avenue North, Minneapolis 55412.
Featured: Small vibratory plows called "Pipe Piper."
Personnel: Dale R. Wittke.

Sony Corp. of America
Booth 207
Headquarters: 47-47 Van Dam Street, Long Island City, N.Y. 11101.
Featured: Video tape and closed circuit television equipment (monochrome & color).
Personnel: Gene Kregg.

Spencer-Kennedy Laboratories Inc.
Booth 227
Headquarters: 2 Lowell Avenue, Winchester, Mass. 01890.
Featured: Introducing new 300 mhz high reliability amplifier and associated products. Turnkey system construction, signal surveys, strand mapping and field engineering assistance.
Personnel: R. E. Weissman, B. W. Hughes, Jr., W. O'Neil, W. Cosseboom, R. Gayton, D. L. Wyckoff, J. T. Loscalzo, J. A. Jeffries, Jr., B. Thomison, R. Chien, A. Roy, C. Morrison.

Systems Wire and Cable Inc.
Booth 312
Headquarters: 3500 South 30th Street, Phoenix

85040.
Featured: Complete line of trunk, distribution and drop cable for cable television.
Personnel: J. R. Woods, N. M. Marshall, M. K. White.

Tape-Athon Corp.
Booth 105
Headquarters: 502 S. Isis Avenue, Inglewood, Calif. 90301.
Featured: Local origination equipment, featuring the automated "Channel-Caster" music/ad program center; "Logger" records eight channels simultaneously, designed for necessary verification; background music library, under "CATV lease" arrangements; marketing programs.
Personnel: George M. Anthony, David J. Anthony, Wally Rublin.

Technicolor, Inc.
Booth 69-70
Headquarters: 6311 Romaine Street, Hollywood, Calif. 90038.
Featured: Electronic equipment; literature and information regarding viewing research testing utilizing CATV systems; information on program origination and commercial booking services.
Personnel: Robert W. Crawford, Larry L. McFadden, James E. Turney Jr., Doreen M. Roberts.

Tefftronk, Inc.
Booth 49-50
Headquarters: P.O. Box 500, Beaverton, Ore. 97005.
Featured: Video monitors, waveform monitors, signal generators, and oscilloscopes.
Personnel: Steve Roth, John Horn, Morris Engelson, Hans Geerling, Charles Rhodes, Dave Garrison, Ralph Show, James Walcutt, James Sandberg, Robert McAll, Art Andersen, Steve Kerman, Ron Marquez.

Telemet, a division of Geotel Co.
Booth 104
Headquarters: 185 Dixon Avenue, Amityville, N.Y. 11701.
Featured: Model 4400 modulators, model 4500 demodulators, model 4701 VIT keyer, test signal generators and production switchers.
Personnel: E. King, A. Boletino, B. Griffiths, G. Petrillak.

TeleMaton, Inc.
Booth 121
Headquarters: P.O. Box 15068, Salt Lake City 84115.
Featured: Plumbicon color camera, Plumbicon monochrome camera, character generator, video test equipment, "Weather Channel," "Message Channel," video switchers, film chain.
Personnel: Lyle O. Keys, Kenneth B. Schneider, Robert C. Bacon, Richard Peterson, Ron Hymas, Ron Carling, Ed Covington, Bill Hickey, Rick Riegler, Richard White, Mike Richardson, Bud Mills, John Cahill, Mike D'Amore, Chuck Jennings, Dick Kelly, Joe Bottali, Bob Harper, Owen Wood, Ron Ward, Bob Brickey, Vicki Moffat, Betty Harris.

Telestrator Industries Inc.
Booth 8
Headquarters: 166 East Superior Street, Chicago 60611.
Featured: TIM 400 mobile unit, a compact system that makes possible the addition of animated graphics to televised pictures; two cameras and two monitors that accompany the TIM-400; related equipment including cameras, monitors, cartridge/playback unit.
Personnel: E. Hoy McConnell, Larry Langrehr, David Hiller.

Telesync Corp.
Booth 102
Headquarters: 20 Insley Street, Demarest, N.J. 07627.
Featured: Studio production equipment.
Personnel: Bob Swanson, John Maffe.

Television Presentations Inc.
Booth 210
Headquarters: 43 West 61st Street, New York 10023.
Featured: Display of Alphabetic News Service and equipment.
Personnel: Ira DeLumen, William Leventer, Joseph Assenheim.

Theta Com Corp.
 Booth 231-234
 Headquarters: 9320 Lincoln Boulevard, Los Angeles 90045.
 Featured: Local distribution services, AML microwave equipment.
 Personnel: Jim Bryant, R. E. Gehrellen, R. Smith, J. George, R. W. Behringer, A. Sonnenschein, Bob Harris, Ivan Wolf, John Meillon, H. Qzaki, B. Walsh, L. Stokes, T. Straws, E. Durfee, Jean Welch, Dan Davis, Ken Igawa.

Times Wire and Cable Co.
 Booth 228
 Headquarters: 358 Hall Avenue, Wallingford, Conn. 06492.
 Featured: Wire and cable products for use in CATV systems; trunk-feeder-drop—aerial and burial.
 Personnel: Ray V. Schneider, F. F. (Bud) Desmond, Dean Taylor, Mike Ganley, Rex Porter, Frank Hamilton, Carroll Courtner, Jack Arbuthnot.

Toshiha International, Inc.
 Booth 58
 Headquarters: 465 California Street, San Francisco 94104.
 Featured: Color TV camera.
 Personnel: H. Yamamoto, H. Kobayashi, A. Takishima.

U.S. Computer Systems
 Booth 57, 68
 Headquarters: 2330 Auburn Boulevard, Sacramento, Calif. 95821.
 Featured: Management services.
 Personnel: Robert Mathews, George Neuhart, Kenneth Riesa.

World Wide Productions, Inc.
 Booth 37
 Headquarters: 6362 Hollywood Boulevard, Hollywood 90028.
 Featured: Bingo programming.
 Personnel: Don Clark, Jack Hampton.

Thomas J. Valentino Inc.
 Booth 314
 Headquarters: 150 West 46th Street, New York 10036.
 Featured: Sound effects and production music for use in program origination; complete audio product line.
 Personnel: Thomas J. Valentino, Frank Valentino, Thomas J. Valentino Jr., Chris Carrino.

View-All Television Products
 Booth 307
 Headquarters: 2510 Electronics Drive, Anniston, Ala. 36201.
 Featured: Passive devices for cable distribution; multi-distribution centers.
 Personnel: Walter L. Hotz, Ernest Larson, Syd Day, Roger Damon, Frank Harvey, Henry Reist, Al Schienman.

Vikoa Inc.
 Booth 120
 Headquarters: 400 Ninth Street, Hoboken, N.J. 07030.
 Featured: CATV, MATV, CCTV and telephone leasing equipment.
 Personnel: C. Hermanowski, G. Mattison, M. Dolan, J. Shmaitis, R. Kane, G. Balsam, K. Sanford, P. Glade, S. Gins, A. Johnson, B. Ewing, M. Horak, H. Suri, H. Magers, W. Wertz, S. Dourdoufis, J. Dolan, B. McNair, G. Gunter, A. Einhorn, F. Murphy, D. Dworkin, B. Vobis, A. Minghini, F. Stein, H. Pinkney, L. Cull, D. Karrmann.

Wavetek, Indiana, Inc.
 Booth 40
 Headquarters: 3000 Shelby Street (P.O. Box 1987), Indianapolis 46206.
 Featured: Electronic test equipment.
 Personnel: Louis W. Abbott, Anthony W. Reuter, Robert L. Welsh.

Weir Cable Television
 Booth 54
 Headquarters: Box 789, Junction City, Kansas.
 Featured: CATV software.
 Personnel: Dan Weir, Jerry McCalla, E. L. Brickley, Byron Brickley, Bud Weir.



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Where the UHF-equipped homes are

Total for U.S. now exceeds 47.9 million in new tally that pinpoints number of sets in each of 207 markets

This month's "Telestatus" targets the ever-increasing number of UHF-equipped households in each of the American Research Bureau's 207 markets. Based on ARB data, the figures show that nearly 80% of all U.S. television homes can receive UHF.

These are 1971 UHF estimates based on information taken from TV-viewing diaries. In several markets UHF penetration is lower in 1971 than in 1970. This is a result of either a redefinition of the market between the two

measurement periods or because of a sampling error. Since these data are sample-base estimates there are occasional data "reversals." This probably does not reflect an actual decrease.

Also in the figures, the dashes under 1970 indicate that no UHF measurement was taken in that market.

"Telestatus" appears the first issue of each month. The information is prepared by the media department of Carl Ally Inc., New York.

MARKET	Total TV households in ADI	Feb.-March '71 UHF		Feb.-March '70 UHF	
		Projected TV households	Per Cent	Projected TV households	Per Cent
Abilene-Sweetwater, Tex.	79,600	54,600	68	—	—
Albany, Ga.	71,800	48,300	67	—	—
Albany-Schenectady-Troy, N.Y.	398,200	311,300	78	—	—
Albuquerque, N.M.	194,500	142,100	73	—	—
Alexandria, La.	53,100	32,600	61	—	—
Alexandria, Minn.	70,300	51,500	73	—	—
Amarillo, Tex.	155,700	120,300	77	—	—
Ardmore-Ada, Okla.	38,200	23,700	61	—	—
Atlanta	652,700	518,200	79	469,500	73
Augusta, Ga.	150,100	105,400	70	92,700	67
Austin, Tex.	114,000	99,400	87	92,900	90
Bakersfield, Calif.	87,800	86,200	98	84,100	97
Baltimore	628,400	469,500	74	522,800	80
Bangor, Me.	85,700	54,500	63	—	—
Baton Rouge, La.	148,800	109,300	73	—	—
Beaumont-Port Arthur, Tex.	126,600	94,400	74	—	—
Bellingham, Wash.	25,300	18,600	73	—	—
Billings, Mont.	65,000	46,700	72	—	—
Biloxi-Gulfport-Pascagoula, Miss.	42,000	32,700	78	—	—
Binghamton, N.Y.	137,700	119,700	86	122,300	90
Birmingham (Anniston), Ala.	421,000	345,000	82	321,000	75
Bluefield-Beckley-Oak Hill, W. Va.	101,800	66,700	65	—	—
Boise, Idaho	86,400	64,100	74	—	—
Boston (Manchester-Worcester)	1,447,200	1,206,000	83	1,029,200	71
Bristol, Va.-Kingsport-Johnson City, Tenn.	158,900	123,200	77	98,600	59
Buffalo, N.Y.	603,500	476,600	79	423,300	76
Burlington, Vt.-Plattsburgh, N.Y.	126,500	93,700	74	87,000	67
Butte, Mont.	37,000	25,500	68	—	—
Casper-Riverton, Wyo.	34,000	22,100	65	—	—
Cedar Rapids-Waterloo (Dubuque), Iowa	248,700	175,000	70	—	—
Charleston, S.C.	119,700	82,900	69	—	—
Charleston-Huntington (Parkersburg), W. Va.	400,000	293,800	73	—	—
Charlotte (Hickory), N.C.	416,900	327,200	78	297,900	76
Chattanooga	213,700	155,400	72	—	—
Cheyenne, Wyo.	61,000	45,800	75	—	—
Chicago	2,507,700	2,147,300	85	2,114,500	85
Chico-Redding, Calif.	91,700	70,300	76	—	—
Cincinnati	570,200	493,300	86	473,300	83
Clarksburg-Weston, W. Va.	55,100	39,700	72	—	—
Cleveland (Akron)	1,214,600	1,048,800	86	982,100	83
Colorado Springs-Pueblo	138,100	102,000	73	—	—
Columbia, S.C.	142,800	128,200	89	110,700	83
Columbia-Jefferson City, Mo.	104,500	67,800	64	—	—
Columbus, Ga.	140,200	107,800	77	—	—
Columbus, Miss.	53,100	28,200	53	—	—
Columbus, Ohio	433,200	369,900	85	—	—

MARKET	Total TV households in ADI	Feb.-March '71 UHF		Feb.-March '70 UHF	
		Projected TV households	Per Cent	Projected TV households	Per Cent
Corpus Christi, Tex.	120,000	81,100	67	—	—
Dallas-Fort Worth	864,400	702,000	81	653,900	80
Davenport, Iowa-Rock Island-Moline, Ill.	265,500	202,100	76	—	—
Dayton, Ohio	375,100	329,700	87	307,500	82
Denver	444,700	323,400	72	—	—
Des Moines, Iowa	253,100	188,400	74	—	—
Detroit	1,408,700	1,204,800	85	1,155,100	83
Dickinson, N.D.	11,200	5,900	52	—	—
Dothan, Ala.	66,300	47,900	72	—	—
Duluth, Minn.-Superior, Wis.	146,200	101,400	69	—	—
El Centro, Calif.	20,200	14,500	71	—	—
Elmira, N.Y.	32,300	30,700	95	—	—
El Paso	132,900	97,800	73	—	—
Erie, N.Y.	99,800	96,700	96	97,700	99
Eugene, Ore.	104,200	78,600	75	—	—
Eureka, Calif.	41,200	30,100	72	—	—
Evansville, Ind.	167,200	155,200	92	145,600	95
Fargo, N.D.	150,800	101,400	67	—	—
Flint-Saginaw-Bay City, Mich.	318,000	259,000	81	247,500	79
Florence, S.C.	64,100	43,600	68	—	—
Fort Myers, Fla.	39,300	35,200	89	28,300	97
Fort Smith, Ark.	48,300	33,200	68	—	—
Fort Wayne, Ind.	164,900	161,100	97	153,000	99
Fresno, Calif.	253,100	251,600	99	241,700	99
Glendive, Mont.	4,200	2,300	55	—	—
Grand Junction, Colo.	33,800	21,300	63	—	—
Grand Rapids-Kalamazoo, Mich.	399,100	296,200	74	—	—
Great Falls, Mont.	49,300	37,900	77	—	—
Green Bay (Font du Lac), Wis.	240,200	180,300	75	—	—
Greensboro-Winston-Salem-High Point, N.C.	327,000	225,100	68	221,700	68
Greenville-New Bern-Washington, N.C.	220,700	140,700	63	—	—
Greenville-Spartanburg, S.C.	378,200	249,900	66	223,500	58
Asheville, N.C.	41,900	24,700	58	—	—
Greenwood-Greenville, Miss.	41,900	24,700	58	—	—
Harrisburg-York-Lancaster, Lebanon, Pa.	357,000	331,400	92	317,400	94
Harrisonburg, Va.	25,800	16,100	62	—	—
Hartford-New Haven, Conn.	575,300	501,700	87	495,600	88
Hartford Metro	—	—	—	—	—
New Haven Metro	—	—	—	—	—
Helena, Mont.	10,800	8,300	76	—	—
Honolulu	179,300	134,500	75	—	—
Houston	704,800	611,100	86	569,400	86
Huntsville-Decatur-Florence, Ala.	150,800	147,600	97	128,000	99
Idaho Falls-Pocatello, Idaho	57,900	44,100	76	—	—
Indianapolis	650,400	519,600	79	446,600	73

MARKET	Total TV households in ADI	Feb.-March '71 UHF		Feb.-March '70 UHF	
		Projected TV households	Per Cent	Projected TV households	Per Cent
Jackson, Miss.	213,000	157,000	73	—	—
Jackson, Tenn.	9,700	5,100	52	—	—
Jacksonville, Fla.	274,700	236,500	86	224,300	83
Johnstown-Altoona, Pa.	214,600	151,400	70	160,200	71
Jonesboro, Ark.	25,800	18,200	71	—	—
Joplin, Mo.-Pittsburg, Kan.	121,200	98,200	81	92,800	75
Kansas City, Mo.	562,000	438,300	78	344,000	63
Klamath Falls, Ore.	18,400	11,700	63	—	—
Knoxville	270,200	213,500	79	210,400	79
La Crosse-Eau Claire, Wis.	103,600	77,700	75	—	—
Lafayette, Ind.	30,000	26,900	89	23,500	88
Lafayette, La.	122,800	86,000	69	91,500	75
Lake Charles, La.	47,500	38,200	80	—	—
Lansing, Mich.	158,600	111,000	70	—	—
Laredo, Tex.	18,300	13,100	71	—	—
Las Vegas	98,700	80,700	81	—	—
Laurel-Hattiesburg, Miss.	45,600	30,300	66	—	—
Lexington, Ky.	132,400	127,400	96	116,800	95
Lima, Ohio	33,000	32,800	99	32,300	99
Lincoln-Hastings-Kearney, Neb.	186,900	129,500	69	—	—
Lincoln Metro	—	—	—	—	—
Hastings-Kearney Metro	—	—	—	—	—
Little Rock, Ark.	303,300	210,200	69	—	—
Los Angeles	3,409,000	2,838,200	83	2,753,800	83
Louisville, Ky.	393,800	354,200	89	339,400	86
Lubbock, Tex.	122,800	108,200	88	99,800	83
Macon, Ga.	102,900	84,100	81	75,400	72
Madison, Wis.	127,100	123,600	97	126,600	98
Mankato, Minn.	43,100	29,800	69	—	—
Marquette, Mich.	41,000	27,400	66	—	—
McAllen-Brownsville, Tex.	83,700	52,900	63	—	—
Medford, Ore.	43,900	31,900	72	—	—
Memphis	481,000	303,400	63	—	—
Meridian, Miss.	66,300	42,300	63	38,100	60
Miami	646,000	512,400	79	469,600	79
Milwaukee	566,100	511,000	90	487,600	89
Minneapolis-St. Paul	703,400	486,500	69	473,400	67
Minot-Bismarck, N.D.	99,500	66,900	67	—	—
Missoula, Mont.	37,000	26,400	71	—	—
Mobile, Ala.-Pensacola, Fla.	271,000	192,000	70	—	—
Monroe, La.-El Dorado, Ark.	138,200	87,500	63	—	—
Montgomery, Ala.	133,800	110,000	82	104,300	78
Nashville	474,200	328,700	69	275,100	58
New Orleans	426,900	336,700	78	310,400	74
New York	5,912,900	4,148,300	70	3,975,400	69
Norfolk-Portsmouth-Newport News-Hampton, Va.	354,700	273,200	77	225,900	64
North Platte, Neb.	12,600	9,400	74	—	—
Odessa-Midland, Tex.	108,300	85,800	79	—	—
Oklahoma City	380,400	282,600	74	—	—
Omaha	273,200	181,500	66	—	—
Orlando-Daytona Beach, Fla.	333,500	257,900	77	—	—
Ottumwa, Iowa-Kirksville, Mo.	29,900	19,000	63	—	—
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	217,000	148,600	68	—	—
Palm Springs, Calif.	37,700	34,300	91	—	—
Panama City, Fla.	28,500	19,200	67	—	—
Pembina, N.D.	5,900	3,800	63	—	—
Peoria, Ill.	158,100	155,600	98	159,900	97
Philadelphia	2,132,600	1,891,800	88	1,806,900	86
Phoenix	385,500	291,000	75	267,700	75
Pittsburgh	971,600	772,700	79	649,800	68
Portland, Ore. (Salem)	529,800	419,900	79	—	—
Portland-Poland Spring, Me.	218,100	146,600	67	—	—
Presque Isle, Me.	25,600	16,900	66	—	—
Providence, R.I.	505,700	394,600	78	—	—
Quincy, Ill.-Hannibal, Mo.	116,800	88,600	75	—	—
Raleigh-Durham, N.C.	267,400	193,000	72	141,400	59
Rapid City, S.D.	48,600	32,800	67	—	—
Reno	83,100	65,900	79	—	—
Richmond, Va.	295,400	197,200	66	—	—
Roanoke-Lynchburg, Va.	257,000	178,300	69	148,000	56
Rochester, N.Y.	277,100	227,400	82	—	—
Rochester-Austin, Minn.-Mason City, Iowa	116,100	77,800	67	—	—
Rockford, Ill.	149,200	144,100	96	144,100	98
Roswell, N.M.	37,300	26,300	70	—	—
Sacramento-Stockton, Calif.	547,800	444,600	81	432,300	81
St. Joseph, Mo.	42,700	28,100	65	—	—
St. Louis	852,200	659,200	77	564,700	66
Salinas-Monterey, Calif.	152,800	123,100	80	115,500	79
Salisbury, Md.	52,000	47,900	92	27,300	95
Salt Lake City	329,400	250,300	76	—	—
San Angelo, Tex.	24,700	16,400	66	—	—
San Antonio, Tex.	354,100	287,200	81	241,800	72
San Diego	407,200	346,000	85	332,000	84

MARKET	Total TV households in ADI	Feb.-March '71 UHF		Feb.-March '70 UHF	
		Projected TV households	Per Cent	Projected TV households	Per Cent
San Francisco	1,478,400	1,228,400	83	1,128,900	79
Santa Barbara-Santa Maria, Calif.	85,700	67,700	78	—	—
Savannah, Ga.	111,600	91,100	81	—	—
Seattle-Tacoma, Wash.	744,800	576,800	77	469,600	73
Shreveport, La.-Texarkana, Tex.	288,400	181,300	62	—	—
Sioux City, Iowa	128,700	101,100	78	85,900	67
Sioux Falls-Mitchell, S.D.	173,100	107,500	62	—	—
South Bend-Elkhart, Ind.	162,000	155,900	96	157,900	99
Spokane, Wash.	221,600	165,400	74	—	—
Springfield, Mass.	179,100	177,300	99	176,900	97
Springfield, Mo.	142,000	100,900	71	76,000	57
Springfield-Decatur-Champaign, Ill.	262,900	249,300	94	—	—
Springfield-Decatur Metro	—	—	—	—	—
Champaign Metro	—	—	—	—	—
Syracuse, N.Y.	311,100	248,900	80	—	—
Tallahassee, Fla.	101,700	64,500	63	—	—
Tampa-St. Petersburg, Fla.	533,000	454,700	85	433,600	85
Terre Haute, Ind.	127,200	91,200	71	—	—
Toledo, Ohio	294,800	261,600	88	247,700	88
Topeka, Kan.	108,900	83,800	77	70,600	66
Traverse City-Cadillac, Mich.	97,900	66,000	67	—	—
Tucson, Ariz.	136,400	101,800	74	—	—
Tulsa, Okla.	319,900	220,300	68	—	—
Tupelo, Miss.	21,500	13,300	61	—	—
Twin Falls, Idaho	33,300	21,100	63	—	—
Tyler, Tex.	65,200	40,900	62	—	—
Utica, N.Y.	98,000	75,300	76	—	—
Waco-Temple, Tex.	131,200	94,800	72	—	—
Washington	1,077,200	891,300	82	792,300	78
Waterdown-Carthage, N.Y.	68,100	52,900	77	—	—
Wausau-Rhineland, Wis.	90,900	60,000	65	—	—
West Palm Beach, Fla.	158,000	127,400	80	—	—
Wheeling, W. Va.-Steubenville, Ohio	148,800	108,600	72	—	—
Wichita-Hutchinson, Kan.	336,600	241,700	71	—	—
Wichita Falls, Tex.-Lawton, Okla.	136,700	94,300	69	—	—
Wichita Falls Metro	—	—	—	—	—
Lawton Metro	—	—	—	—	—
Wilkes Barre-Scranton, Pa.	279,700	274,500	98	276,100	97
Wilmington, N.C.	92,300	56,100	60	—	—
Yakima, Wash.	119,900	116,300	97	100,900	94
Youngstown, Ohio	194,600	192,900	99	189,000	96
Zanesville, Ohio	24,600	22,700	92	21,700	95
U.S. TOTALS	60,770,700	47,927,800	79	33,063,500	80.6

The following estimates are provided for those television markets which, according to ARB findings, have no geographic area of dominant influence of county size or greater. They are based upon the home county(ies) of the market and therefore, are not directly comparable to the ADI estimates listed previously. The home county(ies) is shown in parentheses following each non-ADI market. Because the survey areas of the markets listed below are composed of counties which are part of other markets' ADI's, these estimates are not additive.

MARKET	Total TV households in ADI	Feb.-March '71 UHF		Feb.-March '70 UHF	
		Projected TV households	Per Cent	Projected TV households	Per Cent
Akron (Summit), Ohio	169,900	148,300	87	142,900	85
Anniston (Calhoun), Ala.	31,300	26,600	85	24,200	79
Dubuque (Dubuque), Iowa	24,500	21,400	87	—	—
Fond du Lac (Fond du Lac), Wis.	24,500	21,400	87	—	—
Hagerstown (Washington), Md.	31,900	27,000	84	—	—
Hickory (Catawba), N.C.	25,700	19,400	75	18,500	73
Manchester (Hillsborough), N.H.	66,100	51,100	77	42,300	66
Parkersburg (Wood), W. Va.	30,100	27,700	92	25,100	89
Salem (Marion, Polk), Ore.	56,600	44,100	78	—	—
Worcester (Worcester), Mass.	184,400	159,600	86	—	—

Radio-TV no sure way to get elected

While broadcast spending is definite factor, incumbency seems to weigh much more heavily

Incumbency—not outspending your opponent on radio and TV—remains the surest route to political office in the U.S. That's the principal conclusion of a BROADCASTING magazine analysis of a report—"Survey of Political Broadcasting"—issued two weeks ago by the FCC. Of incumbents who ran for re-election, 97.11% of those in the House, 83.3% of those in the Senate and 75% of the governors were returned to office.

Not to say that political campaign spending doesn't count. It does indeed. Of the 35 Senate races in 1970, 20 were won by men who outspent their opponents in radio-TV (25 were won by incumbents). Of the 351 House races in which radio-TV spending was a factor, 221 were won by candidates who outspent their opponents (294 were won by incumbents). A slightly different picture emerged in the 35 gubernatorial races (all involved broadcast spending): 19 were won by men who outspent their opponents (18 were won by incumbents). A negative indication of the effect of broadcast spending appeared among the House contests, and that involving defeated incumbents. Of the 11 who spent anything on radio-TV and yet lost, only two spent more than their rivals. The most conspicuous winners-and-spenders: William Roy (D-Kan.), who spent \$22,897 against \$9,031 for loser Chester Mize; Romano Mazzoli (D-Ky.), \$17,693 vs. William Cowger's \$5,712; Robert Drinan (D-Mass.), \$16,604 vs. Philip Philbin's \$2,742, and Jack Kemp (R-N.Y.), \$32,689 vs. Richard McCarthy's \$2,033.

A clearer picture of the effect of radio TV spending should have emerged in those races in which incumbency was not a factor. It did not. There were 44 instances—among broadcast spending campaigns—in which House incumbents failed to run for re-election. In 24, winners outspent the losers—a difference of only four. Dollar amounts among the winners who spent more did not vary greatly from their opponents' financial outlays. The largest spending differential for a winning representative was slightly over \$22,000, achieved by Bill Frenzel (R-Minn.). But even this figure could not top the more than \$41,000 disparity between unsuccessful Phyllis

Schlaflly, a Republican, and victorious George Shipley in Illinois.

A still more noticeable decline in the effectiveness of broadcast spending was found in gubernatorial campaigns. Of the 12 races in which an incumbent did not take part, only four victorious candidates outspent their adversaries—three of those by conspicuous margins. Jimmy Carter of Georgia spent \$102,280 against \$63,850 by his opponent; John Gilligan of Ohio spent \$507,389 against \$197,202 by his opponent and George Wallace of Alabama spent \$41,210 against \$2,791 by his closest rival. Interesting aberrations within each election include:

In the Senate ■ Incumbent George Murphy (R-Calif.) lost a re-election bid

Macdonald bill holding to its original form

Representative Torbert H. Macdonald's (D-Mass.) political-spending bill is likely to emerge from his Communications Subcommittee and go to the parent Commerce Committee without any substantial changes, House sources indicated last week.

The subcommittee has been meeting in executive mark-up session on H.R. 8628, the bill Mr. Macdonald introduced in May (BROADCASTING, May 25).

Details of the sessions have not been formally announced. However, according to one source, attempts have been unsuccessful to extend the bill's repeal of Section 315 of the Communications Act for all federal-office candidates and eliminate its provision that only half of the spending limitation can be spent on broadcast media. Votes against these provisions are said to have been defeated in 4-to-4 deadlocked votes.

The Macdonald measure repeals Section 315 for presidential and vice presidential candidates; sets a 10-cents-per-eligible-voter limit on spending (no more than half of which can be spent in broadcast), and requires all media to charge candidates their lowest unit rate. The subcommittee is expected to resume its deliberations this week.

to Democrat John Tunney, who outspent Mr. Murphy by more than \$72,000.

■ In Florida, a Republican spent nearly three times that spent by Lawton Chiles Jr., a Democrat, the victor.

■ In a close race for the Indiana Senate seat, newcomer Richard Roudsbush(R) spent \$364,825 against \$214,130 spent by incumbent Vance Hartke (D). Despite the heavy Republican outlay, Senator Hartke was re-elected.

■ In another closely contested race, incumbent Harrison Williams (D-N.J.) defeated Nelson G. Gross (R). Mr. Gross spent approximately \$120,000 more than Senator Williams.

■ The largest total for campaign spending in radio-TV took place in the New York senatorial race, \$1,727,066. Of the three principal candidates, the one who spent least for broadcast time, James Buckley (C), won. The incumbent, Charles Goodell (R), lost.

■ In an unusual flurry of broadcast spending, Senate Minority Leader Hugh Scott (R-Pa.) spent \$267,270 vs. \$25,374 by his Democratic opponent. The 12-year incumbent was re-elected.

■ The senatorial race for the state of Texas pitted non-incumbents. Candidate George Bush (R) spent \$293,142 against \$174,991 spent by Lloyd Bentsen (D) who was elected.

In gubernatorial contests ■ Incumbent Winthrop Rockefeller (R-Ark.) spent \$308,360 for radio-TV against \$117,725 by his opponent. Despite the sum, the incumbent lost.

■ New York, again, can claim the largest sum spent on a broadcast campaign—this time for the \$1,182,177 spent by incumbent Nelson Rockefeller (R). His expenditure more than tripled that of his closest and leading contender, Arthur Goldberg, a Democrat.

■ In a race with no incumbent, John Gilligan (D) of Ohio spent \$507,389 to insure victory over the opponent who spent only \$197,202.

In the House ■ A disproportionately large expenditure of \$44,196 did not mean victory for Phyllis Schlaflly (R) in the 23d district of Illinois. His opponent George Shipley (D) spent only \$3,508, and won.

■ In the ninth Massachusetts district

race without incumbents, Louise Day Hicks (D) who spent only \$383 defeated the Republican opposition which spent approximately five times more.

■ In the seventh congressional district of Minnesota, incumbent Odin Langer (R) was defeated by Bob Bergland (D). Spending was comparable for the two, with Mr. Langer spending \$21,665 and Representative Bergland spending \$23,624.

■ An expenditure of \$13,113 by the Democratic candidate for the sixth congressional district of New Jersey, failed to stop Republican Edwin Forsythe who spent one-sixth the amount. No incumbents ran.

■ The second district of New Mexico was marked by comparable broadcast spending by incumbent and challenger. Harold Runnels (D), the challenger, was victorious.

■ A challenger for the first congressional seat of New York was unsuccessful

despite an outlay of \$58,117. Incumbent Otis Pike (D) spent only \$6,382 but won.

■ Incumbent William Minshall (R-Ohio) of the 22d district spent \$31,248 to insure victory over an opponent who spent only \$2,293.

■ In the Texas third district, Republican incumbent Congressman James Collins spent \$22,945 and won re-election, while his opponent spent nothing.

■ And in Texas seventh district, now-Congressman William Archer (R) spent \$48,311 in defeating his opponent, who put up \$15,383.

■ In the fourth Washington district, incumbent Catherine May (R) was defeated by Democrat Mike McCormack, who outspent her \$9,099 to \$7,545.

■ Democrat Brock Adams of the seventh Washington district spent \$15,189 to defeat Brian Lewis who spent only \$1,008 and a third-party candidate who spent nothing.

■ Incumbent Henry Schadeberg (R) of Wisconsin's first district spent \$3,416 for re-election. Leslie Aspin, his Democratic opponent spent \$5,000 more—and won.

Following is a breakdown for the elections of 1970, by state and district where applicable. Bold face signifies the greatest radio-TV campaign expenditure per race. Incumbents are designated by asterisks, and by their years of incumbency. Party affiliation is denoted by (D) = Democrat, (R) = Republican, (C) = Conservative, and (T) = all third party candidates.

Total expenditure for winning and losing candidates indicates total charges made for spot announcements and program time bought by the candidate or his supporters. Unlike previous FCC surveys of this nature, figures for 1970 reflect total expenditure after deduction of agency commissions, a downward differential of approximately 15%.

U.S. Senate elections

State	Winner	Total Expenditure	Loser(s)	Total Expenditure	State	Winner	Total Expenditure	Loser(s)	Total Expenditure
Alaska	Stevens (R)* (2)	\$ 18,020	Key (D)	\$ 34,435				Anderson (T)	
Arizona	Fannin (R)* (6)	86,190	Grossman (D)	85,388				Dawson (T)	
California	Tunney (D)	472,987	Murphy (R)* (6)	400,731				Emanuel (T)	
			Brown (D)		North Dakota	Burdick (D)* (10)	44,877	Johnson (T)	
			Coombs (D)	668	Ohio	Taft (R)	223,035	Kwanwaitai (T)	
			Short (D)	1,070				Kleppe (R)	71,561
			Stiern (D)	67				Metzenbaum (D)	242,246
			Lagomarcino (R)	324				Key (T)	
			Marler (R)	82	Pennsylvania	Scott (R)* (12)	287,270	Harris (T)	
			Ripley (T)					O'Neill (T)	
			Quinn (T)					Sesler (D)	25,374
			Scheer (T)					McFarland (T)	
Connecticut	Weicker (R)	80,954	Duffey (D)	88,802				Gaydosh (T)	8,710
			Dodd (I)* (12)	49,602				Johansen (T)	
Delaware	Roth (R)	13,775	Zimmerman (D)	12,341				Maisel (T)	
			Fair (T)		Rhode Island	Pastore (D)* (20)	24,247	Mimms (T)	
Florida	Chiles (D)	49,489	Cramer (R)	145,484				Moore (T)	
Hawaii	Fong (R)* (11)	37,463	Heftel (D)	85,747				McLaughlin (R)	6,263
Illinois	Stevenson (D)	261,573	Smith (R)	252,206				Fein (T)	
			Daly (T)		Tennessee	Brock (R)	187,910	Fenton (T)	
			Fisher (T)	560				Gore (D)* (18)	144,191
			Gabow (T)					Pitard (T)	134
			Henderson (T)	560				East (T)	
Indiana	Hartke (D)* (12)	214,130	Roudebush (R)	364,825				Bush (R)	293,142
Maine	Muskie (D)*	31,805	Bishop (R)	8,593	Texas	Bentsen (D)	174,991	Hernandez (T)	
Maryland	Beall (R)	155,995	Tydings (O)* (6)	93,561				Russell (T)	
			Wilder (T)	287	Utah	Moss (D)* (12)	115,786	Burton (R)	91,736
Massachusetts	Kennedy (D)* (8)	152,065	Spaulding (R)	14,984				Freeman (T)	
			Baird (T)		Vermont	Prouty (R)* (12)	56,248	Hoff (D)	73,831
			Camejo (T)					Kidder (T)	
			Gilfedder (T)					Meyer (T)	
			Shaw (T)		Virginia	Byrd (I)	90,231	Rawlings (D)	24,409
Michigan	Hart (D)* (12)	143,893	Romney (R)	44,978				Garland (R)	31,114
			Lodico (T)		Washington	Jackson (D)* (18)	42,736	Ellicker (R)	
			Sims (T)		West Virginia	Byrd (D)* (12)	8,615	Dodson (R)	1,702
Minnesota	Humphrey (D)	164,636	MacGregor (R)	172,011	Wisconsin	Proxmire (D)* (13)	191,783	Erickson (R)	79,596
			Abrahamson (T)	260	Wyoming	McGee (D)* (12)	47,988	Wold (R)	39,010
			Braatz (T)						
			Craig (T)						
			Humphrey (T)						
			Strebe (T)	260					
Mississippi	Stennis (D)* (23)	1,624	Thompson (T)	616					
Missouri	Symington (D)* (18)	199,170	Danforth (R)	228,475					
			Chapman (T)	1,590					
			Digirolamo (T)						
Montana	Mansfield (D)* (18)	11,439	Wallace (R)	10,728					
Nebraska	Hruska (R)* (16)	25,883	Morrison (D)	20,674					
Nevada	Cannon (D)* (12)	74,309	Raggio (R)	82,991					
			Deselle (T)		Alabama				
New Jersey	Williams (D)* (12)	173,057	Gross (R)	391,462	1	Edwards (R)* (6)	\$8,888	Tyson (D)	\$4,315
			Job (T)	3,927				Beasley (T)	20
			Levin (T)		2	Dickinson (R)* (6)	9,843	Winfield (D)	5,289
			Mans (T)					Smith (T)	75
			O'Grady (T)						
New Mexico	Montoya (O)* (13)	23,628	Carter (R)	37,354	4	Andrews (R)* (26)	1,405	Nichols (D)	2,806
			Higgs (T)		5	Flowers (D)	276		
New York	Buckley (C)	516,472	Ottlinger (D)	841,151	6	Buchanan (R)* (6)	1,674	Schmarkey (D)	535
			Goodell (R)* (2)	569,443	7	Bevill (D)* (4)	15		
					8	Jones (D)* (23)		Hearn (T)	1,010

U.S. House of Representatives elections

State	Winner	Total Expenditure	Loser(s)	Total Expenditure
Alabama				
1	Edwards (R)* (6)	\$8,888	Tyson (D)	\$4,315
2	Dickinson (R)* (6)	9,843	Beasley (T)	20
			Winfield (D)	5,289
			Smith (T)	75
4	Andrews (R)* (26)	1,405	Nichols (D)	2,806
5	Flowers (D)	276		
6	Buchanan (R)* (6)	1,674	Schmarkey (D)	535
7	Bevill (D)* (4)	15		
8	Jones (D)* (23)		Hearn (T)	1,010

State	Winner	Total Expenditure	Loser(s)	Total Expenditure	State	Winner	Total Expenditure	Loser(s)	Total Expenditure
Alaska					Georgia				
At large	Begich (D)	21,297	Murkowski (R)	13,731	1	Hagen (D)* (10)	27		
Arizona					4	Blackburn (R)* (4)	3,109	Schumake (D)	4,395
1	Rhodes (R)* (18)	6,733	Pollock (D)	1,384				Cole (T)	
2	Udall (D)* (9)	14,319	Herring (R)	6,668	5	Thompson (R)* (4)	20,423	Young (D)	14,863
			Thomallo (T)	182				Grinnon (T)	
			Bealy (D)	9,970				Millican (T)	
3	Steiger (R)* (4)	1,991						Cooper (R)	2,810
Arkansas					9	Landrum (D)* (18)	4,607		
2	Mills (D)* (31)	187	Poe (D)	2,341	Hawaii				
3	Hammerschmidt (R)* (4)	2,473			1	Matsunaga (D)* (8)	6,139	Cockey (R)	3,433
California					2	Mink (D)* (5)	53	Burden (R)	195
1	Clausen (R)* (7)	3,627	Kortum (D)	796	Idaho				
2	Johnson (D)* (12)	4,404	Gilbert (R)		1	McClure (R)* (4)	5,094	Brauner (D)	4,363
			Carrigg (T)	292				Witham (D)	24
3	Moss (D)* (18)	14,342	Priest (T)	17,082	2	Hansen (R)* (2)	4,136	Wells (D)	2,758
			Gyorke (R)	345				Condon (T)	
4	Leggett (D)* (8)	226	Parks (R)	56	Illinois				
5	Burton (D)* (6)	2,798	Miller (D)	11,798	3	Murphy (D)		Rowan (R)	1,228
6	Maillaird (R)* (18)	18,220	Healy (R)	25,055	4	Derwinaki (R)* (11)	256	Morgan (D)	150
7	Dellums (D)	2,809	Scahill (T)	698	5	Kluczynski (D)* (20)	73		
			Guerra (R)	4,721	6	Collins (D)		Zabrosky (R)	145
9	Edwards (D)* (8)	1,444	Kaiser (T)		8	Rostenkowski (D)	36		
			McLean (D)	1,190	11	Pucinaki (D)* (12)	427	Mason (R)	
10	Gubaer (R)* (18)	4,916	Stancilife (T)	6,106	12	McClory (R)* (8)	2,221	Cone (D)	1,020
			Gomperts (D)		14	Erieborn (R)* (6)	10	Adelman (D)	
11	McCloskey (R)* (3)	431	Wilson (R)	431	15	Reid (R)* (8)	1,652	Todd (D)	
			Riordan (D)	753	16	Anderson (R)* (10)	5,332	Devine (D)	205
12	Talcott (R)* (8)	4,718	Hart (D)	3,485	17	Arends (R)* (36)	68	Hawthorne (D)	68
13	Teague (R)* (16)	2,786	Athan (R)	307	18	Michel (R)* (13)	692	Fox (D)	180
14	Watlie (D)* (4)	3,719	Van Dyken (R)	8,671	19	Railsback (R)* (4)	1,521	Shaw (D)	105
15	McFall (D)* (14)	3,171	Gillings (T)	256	20	Findley (R)* (10)	5,367	Cox (D)	2,191
			Sanchez (R)	8,803	21	Gray (D)* (14)	1,126	Evans (R)	1,079
16	Sisk (D)* (16)	6,931	Scott (T)	149	22	Springer (R)* (20)	1,339	Miller (R)	564
			Donaldson (R)	8,365	23	Shipley (D)	3,508	Schiaffo (R)	44,196
17	Anderson (D)* (2)	2,870	Copeland (T)		24	Price (D)* (25)		Randolph (R)	467
			Gordon (T)		Indiana				
			Mathews (T)		1	Madden (D)* (17)	1,364	Kirtland (R)	312
18	Mathias (R)* (4)	7,919	Miller (D)	4,270	2	Landgrebe (R)* (2)	5,981	Sprague (D)	8,552
			Berrigan (T)		3	Brademas (D)* (12)	27,684	Newman (R)	29,541
			Hensley (T)		4	Roush (D)* (12)	15,458	Adair (R)	10,694
19	Hollfield (D)* (28)		Jones (R)	60	5	Hillis (R)* (12)	9,782	Williams (D)	2,317
21	Hawkins (D)* (8)	44	Johnson (R)	198				Campbell (T)	
22	Corman (D)* (10)	3,468	Hayden (R)	2,702	6	Bray (R)* (20)	1,156	Straub (D)	67
			Johnson (T)					Jones (R)	64
23	Clawson (R)* (7)	344	Evers (D)		7	Myers (R)* (4)	8,221	Roach (D)	1,753
24	Rosselot (R)* (1/2)	256	Kaplan (T)		8	Zion (R)* (4)	15,099	Huber (D)	21,238
			Craven (D)	44	9	Hamilton (D)* (6)	8,927	Wathen (R)	5,607
25	Wiggins (R)* (4)	NR	Friedman (R)	80	10	Dennis (R)* (2)	9,231	Sharp (D)	8,162
26	Rees (D)* (5)		Kimmel (D)	285	11	Jacobs (D)* (6)	22,595	Burton (R)	30,489
27	Goldwater (R)* (1)	1,991	McLaughlin (D)	339	Iowa				
28	Bell (R)* (10)		Cavnar (R)	60	1	Schwengel (R)* (16)	16,253	Mezvinaky (D)	23,275
29	Danielson (D)	140	Belousov (T)		2	Culver (D)* (6)	12,670	Foster (T)	40
30	Roybal (D)* (8)		Cesmir (R)	444	3	Gross (R)* (22)	6,184	McMartin (R)	3,777
			Wright (D)	770	4	Kyl (R)* (3)	5,754	Taylor (D)	5,815
31	Wilson (D)* (8)		Teague (R)	4,504	5	Smith (D)* (12)	3,907	Blobaum (D)	7,723
33	Pettis (R)* (4)	211	Rayburn (T)					Mahon (R)	861
34	Hanna (D)* (8)	1,708	Lenhardt (D)		6	Mayne (R)* (4)	5,812	Grant (T)	
			Halpern (T)	335	7	Scherie (R)* (4)	3,537	Berger (T)	
35	Schmitz (R)		Kuhn (R)	1,629				Moore (D)	6,031
			Brice (T)	70	Kansas			Galetich (D)	2,045
37	Van Deerlin (D)* (7)		Thygeson (T)		1	Sebellus (R)* (2)	10,335	Jellison (D)	5,653
			Tunno (D)	4,294	2	Roy (D)	22,897	Mize (R)* (6)	9,031
38	Veysey (R)	3,414	Barnes (D)	25,848	3	Winn (R)* (4)	17,382	Kilian (T)	1,662
Colorado			Miller (R)	232	4	Shriver (R)* (10)	8,741	Decouray (D)	33,738
1	McKevitt (R)	14,941	Carpio (T)		5	Skubitz (R)* (8)	5,979	Juhnke (D)	4,142
			Gebhardt (D)	9,722				Snell (T)	75
2	Brotzman (R)* (7)	13,799	Mitchell (R)	532	Kentucky			Saar (D)	156
3	Evans (D)* (6)	11,438	Olshaw (T)	300	1	Stubbiefield (D)* (12)	74		
			Cranson (T)	40	3	Mazzoli (D)	17,693	Cowger (R)* (4)	5,712
4	Aspinall (D)* (22)	6,134	Serna (T)	6				Watson (T)	400
Connecticut			Gossard (R)	3,607	4	Snyder (R)* (4)	7,166	Webster (D)	949
1	Cotter (D)	6,149	Uccello (R)	9,140	5	Carter (R)* (6)	2,395	Willis (D)	25
			Coli (T)	4,007	6	Watts (D)* (19)	6,451	Carter (R)	2,395
2	Steele (R)	5,268	Pickett (D)	4,779	7	Perkins (D)* (22)	404	Myers (R)	78
3	Giulino (D)* (12)	3,774	Dunn (R)	657	Louisiana				
			Antonetti (T)	224	1	Hebert (D)* (28)	224	Fontana (T)	1,193
4	McKinney (R)	13,161	Daly (D)	14,918	2	Boggs (D)* (24)	13,506	Lae (R)	3,613
			Emard (T)	100	5	Pasman (D)* (24)	60	Smith (T)	1,298
5	Monagan (D)* (12)	3,127	Patterson (R)	1,128	Maine				
			Avitabile (T)	129	1	Kyros (D)* (4)	12,074	Speers (R)	4,028
6	Grasso (D)	12,517	Kilbourn (R)	15,109	2	Hathaway (D)* (6)	3,973	Connors (R)	2,443
Delaware					Maryland				
At large	DuPont (R)	18,497	Daniello (D)	4,745	1	Morton (R)* (8)	8,239	Laque (T)	
Florida					2	Long (D)* (8)	7,947	Pierpont (R)	5,133
1	Sikes (D)* (30)	5,682	Shuemaker (R)	1,015	4	Sarbanes (D)	2,625	Fentress (R)	160
4	Chappell (D)* (2)	5,321	Wood (R)	6,712	5	Hogan (R)* (2)	20,557	Hart (D)	12,227
5	Frey (R)* (2)	7,258	Girod (D)	888	6	Byron (D)	1,772	Hughes (R)	3,485
6	Gibbons (D)* (8)	1,269	Carter (R)	462				Carroll (T)	
7	Haley (D)* (18)	3,753	Lovingood (R)	1,087	7	Mitchell (D)	4,216	Parker (R)	7,258
8	Young (R)	1,266	Bailey (D)		8	Gude (R)* (4)	9,847	Boggs (D)	9,941
9	Rogers (D)* (15)	9,158	Danciu (R)	797	Massachusetts				
10	Burke (R)* (4)	1,420	Ward (D)		3	Drinan (D)	16,604	McGlennon (R)	18,542
12	Fascell (D)* (18)	7,784	Zinzell (R)	877	4	Donohue (D)* (24)	6,478	Philbin (T)* (28)	2,742
								Miller (R)	1,649

State	Winner	Total Expenditure	Loser(s)	Total Expenditure	State	Winner	Total Expenditure	Loser(s)	Total Expenditure
5	Morse (R)* (10)		Williams (D)	1,013	5	Lent (R)	5,777	Lowenstein (D)* (2)	7,874
6	Harrington (D)* (1)	13	Phillips (R)	3,084				Andrews (D)	792
9	Hicks (D)	383	Curtis (R)	3,040	14	Rooney (D)* (27)	1,515	Jacobs (R)	100
			Houton (T)	786				Eikenberry (T)	
10	Heckler (R)* (4)	9,381	Yaffe (D)	13,349	15	Carey (D)* (9)		Spinner (R)	442
12	Keith (R)* (11)	6,800	Studds (D)	11,204				Marion (C)	
Michigan					16	Murphy (D)* (8)		Smith (R)	100
2	Each (R)* (4)	1,273	Stillwagon (D)	385				McClain (T)	
3	Brown (R)* (4)	18,339	Enslin (D)	14,883	17	Koch (D)* (2)	14,531	Sprague (R)	28,160
4	Hutchinson (R)* (7)	2,515	McCormack (D)	2,267				Callahan (C)	
5	Ford (R)* (22)	8,819	McKee (D)	6,263	18	Rangel (D-R)		Wasiutynski (C)	
			Girard (T)					Boutelle (T)	
			Kos (T)					Stevens (T)	817
6	Chamberlain (R)* (14)	4,287	Cihon (D)	2,096				Stewart (T)	
7	Riegle (R)* (4)	7,152	Ruhala (D)	3,442				Taylor (T)	
			Mattison (T)		19	Abzug (D)	1,200	Farber (R)	3,866
8	Harvey (R)* (10)	3,284	Davies (R)	445				Lodico (C)	
9	Vander Jagt (R)* (4)	3,055	Rogers (D)	9,097				Chertov (T)	
			Dillinger (T)		25	Peysler (R)	3,254	Dretzin (D)	10,889
10	Cederberg (R)* (17)	2,783	Parent (D)	19				Devito (C)	
11	Ruppe (R)* (4)	10,050	Gren (D)	10,755				Greenawalt (T)	93
13	Diggs (D)* (16)	110			26	Reid (R)* (8)	9,353	James (D)	170
14	Nedzi (D)* (9)	205						Colley (C)	170
16	Dingell (D)* (15)	205			27	Dow (D)* (6)	5,812	McKeneally (R)	1,648
17	Griffiths (D)* (16)	345	Klunzinger (R)	11,735	28	Fish (R)* (2)	2,152	Greaney (D)	145
18	Broomfield (R)* (14)	7,887	Scholte (D)	1,077				Hoffman (C)	245
19	McDonald (R)* (4)	288			29	Stratton (D)* (12)	9,565	Button (R)	20,271
Minnesota					30	King (R)* (10)	8,040	Pattison (D)	15,316
1	Qule (R)* (12)	4,113			31	McEwen (R)* (6)	6,740	Bornstein (D)	150
2	Nelsen (R)* (12)	3,423	Adams (D)	864	32	Pirnie (R)* (12)	3,566	Simmons (D)	2,362
3	Frenzel (R)	26,849	Rice (D)	3,708	33	Robison (R)* (12)	4,971	Bernstein (D)	3,741
4	Karsh (D)* (12)	15,837	Loss (R)		34	Terry (R)	14,418	McCurn (D)	6,326
5	Fraser (D)* (8)	2,442	Enroth (R)	5,833	35	Hanley (D)* (6)	7,562	O'Connor (R)	21,178
6	Zwach (R)* (4)	7,424	Montgomery (D)	10,886				Hughes (R)	608
			Martin (T)	51	36	Horton (R)* (8)	6,967	Pappas (D)	10,073
7	Bergland (D)	23,824	Langen (R)* (12)	21,665				Hampson (C)	
8	Blatnik (D)* (14)	3,952	Reed (R)	2,066				Schloss (T)	
Mississippi					37	Conable (R)* (6)	6,725	Wallis (C)	
2	Whitten (D)* (29)	251			38	Hastings (R)* (2)	732	Cretokos (D)	411
3	Griffin (D)* (2)	12,421	Lee (R)	8,115	39	Kemp (R)	32,698	Flaherty (D)	35,732
5	Colmer (D)* (34)	1,686	Creel (T)	161				McCarthy (C)* (6)	2,033
Missouri					40	Smith (R)* (6)	3,242	Cuddy (D)	1,619
2	Symington (D)* (2)	2,942	Hoffman (R)	7,952	41	Dulski (D)* (12)	227	Johns (R)	
4	Randall (D)* (11)	761	Olson (R)	109	North Carolina				
5	Bolling (D)* (22)	7,481	Vanet (R)	961	1	Jones (D)* (4)	8,051	Everett (R)	11,906
			Kernodle (T)					Leggett (T)	100
6	Hull (D)* (16)	8,649	Sprague (R)	782	3	Henderson (D)* (10)	12,368	Howell (R)	11,774
7	Hall (R)* (10)	559			4	Gallifanakis (D)* (4)	17,339	Hawke (R)	12,261
8	Ichord (D)* (10)	58	Caskanett (R)	25	5	Mizell (R)* (2)	12,026	White (D)	13,097
			Schroeder (R)	1,381	6	Preyer (R)* (2)	6,380	Barham (R)	
9	Hungate (D)* (6)	6,296	Hale (T)					Bullock (T)	1,674
			Rust (R)	8,570	7	Lennon (D)* (13)		Weber (R)	700
10	Burison (D)* (2)	13,504			8	Ruth (R)* (2)	3,097	Blue (D)	7,198
Montana					9	Jonas (R)* (18)	4,960	Bahakel (D)	11,836
1	Shoup (R)	12,574	Olsen (D)* (6)	20,595	10	Broyhill (R)* (62)	22,954	Whitener (D)	9,251
2	Melcher (D)* (1)	20,795	Rehberg (R)	16,080	11	Taylor (D)* (10)	7,095	Atkinson (R)	5,653
Nebraska					North Dakota				
1	Thone (R)	16,048	Burrows (D)	3,084	1	Andrews (R)* (7)	9,515	Brooks (D)	2,446
			Callan (T)	1,863	2	Link (D)	10,146	McCamey (R)	10,238
2	McCollister (R)	16,380	Hlavacek (D)	7,661	Ohio				
3	Martin (R)	2,373	Searcy (D)	30	1	Keating (R)	19,830	Turner (D)	2,294
Nevada								Hedley (R)	63
At large	Baring (D)* (14)	740			2	Clancy (R)* (10)	2,234	Springer (D)	5,783
New Hampshire					3	Whalen (R)* (4)	5,136	Kerr (D)	2,237
1	Wyman (R)* (4)	1,139	Morrow (D)	1,052				Butcke (T)	
2	Cleveland (R)* (8)	2,548	Daniell (D)	2,016				Buchanan (T)	
New Jersey								Laws (D)	851
1	Hunt (R)* (4)	2,313	Mansi (D)		4	McCulloch (R)* (23)	225		
2	Sandman (R)* (4)	1,334	Hughes (D)	1,477	5	Latta (R)* (12)	1,071		
3	Howard (D)* (6)	2,794	Dowd (R)	2,487	6	Harsha (R)* (10)	3,934	Stevens (D)	817
4	Thompson (D)* (16)	5,114	Costigan (R)	3,073	7	Brown (R)* (5)	1,087	Lewis (D)	676
5	Frelinghuysen (R)* (18)	2,984	Eisele (D)	25	9	Ashley (D)* (16)	3,600	Shapiro (R)	9,823
			Wright (T)		10	Miller (R)* (3)	2,328	Arnett (D)	368
6	Forsythe (R)	2,677	Yates (D)	13,113	11	Stanton (R)* (6)	1,233	Rudd (D)	3,832
			Mahalchik (T)		12	Davine (R)* (12)	8,920	Goodrich (D)	22,811
8	Roe (D)* (1)	1,970	Fontanella (T)	615	13	Mosher (R)* (10)	945	Bartolomeo (D)	723
9	Helstoski (D)* (6)	212	Hoebel (R)	1,202	14	Seiberling (D)	5,044	Ayres (R)* (20)	2,407
			Cundari (T)		15	Wylie (R)* (4)	8,295	McGee (D)	1,379
10	Rodino (D)* (21)	998			16	Bow (R)* (20)	6,121	Musser (D)	562
11	Minish (D)* (8)	498	Shue (R)	5,540	17	Ashbrook (R)* (10)	44	Hood (D)	21
12	Dwyer (R)* (14)	1,917	Lundy (D)					Simpson (T)	429
13	Gallagher (D)* (12)		Comesanas (R)	95	18	Hays (D)* (22)	2,267	Stewart (R)	167
			Miller	525	19	Carney (D)	8,288	Dennison (R)	17,318
15	Patten (D)* (8)	810	Garibaldi (R)	2,130	21	Stokes (D)* (2)	108	Mack (R)	648
New Mexico					22	Vanik (D)* (16)		Rink (R)	15,957
1	Lujan (R)	6,018	Chavez (D)	3,192				Stapleton (T)	
			McGovern (T)		23	Minshall (R)* (16)	31,248	Mottl (D)	2,293
			Montano (T)					Viets (T)	
2	Runnels (D)	15,765	Foreman (R)* (2)	15,528	24	Powell (R)	6,811	Wishmeyer (T)	
			Roybal (T)					Ruppert (D)	6,899
New York								Payton (T)	75
1	Pike (D)* (10)	6,382	Smith (R)	58,117	Oklahoma				
2	Grover (R)* (8)	347	Sherman (D)	425	1	Belcher (R)* (20)	20,290	Jones (D)	20,684
3	Wolff (D)* (8)	688	Rice (R)	25	2	Edmondson (D)* (18)	3,925	Humphries (R)	7,952
			Camardl (C)		4	Steed (D)* (21)	22,228	Wilkinson (R)	32,997
4	Wydler (R)* (8)	1,238	Burstein (D)	5,481				Kotika (T)	114
			Darham (C)		5	Jarman (D)* (19)		Campbell (R)	1,688

State	Winner	Total Expenditure	Loser(s)	Total Expenditure	State	Winner	Total Expenditure	Loser(s)	Total Expenditure
6	Camp (R)* (2)	889	Cassity (R)	132	3	Hansen (D)* (10)	1,042	McConkey (R)	647
Oregon					4	McCormack (D)	9,099	May (R)* (12)	7,545
1	Wyatt (R)* (6)	2,021	Cook (D)	24	5	Foley (D)* (4)	10,179	Gamble (R)	3,143
2	Ullman (D)* (14)	6,795	Thoren (R)	10	6	Hicks (D)* (6)	529	Jarstad (R)	100
3	Green (D)* (16)	3,701	Dugdale (R)	2,142				Congress (T)	
			Cain (T)		7	Adams (D)* (6)	15,189	Lewis (R)	1,008
4	Dellenbeck (R)* (4)	5,682	Weaver (D)	434				Block (T)	
Pennsylvania					West Virginia				
5	Green (D)* (6)	13			1	Mollohan (D)* (2)	1,065	Doll (R)	1,466
6	Yatron (D)* (2)	4,064	Kitsock (R)	1,672		Staggers (D)* (22)	2,967	Reddecliff (R)	1,428
			Atkins (T)		3	Slack (D)* (12)	5	Kinsolving (R)	77
8	Blester (R)* (4)	1,055			4	Hechler (D)* (12)	1,417		
9	Ware (R)	630	Waldmann (D)	844	5	Kee (D)* (6)	783	McQuade (R)	2,416
			Winkleman (T)	44	Wisconsin				
10	McDade (R)* (8)	8,433	Smith (D)	1,111	1	Aspin (D)	8,263	Schadeberg (R)* (9)	3,416
			Depue (T)			Kastenmeier (D)* (12)	12,093	Anderson (R)	5,233
11	Flood (D)* (20)	774	Balschi (T)	7	2	Thomson (R)* (10)	8,071	Krohn (T)	
12	Whalley (R)* (10)	925	Karycki (D)	917	3	Reuss (D)* (16)	2,676	Short (D)	7,656
13	Coughlin (R)* (2)	532	Romano (D)	6,143	5			Davis (R)	597
14	Moorhead (D)* (12)	216	Brown (D)	216				Dwyer (R)	
15	Rooney (D)* (7)	200	Roberts (R)	107				Denny (T)	
			Litz (T)	31	6	Steiger (R)* (3)	3,808	Boulton (T)	
16	Eshleman (R)* (4)	258	Pflum (D)	613				Utech (D)	550
17	Schneebeli (R)* (10)	5,722	Zurich (D)	13,550	7	Obey (D)* (1)	30,237	Davidson (T)	247
18	Corbett (R)* (26)	941						Letendr (R)	14,196
19	Goodling (R)* (10)	2,792	Berger (D)	17,223	8	Byrnes (R)* (26)	4,617	Wolfe (T)	34
			Paul (T)		9	Davis (R)* (23)	5,171	Cornell (D)	5,724
20	Gaydos (D)* (2)	16	Staub (T)		10	O'Konaki (R)* (28)	8,876	Tabak (D)	3,075
21	Dent (D)* (12)	662						Thoresen (D)	5,694
22	Saylor (R)* (21)	2,125	Iklicki (D)	4,074	Wyoming			Hable (T)	
23	Johnson (R)* (7)	4,124	Harrington (D)	4,376	At large	Roncalio (D)* (6)	7,201	Roberts (R)	13,069
24	Vigorito (D)* (6)	6,433	Merrick (R)	4,854					
			Shilling (T)						
25	Clark (D)* (16)	2,199	Loth (R)	111					
26	Morgan (D)* (26)	148	Copelli (R)	182					
Rhode Island									
1	St. Germain (D)* (10)	11,470	Miska (R)						
2	Tierman (D)* (3)	6,851	Murray (T)						
			Dimitri (R)	4,966					
			O'Hara (T)						
South Carolina									
1	Rivers (D)	148			Alabama	Wallace (D)	\$ 41,210	Cashin (T)	\$ 25
2	Spence (R)	15,345	McDonald (D)	10,335				Couch (T)	
			Cole (T)	483				Shelton (T)	273
3	Dorn (D)* (21)	1,934	Ballard (R)	1,628				Walker (T)	25
5	Getty (D)* (6)	740	Phillips (R)	4,228	Alaska	Egan (D)	33,798	Watts (T)	2,791
			Brown (T)	70				Miller (R)* (1)	25,806
6	McMillan (D)	1,897	Baskin (R)	5,685	Arizona	Williams (R)* (8)	39,664	Anderson (T)	1,806
South Dakota					Arkansas	Bumpers (D)	117,725	Castro (D)	25,235
1	Denholm (D)	13,502	Gunderson (R)	12,372				Rockefeller (R)* (3)	308,360
2	Abourezk (D)	12,421	Brady (R)	17,437	California	Reagan (R)* (4)	380,919	Carruth (T)	12,226
Tennessee								Unruh (D)	221,703
1	Quillen (R)* (8)	337	Shine (D)	4,354				Shearer (T)	1
2	Duncan (R)* (5)	3,989	Cowan (D)	513				Fagg (T)	
3	Baker (R)	13,233	Winningham (D)	4,361				Romo (T)	133
4	Evins (D)* (24)	4,079						Scheer (T)	
5	Fulton (D)* (6)	5,046	Kelly (R)	6,172				Stelner (T)	133
6	Anderson (D)* (6)	4,576	Devies (R)	1,944	Colorado	Love (R)* (6)	28,536	Hogan (D)	44,841
7	Blanton (D)* (4)	94	Doss (R)	334				Plankinton (T)	574
8	Jones (D)* (1)	2						Gurule (T)	6
9	Kuykendall (R)* (4)	9,116	Osborn (D)	4,084				Lauderdale	
Texas					Connecticut	Meskill (R)	71,072	Daddario (D)	78,972
1	Patman (D)* (42)	542	Hogan (R)	221	Florida	Aaskew (D)	75,460	Kirk (R)* (3)	66,980
2	Dowdy (D)* (18)		Hoyt (T)	2,178				Beller (T)	
			Runnels (T)	544				Fair (T)	
3	Collins (R)* (2)	22,945	Mead (D)		Georgia	Carter (D)	102,280	Suit (R)	63,850
5	Cabell (D)* (6)	997	Crowley (R)	6,357				Crowder (T)	
7	Archer (R)	48,311	Greenwood (D)	15,383				Jenness (T)	
9	Brooks (D)* (17)	4,741	Pressler (R)	3,360				King (T)	
13	Purcell (D)* (8)	1,962	Staley (R)	8,362				Krautter (T)	
15	De La Garza (D)* (6)	1,411	Martinez (R)	515				Roberts (T)	150
16	White (D)* (6)	1,455	Provencio (R)	639				Stoner (T)	150
18	Price (R)* (4)	14			Hawaii	Burns (D)* (8)	19,582	King (R)	34,017
21	Fisher (D)* (17)	12,681	Gill (R)	25,116	Idaho	Andrus (D)	23,743	Samuelson (R)* (3)	29,017
22	Casey (D)* (12)	13,952	Busch (R)	37,607	Iowa	Ray (R)* (2)	53,673	Fulton (D)	32,904
Utah								Dilley (T)	596
1	McKay (D)	19,161	Richards (R)	13,492	Kansas	Docking (D)* (4)	101,782	Frizzell (R)	90,086
			Melville (D)	15				Sperry (T)	
2	Lloyd (R)* (4)	19,215	Worthington (T)					Uncapher (T)	
			Nance (D)	9,538	Maine	Curtis (D)* (4)	34,183	Erwin (R)	32,300
			Marsh (T)		Maryland	Mandel (D)* (1)	106,813	Blair (R)	28,376
Vermont								Merkel (T)	
At large	Stafford (R)* (10)	536	Oshea (D)		Massachusetts	Sargent (R)* (1)	293,224	White (D)	196,133
			Morrisseau (T)					Blomen (T)	
Virginia								Gordon (T)	
2	Whitehurst (R)* (2)	11,587	Fitzpatrick (D)	3,182				Hedges (T)	225
3	Satterfield (D)* (6)	12,197	Wilkinson (R)	16,146				Kelly (T)	
			Troubetskoy (T)		Michigan	Milliken (R)* (1)	266,229	Levin (D)	189,323
4	Abbitt (D)	13,307	Helms (R)	3,054				McCormick (T)	28
			Ragsdale (T)	454				Bouse (T)	
5	Daniel (D)* (2)	1,769	St. Clair (R)	194				Horvath (T)	
6	Poff (R)* (18)	1,491	White (D)	675	Minnesota	Anderson (D)	158,797	Head (R)	176,379
7	Robinson (R)	9,211	Williams (D)	8,540				Heck (T)	
8	Scott (R)* (4)	3,872	Stems (D)	1,041	Nebraska	Exon (D)	13,406	Tiemann (R)* (3)	18,433
9	Wampler (R)* (18)	10,983	Buchanan (D)	1,983				Walsh (T)	
10	Broyhill (R)* (18)	14,032	Miller (D)	13,883	Nevada	O'Callaghan (D)	55,533	Fike (R)	67,475
Washington								Hansen (T)	309
2	Meads (D)* (6)	1,267	McBride (R)					Springer (T)	14,997

Gubernatorial elections

State	Winner	Total Expenditure	Loser(s)	Total Expenditure	State	Winner	Total Expenditure	Loser(s)	Total Expenditure
New Hampshire	Peterson (R)* (2)	7,851	Crowley (D) Thomson (T)	8,274 8,685	Pennsylvania	Shapp (D)	428,435	Broderick (R) McGeever (T) Cain (T)	483,609 9
New Mexico	King (D)	17,924	Domenici (R) Salazar (T) Sedillo (T)	38,545 1,336				Chertov (T) Stanton (T) Taylor (T)	74
New York	Rockefeller (R)* (12)	1,182,177	Goldberg (D) Adams (C) Bushong (T) Deberry (T) Emery (T)	364,527 7,494 476	Rhode Island	Licht (D)* (2)	133,784	Wilson (T) Desimone (R) Powers (T)	7,660 7,734 90,736
Ohio	Gilligan (D)	507,389	Storey (T) Cloud (R) Lawton (T) Crites (T) Kirsch (T) Lesiak (T) Pirincin (T) Sweetenham (T)	197,202 54	South Carolina	West (D)	106,180	Watson (R) Betha (T) Broadwater (T)	116,174 5,620 1,136
Oklahoma	Hall (D)	45,263	Bartlett (R)* (3) Little (T) Straub (D) Fink (T) Yeager (T)	62,268 30,780 33,000	South Dakota	Kneip (D)	20,880	Farrar (R)* (1) Hooker (D) Heinsohn (T)	39,935 130,071 4,213
Oregon	McCall (R)* (4)	61,782			Tennessee	Dunn (R)	197,106	Eggers (R) O'Brien (D) Olson (R)	181,164 26,793 161,236
					Texas	Smith (D)* (2)	147,217	McDonald (T) Cozzini (T) Hunt (T) Kastner (T)	
					Vermont	Davis (R)* (2)	69,012	Rooney (D)	1,834
					Wisconsin	Lukey (D)	160,205		
					Wyoming	Hathaway (R)* (4)	10,968		

FTC on the march again

Seven different products and services face complaints charging false advertising

The Federal Trade Commission has challenged American Home Products Inc., New York, on the TV commercials used to demonstrate four of the company's products.

At the same time, the FTC announced its intention to issue complaints against J. B. Williams Co., New York, for it Vivarin TV and print advertising, and also against two income-tax preparation services, H&R Block Inc., Kansas City, and Beneficial Corp., Wilmington, Del. All of the firms are heavy spenders in either network or spot radio and television.

In the American Home Products announcement, the FTC said it was planning to issue complaints about that firm's TV demonstrations for Easy-Off window cleaner, Easy-On Speed Starch, Aerowax floor wax, Black Flag ant and roach killer with "Baygon."

The proposed complaint, which also names American Home's advertising agency, Cunningham & Walsh, New York, alleges that the demonstrations purporting to show the superiority of three of American Home's products over competing products are false because demonstrators do not follow proper directions in the use of the other products. The fourth charges that the roaches used to show the ineffectiveness of the competing product were a species immune to the principal ingredient of the other product.

As part of its relief in the American Home charges, the FTC said it not only would require the company to cease using the purportedly deceptive demonstrations, but that it might also require American Home to devote at least 25%

of its next year's advertising for the four products to disclosure that the commission has alleged the falsity of the prior demonstrations.

Should the FTC prove its case, the commission said, it might also, in lieu of corrective advertising, require the firm to run demonstrations showing the true results of the tests under suspicion.

In the Easy-Off window cleaner demonstration, the FTC alleges that had the window with the "leading brand" spray been wiped as directed, no spots or streaks would have formed; in the Easy-On Speed Starch, and the shirts been ironed in the normal and customary manner with an iron at normal temperature, no scorching would have taken place.

In the case of Aerowax, the FTC said that product is a polishing wax but was compared to a cleaning wax. And in the Black Flag commercial, roaches used to show the ineffectiveness of the other brand were of a strain known to have developed resistance to the principal ingredient in the competing product.

Two FTC commissioners dissented from the proposal that American Home be required to devote 25% of the next year's advertising for the four products to a statement that the FTC had alleged the previous advertisements false. They were Commissioners Everette MacIntyre and Paul Rand Dixon.

Announcing the Williams charge, the FTC said that Vivarin's principal ingredient is caffeine and that a person could get the same charge from drinking two cups of coffee. The proposed FTC complaint claims that Williams falsely advertised that the product will

make one more exciting, improve personality and marriage and sex life.

Named also in the prospective complaint are Williams's advertising agencies: Parkson Advertising Agency Inc., New York, and Della Femina, Travisano & Partners Inc., New York.

In its announcement of intent to file against H&R Block Co., the FTC said that the firm's claims regarding its tax preparation service are false and that the company has used confidential information from its clients for its own commercial purposes without the knowledge or approval of the customer.

Charged as false, the FTC said, are Block TV and radio commercials and print advertisement that claim the firm will reimburse a customer for all payments he is required to make resulting from an error in preparing his tax returns; and that the firm will supply competent, qualified and certified persons to represent customers before the Internal Revenue Service where the returns are questioned.

The FTC also charged that the Block firm, through subsidiaries, used lists of selected customers to try to sell life insurance and mutual funds.

In the other tax preparation case, the FTC charged Beneficial Corp. with false TV and radio as well as print advertising with promises to supply "instant" refunds to customers whose returns showed that they were eligible for a refund from the Treasury. Other charges are similar to those lodged against the Block firm, including use of some customers' financial data to use in attempting to persuade them to use Beneficial consumer financing services.

The dark side of blue Hawaii

In business sessions on Honolulu trip AAF decries consumerism, talks ecology

An important segment of the American advertising industry betook itself to the beach at Waikiki last week for a long look back at its problems on the mainland. What was seen occasioned a number of cries of alarm.

Howard Bell, president of the American Advertising Federation, whose convention it was that took plane-loads of executives and their wives so far from home, summed up their collective mood in addressing the closing luncheon last Wednesday (June 30). It was his purpose, he said, "to alert you to the hazardous environment in which we lead our professional lives" (waves breaking on Diamondhead in the background). "Our industry is grossly misunderstood." Not only in the halls of government, and especially those of the Federal Trade Commission, and not only by such consumer advocates and activists as Ralph Nader and Robert Choate, but also, increasingly, by businessmen themselves: Mr. Bell cited a recent study in the *Harvard Business Review* showing that less than one-third of businessmen surveyed had confidence that advertising presented a true picture of the product. The result was a precipi-

tous drop from a plus-50% level shown by a similar study several years earlier.

Mr. Bell saw four ways out. The first was that "We [in advertising] must as individuals strengthen our mandate to responsibility in advertising. The giant leap of communications has brought us all so close that shoddy practices in one area of the country affect us all." The second was establishment of the new National Advertising Review Board mechanism that has been set up by AAF and the National Council of Better Business Bureaus (BROADCASTING, May 24). Once this self-regulatory step is in operation, Mr. Bell said, it can recommend guidelines for other "little NARB's" across the country to watchdog local advertising.

"Our energies," Mr. Bell said of step three, "must be directed to understanding the issues, to accepting change that appears constructive, but to resist or limit unreasonable and unwarranted efforts aimed at decimating the purposes for which advertising exists—efforts that may be politically popular and appealing to our critics but destructive to our freedoms."

In step four, an elaboration of his

point that the business was "grossly misunderstood," Mr. Bell suggested the formation of an Advertising Information Office—perhaps under the wing of the AAF—whose function would not be to propagandize but to "disseminate professional data" in answer to advertising's critics. The alternative to making the industry better understood, he said, was to face the possibility of its being "drastically altered" at the hands of others.

Earlier speakers during the five-day convention voiced similar alarm over the mounting criticism against the advertising craft. Thomas R. Shepard Jr., publisher of *Look* magazine, said things had gotten so bad that Lincoln's Gettysburg Address would not pass FTC muster today. "The American consumer," said Mr. Shepard, "knows perfectly well what Abraham Lincoln meant when he said 'our father brought forth on this continent a new nation.'" He also knows, said Mr. Shepard, "what the Continental Baking Co. means when it says 'Wonder Bread helps build strong bodies 12 ways.'"

Mr. Shepard laid the blame for the current wave of antiadvertising feeling on what he called "the Disaster Lobby" of "self-anointed consumerists and overnight ecologists and student revolutionaries and women's lib advocates and black militants and hard-core anarchists and weekend socialists and anti-tobacco fanatics and assorted other activists."

Advertising Council Chairman Thomas B. McCabe Jr., vice president and group executive of Scott Paper Co., also took heed of attacks on advertising, but found that "there is validity in many of the claims made by these special pleaders." He put his hopes for a way out of the dilemma in "a lowering of voices," so that "we could step away from our respective roles as advocates and antagonists [and] find much more fundamental things upon which to agree."

Much on the minds of AAF's speakers was that part of advertising criticism which deals with alleged polluting of the environment. George Chaplin, editor of the *Honolulu Advertiser*, spoke of "Advertising and the Ecological Revolt." A. James McCollum, manager of advertising and publicity for the Pacific Gas & Electric Co., San Francisco, spoke on "Energy and the Environment." Donald Bright Buckley, president of the Bucks' Foundation for the Survival of Man, had no title for his remarks but dealt exclusively in that area. A former agency copywriter, he described his position in advocating a positive approach to antipollution criticism as "quite like [that of] a reformed whore. Twenty-five years in the advertising business, less than six months

The ashes remain over network buys

May TVB comparisons show advertiser-spending drop, due largely to cigarettes

Advertiser spending in network television during May amounted to \$124.5 million, a decrease of 7.9% from the May 1970 figure, it was reported last week by the Television Bureau of Advertising.

Using figures compiled by Broadcast Advertisers Reports (BAR), TVB noted

that virtually all of the decline represented the loss of cigarette advertising. TVB pointed out that the over-all loss amounted to \$10,624,400 while the cigarette decline was \$10,579,400.

Nighttime television showed the sharpest dip, dropping to \$83.2 million from \$92.4 million in May 1970, reflecting mainly the loss of cigarette advertising, according to TVB. The weekend daytime sports program period registered the largest gain, a 1.6% increase over May 1970.

Network TV investments for the five-month period, January to May, fell by 9.6%, falling from \$743.4 million last year to \$671.8 million.

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

	May			January-May		
	1970	1971	% Chg.	1970	1971	% Chg.
Daytime	\$ 42,664.5	\$ 41,218.2	- 3.4	\$229,268.4	\$212,082.5	- 7.5
Mon.-Fri.	29,784.8	28,137.1	- 5.6	157,979.8	143,729.7	- 9.0
Sat.-Sun.	12,879.7	13,081.1	+ 1.6	71,288.6	68,352.8	- 4.1
Nighttime	92,421.7	83,243.6	- 9.9	514,137.2	459,789.8	-10.6
Total	\$135,086.2	\$124,461.8	- 7.9	\$743,405.6	\$671,872.3	- 9.6
	ABC	CBS		NBC	Total	
January	\$ 36,905.5	\$ 50,029.2		\$ 52,027.2	\$138,961.9	
February	38,478.7	48,852.4		45,322.3	132,653.4	
March	39,946.5	54,338.1		48,506.9	142,791.5	
April	36,949.8	49,261.3		46,792.6	133,003.7	
May	33,701.5	48,611.8		42,148.5	124,461.8	
Year to date	\$185,982.0	\$251,092.8		\$234,797.5	\$671,872.3	

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

in the ecology business and lots of opinions to pass on to my peers." He offered the delegates a nine-point check list to find their way out of today's dilemma, beginning with "stop being so damned defensive about being in the advertising business" and ending with "it's got to start without a profit motive—if saving your own hide and the future of the world for your kids isn't motive enough, then we've wasted our time here."

AAF elected Frederick E. Baker, chairman of N. W. Ayer-F. E. Baker Inc., Seattle, as its new chairman, succeeding Victor Elting, vice president for advertising of Quaker Oats. Barton A. Cummings, chairman of the executive committee of Compton Advertising, New York, was named Eastern region chairman; John McCarty, vice president for advertising for Frito-Lay, Dallas, continues as Central region chairman, and Don R. Cunningham, senior vice president for Foote, Cone & Belding, Los Angeles, was named Western region chairman.

Business briefly:

Woman's Day, a Fawcett publication, through Dancer-Fitzgerald-Sample, New York, has begun a 50-week advertising campaign on news broadcasts on three of the four ABC Radio network services.

Colgate Palmolive, New York, through Ted Bates & Co., also New York, will begin a one-month schedule for Fab laundry detergent this month on the American Information Radio network.

Master Lock Co., Milwaukee, through Campbell-Mithun, Chicago, will advertise its padlocks on NBC Radio's *Monitor* program.

W. B. Reilly & Co., New Orleans, through Edward H. Weiss and Co., Chicago, has begun a radio campaign for its Luzianne Instant Coffee on CBS Radio network.

American Honda Motor Co. through Chiat/Day, Los Angeles, will begin a \$500,000, five-week campaign in 11 western states to introduce its new Honda coupe in September. Bulk of expenditure is in TV with approximately 50 stations in 19 markets airing up to 18 spots per week per market.

Ralston Purina Corp., St. Louis, animal-feed and pet-food manufacturer, through Wells, Rich, Greene, New York, has bought weekly sponsorships on NBC-TV's entire daytime entertainment schedule for one year starting Oct. 4. It signed for at least one minute weekly in *Dinah's Place*, *Concentration*, *Sale of the Century*, *The Hollywood Squares*, *Jeopardy*, *The Who*, *What or Where Game*, *Three on a Match*, *Days of Our Lives*, *The Doctors*, *Another World*, *Bright Promise* and *Somerset*.

Fairness extended to 'message' spots

FCC applies doctrine to Esso commercials about Alaska pipeline

Broadcast commercials promoting products may not be subject to the fairness doctrine, but commercials that are seen as advocating one side of a controversial issue impose on the broadcasters carrying them the obligation to present a contrasting view.

The FCC made that clear last week in a benchmark ruling in which it held that three Standard Oil Co. of New Jersey television announcements regarding Esso's drilling operations in Alaska had created fairness-doctrine obligations for NBC, which carried them, on its owned stations and its network.

The commission, in a unanimous decision, said that NBC's determination that the spots did not raise a fairness issue was unreasonable. The commission also said it could not find that the network had afforded reasonable opportunity for the expression of contrasting views, and asked NBC to submit within 10 days information on what additional material it had aired or intended to air to afford an opportunity for the expression of contrasting views.

The commission, in a decision last year dealing with commercials for leaded gasoline and automobiles, and again in May in a decision involving commercials for Chevron gasoline, had declined to extend the fairness doctrine to general product advertising making claims about a product's efficacy or social utility. In both cases, complainants had argued the commercials raised the controversial issue of air pollution.

But the commission noted last week that in the Chevron decision it had said that in certain circumstances a product commercial can raise a controversial issue raising fairness responsibilities—and the Standard Oil spot, it added, is such a commercial.

Friends of the Earth, which had filed the complaint in last year's cases dealing with gasoline and automobile commercials, and the Wilderness Society said the Standard Oil commercials raise a controversial issue by discussing the need to develop Alaskan oil reserves quickly and the oil companies' capability of transporting the oil without environmental damage. They said the "controversial questions related to construction of the pipeline and a road" are pending before the courts and the executive branch. They noted that Secretary of the Interior Rogers C. B. Mor-

ton is reported to have said he will decide whether to authorize the trans-Alaska pipeline by "about July 15."

NBC said it does not accept commercials discussing controversial issues; the Esso spots, it added, are "institutional advertising, seeking to create goodwill for the corporation as a whole and the general conduct of its enterprise." It said the messages did not argue the pros or cons of the pipeline issue.

The commission, after reviewing the transcript of the advertisement, did not agree. "We believe that these commercials . . . constitute the discussion of one side of a controversial issue of public importance," it said. They raise issues concerning the need for developing Alaskan oil reserves at this time and the ecological effects of Alaskan oil development and transportation.

Lennen & Newell puts on new face in the West

Lennen & Newell's West Coast offices were incorporated last Thursday (July 1) under the name of Lennen & Newell/Pacific Inc. Stock in the San Francisco-based firm with annual billings of \$17 million will be offered key employes in the West. The firm also has offices in Seattle, Portland, Ore., Los Angeles, Honolulu and Anchorage.

George B. Richardson has been named president of the corporation. He had been division general manager. Adolph Toigo, chairman and chief executive of the parent firm in New York, also serves in that capacity for the new western corporation.

At the same time, Lennen & Newell/Pacific's public-relations division in San Francisco will become a separate corporation under the name of Lowry, Russon & Leeper. It will continue to provide public-relations services to Lennen & Newell/Pacific.

Agency appointments:

■ Boyle Midway, an American Home Products Corp. division, New York, has named Young & Rubicam, also New York, to handle its Easy-On Speed Starch and Easy-On Miracle Spray products. An agency spokesman said the advertising campaign has not been determined but that it would include television.

■ Lionel Playworld, a division of the Lionel Corp., toy manufacturer, Hillside, N.J., has appointed the Elkman Advertising Co., Bala Cynwyd, Pa., to handle radio and television advertising for its four toy centers in Miami, West Palm Beach, Ft. Lauderdale and Jacksonville, all Florida. Lionel plans two additional stores, both to be handled by Elkman, one in greater Miami and another in Atlanta.

Heftel's solution: controlled free time

But Hawaii broadcaster wants to be sure his campaign plan complies with FCC's rules

A broadcaster who has been through the political-campaign mill himself has devised a plan for giving state and local candidates a cost-free campaign so far as his two television stations in Hawaii are concerned. But before adopting it, he wants to make sure it's legal.

Cecil Heftel, president of Pacific Broadcasting Co., licensee of KGMB-TV Honolulu and KPUA-TV Hilo, outlined his plan last week in a pleading in which he asked the FCC to rule that it is compatible with the equal-opportunities section of the Communications Act. He also asked the commission to consider the plan as "an urgently needed reform" that could strengthen democracy and serve the public interest.

Essentially, the plan would:

- Deny candidates in some statewide, Oahu-wide or U.S. House races paid time on the Pacific stations.

- Make substantial amounts of time, in half-hour segments, available to the candidates at no cost for the purpose

of addressing the public, answering newsmen's questions or, if their opponents agreed, to participate in debates.

- Make spot announcements available, free of charge, to the candidates or their representatives, but only for the purpose of speaking of the candidates or on the issues in the campaign.

In all, the total amount of half hours that would be donated in both primary and general elections next year would be 156; the number of spot announcements, 1,119. The total value of the time, according to Mr. Heftel: \$134,633.

Mr. Heftel said that if the FCC does not provide the requested ruling, he would seek legislation permitting stations to give political time on their own terms. But in the meantime, he added, Pacific would grant the free spot announcements "with no constraints." He calculates the cost of the minutes at about \$75,000.

Mr. Heftel acquired a candidate's-eye view of television during his unsuccessful bid last year to unseat Republican Senator Hiram Fong. Mr. Heftel, a Democrat, lost by 7,800 votes out of 240,000 votes cast, in an election in which he says both candidates spent an estimated \$400,000. (The commission, in its report on political campaign spending, says the two major senatorial

candidates in Hawaii spent a total of some \$100,000 on broadcasting—\$37,463 by Senator Fong, \$65,747 by Mr. Heftel [see page 35]).

On day it's unleashed, FTC acts on cigarettes

The Federal Trade Commission moved last week to force the inclusion of health warnings in cigarette advertising.

Its action was in the form of proposed complaints against the major cigarette companies: Brown & Williamson, Louisville, Ky.; R. J. Reynolds, Winston-Salem, N.C.; and Lorillard, Philip Morris, American Brands and Liggett & Myers, all New York.

The FTC wants all advertising to conspicuously display the same legend that the law requires on cigarette packages: "Warning: The surgeon general has determined that cigarette smoking is dangerous to your health." The absence of that warning in advertisements was held to be "unfair and deceptive."

Under FTC procedures the companies have six months to negotiate before the complaints become formal.

The FTC had proposed the same sort of requirement in advertising before the Congress in 1969 adopted the act outlawing cigarette advertising on radio and television, effective last Jan. 2. In that act the FTC was restrained from imposing its rule for two years. The restraint ended last Thursday, July 1, the day the FTC issued its announcement.

Also in advertising:

Make up your marketing mind ▪ Directions for Decisions Inc., new firm offering complete marketing and research services, has been formed by Joseph Baldi and Linda Lurie, both formerly research group heads at Ogilvy & Mather, New York. New company is located at 501 Madison Avenue, New York.

Out of this world ▪ Astral Sound Studios, New York, opened last week as a facility for radio and commercial program production and for other business uses. Astral has three sound studios and several rehearsal halls. The company is black-owned and headed by Miss Bunny Jones, who said studios also will be used to train residents of the community in the engineering aspects of recording. Astral is located at 105 East 106th Street, New York.

Jack of all trades ▪ Association Corp., a Milwaukee-based holding company, has formed a new subsidiary, Association Advertising Agency. Richard V. Steffen is vice president and general manager of the firm, which will offer clients a complete range of advertising,



J. M. Mathes Inc., New York, founded in 1933, will become Kracht, Ryder, Minicus Inc., effective July 15, to reflect the names of the top executives now running the advertising agency.

Alvin R. Kracht, president, who has been with the firm for 15 years, takes on the additional responsibility of chief executive officer. William T. Okie, who has been chief executive officer, continues as board chairman. The agency bills an estimated \$19 million, of which 25% is in broadcast.

William R. Ryder, with Mathes for 10 years, becomes vice chairman and general manager and will continue to head the agency's Miami office. Robert G. Minicus, who joined the firm in late 1970, as senior vice president, has been elected executive vice president and continues as creative director.

From left to right in the picture: Messrs. Minicus, Ryder, Kracht and Okie.

public relations and sales promotion services. Other officers of the new firm are: W. Stanley Pearce, president of Association Corp.; named president and treasurer of the subsidiary, and Joanne Wendt, secretary. Firm's offices will be located at 739 North Second Street, Milwaukee.

Name change ■ Barnes Champ Co., San Diego, Calif.-based advertising agency has undergone a name change to reflect its purchase last year. Len Carey, president and new owner of the agency, has changed the name to Barnes Carey.

Rep appointments:

- WMCA(AM) New York: Petry Radio Sales, New York, in all markets except New York.
- WBBH-TV Fort Myers, Fla.: Avery-Knodel Inc., New York.
- KWWL-TV Cedar Rapids-Waterloo, Iowa, and KAUS-TV Austin, Minn.: Blair Television, New York.
- WDRB-TV Louisville, Ky.: Adam Young Inc., New York.

Service firms merge

Winkler-Lubow Associates Inc., New York, post-production service company, has merged with Reeves Production Services, a division of Reeves Tele-

1971 television-network sales as of May 30*:

CBS \$249,509,100 (37%); NBC \$233,415,900 (35%); ABC \$184,901,200 (28%)

Day parts	Total minutes week ended May 30	Total dollars week ended May 30	1971 total minutes	1971 total dollars
Monday-Friday Sign-on-10 a.m.	74	\$ 448,600	1,566	\$ 9,106,400
Monday-Friday 10 a.m.-6 p.m.	1,007	6,286,200	18,680	133,317,500
Saturday-Sunday Sign-on-6 p.m.	251	1,940,100	6,067	68,352,800
Monday-Saturday 6 p.m.-7:30 p.m.	92	1,246,900	1,918	31,092,600
Sunday 6 p.m.-7:30 p.m.	12	237,700	372	11,086,800
Monday-Sunday 7:30 p.m.-11 p.m.	452	16,362,600	9,317	388,138,300
Monday-Sunday 11 p.m.-Sign-off	133	1,141,100	2,599	26,731,800
Total	2,021	\$27,663,200	40,519	\$667,826,200

* Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

com Corp., to form an operating service company with both complete video-tape facilities and distribution capabilities.

Bob Fine, president of the Reeves division, and Robert Winkler, president of Winkler-Lubow, said the merger is effective immediately, and that the consolidation gives the company an accelerated position for video-tape duplication, syndication and post-production services.

An extra point for Grambling

Budweiser beer and Budweiser malt liquor (Anheuser-Busch Inc.) will be major participating sponsors in the telecasts of Grambling College's 1971 football season. The 13-week series of one-hour broadcasts, presenting taped highlights of the games, will be broadcast on more than 50 stations around the country (BROADCASTING, May 24).

MODEL 620 FM TRANSMITTER

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

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

The 620 also has a VSWR sampling system which turns off the power if VSWR is excessive, and an automatic power output control. These features are offered at no greater cost than ordinary transmitters. There's a Sparta Transmitter to fill every Broadcast need.

SPARTA ELECTRONIC CORPORATION
 5851 FLORIN-PERKINS ROAD SACRAMENTO, CALIFORNIA 95828 (916) 383-5353
 14616 SOUTHLAWN LANE, ROCKVILLE, MARYLAND 20850 (301) 494-2920
 A DIVISION OF COMPUTER EQUIPMENT CORPORATION

No more appeal on renewal policy

Fearing new round in court could make things worse, FCC may take steps on its own to restore balance

The FCC apparently intends to try to "live with" the appeals-court decision declaring illegal the commission's policy statement on comparative hearings involving renewal applicants.

The commission, meeting last week, decided against seeking a rehearing of the case by the full nine-judge panel of the U.S. Court of Appeals in Washington. And indications were that it would not ask the Supreme Court to review the case, although that option has not been ruled out.

Instead, officials indicated there appeared to be sentiment at the commission meeting for construing the decision in a manner that would permit the agency to exercise discretion in renewal-comparative proceedings and for allowing policy to be established through the hearing process.

The first step in implementing that approach would be the broadening of a pending notice of inquiry aimed at defining "substantial service" to one that would request guidance in defining "superior performance."

The policy statement, which was aimed at affording broadcasters a measure of protection at license-renewal time, while retaining the "spur" of competition, held that once an incumbent who was being challenged demonstrated he had provided "substantial service," the competing applications would be dismissed. The court held that this illegally denied applicants their right to a full hearing (BROADCASTING, June 14). It said the policy was "unreasonably weighted in favor of the licensees." However, the court also said that "superior performance should be a plus of major significance in renewal proceedings."

The court went on to say that all other factors normally considered in comparative proceedings should also be considered, and it placed special emphasis on the issue of diversification of ownership of media. Many communications lawyers saw this as placing license renewal applications of multimedia owners in jeopardy.

And commission officials make no secret of their feeling that the decision

could lead to considerable instability in broadcast ownership. However, they are also said to feel that the decision, as written, leaves the commission a reasonable amount of discretion. Accordingly, they feel that a rehearing by the court—assuming it would be granted—"might make things worse." The court conceivably could narrow that discretion.

And few if any commission attorneys are sanguine about the commission's chances of persuading the Supreme Court to reverse the appeals court. Indeed, there is considerable doubt that the commission could prevail upon the solicitor general's office, which normally represents government agencies before the high court, to take the case.

The commission is expected to consider broadening the pending notice of inquiry on substantial performance next week. The staff is said to be developing



William B. Lodge of CBS-TV (c) is shown receiving a plaque from the National Association of Broadcasters for having served longer than any other broadcaster on the association's board—14 successive years. Network board members are named by their own firms, and Mr. Lodge, CBS-TV vice president in charge of affiliate relations and networking, has served continuously on the TV board since 1957. He retired from the NAB board this year; Carl Ward, CBS-TV, succeeds him. Presenting Mr. Lodge with the NAB plaque are Vincent T. Wasilewski (l), president of NAB, and Willard E. Walbridge (r), Capital Cities Broadcasting Corp., retiring NAB chairman.

questions aimed at eliciting information on what earns a renewal applicant a "plus of major significance" and on how other factors should be weighted.

There reportedly was little or no discussion by the commission about seeking legislation that would override the court's decision. Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, who took the lead in the last Congress in obtaining legislation that would protect broadcasters at license renewal time has made it clear he would leave the initiative this time to the commission (BROADCASTING, June 28).

However, a Washington communications attorney has undertaken a one-man crusade to rally broadcasters behind legislation identical to the Pastore bill that was introduced by 12 House members even before the appeals-court decision was handed down. The bills would prohibit the FCC from accepting applications for an unoccupied channel until it found the incumbent unqualified for a renewal of license.

The attorney, Vincent Pepper, in a speech before the Idaho Broadcasters Association last week, said enactment of the legislation is essential if broadcasters are to survive license-renewal challenges. The court's decision, he said, "is designed to restructure the broadcasting industry in such a manner as to eliminate all absentee ownership and all multiple ownership."

Mr. Pepper urged his listeners to call on their representatives in Congress to support the legislation. He plans to make the same appeal in speeches before the California and South Carolina broadcasters associations in the next several weeks.

Both the Pastore bill—which was patterned after a measure Mr. Pepper had drafted—and the commission policy statement were designed to ease fears stimulated by the commission's decision in the WHDH case, in January 1969. The commission denied the license-renewal application of WHDH-TV Boston and granted the competing application of Boston Broadcasters Inc., largely on the issue of diversification of

media ownership and integration of management and ownership.

Mr. Pepper noted that Judge George E. MacKinnon, in concurring in the opinion written outlawing the policy statement, said that broadcasters could not get the kind of protection afforded by that policy statement without new legislation. The bills introduced by the 12 House members, Mr. Pepper said, would provide that protection.

Blacks object to soul station

A coalition of black groups in Houston has asked the FCC to deny the license-renewal applications of KCOH(AM) and KYOK(AM), both Houston and both white-owned and black-oriented stations.

The stations have substantial black audiences in Houston, but offer listeners soul music, rip-and-read headlines from the wire services, occasional public-service announcements and "exploitative advertising," the Houston Broadcast Coalition said in petitions filed last week.

Blacks in Houston demand of the broadcast media in-depth news coverage, analyses of social conditions, and responsible measures to define and ascertain the "infinite variety of tastes and needs of the black community," the coalition said.

The stations' proposed programing for the upcoming license period, the coalition said, offers "no respite" from the kind of service they have been providing.

All together for community needs

FCC OK's joint sessions by broadcasters w/ local leaders

Broadcasters who participate in joint interviews of community leaders may be making "a valuable contribution" to their ascertainment of community problems.

The FCC gave the growing movement of joint interviews that boost last week in a letter in which it said that a format suggested by the Southern California Broadcasters Association would satisfy, in part, the broadcast participants' obligation to ascertain community problems in filing for renewal.

SCBA had asked about the adequacy of joint interviews by groups of broadcasters with community leaders on the same or equal plane of interest and responsibility—say, members of a city council. The commission said there ap-



"A Guide to Citizen Action in Radio and TV" is the latest addition to the growing body of literature designed to educate members of the public on how they can participate in the programing and other policy determinations of local stations. The 44-page booklet informs its readers on how they might deal with such broadcaster "violations" as "extremist propaganda," "personal attacks," "bias in news programing" and "discrimination in programing and employment"—through devices ranging

pears to be nothing in the plan that "would tend to inhibit a meaningful dialogue between the participants."

Then, discussing the concept generally, the commission said that the flow of information between the community leaders and the broadcasters "could well be encouraged by various types of joint meetings." However, it said each community leader should be given an opportunity to present freely his opinions, each broadcaster an opportunity to question each leader.

The first broadcaster to propose joint meetings was Ves Box, of KDFW-TV Dallas. The commission on March 1 endorsed his idea for joint consultations between each community leader and as many station representatives as cared to attend.

Robert M. Light, president of SCBA, had written the commission for clarification of its letter to a group of Portland, Ore., broadcasters, who had proposed meetings in which groups of 25 community leaders would speak to the broadcasters.

The commission had said the plan might inhibit "the free flow of communications" between the community leaders and the broadcasters. However, it said last week that although it did not have a clear idea of the format to be used in Portland, it did not rule out

from complaints to a station, to a petition to deny its license-renewal application and court actions.

The booklet was written by Marsha O'Bannon Prowitt, a former assistant to FCC Commissioner Nicholas Johnson and now a communications consultant specializing in citizen-group activities under a grant from the John and Mary R. Markle Foundation. It was published by the United Church of Christ, which will distribute it free through various organizations active in aiding citizen groups in their dealings with local stations.

The booklet stresses the citizen's "responsibility" for making sure that broadcasters do "their job well." "If you take the time and trouble to inform yourself about your rights and the power you have to enforce them," Mrs. Prowitt writes, "you will be able to influence the most powerful communications medium the world has ever known. If you don't, you'll deserve what you get."

Mrs. Prowitt is now preparing a lawyers' "source book" for attorneys who work with citizen groups. It will include a compilation of commission policy decisions, important court decisions, extracts from the commission rules and an explanation of legal devices available to groups in dealing with their local stations.

the type of meeting suggested, provided additional methods of ascertaining community needs are employed.

As cable expands, so will all TV—Block

The growth of cable television will have a predominantly positive effect on over-the-air television, according to a man heavily committed to UHF broadcasting.

Richard C. Block, vice president and general manager of Kaiser Broadcasting Corp., said last week that broadcasters should expect "a bright—but different—future, with over-the-air television thriving as never before. The Cassandras who predicted the demise of radio will be just as wide of the mark with their dire forebodings about the impact of cable on broadcasting."

Speaking to a financial seminar sponsored by the National Cable Television Association in Washington, Mr. Block predicted that cable would acquire a 20 to 30% share of audience by the 1980's, and more in the case of special broadcasts. But at the same time, he said, the combination of cable's impact and other social and economic changes will lead to reduction in local TV staffs, a proliferation of stations on UHF, and a "more local and "more 'live' and local"

emphasis at stations. By stimulating decentralization, Mr. Block concluded, cable will accelerate already changing institutions.

Actors threaten to strike films

But they'll keep working in TV commercials—their biggest source

Members of the Screen Actors Guild have voted to strike July 14, two weeks beyond the expiration date of their contract with the Association of Motion Picture and Television Producers, but have excluded the lucrative area of television-commercial production. No settlement had been reached by midnight Wednesday (June 30), the date the present contract covering some 23,000 SAG members expired.

Negotiations were continuing day to day.

In a letter to members, John L. Dales, national executive secretary of SAG, noted that any strike would specifically exclude television commercials. The increasing number of guild stars doing

commercials is typified by the amount of total earnings from that source. In 1970, SAG reports, members earned an estimated \$114,348,221. Of that, nearly 54%, or \$61,457,826, was earned doing commercials. By comparison, a total of \$52,297,483 was recorded from motion pictures and filmed television programs combined (\$17,853,147 and \$34,444,336 respectively). The balance of \$592,912 came from educational and industrial films, also excluded from the proposed strike action.

The biggest stumbling block in the negotiations, according to a SAG spokesman, is a producer-proposed roll-back in residual payments. The producers, the guild claims, are seeking a suspension of residual payments on films until the production recoups two and a half times its cost. The guild charges this would mean a complete halt to those payments. They contend that the producers' association has admitted that nine out of 10 films lose money.

In a counteroffer, SAG is asking for what it calls a modest increase in residual payments and a new formula to replace the scale of decreasing percentages currently used. SAG is seeking a flat residual payment of 50% of the actual weekly salary paid, not to exceed

\$1,500 per week, or 100% of the actual minimum, whichever is greater, every time a program is rerun on the network. Residuals are currently paid at the rate of 50% of the scale for the first rerun, 40% for the second, and so on down to a minimum of 15% for the 10th run.

The guild has also proposed, and the spokesman indicated the producers have agreed to, a 15% increase in minimums and parallel increases in contributions to the SAG pension and welfare fund.

The final area of disagreement between the guild and the producers is over cassettes. SAG is demanding "adequate" payments both for programs made for cassettes as well as for the use of existing TV programs and features that are released in cassette form. Coupled with this is the use of product on cable television and pay TV. The guild wants original programs for CATV to be treated under the provisions for free TV. If CATV charges an additional fee for certain programs, SAG wants payments to be made for a theatrical release.

As in all previous contractual disputes, the producers have declined comment.

Changing Hands

Announced:

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

▪ **KYET(AM)** Payette, Idaho: Sold by Payette Radio Inc. to Ted Davidson and Donald Hopson for \$110,000. Mr. Davidson is a licensed radio engineer from Lubbock, Tex. Mr. Hopson is a history teacher at Texas Technical College, Lubbock. KYET is on 1450 khz with 250 w full time. Broker: Blackburn & Co.

▪ **WCSM-AM-FM** Celina, Ohio: Sold by Central Broadcasting Corp. to Hugh E. Johnston for \$175,000. Mr. Johnston is vice president, general manager and program director of WDUZ(AM) Green Bay, Wis. WCSM(AM) is on 1350 khz with 500 w day. WCSM-FM is on 96.7 mhz with 3 kw. Broker: Chapman Associates.

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 64).

▪ **WCTW-AM-FM** New Castle, Ind.: Sold by Scott B. Chambers and Walter Chambers Jr. to Donald G. Jones and others for \$225,000. Sellers own *New Castle*



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Convention

The men from Blackburn will be at **The Sheraton Park Hotel**, July 6-9. We hope you'll stop by to chat, ask questions, learn more about us. It could prove very profitable.



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(Ind.) *Courier-Times*. Mr. Jones owns WTIM-AM-FM Taylorville and WZOE-AM Princeton, both Illinois. WCTW-AM is full time on 1550 khz with 250 w. WCTW-FM is on 102.5 mhz with 4.5 kw.

Final agreement on WOOD-AM-FM sale

The agreement in principle anticipating Time Inc.'s sale of WOOD-AM-FM Grand Rapids, Mich., to WOOD Broadcasting for \$2.1-million cash (BROADCASTING, May 3) has been made final, subject to FCC approval, Time officials said last week.

WOOD Broadcasting, a new company, is owned by a group of Grand Rapids residents including Willard Schroeder, general manager of WOOD-AM-FM-TV; Michael O. Lareau, manager of WOOD-AM-FM; Clifford C. Christenson, attorney, and Edsko Hekman and Jay Vandenberg, businessmen. Mr. Hekman is president of the new company and Mr. Lareau is executive vice president and general manager.

Time is selling WOOD-TV and its four other TV stations to McGraw-Hill (BROADCASTING, March 15), also subject to FCC approval, and has reached agreements in principle looking to the sale of its four AM and four FM stations to individual buyers.

Bringing the mountain to OU

Ohio University's school of radio-television believes in personally showcasing its graduates to prospective employers in broadcasting. When the Ohio Association of Broadcasters convened in Cincinnati for a spring meeting, Dave Gierhart, the school's assistant director for business and communications, set up a hospitality suite. Mr. Gierhart and Robert Coe, the school's interim executive and a former network executive, arranged for the professionals to meet the graduating students, hear audition tapes and view a slide presentation on OU's methods. As a result, eight of the 10 seniors attending the meeting reported job offers and the school's placement office was contacted about other job openings.

Bigger and better in Boise

KTVB(TV) Boise, Idaho, has completed a month-long grand opening and open house for its new broadcast facilities. The building, yielding more than 20,000 square feet of usable space, had a price tag of \$487,500.

It includes a studio 70 feet long and 55 feet wide. Location of the new KTVB facilities is at 5407 Fairview, Boise, Idaho 83701. Plans are now being readied by KTVB Inc., station's licensee, to further expand its facilities.

At FCC: more aid to challengers?

Special staff may be established to comfort and counsel complainers

It's still vague and tentative, but the FCC last week began moving toward the creation of an office to counsel members of the public on any matters over which the commission has jurisdiction, from broadcasting to land-mobile radio.

As described by commission sources, the office would serve individuals who had complaints, say, about television or telephone services by informing them of their rights and advising them on how to seek redress. It might, in broadcast cases, advise complainants on the procedures to follow in filing petitions to deny license renewals.

But it would not serve as a separate advocate, representing the members of the public in proceedings before the commission.

"It would be a place where people who have no idea of commission procedures could get good advice," one official said. Then, anticipating the reaction of some broadcasters who are already disturbed by the growing militancy of the public in bringing pressure to bear on stations, he commented: "It wouldn't

have to be a focal point of revolution."

The proposal, now being reduced to writing for submission to the commission in the next few weeks, is a modification, and watered-down version of suggestions advanced last week by the commission's procedure-review committee. The committee, composed of six staff members, was established by the commission in January 1970, at Chairman Dean Burch's urging, to suggest means for streamlining commission procedures.

The most dramatic of the committee's proposals called for the establishment of an office of public counsel, of perhaps five lawyers, that would serve as a kind of in-house public-interest law firm that would represent members of the public in any manner of proceeding before the commission. The committee is said to have expressed the view that outside public-interest law firms do not have the resources to meet the needs of members of the public needing representation before the commission.

The committee first broached the idea

25

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The Wonder Market

WBAY 
Green Bay

in May 1970, when it asked for comment on it and several other proposals (BROADCASTING, May 11, 1970). One looked to the publication of a booklet explaining how members of the public may exercise their rights before the commission. Work on the booklet is close to completion.

A committee of the Federal Communications Bar Association, created to work with the commission's panel, was asked to comment on the proposals. It replied that the creation of an office of public counsel was an internal matter for the commission alone to consider.

Another of the procedure-review committee's ideas discussed last week was that outside communications attorneys be used to represent public-interest groups, with their expenses to be paid by the commission. The committee, after checking with attorneys in Washington, reported they felt such representation would involve them in conflict-of-interest situations and subject them to criticism from their paying clients. Some attorneys are known to have told the committee that they simply would not represent groups challenging an industry they had represented, in some cases, for many years.

However, the idea was not entirely squelched. Officials said the commission felt that communications law firms with adequate resources, in terms of legal talent and money, should be encouraged to represent the public on a public-interest basis.

Commissioner Nicholas Johnson was said to be the only member of the commission who viewed with favor an office of public counsel that would serve as advocate. Others reportedly felt it was premature, at best.

They noted that legislation is pending in Congress that would establish an agency to represent consumers before all agencies of government and that the proposal is under consideration by the Administrative Conference of the U.S. In addition, President Nixon has endorsed the idea of a consumer advocate but has not yet offered specific proposals on implementing it, other than to say the office should be placed within the existing structure of government (BROADCASTING, March 1).

The procedure-review committee members themselves apparently were not unanimous in proposing an advocate's office. Thomas Fitzpatrick, chief of the Broadcast Bureau's hearing division, is said to have expressed the view that the need for a commission-supplied advocate has not been demonstrated. The hearing division is charged with representing the public interest in commission proceedings. And Max Paglin, who as special assistant for administration in chairman of the committee, re-

portedly was "for" the counseling office.

Besides Messrs. Paglin and Fitzpatrick, the member of the committee are James Juntilla, of the Common Carrier Bureau; Donald Berkemeyer, chairman of the review board; Upton Guthrie, of the general counsel's office, and Arthur Gladstone, chief hearing examiner.

At least two members of the commission, Robert T. Bartley and Robert Wells, reportedly were cool even to the idea of a counseling office. Commissioner Bartley contended that everyone employed by the commission works for the public, that a separate office to serve that function is not needed.

Commission sources stressed that the commissioners did not commit themselves even to the establishment of a counseling office. Chairman Burch, who in the past has discussed privately the possibility of such an office, said he wanted to see a document that would describe in detail its functions and make-up, and estimate its cost. The document is being prepared by the procedure-review committee and the executive director's office.

The office, if created, would begin work on a modest scale. Officials were talking of a staff of two professionals, presumably attorneys, and one secretary.

Loser in Dallas charges conspiracy

Anti-UHF allegations fill denial petition against multimedia owners

The former owners of a now-dark UHF in Dallas have petitioned the FCC to deny license-renewal applications of broadcast stations owned by three multimedia owners in Dallas and Beaumont, Tex. In a petition filed with the FCC in the name of Civic Telecasting Corp., they accused A. H. Belo Corp., the Times Herald Printing Co. and Carter Publications Inc. of conspiracy to protect the competitive position of their respective broadcast-station and newspaper properties.

Civic said they had sought to prevent the entrance of CATV service into the market and to eliminate UHF stations. In addition, it charged Belo and Times Herald with conspiring to conceal information which, it said, Belo considered significant in connection with its then-proposed acquisition of KFDM-TV Beaumont.

Civic is seeking denial of license renewal for that station as well as for Belo's WFAA-AM-FM-TV, Times Herald's KDFW-TV and Carter's WBAP-FM-TV, all Dallas. All of the television stations are

VHF's and all are network affiliates.

The newspaper interests involved are Belo's *Dallas Morning News*, Times Herald's *Dallas Times Herald*, and Carter's *The Fort Worth Star Telegram*. In addition, Belo and Times Herald, through subsidiaries, own a number of suburban newspapers in the Dallas area. Times Herald last year was merged into the Times Mirror Co.

Civic is owned by two brothers, James T. Maxwell and Carroll Maxwell Jr., who have filed suit against the Times Herald and Belo, alleging violations of the Sherman Antitrust Act and seeking "in excess" of \$3 million in damages. The suit is pending in U.S. District Court in Dallas.

Civic alleged that the three VHF licenses sought to block CATV's entry into the market principally by applying for CATV franchises in surrounding communities themselves. It said that Hill-Tower Inc., which is 50% owned by Belo and 50% by Times Herald and which owns the tower from which the three VHF network affiliates broadcast, filed franchise applications for 18 cities and Carter for 15, over a two-week period beginning Dec. 17, 1965. The two did not file applications for any of the same cities, a fact that Civic said reflected a desire to engage in a conspiracy to divide the market.

"Among the major television markets," Civic said, "the Dallas-Fort Worth market can claim two unique, if not desirable, distinctions: It is the only such market without CATV, and it is the only such market in which all commercial VHF stations are owned by major newspaper publishers."

Civic said the three multimedia owners sought to eliminate UHF competition by excluding UHF listings from the newspapers' television logs. Instead, it said, "the schedules of the UHF stations were relegated to a very ineffective and inferior format." In addition, Civic said, Belo, which printed the Sunday listings for the Fort Worth paper and the *Times Herald*, had an agreement with Times Herald to exclude UHF listings from the Sunday logs of both papers.

The Maxwells' KMEC-TV (ch. 33), which is now owned by Evans Broadcasting Corp., went on the air on Oct. 1, 1967, a few weeks after the appearance of KFWT-TV (ch. 21) Fort Worth. KDTV(TV) (ch. 39) Dallas began broadcasting early in 1968. But UHF stations were not given equal listings until 1969, by which time only one UHF station (KDTV) was still operating, Civic said.

The charge that Belo and Times Herald conspired to keep from the commission information it might have wished to consider in connection with Belo's purchase of KFDM-TV grows out of a report Civic said Mike Shapiro,

general manager of WFAA-TV, made to James M. Moroney Jr., executive vice president of Belo, on the status of Hill-Tower's CATV applications.

"Additionally, with the cooperation of KRLD [KDFW-TV's former call letters], we remained very silent on the issue as we certainly didn't want our interest in Dallas CATV to get to Washington while they were considering our Beaumont application," Mr. Shapiro was quoted as saying.

The report was submitted in August 1969, three months after the commission approved Belo's acquisition of the station from D. A. Cannan Sr. and family and C. B. Locke, among other principals. The application for transfer of control was filed on Jan. 27, 1969.

Both Belo and Times Herald were "equally willing to conceal information from the commission," Civic said, adding: "Even if the information which was concealed were of little significance, the fact remains that the highest officers of Belo were helping to conceal information which they *thought* was important, and Times Herald was willing to help them do so."

Ethnic dispute in San Antonio

Mexican-Americans file protests against renewals of two V's, one AM

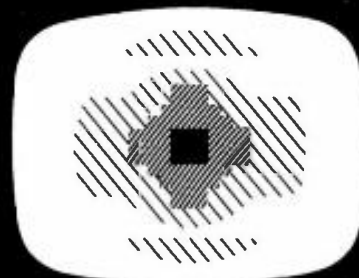
The Bilingual Bicultural Coalition on mass media, last week made its first San Antonio, Tex., on April 27 as a mechanism through which Mexican Americans there could deal with the mass media, last week made its first effort to draw blood. It filed petitions to deny the license-renewal applications of three stations, two of them VHF television outlets—KSAT-TV and WOAI-TV—and KITE(AM).

The petitions were filed as a climax to several weeks of effort by coalition representatives to negotiate agreements covering programing, employment and other matters with every station in San Antonio.

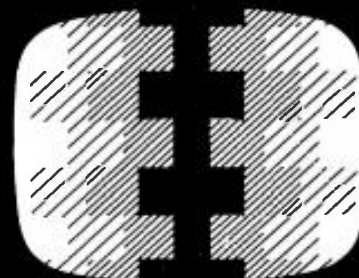
The third VHF station in the market, KENS-TV, was the first station to reach an agreement with the coalition. Like the agreements that followed, it represents a melding of the views of both sides. Victor Soto, the local college student who serves as chairman of the coalition, acknowledged that the group did not get everything it had sought. Most of the stations, he said, "came across to some degree."

The principal charges leveled against the three target stations by the coalition were the same—The Outlet Co.'s KSAT-

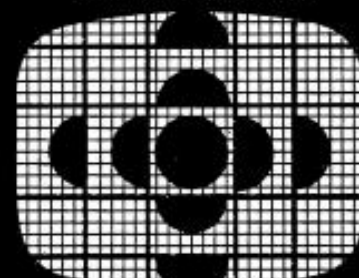
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TV, Avco's WOAI-TV and Doubleday Broadcasting Co.'s KITE had failed to ascertain community needs, particularly those of Mexican Americans, who constitute 48% of the city's population, and were guilty of discriminating in employment and promotions on ground of national origin.

In addition, it said KSAT-TV has presented news concerning Mexican-Ameri-

cans that was "deceptive, biased and distorted." The news programs dealing with Mexican-Americans, the coalition said, stress violence and crime.

KITE and WOAI-TV were also said to have violated commission rules and policy in refusing to make their logs available for inspection by the public—at least until coalition representatives had prevailed in their insistence on see-

ing them—and had engaged in threats and harassment in an effort to discourage the coalition members.

One charge leveled only against KITE is that it violated the Communications Act by broadcasting obscene, indecent or profane language—a reference to a word in Spanish used in a televised commercial for a local enterprise called Taco Villa.

Programming

Stanton contempt now up to House

A determined Harley Staggers bulls resolution through two committee votes heavily on his side

Is the controversy over *The Selling of the Pentagon* a First Amendment issue involving broadcasters' rights to the same press freedoms accorded print journalism? Or, is it a matter over which Congress has legitimate legislative jurisdiction?

The House Commerce Committee made its position clear last week, as it voted by a substantial majority to recommend that both CBS and its president, Dr. Frank Stanton, be cited for contempt of Congress for refusing to supply outtakes from the program.

The decision to issue the citation is now up to the House. A committee source indicated last week that a vote could not come before next week because committee members have five days to submit their individual views for the record.

If the House votes to issue the citation, the Justice Department would prosecute the case in court. Contempt of Congress is a misdemeanor that carries a maximum penalty of a \$1,000 fine and one-year jail sentence.

The committee's vote, taken in executive session last Thursday (July 1), was 25 to 13. There were 14 Democrats and 11 Republicans in favor of the recommendation: 10 Democrats and three Republicans voted against it. Five of the 43 members were absent—Peter N. Kyros (D-Me.) and Republicans Hastings Keith (Mass.), Dan Kuvkendall (Tenn.), James M. Collins (Tex.) and John Y. McCollister (Neb.).

Commenting on the committee's vote, Dr. Stanton said last Thursday (July 1): "This action is in disappointing contrast to the Supreme Court's ringing reaffirmation yesterday of the function of journalism in a free society. [The court had ruled that the *New York Times*

and *Washington Post* had a right to publish classified documents on the Vietnam war]. If broadcasters must submit to government surveillance of news judgments, broadcast journalism can never perform the independent and robust role which the Constitution intended for the American press in preserving freedoms. I sincerely hope that the House of Representatives will not confirm a citation of contempt which, though directed at CBS, is in effect taking dead aim against the First Amendment."

Representative Harley O. Staggers (D-W. Va.), chairman of the committee and of the Investigations Subcommittee, has repeatedly insisted that the only issue at stake is the public's right to be protected against alleged deceptions in the editing of *Selling*. These points were brought out in the subcommittee's hearing on June 24, at which Dr. Stanton testified but refused to comply with the portion of the subcommittee's subpoena that called for the production of outtakes from *Selling* (BROADCASTING, June 28).

Immediately after the Commerce Committee session last Thursday, Chair-Staggers said he was "awfully sorry this confrontation has taken place, but it shows the American people that their elected representatives are trying to get the facts." The outtakes are needed, he said, to enable the committee to determine whether legislation is needed. He said Dr. Stanton had promised to deliver the outtakes if the subpoena were revised, and when it was revised CBS did not submit the material.

That "promise" was contained in an April 8 letter from Dr. Stanton to Chairman Staggers, the day the original subpoena was issued (BROADCASTING,

April 12). The letter is subject to interpretation. It asked for modification of the subpoena "so that it calls for only such materials as were actually broadcast and other information directly related thereto—which we do not object to furnishing and which we will furnish . . ."

CBS said last week, however, that "at no time has CBS said it would furnish the subpoenaed outtakes. At no time has CBS deviated from its original statement."

Before the vote took place on the citation, Representative Lionel Van Deerlin (D-Calif.) introduced a resolution that the Speaker of the House appoint an ad hoc committee that would study the constitutional and legal questions involved in the subpoena and report back to the committee. A substitute motion was offered by Representative Fred B. Rooney (D-Pa.) that the committee be given until July 8 to study the matter. Mr. Rooney's motion was defeated 23-to-15; a voice vote defeated the Van Deerlin resolution.

Mr. Van Deerlin described the committee session as "very spirited" and expressed confidence that the court will side with CBS if the House does not. If the network and Dr. Stanton are not "vindicated," he said, the CBS president will become "a hero like Peter Zenger." Zenger, a New York publisher, was tried for seditious libel in 1734. Pleading truth as a defense, he was acquitted in a landmark case.

"If the First Amendment means anything at all," Mr. Van Deerlin said, "it means the right to free inquiry must be preserved." He added that he did not like some things CBS had done on *Selling*, "but that's not for Congress or any level of government to decide."

Representative John E. Moss (D-Calif.) said he voted against the recommendation because he felt the committee already had enough evidence to determine whether legislation is necessary.

The five-member House Investigations Subcommittee had, on the preceding Tuesday (June 29), voted unanimously in favor of recommending the citation to the full Commerce Committee.

Dr. Stanton then said: "We regret that the subcommittee has seen fit to take this step. It seems particularly ironic in view of the fact that the subcommittee for months has had access to the complete transcript, printed in the *Congressional Record*, of the specific interview which was the focus of most of the critical comments. Thus, the compulsory demand for the outtakes, which raises grave constitutional issues, was basically unnecessary.

"All this boils down to one central and vital question: Is this country going to continue to have a free press or is indirect censorship to be imposed upon it? The issue is as simple as that—and as crucial.

"We will take every step necessary and open to us to resist this unwarranted action and to keep broadcast journalism free of government surveillance. Too much is at stake for us to do less."

ABC News President Elmer Lower said his organization "opposes the principle of the Congress or any other legislative body subpoenaing untelevised material. The same would be true with respect to reporters' notes and sources of information. To adopt any other position would drastically handicap the effectiveness and integrity of any news organization."

Julian Goodman, president of NBC, described the subcommittee's action as "a matter of grave concern to all who believe in a free press and a free society. We hope the other members of the House who will have an opportunity to vote on this critical issue, will, upon careful consideration, recognize the principle involved—maintaining freedom of expression—and reject the subcommittee recommendation.

The Radio Television News Directors Association also protested and urged the Commerce Committee to vote against the citation. In a letter last Wednesday (June 30) to the committee, RTNDA repeated its position that the charges against *Selling* "do not justify the use of compulsory process to further the subcommittee's inquiry, because such an inquiry could serve no legislative purpose. The controversial nature of the program and of this investigation—like the present dispute over the so-called 'Pentagon Papers'—only confirms

the wisdom of the First Amendment that neither Congress nor the executive branch shall decide for the press how the American people are to be informed of the workings of the defense establishment." RTNDA noted the FCC's finding that CBS complied with the fairness doctrine in *Selling*, and that there was no deliberate slanting or distortion in the program (BROADCASTING, June 28).

CBS News correspondent Walter Cronkite last week had some comments on those who have criticized *Selling* and other CBS documentaries. Speaking last Tuesday (June 29) before the House Republican Communications Association (a group of press secretaries to GOP congressmen) in Washington, Mr. Cronkite noted that public officials have been decrying alleged errors in fact or editing, but none of the criticism has dealt with the points the documentaries were trying to make. He charged the critics with "trying to divert attention to the form and away from the substance. Wouldn't it be better if they concentrated on attacking the problems rather than attacking the press?" And, he added: "Our making mistakes is inexcusable, but it is not as serious an offense as that committed by those who would draw red herrings across the trail to hide from the American people the scent of the truth."

Minutes before the subcommittee met to vote on the citation recommendation, CBS submitted to the subcommittee a policy statement on its standards and practices in the production of news and documentary programs.

The statement—"CBS Operating Standards: News and Public Affairs"—was issued to CBS officials and all news personnel and covered eight subjects: filming a news event, interviews and discussions, editing, prerecording and sound effects, film not made in the presence of a CBS correspondent, correspondent's signoff, payments to interviewees and investigative reporting.

Here are some of the basic points outlined in the policy statement:

- Filming a news event—News staging is prohibited. "Specifically, nothing should be done that creates an erroneous impression of time, place, event, person or fact." In certain circumstances, such as coverage of a space flight, "simulations and earlier rehearsals may be broadcast if appropriate disclosure is made." Cameras should be capped or removed if it becomes obvious that they are influencing an event.

- Interviews and discussions—This sector gives guidelines as to what constitutes a "spontaneous and unrehearsed" interview. Such interviews may be identified on the air at open and close as "spontaneous and unrehearsed" and if on film or tape as "spontaneous, unrehearsed and not edited." If an inter-

Noted by Mr. Springer (R)

THIS COPY OF THE RECORD AND REFER THE REFUSAL OF THE COMMUNICATIONS SYSTEM AND ITS PRESIDENT, DR. FRANK STANTON, TO COMPLY WITH THE SUBPOENA DATED MAY 26, 1971, ISSUED BY THE SPECIAL SUBCOMMITTEE ON INVESTIGATIONS, TOGETHER WITH ALL THE FACTS IN CONNECTION THEREWITH, TO THE HOUSE OF REPRESENTATIVES WITH THE RECOMMENDATION THAT THEY BE CITED FOR CONTEMPT OF THE HOUSE OF REPRESENTATIVES TO THE EXTENT THAT THEY MAY BE PROCEEDED AGAINST IN THE MANNER AND FORM PROVIDED BY LAW.

This is a copy of the motion recommending to the House that CBS President Frank Stanton and the network be cited for contempt of Congress. The Commerce Committee's vote last Thursday (July 1) was 25-to-13, as shown in the tally below.

NINETY-SECOND CONGRESS
 Congress of the United States
 House of Representatives
 COMMITTEE ON
 INTERSTATE AND FOREIGN COMMERCE
 ROOM 215, RAYBURN HOUSE OFFICE BUILDING
 WASHINGTON, D.C.

ROLL CALL

Subject CONTEMPT CITATION

Date JULY 1, 1971.

AYES	NAME	NAYS
✓	Mr. MACDONALD	
✓	Mr. JARMAN	
	Mr. MOSS	✓
✓	Mr. DINGELL	
✓	Mr. ROGERS	
	Mr. VAN DEERLIN	✓
✓	Mr. PICKLE	
✓	Mr. ROONEY	
✓	Mr. MURPHY	
✓	Mr. SATTERFIELD	
✓	Mr. ADAMS	✓
✓	Mr. BLANTON	
✓	Mr. STUCKEY	
	Mr. KYROS	
	Mr. ECKHARDT	✓
	Mr. TIERNAN	✓
✓	Mr. PREYER	✓
	Mr. PODELL	
	Mr. HELSTOSKI	✓
	Mr. SYMINGTON	✓
	Mr. CARNEY	✓
✓	Mr. METCALFE	
✓	Mr. BYRON	
	Mr. ROY	✓
✓	Mr. SPRINGER	
	Mr. DEVINE	
✓	Mr. NELSEN	
	Mr. KEITH	
	Mr. BROYHILL	✓
✓	Mr. HARVEY	
✓	Mr. CARTER	
	Mr. BROWN	✓
	Mr. KUYKENDALL	
✓	Mr. SKUBITZ	
✓	Mr. THOMPSON	
✓	Mr. HASTINGS	
✓	Mr. SCHMITZ	
	Mr. COLLINS	
✓	Mr. FREY	
✓	Mr. WARE	
✓	Mr. MCCOLLISTER	✓
✓	Mr. SHOUP	
✓	Mr. STAGGERS, Chairman	

view is not spontaneous and unrehearsed, that fact must be disclosed in the program. The president of CBS News or the general manager of the station involved must approve this type of interview.

▪ **Editing**—"We must continue to be meticulously careful, in all circumstances, that the editing results in a clear and succinct statement which reflects, fairly, honestly, and without distortion, what was said." Also: "If the answer to an interview question . . . is derived, in part or in whole, from the answers to other questions, the broadcast will so indicate, either in lead-in narration, bridging narration lines during the interview, or appropriate audio lines." Excerpts from speeches or statements are to be presented in their proper order unless the broadcast indicates otherwise.

▪ **Prerecording and sound effects**—Calls for disclosure when filmed or taped excerpt is inserted in live broadcast when that fact is not readily apparent. Filmed or taped sequences taken out of context are to be properly identified. Sound should be natural and not magnified or diminished from its actual level. Filmed or taped speeches specially delivered for broadcast should be identified as such.

▪ **Film not made in the presence of a CBS correspondent**—Material from stringers and other nonstaff sources may be used if producers and others are reasonably satisfied it is what it purports to be. Footage from other than stringer sources should be identified on the air, along with circumstances worth noting and any doubts about the film. "We must avoid giving the impression that the report of a correspondent is first-hand when it is not."

▪ **Correspondents' sign-off**—Taped inserts of a correspondent's news report should not give the impression he is participating in the live broadcast.

▪ **Payments to interviewees**—This section prohibits payments for interviewees in "hard news and hard news-oriented" broadcasts. Participants in other types of broadcasts may be paid "nominal sums for releases . . . to assure our rights to the use of their names and likenesses."

▪ **Investigative reporting**—The president of CBS News and general managers of CBS's owned stations "shall set up procedures adequate to insure that each investigation is conducted in a manner consistent with CBS's standards of journalistic integrity, accuracy and fairness." The network's legal department is to be consulted before such projects are undertaken. Public disclosure of information about a potential crime obtained in an investigation will be decided on a case-by-case basis, but will be disclosed immediately if the

crime endangers life or property. "CBS personnel will not knowingly engage in criminal activity in gathering and reporting news, nor will they encourage or induce any person to commit a crime."

After the subcommittee voted, it issued a statement charging that the editing techniques used in the production of *Selling* "constitute a deception on the American public far more serious than was the case in the infamous quiz-show scandals of 12 years ago, a deception all the more indefensible by virtue of its employment in what purported to be a 'news documentary.'"

The subcommittee said it reviewed the CBS guidelines and found them similar to rules issued by CBS after the 1959 quiz show scandals. If these guides had been followed in the production of *Selling*, the subcommittee noted, the inquiry would not have been necessary. It concluded that, notwithstanding the new CBS policy statement, it has the "responsibility to ascertain the facts necessary to consider legislation in the public interest."

Credibility committee to examine journalism

The 20th Century Fund announced last week it has established an independent task force to examine the credibility of the news media, including radio, television and newspapers.

The 13-man panel also will decide whether a regional or national council should be organized to set standards for the printed and electronic media. Its report is expected early next year.

Mrs. Lucy Wilson Bennett, president of the League of Women Voters of the U.S., and Judge C. Donald Peterson of the Minnesota Supreme Court are chairmen of the task force.

Other members are Barry Bingham, Sr., board chairman Louisville, Ky. *Courier-Journal* and *Louisville Times* (WHAS-AM-FM-TV); Stimson Bullitt, president, King Broadcasting, Seattle; Hodding Carter III, editor, *The Delta Democratic Times* (WDDT[AM]), Greenville, Miss.; Robert Chandler, editor-publisher, *Bend* (Ore.) *Bulletin*; Ithiel de sola Pool, professor of political science, Massachusetts Institute of Technology; Hartford N. Gunn Jr., president, Public Broadcasting Service; Richard Harwood, assistant managing editor, *Washington Post* (Post-Newsweek Stations); Louis Martin, editor, *Chicago Defender*; John B. Oakes, editorial page editor, *New York Times* (WQXR-AM-FM); Associate Justice Paul Reardon of the Supreme Judicial Court, Boston, and Jesse M. Unruh, a California Democratic leader, Los Angeles.

Long ago and far away

Songwriters' old suit charging BMI conspiracy is at last thrown out

The most ambitious lawsuit in the long catalogue of attacks on Broadcast Music Inc. and the broadcasting industry has been quietly but officially terminated after nearly 18 years on the books.

It is the so-called "Schwartz suit," filed in 1953 by 33 songwriters seeking to have BMI divorced from its broadcast ownership, to have the National Association of Broadcasters dissolved and to collect \$150-million damages in the bargain (BROADCASTING, Nov. 16, 1953). Judge Sidney Sugarman of the U.S. Southern District Court in New York signed an order June 23 dismissing it with prejudice and without payment of costs by the defendants ("Closed Circuit," June 28).

The suit embodied the basic charges that the American Society of Composers, Authors and Publishers has leveled over years at BMI and its broadcast ownership, although the suit was not filed by ASCAP.

It was brought by Arthur Schwartz and 32 other ASCAP members banded together as the Songwriters of America. They charged that the broadcasters conspired to keep all but BMI music off the air, damaging them and other writers to the extent of \$50 million. They asked for treble damages of \$150 million under the antitrust laws.

In all, the suit named 43 defendants—16 companies and organizations including the networks, some station groups, BMI and NAB (then the National Association of Radio and Television Broadcasters) plus 27 of their officers and directors.

The broadcasters and BMI denied the charges, as they have successfully denied them when made in other court cases and other forums, from the FCC to Congress, since then. But the case, over the years, has taken a lot of time. Thousands of pages of pretrial testimony reportedly were recorded.

In recent years, however, reports of settlement efforts have been more frequent than reports of more testimony-taking.

The best available reports last week indicated that the final impetus came from Judge Sugarman, in whose court the case was pending. He was said to be retiring and eager to get the case cleared up first.

His order asserts that seven of the original 33 plaintiffs have died and no substitute plaintiffs have been designated

for them, and that of the 26 others, 23—including Arthur Schwartz—had consented in writing to dismissal.

The remaining three—including Alan Jay Lerner ("My Fair Lady")—had not consented to dismissal but had failed to prosecute the case since 1961 and, upon notice from the court, had failed to indicate any intention of prosecuting, the order reports. Accordingly Judge Sugarman ordered "that all defendants named in this action have judgment against all plaintiffs dismissing this action, and the complaint therein, with prejudice, and without costs."

Similar but smaller suits initiated by songwriter Gloria Parker against various broadcasting and music interests were dismissed some months ago for want of prosecution. One other in this group, a 1954 suit by songwriter Barney Young and associates in Life Music seeking \$7.5 million and dissolution of BMI, is still pending. There have been no indications of activity in it in recent years.

BMI disclaims agents on cable agreements

Broadcast Music Inc. notified the FCC last week that it has not authorized any other organization to negotiate on its behalf for license agreements with cable television systems.

A letter from BMI President Edward M. Cramer to the FCC noted published reports of an agreement between the National Cable Television Association and the Committee of Copyright Owners concerning fees for the use of copyrighted material (BROADCASTING, June 21). Mr. Cramer said he has never seen the "so-called agreement" and had not been informed of any negotiations until he read about them.

He wrote that on March 27 he had submitted a statement giving the FCC the views of BMI, which represents approximately 23,000 writers and 9,000 U.S. publishers associated with BMI.

"I said in my statement that BMI stands ready to negotiate a license agreement with the cable industry, and we are still ready to negotiate such agreement," Mr. Cramer stated. "However, it is important that the record reflect that no one else has been authorized to act on behalf of BMI and our writers and publishers."

CBS wins one once in a while

New York State Supreme Court Justice Frederick M. Marshall quashed a motion for a subpoena against CBS which would have required the network to turn over all information it had gathered during student disturbances at



Boy Scout Post 324 of South Bend, Ind., specializes in broadcasting and this year it provided radio and TV coverage of the National Explorer Post Presidents' Congress in Washington. Here adviser Tom Cox of WSBT-AM-FM-TV South Bend, which sponsors the scout broadcasting program, supervises taping by post member John Groves. During the four and one-half day meeting, seven post members and three WSBT advisers sent audio-tape features to 147 radio stations, shot color newsfilm for two TV stations and provided live phone-patch feed to 11 radio stations. The WSBT-Post 324 program has made broadcast training available to over 150 youths since 1959. Of those, more than 30 worked in broadcasting while in college and 11 have gone on to careers in radio-TV.

Hobart College, Geneva, N.Y., on June 5, 1970.

In dismissing the motion, Justice Marshall said the subpoena would violate a state civil-rights law protecting newsmen from revealing sources. He also said the outtakes requested were not relevant and material to the case.

The subpoena was sought by attorneys for six persons indicted on riot charges by a special grand jury investigating the disturbances at the campus. The confrontation between students and police at Hobart had been touched off by a drug raid on the campus. Some students maintained that the person leading the raid was an undercover narcotics agent who posed as an organizer with Students for a Democratic Society, and taught them how to make fire bombs.

Are U.S. children losing out on TV?

NCCB study claims that in international league, U.S. is far behind

The National Citizens Committee for Broadcasting last week released the findings of a study contending that children's programs on U.S. television networks suffer in comparison with those telecast in Western Europe, Australia, Canada and Japan in terms of quality, number and appeal to specific age groups. Moreover, NCCB concluded that children's programs in the U.S., compared to those in 17 nations included in its survey, are marked by "a high degree of overcommercialization."

NCCB said that the three-month study is the first undertaken to compare children's programs shown over U.S. TV networks with those telecast in other countries with similar network structures and highly developed broadcast technologies. The countries examined were Austria, Australia, Canada, Denmark, Finland, France, Great Britain, Ireland, Italy, Japan, The Netherlands, Norway, Sweden, Switzerland, the U.S. and West Germany.

David Fleiss, a political scientist and formerly of the Senate Select Committee on Education, researched and wrote the over-all conclusions as well as the portions on the U.S., Canada and Japan. Lillian Ambrosino, a writer and founding member of Action for Children's Television, who has spent the last year in London, covered Europe and Australia for the study.

In the program area of the study, it was claimed that the U.S. is one of the only two countries of 16 surveyed without a weekday network children's program (the other is Finland). U.S. children's programs were criticized for appealing to the broad range of 2-to-12 year-olds, while other nations present programs for more specific age groups.

The report states that if the announcements made by U.S. networks about next fall's programming for children are accepted at face value, they will be providing informative programming at "nearly the levels existing in foreign countries." But the study runs down the children's programming schedules for next fall and concludes that the condition of children's programming "is not improving very much," saying that the additional informational programming amounts to a total of from one to two hours a week on each network.

In a portion dealing with advertising, the study claims that the U.S. carries twice as much advertising on children's

programming as any other country surveyed. It reports that 16 minutes of advertising are permitted on U.S. network children's television, while Canada is second with eight minutes. The study points up that the U.S. is one of five nations out of the 16 examined that allow advertising on children's programs. The others are Canada, Britain, Japan and Australia.

Thomas P. F. Hoving, chairman of NCCB, said it is "a sad commentary on the United States . . . that it has allowed both the quality and quantity of children's television programs to lag so pitifully behind those of other advanced nations." He challenged the networks to "quit playing the game of tokenism with American children" and to make "the kind of radical changes necessary to lift children's television in our country to a level of unparalleled excellence."

NCCB also said that a petition, signed by individuals and organizations representing more than 32-million people, is being presented to the FCC as part of NCCB's comments on the commission's notice of inquiry and proposed rule-making on children's television programming. (see "At Deadline").

AP, Mizlou to offer documentaries to TV

AP is entering the field of news-documentary production for television and for the educational and video-cassette markets. Robert Eunson, assistant general manager in charge of the AP's broadcast division last week made the announcement and said AP's initial project will be the production of six one-hour TV documentaries in association with Mizlou Productions, New York. The documentaries will be produced by the AP's broadcast department and Mizlou in collaboration with the AP's Newsfeature department. Mizlou, which is headed by Vic Piano, will handle sales and station clearances, and will arrange a nationwide network of outlets, according to Mr. Eunson.

The first AP-Mizlou documentary will be devoted to Communist China and will be telecast in early September, on the eve of the United Nations General Assembly debate on the issue of admitting Red China to the UN. Other programs will cover women's lib, sports, international issues and human-interest stories.

Mr. Eunson noted that AP can use such Pulitzer-prize winners as correspondent Peter Arnett and photographer Eddie Adams for selected work in documentaries and on the 11-member investigative team in Washington that "has produced exclusive stories, many of which could have lent themselves to

television presentation."

Mr. Eunson said: "We do not intend to compete with the major networks with their well-established news departments. But with the access rule of the FCC, which returns 30 minutes nightly of prime time to local stations, we feel there is a challenge to all organizations devoted to news to contribute their ideas and experience toward broader approaches in TV news reporting."

UA sets up new unit with Weis as president

United Artists Corp. announced last week it has formed a video-cassette division and has named Pierre Weis, who has been president of United Artists Television, as its director.

David V. Picker, president of United Artists Corp., said the video cassette field "offers one of the most promising opportunities in the mass entertainment market for the decade of the seventies and beyond." He pointed out that UA has a library of more than 2,000 feature films available for use in the cassette market.

Mr. Weis has been an executive in the filmed-TV field for more than 20 years, beginning with Ziv Television and later with United Artists Television. A successor to Mr. Weis at UA-TV has not been named.

Gold Key, Vidtronic merge

Gold Key Entertainment Inc., Beverly Hills, Calif., a motion-picture distribution company, has merged with Technicolor Inc.'s wholly owned subsidiary, Vidtronic Inc. Terms of the agreement, jointly announced in Hollywood on June 28, call for an exchange of the privately held Gold Key stock for shares of Vidtronic. The Technicolor subsidiary functions as a production and post-production specialist with a large video-tape processing facility. Gold Key distributes movies to TV, theaters and other outlets.

Solo flight into production

The Solo Cup Co., Chicago, suppliers of paper cups and plates and other products has entered the television production field with a one-hour musical special, *Once Upon a Tour*. Produced by Norman Abbott under the aegis of Solo Cup Productions (formerly Premore Inc.), Los Angeles, the special has been placed on over 110 stations with the company anticipating more than 200 outlets by air time. The program is being broadcast during a two-week period beginning Aug. 7. Bud Hamilton, vice president, productions, said the special would also be the first

national television exposure for the company's products. Solo Cups is buying full sponsorship of the program in the top-20 markets and bartering the program in the remainder. Mr. Hamilton also said the new production company was considering other properties, including a possible series, but that no firm commitments had yet been made.

Tomorrow Entertainment picks up some culture

Tomorrow Entertainment Inc., New York, a subsidiary of the General Electric Co., has agreed to acquire Hurok Concerts Inc., New York.

A joint announcement last week said the proposed arrangement "greatly enhances the opportunity to present cultural entertainment world-wide, through television, recording, and films, and through the enormous resources of the closed-circuit TV network which GE and Tomorrow Entertainment have been developing."

The list of artists and attractions represented by Hurok Concerts includes Artur Schnabel, Van Cliburn, Andres Segovia, Isaac Stern, the Ballet Russe de Monte Carlo, the Royal Ballet with Margot Fonteyn and Rudolf Nureyev and the Bolshoi Ballet.

Tomorrow Entertainment's agreement is with Transcontinental Investing Corp., which acquired Hurok Concerts two and a half years ago. Terms of the transaction were not disclosed.

The Garden grows with CATV

Madison Square Garden has signed five-year contracts with Columbia Cable Systems Inc., Westport, Conn., and Suffolk Cablevision, Central Islip, N.Y., granting them rights to carry 125 Garden events beginning this September.

The agreement with Columbia gives the cable firm exclusive rights to distribute the programs to all cable systems in sections of northern New Jersey and southwestern New York as well as to its approximately 5,000 subscribers in Connecticut. Last year the system carried the events to parts of northern New Jersey. Suffolk cablevision serves residents of Brookhaven, Smithtown and Islip, all on Long Island, N.Y.

The package, produced by Madison Square Garden Productions, offers 125 events including live home games of the New York Knickerbockers basketball and New York Rangers hockey teams (these are blacked-out broadcasts in the New York area), college basketball games and tournaments, championship track meets, the National Horse

Show, the Westminster Dog Show, boxing and other events.

Sterling Manhattan Cable and Teleprompter Corp., both New York, exclusive cable-TV franchise holders in Manhattan, will continue to carry the events under multiyear contracts.

AP offers CATV high-speed news

The completion of a new cross-country, high-speed circuit for instant display of both printed news and stock quotations on cable-television systems was announced last week by the Associated Press.

AP said the high-speed wire, called AP Newscable, has been piped to a number of subscribing CATV systems since May 23 on a test basis. Other systems may now elect to switch to the new circuit at no additional cost. The AP has more than 200 CATV subscribing systems.

The new circuit, it was said, permits the AP to deliver news to CATV systems at speeds of 100 words per minute or more, faster by more than 65% than any other news transmissions to CATV systems. The transmissions include current stock-market quotation from both the New York and American exchanges and world-news summaries.

The AP began delivery of automatic 24-hour displays on the news channels of CATV systems more than six years ago.

Environment is the topic of Group W radio shows

A 13-week Westinghouse Broadcasting Co. radio series of half-hour programs, *Can Man Survive?*, will be broadcast on its stations beginning this month. Garry Moore, veteran radio and TV personality is narrator of the series, which will explore environmental pollution.

The series will feature the expertise of anthropologist Dr. Margaret Mead; Dr. Allen Guttmacher, president of Planned Parenthood/World Population; astronomer Gerard Kuiper of the National Aeronautics and Space Administration; John Cogley, editor of *Center* magazine, and Dr. Harry Shapiro, curator emeritus of physical anthropology, American Museum of Natural History, who was also consultant for the programs.

The group W stations that will carry the series are: WBZ-AM-FM Boston; WINS(AM) New York; KYW(AM) Philadelphia; KDKA(AM) Pittsburgh; WOWO(AM) Fort Wayne, Ind.; WIND(AM) Chicago, and KFWB(AM) Los Angeles.

Getting the public into the cable system

Two New York CATV's turn over two channels each for citizen access

Teleprompter Corp. and Sterling Manhattan Cable Television are making available two channels on each of their New York City cable-television systems for public-access programming, effective last Thursday (July 1). The access channels are in compliance with terms of the companies' Manhattan franchises.

Open Channel, a newly formed non-profit organization, will give aid to groups and individuals who seek to use the public-access channels. Theodora Sklover, executive director of Open Channel, said the organization's initial programming would range from community information to experimental arts. "Public-access programming is the first opportunity for communities and individuals to be able to participate in the television process," she added.

Open Channel's initial operations were funded by grants from the John and Mary Markle Foundation and the Stern Family Fund, through the Planning Corporation for the Arts.

Irving B. Kahn, chairman of Teleprompter, classified the public-access channels as an "electronic soapbox," adding that they would be operated with "minimal supervision from us and from the city." William J. Lamb, president of Sterling Manhattan, said: "One of the great promises of cable television—that of providing a forum for a diversity of new voices and important ideas—will be available to the public and our viewers." He also announced that Sterling Manhattan and the American Foundation on Automation and Employment Inc. have contracted for community use of Sterling's public channels. According to the contract, the foundation will establish a community television center with studio and recording facilities in New York to be connected by cable to Sterling's system.

Theodore W. Kheel, president, said the American Foundation also is es-

Ghosts from the fifties

A remake of the *Topper*, TV series of 1950's, is scheduled for production by APJAC Productions in cooperation with 20th Century Fox Television. Titled *Topper Returns*, the half-hour series is being made for NBC-TV. It marks the TV debut of APJAC, which has been active in motion-picture production.

tablating an advisory and technical service to aid in developing and producing programming suitable for broadcasting. The center also will be made available to community groups for other than public-access channels.

Minority news is aim of church-funded group

Third World Media News, New York, has been formed to provide news of various minority groups—initially to radio stations only—beginning July 15.

Charles Moore, executive director of the service, said it will be staffed entirely by blacks and other minority-group members and will conduct training programs in electronic and print journalism for blacks, Puerto Ricans, Mexican-Americans, American Indians and others.

The United Presbyterian Church has provided a "seed" grant of \$30,000 to Third World Media News and plans to make another \$30,000 grant in 1972.

Meanwhile, a spokesman for Black Audio Network said that it has filed complaints with the Federal Trade Commission and with the Antitrust Division of the Justice Department charging Third World Media News with being in restraint of trade inasmuch as the service, financed by a tax-free church group, is competing unfairly with his organization. He said Black Audio Network provides audio news to black-oriented stations on a fee basis, while Third World Media News plans to offer its service free of charge.

Program notes:

New from the old ■ MGM Television and David L. Wolper Productions have entered into a joint production venture of a new television series using as source material the MGM backlog of motion pictures. The format and the length of the series have not been determined, a spokesman said last week.

Welk on 198 stations ■ Formal completion of the station signings for syndicated *Lawrence Welk Show* was announced by Don Feddersen Productions, Los Angeles, the show's packager. A total of 198 stations will carry the program beginning the week of Sept. 10. The breakdown shows 135 to the ABC affiliates who cleared the program from the network, 27 NBC affiliates, 26 CBS stations and eight independents.

Golf Via Satellite ■ ABC-TV will televise the last 10 holes of the final round in the 100th British Open by satellite from the Royal Birkdale Golf Club, Southport, England, Saturday, July 10 (5-6:30 p.m. EDT).

Consumer electronic products 1971

Quarter-inch video-recorder-player cartridge systems highlight Chicago show

A Japanese firm, whose products have been sold in the U.S. for almost a decade under another name, is preparing to enter the American market under its own name. The first thing it has done is to upset the video-tape recording field.

The firm is Akai Electric Co. Ltd., and it introduced a ¼-inch video tape player-recorder at the Consumer Electronics Show in Chicago last week. The standard has been ½-inch tapes for consumer video items.

And in conjunction with its new small tape recorder, Akai also showed—but declined to discuss—a tiny color-TV camera.

For black and white, however, Akai showed a portable color chain, including the ¼-inch tape player-recorder, a four-pound camera with zoom lens and a built-in microphone, a 3-inch monitor, an AC adapter/battery recharger, plus other accessories for a total retail price of \$1,295.

Small TV cameras, designed to work with portable TV player-recorders abounded at the CBS exhibit hall in the new McCormick Place show room.

Among other new chains on display was one from Sanyo Electric Trading Co. Ltd., using a standard ½-inch tape in its recorder. The Sanyo package includes a 5-inch monitor, and also an adaptor for using regular power. Other films showed small, TV camera-recorder chains designed for home use; they were usually the same equipment that had been introduced earlier this year or last year.

Enlivening the displays were the cartridge-cassette type video tapes that are expected to form a home library type of video entertainment to be played through the home TV receiver.

Cartridge Television Inc., the Avco affiliate, showed its Cartrivision unit in the cabinets of four different manufacturers. It also showed its improved 3-pound black and white camera, selling for less than \$200. Promised by Cartridge Television is a similar color TV camera next year to sell for about \$300. Also due next year is a battery-operated portable recorder unit that will, it was said, sell for about \$400 to \$500.

The Cartridge Television system, called Cartrivision, has already been licensed to a number of TV set makers for inclusion in their new models. Admiral Corp. presented one "Cartrivised" model on the floor of the show; Emerson is said to be the next set maker that intends to have a Cartrivision unit built into its color receiver.

Already, more than 850 titles have been processed into cartridges for the Avco-system, including feature films (for rent), sports, education, and cultural (for sale), and blanks. All now have stereo capability for the sound. Rental of feature motion pictures will be about \$3, with only one showing permitted. The cartridge is designed so that it cannot be rewound; it must be taken to the dealer.

Other features of the Cartrivision system are its ability to record programs off the TV set, with a built-in timer that will turn off the mechanism when the program is completed; and a newly devised snap-in tape head module that is said to permit quick and easy changing of heads (warranted for 1,000 hours)—but by a serviceman, not by the TV set owner.

Cartridge Television also announced a replication service at its San Jose, Calif., plant. Any type of program, on film or tape or other audio-visual material, will be reproduced into Cartrivision tapes.

Ampex showed its improved Insta-video player-recorder cartridge. At present the system functions only with a black and white camera, but the player can utilize pre-recorded color cartridges. The player-recorder, using ½-inch tape sells for \$800 to \$1,000, the black and white camera with electronic viewfinder for \$400. Coming next year is a color camera for the system.

Also on display at the show was Motorola's EVR unit, which it is manufacturing under license from CBS which developed the system.

Reported at the show was the expectation that North American Philips will have a video cassette recorder-player system in black and white and in color next year. Using ½-inch tape, the unit can record for up to 60 min-

utes on one cassette. It is expected to sell for \$500 to \$600. Blank video cassettes are expected to sell for from \$20 to \$25 each.

But cameras and video player-recorders were a minor, though significant element, at the exhibit that was aimed primarily for the showing of TV receivers, radio sets, and audio tape recorders as well as record players for dealers and distributors.

In the TV set field, it was apparent that most of the news has already been made. There were not dramatic new breakthroughs in TV technology, although there were a number of refinements to present receivers. The most significant was the advent of push-button tuning on the high-end of the line in color receivers. This development builds on present automatic fine tuning devices to allow the pre-setting of an optimum picture on each channel which the receiver automatically locks to upon changing channels by a push button device.

A number of manufacturers showed variations of this technique at the show, each under its own trade name promotion. RCA calls its version AccuMatic and AccuTint. For Sylvania it's PermaTint. for Motorola InstaMatic, for Hitachi APS (automatic picture setting), for GE One-Touch and for Magnavox TAC (total automatic color). The norm seems to be evolving toward 20 push-buttons, 12 for VHF and 8 for UHF.

Manufacturers at the show indicated a generally bullish picture for color set production—up 27%—and for color prices—up from 2 to 16%—in 1971.

Seemingly more newsworthy was the great number of manufacturers offering improved sound systems, as opposed to picture systems. Quadrisonic systems—that is, four-channel audio systems—were in prominent evidence throughout the 225,000 sq. ft. area of McCormick Place. It was not clear from last week's exhibit which of the two quadrisonic techniques—discrete, meaning physical and electronic separation of sounds, or matrix, meaning four-channel mixing for reparation at a receiver—was taking the lead. In radio, at present, only

matrix will work. There reportedly are 30 FM stations now experimenting with broadcasts in that medium.

A companion development to the surge of quadrisonic hardware was an announcement by Columbia records that it will soon market quadrisonic records, as opposed to tape cartridges, the only method now employed for playback of recorded quadrisonic music. Sony announced that it is developing a system which will play the Columbia disc. It is anticipated that the quad albums will sell for about \$1 more than conventional stereo discs.

Sony sets fast pace in video-cassette field

Sony Corp. of America announced last week in New York it is mass-producing its color video-cassette systems at the rate of 1,000 a month, to be increased each month so that by early 1972 the company will be able to meet whatever volume the market demands.

Initially, Sony will concentrate on producing the system for the business, educational, medical, military and government markets, according to Richard F. O'Brion, vice president.

The player, to sell initially for \$800, was said to play up to 60 minutes on any color or black-and-white TV set conforming to the U.S. standards. The player, according to Sony, is capable of using two tracks for stereo or two languages. It also can be used on any set with one-track audio on track one or two.

Mr. O'Brion said the player can feed up to 20 color-TV sets at the same time in any location, and more sets by use of a single signal amplifier or a series of signal amplifiers. These sets, according to Sony, can be placed in the same room, or in different rooms or even in different cities. The player can be stopped at any point in playing, go fast-forward, rewind at any point, or stop and eject at any point without rewinding.

Going rural by satellite

Experimental satellite transmissions of educational and health programs to sparsely populated regions of the U.S. are being planned as a joint project of the National Aeronautics and Space Administration, the Department of Health, Education and Welfare and the Corporation for Public Broadcasting.

The satellite is scheduled for launching in mid-1973, and would be used to transmit television signals to low-cost ground receivers in the Rocky Mountains and Alaska. The receivers would be placed in schools and other public

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institutions. The three organizations are also considering possible transmissions to other areas such as Appalachia.

Eighteen other kinds of experiments are planned for the satellite, which is labeled Applications Technology Satellite (ATS-F). These will not be affected by the television experiment.

A joint proposal to NASA by HEW and CPB is the basis for the planned experiments.

British FM device gets trial run in Midwest

A practical test of the Dolby system of noise reduction is under way in Chicago. Its object is to see whether use of Dolby devices enhances the quality of FM broadcasts and possibly increases the range of good quality FM signals into what are considered fringe areas.

WFMT(FM) Chicago, on 98.7 mhz, broadcast two separate programs last Tuesday (June 29) using the Dolby encoder at the transmitter. It also arranged for 15 FM sets in its viewing area (one in Bloomington, Ind., 150 miles away) to be equipped with the Dolby encoder. These listeners were asked to fill out a questionnaire to determine the effectiveness of the noise-reduction system.

This is the first broadcast experiment

with the Dolby system. Two other FM stations are to participate in tests soon: KIOI(FM) San Francisco and WCRB(FM) Waltham, Mass. Other FM stations already using the system for taping improvement are, in addition to the three mentioned above, KPFA(FM) Oakland, Calif.; WGBH-FM-TV Boston; WTRY-FM Troy, N.Y., and KYNO-FM Fresno, Calif.

The English system is already licensed to more than 30 manufacturers of receiving sets, including such top high-fidelity makes as Sansui, Fisher and Harmon-Kardon.

The Dolby method was announced several years ago. Since then several hundred companies in the U.S.—set manufacturers, record companies, tape duplicators, film companies and others—have signed to use the Dolby method. Other noise-reduction systems have been announced by Philips and Matsushita.

Clearing up UHF's picture

70-position detent tuner is proposed by the FCC as an interim measure

The FCC has moved to help eliminate some, if not all, of the problem UHF broadcasters say they face because of UHF set tuners that are inferior to those used for VHF. The commission proposed rules that would permit set manufacturers to build 70-position non-memory UHF detent-tuning systems into sets that employ memory-tuning VHF systems.

The proposal is designed to permit manufacturers to build improved UHF tuners without waiting for technical developments that would enable them to build tuners fully comparable with VHF tuners.

The rules now authorize a UHF memory-tuning system with six detent positions. This requires the viewer to preset the tuner to receive the TV stations available in the community, and maximum variation from the correct frequency at any one of the six positions is 600 khz.

The proposed system is based on one demonstrated by Sarkes Tarzian Inc. that can fit into any receiver and is said to be one-third as expensive as a six detent-position tuner. However, the commission stressed the temporary nature of the authorization, and said manufacturers should continue efforts to develop UHF tuners fully comparable with those used for VHF.

The commission's proposal would impose a number of requirements on manufacturers building the 70-position sys-

tem. The maximum deviation from correct frequency could not exceed 3 mhz; numerical readout must be provided for at least every other UHF channel, with marks to indicate those channels not displayed, and color sets employing the tuner must be AFC (automatic fine-tuning) equipped.

Deadline for comments on the proposal is July 12; replies must be filed by July 19.

First grants made for over-air trunks

The FCC staff has done its part to give CATV operators assembling in Washington for their convention this week (see story page 16) a historic first to talk about.

The staff, in routine actions, granted the first two applications for the use of frequencies in the Local Distribution Service band (12.7-12.95 ghz) as a substitute for trunk-line cable by CATV systems.

One was to Carbon Cable Television Inc., which will use the system developed by Laser Link Corp. to connect its local distribution station in Franklin Township, Pa., with its CATV systems in three communities—Slatington, Jim Thorpe, and Mahoning Valley.

The other was to Teleprompter Corp., which will use the Amplitude Modulated Link system it developed with Hughes Aircraft Corp. to connect a local distribution station on Amsterdam Avenue with three points in its New York CATV system.

The Teleprompter authorization is for the transmission of 18 channels of material simultaneously, the Carbon Cable authorization for 12 channels. The systems offer reduced costs to CATV operators in eliminating the need for short-haul trunk-line cable.

The signals are transmitted to receivers—within 15 miles in the case of Laser Link's system, four to 10 miles in the case of Teleprompter's—and then distributed to subscribers' homes by cable.

Both systems will be exhibited at the NCTA convention this week.

Houser holds out hopes for land-mobile users

Land-mobile radio users who feel more space should be found in the UHF share of the spectrum to ease congestion on land-mobile frequencies appear to have a friend in FCC Commissioner Thomas J. Houser, the spectrum-management commissioner.

The commissioner, speaking to the Utilities Telecommunications Council in Indianapolis, said that the steps the commission has taken to aid land-mobile radio—permitting it to share UHF fre-

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quencies in the 10 largest cities and re-allocating upper-band frequencies to land-mobile—are not enough.

"While the development of UHF broadcasting stands as one of the commission's priorities," he said, "I am becoming increasingly convinced that more extensive land-mobile use of this portion of the electromagnetic spectrum is feasible without serious impact on UHF allocations."

He said in that connection that the commission's Chicago staff will investigate the validity of existing UHF spacing taboos for the Chicago area; the feasibility of shorter spacing for channels 14 and 15 will be examined first.

Commissioner Houser also indicated his determination to deal with problems of improving spectrum management in the face of commission manpower and budgetary limitations. He said he has retained as a member of his personal staff an individual who will be responsible for examining existing spacing re-

quirements toward future amelioration.

He is Philip Walker, who has served as a consultant to President Johnson's task force on telecommunications policy, the Arthur D. Little Co. and Microwave Communications of America Inc. He has an undergraduate degree from Yale and an MS from Massachusetts Institute of Technology in electrical engineering, and is studying law at Georgetown University.

Autoprogrammer changes hands

Newell Industries Inc., Sunnyvale, Calif., broadcast-equipment manufacturer, has spun off its Video Message Programmer product line of CATV and origination equipment to MSI Television, Salt Lake City. The unit, developed for the closed-circuit and cable-TV market, provides automatic programming of announcements and advertising for TV systems using sequential cards which flip before a stationary

camera. MSI will market the Video Message Programmer system as an accessory to its Data Weather automatic color time and weather information display device for CATV. For additional information contact: MSI Television, 535 South Second West, Salt Lake City 84101.

Technical topics:

Weather receiver for CATV ■ A new VHF-FM receiver allowing community antenna television systems to add weather broadcasts to their services is being offered by the Catel Corp., Sunnyvale, Calif. Model FMW-2000 Weathermod picks up signals broadcast by the National Oceanic and Atmospheric Administration and converts them to any frequency in the FM band. Audio output is provided to add the broadcasts to the aural frequency of a CATV weather channel. The solid state device lists at \$695.

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Visual still digging out from bankruptcy

Visual Electronics Corp., New York, announced last week it has filed a second amended plan of arrangement in the U.S. Southern District Court in New York, changing the proposal previously made to holders of the 5¼% convertible subordinated debentures and to the Raytheon Co.

Visual, which has an outstanding debt of about \$20 million, originally filed for bankruptcy in July 1970 and has been operating since under chapter 11 of the Bankruptcy Act. It filed its first amended plan earlier this year (BROADCASTING, March 29), which called for paying banks, insurance companies and trade creditors 25 cents on the dollar, and giving Raytheon 15-year notes and subordinated-debtenture holders either common stocks or notes.

Under its new plan, Visual proposed to exchange each issued and outstanding 5¼% convertible subordinated debenture in the principal sum of \$1,000 for a new 6½% convertible subordinated debenture in the principal amount of \$1,000. Interest on the new debenture is to be paid, after a one-year moratorium, only to the extent of 50% of the company's net income in excess of \$300,000 and interest not so paid is cumulative.

Visual also has agreed in principle to sell the operating assets of its subsidiary, Visual Educom Inc., to Electronics As-

sociates Inc. for \$1.6 million, of which Raytheon will receive an undisclosed portion upon confirmation. A Visual spokesman said this will satisfy the indebtedness to Raytheon, which is said to be in the vicinity of \$6 million.

If the plan is acceptable to all parties, Visual will be discharged from chapter 11 of the Bankruptcy Act, the company pointed out.

Collins Radio sales off by \$50 million

Collins Radio Co., Dallas, reported a loss of \$30.3 million and a drop in sales from \$281.9 million to \$231.7 million for the 10 months ended May 28. Previously Collins had reported a loss of \$5.7 million for the nine months ending

on April 30 (BROADCASTING, June 14).

The loss was attributed by the board of directors to certain customer-sponsored and company-sponsored programs and changing the accounting policy of amortizing investments in long-range company-sponsored development programs to a policy of charging such costs against earnings on a current-period basis.

Collins is currently discussing a proposal by North American Rockwell to purchase 350,000 shares of a new class of Collins \$5 cumulative convertible preferred stock, series A, for \$35 million.

Company reports:

General Instrument Corp., Newark, N.J.-based diversified international elec-

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tronics producer, reported a 3% increase in sales and a 5% increase in net income for the quarter ended May 31:

For the three months ended May 31:

	1971	1970
Earned per share*	\$.012	\$ 0.16
Net Sales and Service Income	65,400,196	64,993,347
Net Income	1,177,174	1,462,698
Average Shares Outstanding	6,368,330	6,368,001**

* No dilution would result in either year upon the conversion of outstanding convertible securities or options.

** Adjusted for stock dividend paid May 1971.

Rahall Communications Corp., New York, group station owner and parent

of E.B.S. Tax Services Inc., reported an increase in net revenues and a loss in net income for the three months ended March 31. N. Joe Rahall, former president, now chairman and chief executive officer, said the company's broadcasting properties continued to show gains in the quarter and attributed the loss to E.B.S.'s four-fold expansion into 900 tax centers.

For the three months ended March 31:

	1971	1970
Net revenues	\$2,561,453	\$1,702,244
Net income (loss)	(884,389)	132,548

A. C. Nielsen Co., Chicago-based international marketing research firm, reported a 9.9% increase in net earnings and a 6% increase in sales for the nine months ended May 31. In addition, Nielsen declared a quarterly dividend of 12 cents a share on class A and class B common stock, payable Aug. 2 to stockholders of record July 7.

For the nine months ended May 31:

	1971	1970
Earned per share	\$ 1.15	\$ 1.05
Sales	83,676,783	78,921,221
Net income	6,115,130	5,564,852

The Broadcasting stock index

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

Stock symbol	Ex-change	Closing June 30	Closing June 23	Net change in week	High 1971	Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting								
ABC	N	44½	44	+ ½	48	25	7,089	\$305,878
ASI Communications	O	3½	3½	—	4½	2½	1,789	6,476
Capital Cities	N	46	45½	+ ½	48½	29	6,236	288,415
CBS	N	45½	45½	— %	47½	30½	27,086	1,185,013
Cox	N	28½	27½	+ 1	31	17½	5,802	154,449
Gross Telecasting	A	13	12	+ 1	16	10½	800	11,298
Metromedia	N	28½	26½	+ 1½	29	17½	5,756	135,266
Mooney	O	4½	4½	—	5½	4	250	1,438
Pacific & Southern	O	14½	14½	— ½	17½	12½	1,838	27,812
Rahall Communications	O	11½	8½	+ 3½	29	8½	847	8,258
Reeves Telecom	A	2½	2½	—	3½	2½	2,292	6,303
Scrpps-Howard	O	19½	20	— ½	25	18	2,589	58,311
Sonderling	A	28½	27½	+ 1½	34	24½	997	29,531
Starr	M	13½	13½	—	15½	8½	481	6,915
Taft	N	40	39	+ 1	44½	23½	3,712	149,408
Total							67,342	\$2,372,868

Broadcasting with other major interests

Avco	AV	N	13½	12½	+ %	18	12½	11,470	\$177,785
Bartell Media	BMC	A	5½	5	+ ½	8	4½	2,254	12,961
Boston Herald-Traveler	BHLD	O	18	20	— 2	28	23½	577	15,002
Chris-Craft	CCN	N	7½	7	+ ½	9½	8½	3,901	31,876
Combined Communications	CCOM	O	19½	19½	—	20	10½	2,048	30,208
Cowles Communications	CWL	N	10½	10½	+ ½	12½	8	3,969	47,628
Fuqua	FQA	N	25	23½	+ 1½	26½	13½	6,569	313,473
Gannett	GCI	N	46½	46½	+ ½	52	32½	7,115	155,160
General Tire	GY	N	25½	24½	+ 1½	26	21½	18,713	448,868
Gray Communications	O	6½	6	+ ½	8	6	475	3,208	
ISC Industries	ISC	A	6½	5½	+ ½	8	5½	1,959	11,989
Lamb Communications	O	2½	2½	— ½	2½	2½	475	1,245	
Lee Enterprises	LNT	A	26½	25½	+ 1½	27½	18½	1,957	48,436
Liberty Corp.	LC	N	19½	19½	—	23½	17½	6,774	138,252
LIN	LINB	O	12½	12½	+ ½	14½	6½	2,294	30,671
Meredith Corp.	MDP	N	24½	25½	— ¾	29½	19½	2,754	73,670
Multimedia Inc.*	O	31½	—	—	31½	25	2,406	70,875	
Outlet Co	OTU	N	18½	17½	+ 1½	22	14½	1,333	24,156
Post Corp.	POST	O	13½	13½	—	14½	9½	734	16,559
Ridder Publications	RIDD	O	21½	21½	—	27½	18	8,287	169,884
Rollins	ROL	N	39	42	— 3	43½	25½	8,057	323,086
Rust Craft	RUS	A	40½	39½	+ %	48½	28½	1,159	48,968
Schering-Plough	PLO	N	81	79½	+ 1½	84½	60½	25,174	1,968,593
Storer	SBK	N	30½	29½	+ %	33½	19	4,223	129,857
Time Inc.	TL	N	50	48½	+ 1½	62½	40½	7,257	384,621
Trans-National Comm.	O	¾	¾	—	1½	¾	1,000	750	
Turner Communications	O	2½	2½	—	4	2	1,328	4,648	
Wometco	WOM	N	19½	18½	+ ¾	23½	17½	5,809	122,685
Total							140,051	\$4,800,910	

CATV

American Electronic Labs.	AELBA	O	7½	7½	—	10	3	1,636	13,497
American TV & Comm.	AMTV	O	23½	23	+ ½	26½	17½	2,042	45,435
Burnup & Sims	BSIM	O	22½	21½	— ½	37½	20½	1,481	55,538
Cablecom-General	CCG	A	13½	14½	— %	17½	12½	2,485	36,654
Cable Information Systems	O	2½	2½	+ ½	4½	2½	955	3,343	
Citizens Financial Corp.	CPN	A	13	12½	+ ½	13½	12½	1,408	28,120
Columbia Cable	CCAB	O	13½	13½	+ ½	15½	9½	900	14,175
Communications Properties	COMU	O	9	9½	— %	10½	7½	1,800	14,850
Cox Cable Communications	COXC	A	18½	18½	— ½	25½	17½	3,551	72,796
Cypress Communications	CYPR	O	9½	9½	—	10½	7	2,384	20,550
Entron	ENT	A	3½	3½	+ ½	7½	3½	1,320	6,442
General Instrument Corp.	GRL	N	25½	25	+ ½	29½	18½	6,375	180,989
Sterling Communications	STER	O	4½	4½	—	6½	3½	1,100	5,907
Tele-Communications	TCOM	O	19½	18½	+ 1½	20½	12	2,704	44,616
Teleprompter	TP	A	84	81½	+ 2½	88½	56½	3,136	253,232
Television Communications	TVCM	O	9½	10	— ½	10½	7	2,901	27,869
Viacom	VIA	N	14	14½	— ¾	21	14½	3,760	66,251
Vikoa	VIK	A	8½	7½	+ ¾	14½	7	2,318	18,808
Total							42,252	\$889,050	

Financial notes:

▪ The Outlet Co., Providence, R.I.-based group broadcaster and department-store chain owner, declared regular quarterly dividends of \$1.37½ per share on its 5½% convertible preferred stock, and \$0.16¼ per share on its common stock, payable Aug. 4 to stockholders of record July 16.

▪ Kansas State Network Inc., Wichita, Kan., group station owner, reported a 12% increase in operating revenues and a 23% rise in net income for the

nine months ended May 31. Last year KSN reported revenues of \$4,221,853 and net income of \$571,579 for the same period (BROADCASTING, July 6, 1970). In addition, the network declared a quarterly dividend of three cents per share on June 30 to shareholders of record on June 20. An additional quarterly dividend of three cents per share, payable Sept. 30 to shareholders of record Sept. 20 was also declared by KSN.

▪ John Blair & Co., New York, radio

and television station representative, declared a quarterly dividend of 12 cents a share on common stock, payable Aug. 13 to stockholders of record July 15.

▪ Doyle Dane Bernbach, New York, has agreed to buy Trade Mart Inc., an Oklahoma-based department store chain, for an undisclosed amount of stock. Trade Mart, with an annual sales volume of \$23 million, operates five full-line, mass-merchandising department stores in Oklahoma. Expansion of the chain is planned.

	Stock symbol	Ex-change	Closing June 30	Closing June 23	Net change in week	High	1971 Low	Approx. shares out (000)	Total market capitalization (000)
Programming									
Columbia Pictures	CPS	N	12	12½	— ½	17½	10½	6,335	\$80,778
Disney	DIS	N	114	112½	+ 1½	128½	77	12,785	1,575,751
Filmways	FWY	A	7½	6½	+ ½	11½	6½	1,754	14,242
Four Star International	O		1	1	—	1½	1	666	833
Gulf & Western	GW	N	28½	27½	+ 1¼	31	19	14,964	418,992
Kinney National	KNS	N	34½	34½	+ ½	39½	28½	11,230	429,559
MCA	MCA	N	24½	25½	— 1	30	21½	8,165	217,352
MGM	MGM	N	20½	19½	+ ¾	26½	15½	5,886	130,964
Music Makers	MUSC	O	2¾	2¾	—	3¾	2¼	589	1,396
National General	NGC	N	24¾	24	+ ¾	28½	15¾	4,977	122,534
Tele-Tape Productions	O		1½	1½	—	2	1	2,183	2,729
Transamerica	TA	N	167½	16	+ ¾	19	15½	63,785	1,084,345
20th Century Fox	TF	N	10½	9½	+ ½	15½	8½	8,562	108,052
Walter Reade Organization	WALT	O	2¼	2¾	— ½	3½	2¼	2,414	6,325
Wrather Corp.	WCO	A	8½	7½	+ 1	8½	6½	2,200	13,750
Total								146,495	\$4,207,602
Service									
John Blair	BJ	N	19¾	21½	— 1½	24¾	18	2,584	\$45,866
ComSat	CO	N	68¾	70¼	— 1½	84½	49½	10,000	732,500
Creative Management	CMA	A	107½	9½	+ 1¼	17¾	8¾	1,102	13,775
Doyle Dane Bernbach	DOYL	O	22¼	24¼	— 2	26½	21	1,918	42,676
Elkins Institute	ELKN	O	9	9¾	— ¾	16½	8¾	1,664	27,240
Footo Cone & Belding	FCB	N	12¾	12	+ ¾	13¾	7¾	2,196	23,058
Grey Advertising	GREY	O	14½	137½	+ ¾	14½	9¼	1,207	15,691
LaRoche, McCaffrey & McCall	O		10¾	12	— 1¼	16½	10¼	585	8,483
Marketing Resources & Applications	O		8¼	9½	— 1¼	18¼	2¾	504	4,914
Movielab	MOV	A	2	2	—	4	2	1,407	4,221
MPO Videotronics	MPO	A	6½	5½	+ 1	8½	5	557	3,275
Nielsen	NIELA	O	46¾	45¾	+ ¾	49¾	39¾	5,299	257,528
Ogilvy & Mather	OGIL	O	33½	33	+ ½	36	24	1,096	35,346
PKL Co.	PKL	N	4	4	—	8¼	3¾	742	2,783
J. Walter Thompson	JWT	A	55¾	55½	+ ¾	60	34½	2,721	149,982
Transmedia International	O		1	¾	+ ¼	3¾	¾	535	1,739
Wells, Rich, Greene	WRG	A	18¾	18¾	— ¾	25¾	15¾	1,575	28,648
Total								35,692	\$1,397,725
Manufacturing									
Admiral	ADL	N	19¾	17¾	+ 1½	21	8	5,163	\$100,879
Ampex	APX	N	18½	17¼	+ 1¼	25¾	16½	10,874	198,451
CCA Electronics	CCAE	O	3¾	3¾	— ½	4¾	2¼	897	2,915
Collins Radio	CRI	N	13¾	15	— 1¼	207½	13¼	2,968	49,328
Computer Equipment	CEC	A	5	5½	— ½	7¼	3¾	2,406	15,038
Conrac	CAX	N	24¾	25	— ¾	29	15½	1,259	34,937
General Electric	GE	N	60¾	59¼	+ 1½	627½	57¾	90,813	21,773,325
Harris-Intertype	HI	N	58¾	58½	— ½	69¾	54¾	6,333	394,989
Magnavox	MAG	N	51¾	49	+ 2¾	51¾	37¾	17,278	848,695
3M	MMM	N	121¾	115¼	+ 6½	121¾	95¾	56,099	6,437,360
Motorola	MOT	N	83¾	83¾	— ½	89¾	51½	13,345	1,094,290
RCA	RCA	N	38	36¾	+ 1¼	40¾	26	74,437	2,837,538
Reeves Industries	RSC	A	4½	5	— ½	6¾	2¼	3,458	10,374
Telemation	TIMT	O	8¾	8½	— ½	13¾	8¾	14,040	135,065
Westinghouse	WX	N	91¼	88¾	+ 2½	94¾	65¾	41,431	3,702,688
Zenith	ZE	N	52¾	53½	— ¾	54¾	36¾	19,021	898,742
Total								359,822	\$27,647,751
Grand total								791,654	\$41,315,607
Standard & Poor Industrial Average			109.95	108.72	+ 1.23				

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

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

Broadcast advertising

J. Patrick Dugan, account supervisor, **Richard Flynn**, creative director, **Thomas Hill**, media group head, and **Arthur Knaus**, account supervisor, **BBD0**, New York, all named VP's.

Jack M. Doyle, president, **Jack M. Doyle Advertising**, Louisville, Ky., elected president, Intermarket Association of Advertising Agencies there. Mr. Doyle is one of group's original founders and once served as its VP.

Victor L. Klein, merchandising and sales promotion manager, **Philco-Ford Corp.**, Dearborn, Mich., elected president, **Good Communications**, Philadelphia-based firm providing marketing services to owner and operators of CATV systems, as well as advertisers and agencies using that medium.

Robert A. Sawyer, VP, **Robert M. Lands**, VP for international operations, and **Henry L. Buccello**, management supervisor, **Compton Advertising**, New York, all named senior VP's.

Robert Lazar, account executive, **Bernard Howard & Co.**, Chicago, station representative, named VP and Mid-western sales manager.



Mr. Borghi

Arthur Borghi, VP and business manager for commercial broadcast services, **Ted Bates & Co.**, New York agency, appointed commercial broadcast manager, **Rumrill-Hoyt** agency, also New York.

Daniel Kahn, VP and senior producer, **Televideo Productions**, production firm, New York, joins **Audio Productions**, New York, producer of TV commercials, as sales executive and producer.

Susanne Williams Clark, with **Ketchum, MacLeod & Grove**, New York, joins **LaRoche, McCaffrey & McCall** there as account executive.

Sam Silberman, director of marketing, **DeMert & Dougherty**, Chicago, chemical products manufacturer, appointed director of marketing and account executive, **Bozell & Jacobs**, agency, Phoenix.

Glenn J. Tintera, VP and director of market research, **D'Arcy, MacManus**,

Intermarco, St. Louis, appointed director of marketing services for St. Louis office.

Lawrence A. Wri'sel, senior copywriter, **W. M. Zemp & Associates**, St. Petersburg, Fla., appointed associate creative director.

R. John Stella, Eastern sales manager, **RKO Radio Representatives**, New York, appointed general sales manager of **RRR's AM** division. **Gordon Hastings** continues as recently appointed general sales manager of FM division. The departments are now separate divisions ("Closed Circuit," June 21).

Irwin B. Siegel, sales manager, Chicago office, **CBS Television Stations National Sales**, appointed Midwest sales director, **Bolton/Burnside International Ltd.**, radio-TV representative firm, Chicago.

Brad D. Rodman, account executive, **Foot, Cone & Belding**, Chicago, appointed national advertising manager, **American Dairy Association** there.

William J. Ferrick, assistant sales service manager, **WBZ-TV** Boston, joins **WJAR-TV** Providence, R.I., as sales service manager.

Don Lachowski, with **WQXI-TV** Atlanta, appointed local sales manager.

Barry Hersh, with **WLWT(TV)** Cincinnati, appointed assistant sales manager.

George L. Tarter, VP and general sales manager, **KCBD-TV** Lubbock, Tex., and its satellite, **KSWs-TV** Roswell, N.M., appointed director of sales for stations after transfer of ownership from **Caprock Broadcasting** to **State Telecasting Co.**, Columbia, S.C.-based firm.

Norman G. Andrus Jr., local sales manager, **KUTV(TV)** Salt Lake City, appointed local sales manager, **KCOY-TV** Santa Maria, Calif.

Adam Polacek, with sales staff, **WXIX-TV** Newport (Cincinnati), Ky., appointed sales manager.

Robert C. McKee, account executive, **WIND(AM)** Chicago, appointed sales manager, **WINS(AM)** New York. Both are Westinghouse stations.

Rod Barker, sales manager, **KHOW(AM)** Denver, joins **KBTR(AM)** there in similar capacity.

Luther R. Strittmatter, sales manager, **WKRC-AM-FM** Cincinnati, appointed general sales manager, **WWEZ(FM)** Cincinnati.

Media

James B. Goetz, president of **General Television of Minnesota**, subsidiary of **General Television Inc.**, CATV owner and operator, **Salisbury, Md.**, elected president and director of parent.

James Reese, general manager, **WGCM(AM) - WTAM(FM)** Gulfport, Miss.; **Simon Goldman**, president and general manager, **WJTN-AM-FM** Jamestown, N.Y.; **George C. Hatch**, president, **KALL(AM)** Salt Lake City; **Dan McKinnon**, president, **KSON(AM)-KSOE(FM)** San Diego, and **Reggie Martin**, VP and general manager, **WGBS(AM)-WJHR(FM)** Miami, all elected to board of directors, **ABC Radio Information Network**, New York.

Bernie Barker, general manager, **WDAK(AM)** Columbus, Ga., elected president of **Georgia Association of Broadcasters**. **Paul Reid**, president and general manager, **WBHB(AM)** Fitzgerald, re-elected VP for TV; **Esther Pruett**, **WTOC-AM-FM** Savannah, elected secretary-treasurer.

Eugene McCurdy, general manager, **WPVI(TV)** Philadelphia, appointed Eastern division director, **Pennsylvania Association of Broadcasters**.

Harold D. Holder president, **Cunningham Drug Stores**, Detroit chain, named president and chief operating officer, **Rahall Communications Corp.**, St. Petersburg-based diversified firm with broadcast interests. Mr. Holder succeeds **N. Joe Rahall**, who continues as chairman and chief executive officer. Among Rahall owned and operated stations are **WKAP(AM)** Allentown, Pa.; **WWNR(AM)** Eeckley, W. Va., and **WLCY-AM-FM-TV** St. Petersburg, Fla.

Joseph W. McMurray, general manager, **KORK-AM-FM** Las Vegas, named senior VP of broadcast division, **Donrey Broadcasting**, stations' licensee.

Earl Henton, program director and newscaster, **KDAL-TV** Duluth, Minn., elected VP and director of station's licensee, **KDAL Inc.**

C. Thomas Catalano, head of Southeast cable systems, **Cox Cable Communications**, Macon, Ga., **G. L. Davenport**, supervisor of Cox's Oregon and Washington State systems, Astoria, Ore.; **John P. Gwin**, supervisor, Midwest operations, **Robinson, Ill.**; **William L. Vogel**, cable director, **Lewiston, Pa.**

and Frank C. Weidman, supervisor for Cox's Northeast operations, all named VP's of Cox subsidiaries.

Edwin A. Hopper, VP and treasurer, Continental Transmission Corp., group CATV owner, St. Louis, named to newly created position of VP for finance and treasurer, LVO Cable, cable system operator and program supplier. **Robert J. Ball**, secretary-treasurer, LVO, named VP for operations and secretary.

Edward J. DeMarco, director of CATV system development, Television Communications Corp. (TVC), group cable owner and operator, New York, appointed to additional responsibilities as director of newly formed national systems group.

Robert Ordonez, VP and general manager, KFSA-TV Fort Smith, Ark., named VP and general manager, KORK-TV Las Vegas. Both stations are owned and operated by Donrey Media Group, Las Vegas. He succeeds **Edward R. Tabor**, who became general manager, KRON-TV Los Angeles (BROADCASTING, April 26).

William J. McCarter Jr., president and general manager, noncommercial WETA-FM-TV Washington, joins noncommercial WTTW(TV) and WXXW(TV), both Chicago Educational TV Association stations, Chicago, in similar capacity.

Robert L. Snyder, executive VP and secretary-treasurer, KCBD-TV Lubbock, Tex., and its satellite, KSWs-TV Roswell, N.M., appointed general manager of stations after transfer of ownership from Caprock Broadcasting to State Telecasting Co., Columbia, S.C.-based firm.

William T. Martin, commercial manager, KATC(AM) Lafayette, La., named executive VP and general manager, KHMA-TV Houma, La.

Thomas J. Josephsen, general sales manager, wis-TV Columbia, S.C., joins WSFA-TV Montgomery, Ala., as assistant general manager.

Scott H. Robb, attorney, Javits & Javits, New York law firm, joins NBC's law department, Washington, as attorney.

Harry Pagels, account executive and promotion director, KGMI(AM) Bellingham, Wash., appointed general manager, KBFW(AM) Bellingham-Ferndale, Wash.

Dallas Gibson, with WTAP-AM-FM Parkersburg, W. Va., appointed manager, WGLM(FM) Richmond, Ind. Both stations are owned by Broadcasting Services.

Programing

Charles P. Spira, VP and treasurer, Don Fedderson Productions, program

packager, Studio City, Calif., named president.

Irv Wilson, with Creative Management Associates, talent agency and packager, elected VP for programs, Viacom Enterprises, TV program producer, headquartered in Los Angeles.

James Green, program executive, West Coast, ABC-TV, Hollywood, appointed associate director.

George Paul, staff director, KNBC(TV) Los Angeles, appointed executive producer.

James W. Monahan, Eastern sales manager, MCA Television, program producer, New York, appointed marketing manager, Metromedia Producers Corp., also program producer, there.

Thomas P. Shelburne, promotion manager, WTAf-TV Philadelphia, appointed program director, WDAF-TV Kansas City, Mo. Both stations are owned by Taft Broadcasting.

Laurence Wiseman, consultant to community-service division, New Jersey Public Broadcasting Authority, Princeton, N.J., appointed producer, noncommercial WQED(TV) Pittsburgh. **David L. Crippens**, producer, noncommercial KPBS-TV San Diego, joins WQED in similar capacity.

Thomas G. Howe, with production staff, noncommercial KPBS-TV San Diego, Calif., appointed senior producer/director, noncommercial KHET(TV) Honolulu.

Keith Reynolds, with WCER-AM-FM Charlotte, Mich., appointed program director.

Steve Thomas, production manager, WMAL-TV Washington, appointed program manager, WLVA-TV Lynchburg, Va. Both are Evening Star stations.

Robert Scott, news director, KHOW(AM) Denver, joins KBTR(AM) there as director of operations.

Bill Corsiar, with WICE(AM) Providence, R.I., appointed operations manager, WEEZ(AM) Chester, Pa.

News

Art Keeney, news director, WKRG-AM-FM-TV Mobile, Ala., elected president of Alabama Associated Press Broadcasters Association.

Donald H. Till, director of European communications, UPI, London, appointed assistant communications manager for UPI, New York.

John D. Callaway, head of program-services operations, CBS-owned AM and FM radio stations, New York, appointed to newly created position of national group correspondent for divi-

sion. Mr. Callaway will supply special reports, interviews and documentary features for CBS stations.

Al Greenstein, news producer, KNXT(TV) Los Angeles, appointed assistant news director.

Steve Bassett, news writer, KNXT(TV) Los Angeles, joins KTVU(TV) Oakland-San Francisco as editor in charge of assignments.

Al Helfer, with news staff, KRAK(AM) Sacramento, Calif., named VP in charge of news.

Bob Chandler, sports director, KCST(TV) San Diego, Calif., joins KOGO-TV there as sportscaster.

Brenda Curtis, newscaster, WBOY-AM-TV Clarksburg, W. Va., joins news staff, WTRF-TV Wheeling, W. Va.

Jeff Maynor, assistant news director and anchorman, WKBN-AM-FM Youngstown, Ohio, joins WJW-TV Cleveland as newscaster.

Tom Rosenbaum, assignment editor, KTLA(TV) Los Angeles, joins WXYZ-TV Detroit, Mich., as assignment manager. **Phil Nye**, with news staff, KTLA(TV), joins WXYZ-TV as reporter and newscaster.

Stuart M. George, with production department, WTVD(TV) Raleigh-Durham, N.C., joins station's news staff as general assignment reporter.

Jack Harry, with WTAD-AM-FM Quincy, Ill., and KHQA-TV Hannibal, Mo.-Quincy, Ill., appointed sports director, WDAF-TV Kansas City, Mo.

Bob Chandler, sports director, KCST(TV) San Diego, rejoins KOGO-TV there as weekend sportscaster.

Bill Barnard, newsman, KGBS-AM-FM Los Angeles, joins news staff of KNX(AM) there as writer-broadcaster.

Bill Crago, news director, KHJ-AM-FM-TV Los Angeles, joins news staff, KRAK(AM) Sacramento, Calif.

Ned Dermody, news director, KFEQ(AM) St. Joseph, Mo., joins KMA(AM) Shenandoah, Iowa, in similar capacity.

Promotion

Wallis W. Lawrence, with promotion and advertising staff, Time-Life Films, program producer, New York, appointed assistant director of promotion and advertising.

Charles E. Wolf, director of news programs, KTRK-TV Houston, appointed promotion manager.

Edward D. Brett, with Metropolitan Publishers Representatives, Miami, appointed director of PR, Harrell/Morgan

Advertising, Jacksonville, also Florida.

Equipment & engineering

Mal Albaum, TV technical operations supervisor, National Educational Television, New York, appointed director of engineering for parent, Educational Broadcasting Corp.

Robert Bird, western regional sales engineer, Jerrold Electronics Corp., broadcast-equipment manufacturer, Philadelphia, appointed chief staff engineer, Cypress Communications Corp., Los Angeles. **Edward Sterling**, manager, Tru-View Cable Television Co., Altadena, Calif., assumes additional responsibilities as director of special projects for Cypress.

James F. Floyd, chief technician, Cable Television Co., cable owner and operator, Charlotte, N.C., appointed to newly created position of system engineer.

R. Frank Lee, VP and chief engineer, KCBD-TV Lubbock, Tex., and its satellite, KSWs-TV Roswell, N.M., appointed director of engineering of stations after transfer of ownership from Caprock Broadcasting to State Telecasting Co., Columbia, S.C.-based firm.

John Tollefson, technical supervisor,

wowo(AM) Fort Wayne, Ind., appointed engineering manager, WIND(AM) Chicago.

Allied fields

Douglas Grimm, regional manager, Dallas office, American Research Bureau (ARB), appointed ARB division manager for Southern sales, Dallas. **Paul Kelly**, with Atlanta sales office, ARB, appointed regional manager, for Southern sales, based in Dallas.

Hugh Downs, host, *Today* show, NBC TV, elected to board of directors, Video-record Corp., video-cassette programmer and distributor, Westport, Conn.

Edward P. Taptich, associated with Wilner, Scheiner & Greeley, communications law firm, Washington, joins McKenna & Wilkinson, also communications law firm there.

Deaths

William C. Dempsey, 53, president and general manager, WZZM-FM-TV Grand Rapids, Mich., died June 26 at his home there, of carbon-monoxide poisoning, an apparent suicide. Mr. Dempsey joined stations' licensee, West Michigan Broad-

casters, in 1961 as executive VP and general manager and stockholder. He was named to position of president and general manager three years later. Mr. Dempsey is survived by his wife, Nancy, one daughter and one son.

O. G. Fritz Kuler, 57, program director for KDFW-TV Dallas, died of heart attack at his home there, June 21. He had been program director since 1959. Mr. Kuler in 1949 joined KDFW-TV's predecessor, KRLD-TV. He is survived by his wife, Nadine, and two daughters.

John E. Surrick, 70, operations manager, WSTW(FM) Wilmington, Del., died at his home in Media, Pa. Mr. Surrick began career with former *Philadelphia Ledger*. He held positions with N. W. Ayer & Son there and entered radio field in 1940 as director of sales for WFIL-AM-FM Philadelphia until 1949. He became general manager, WFBR(AM) Baltimore, in early 50's, then was sales manager of WFEN-AM-FM Philadelphia. He joined WSTW (then WDEL-FM) in 1964. He is survived by his wife, Mary, and six children.

Pauline Townsend, 62, TV and film writer, died June 23 in Los Angeles. She is survived by her husband, Leo, also TV writer, and one son.

ForTheRecord®

As compiled by BROADCASTING, June 22 through June 29 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

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, on request of Lamar Life Broadcasting Co., ordered hearing to reconvene on June 24, 10 a.m. (Docs. 18845-6-7-8-9). Action June 21.

■ Hearing Examiner Lenore G. Ehrig in Greenburg, Pa. (Western Broadcasting Corp. and Warman Communications Inc.), TV proceeding, granted motion by Western Broadcasting Corp. for leave to amend its application to reflect withdrawal of John H. Norris as president, director and stockholder, and his relinquishment of any claim to reimbursement; granted joint request for approval of agreement and approved agreement between parties; and ordered application of Western Broadcasting dismissed and application of

Warman Communications Inc. retained in hearing status (Docs. 18938-9). Action June 17.

■ Chief Hearing Examiner Arthur A. Gladstone in Los Angeles (Los Angeles Unified School District and Viewer Sponsored Television Foundation), TV proceeding, denied motion filed by Viewer Sponsored Television Foundation, to change site of hearing from Washington to Los Angeles (Docs. 19100-1). Action June 17.

■ Hearing Examiner Chester F. Naumowicz Jr. in Los Angeles (Los Angeles Unified School District and Viewer Sponsored Television Foundation), TV proceeding, granted petition by Viewer Sponsored Television Foundation for leave to amend its application to show appointment of new member of its board of directors, and precluded petitioner from advancing new member as matter to be considered in comparative evaluation of applicants (Docs. 19100-1). Action June 18.

Other actions

■ Review board in Homewood, Ala., TV proceeding, granted extension of time to and including June 24 to file exceptions to supplemental initial decision (Docs. 15461, 16760-1, 16758). Action June 21.

■ Review board in Jacksonville, Fla., TV proceeding, granted joint petition for approval of settlement agreement filed by Florida-Georgia Television Co., The New Horizons Telecasting Co., Florida Gateway Television Co. and Community First Corp., and application of Channel 12 of Jacksonville, Inc., corporation formed by merger of competing applicants, for CP for TV ch. 12, Jacksonville (Docs. 10834, 17582-4). Action June 21.

Rulemaking actions

■ Los Angeles—FCC proposed rule making in response to petition by Viewer Sponsored Television Foundation, to amend table of television assignments by addition of UHF ch. 68 to Los Angeles, as third educational TV reservation.

■ FCC proposed changes in TV table of assignments in Mississippi communities of Booneville, Clarksdale, Columbia, Columbia, Hattiesburg, Natchez, Oxford, and Senatobia. Action June 16.

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Existing TV stations

Final actions

- **KMEX-TV** Los Angeles—Broadcast Bureau granted license covering aux. ant. system. Action June 16.
- **KRON-TV** San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 24. Action June 24.
- **WTVJ(TV)** Miami—Broadcast Bureau granted license covering utilization of presently authorized alternate main driver as aux. trans.; and granted license covering aux. trans. and ant. Action June 16.
- **KALR(TV)** Lincoln, Neb.—Broadcast Bureau granted CP to replace expired permit for new station. Action June 16.
- ***KTXT-FM-TV** Lubbock, Tex.—Broadcast Bureau granted mod. of license covering name change to Texas Tech University. Action June 23.

Actions on motions

- Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, dismissed as moot pleading filed by Hampton Roads Television Corp. designated as request to file response to reply and response concerning proposed WTAR-TV amendment (Docs. 18791-2). Action June 17.
- Hearing Examiner Chester F. Naumowicz Jr. in Los Angeles (Los Angeles Unified School District and Viewer Sponsored Television Foundation), TV proceeding, scheduled hearing for July 20 (Docs. 19100-1). Action June 22.

Other action

- Review board in Daytona Beach, Fla., TV proceeding, granted request by Cowles Florida Broadcasting Inc. (WESH-TV Daytona Beach) for extension of time to July 6 to reply to responsive pleadings to its motion to strike supplement to Central Florida Enterprises Inc.'s comments on motion to change issue. Action June 25.

New AM stations

Actions on motions

- Hearing Examiner Frederick W. Denniston in Las Cruces, N.M. (Marvin C. Hanz), AM proceeding, on request by Chaparral Broadcasting Services Inc., Las Cruces Broadcasting Co. and Broadcast Bureau, indicating desire to cross-examine Hanz with respect to material contained in amendment of his application, ordered Hanz to prepare and file testimony in support and explanation of changes in programing proposed in amendment to application granted by order released June 4, with each counsel participating herein by June 30; scheduled further hearing to convene on July 6 (Doc. 18714). Action June 16.
- Hearing Examiner Frederick W. Denniston in Cleveland, Tex. (Stephen Van Sadler), AM proceeding, on motion of Broadcast Bureau, directed Stephen Van Sadler to produce and permit inspection and copying of documents on or before July 13, in offices of Van Sadler's Washington counsel, or at such other place as is mutually agreeable between counsel and counsel for Broadcast Bureau (Doc. 19194). Action June 22.

■ Hearing Examiner Lenore G. Ehrig in West Branch, Mich. (Ogemaw Broadcasting Co.), AM proceeding, set certain procedural dates; scheduled hearing for Sept. 15 (Doc. 18835). Action June 17.

■ Hearing Examiner Lenore G. Ehrig in Hawesdale, Pa. (Wayne County Broadcasting Corp.), AM proceeding, granted petition by applicant for leave to amend its application to include new bank letter (Doc. 19038). Action June 17.

■ Chief Hearing Examiner Arthur A. Gladstone in Greenwood, S.C. (Grenco Inc. and Radio Greenwood Inc.), AM and FM proceeding, denied motion by Chief, Broadcast Bureau, to postpone adjournment of hearing date (Docs. 19176-7). Action June 16.

■ Hearing Examiner Isadore A. Honig in East St. Louis, Ill. (East St. Louis Broadcasting Co. and Metro-East Broadcasting Inc.), AM proceeding, granted petition by East St. Louis Broadcasting Co. for leave to amend its application to reflect change in address and occupation of Robert D. Price and his deletion as proposed public relations director-trans. engineer, and to change and add items of financial aspects (Docs. 17256-7). Action June 21.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia, (Community Radio System and Morris' Inc.), AM proceeding, on request of Broadcast Bureau, rescheduled hearing for June 28 (Docs. 17722, 18395). Action June 22.

■ Hearing Examiner Jay A. Kyle in Ponce, Puerto Rico (Radio Antilles Inc. and Zaba Radio Corp.), AM proceeding, set certain procedural dates and recessed hearing to Oct. 4 (Docs. 18564, 18566). Action June 22.

■ Hearing Examiner Jay A. Kyle in Yorktown, Tex. (DeWitt Radio), AM proceeding, granted motion by Broadcast Bureau to hold applicants Don Renault and Edwin Zalontz in default for failure to prosecute their application, dismissed application with prejudice, and terminated proceeding (Doc. 18528). Action June 21.

■ Hearing Examiner Herbert Sharfman in Free-land and West Hazleton, both Pennsylvania, (Summit Broadcasting, CBM Inc. and Broadcasters 7 Inc.), AM proceeding, scheduled certain new procedural dates and scheduled hearing for Sept. 20 (Docs. 18489-90-91). Action June 24.

■ Hearing Examiner James F. Tierney in Guayama and Yahucua, both Puerto Rico (Fidelity Broadcasting Corp., et al.), AM proceeding, on request of Fidelity Broadcasting Corp. changed certain procedural dates and scheduled hearing for July 20, 10 a.m. (Docs. 19055-6-7). Action June 21.

■ Chief, Office of Opinions and Review in East St. Louis, Ill. (East St. Louis Broadcasting Co. and Metro-East Broadcasting Inc.), AM proceeding, granted request by East St. Louis Broadcasting Co. and extended through July 6 time to file replies to Broadcast Bureau comments on and Metro-East Broadcasting Inc.'s opposition to motion of East St. Louis Broadcasting Co. for final decision (Docs. 17256-7). Action June 23.

Other actions

- Review board in Brush, Colo., AM proceeding, in response to petition by Broadcast Bureau, enlarged issues in proceeding involving mutually exclusive applications of Pettit Broadcasting Co., A. V. Bamford and Brocade Broadcasting Co. for CP's for new AM at Brush, Colorado Springs, and Boulder, all Colorado (Docs. 19157-9). Action June 21.

■ Review board in Owensboro, Ky., AM proceeding, in response to petition by L and L Broadcasting Co. requesting addition of site availability and expanded financial issues against Hancock County Broadcasters, Hawesville, Ky., and deletion of financial issues against its own application, modified issues to require information on Hancock County's payroll and legal expenses (Docs. 19068-70). Action June 17.

Call letter application

- Hagadone Capital Corp., Honolulu—Requests KISA.

Existing AM stations

Final actions

- **KBHS** Hot Springs, Ark.—Broadcast Bureau granted CP to install new trans. for aux. use. Action June 21.
- **KWUN** Concord, Calif.—Broadcast Bureau granted CP to make minor changes in DA patterns; specify new MEOV's. Action June 22.
- **KGIV** Alamosa, Colo.—Broadcast Bureau granted CP to install new trans. for aux. use. Action June 21.
- **KFML-AM-FM** Denver—Broadcast Bureau granted mod. of licenses covering change in name of licensee to KFML Broadcasting Inc. Action June 16.
- **WOGO** New Smyrna Beach, Fla.—Broadcast Bureau granted CP to move trans. site 250 ft. southeast of Yacht Club Island; change ant. Action June 17.
- **WSB** Atlanta—Broadcast Bureau granted CP to install new second alternate main trans.; remote control permitted. Action June 22.
- **KKON** Kealahou, Hawaii—Broadcast Bureau granted CP to increase power to 5 kw, change trans.; remote control permitted. Action June 22.
- **WDY** Calais, Me.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action June 28.
- **KLGR** Redwood Falls, Minn.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action June 28.
- **KWLG** Wagoner and KVIN Vinita, both Oklahoma—FCC denied applications by Wagoner Radio Co. for renewal of license of KWLG and by Vinita Broadcasting Co. for renewal of license of station KVIN, and for CP for new FM in Vinita (Docs. 18085-7). Action June 16.
- **KEYS** Corpus Christi, Tex.—Broadcast Bureau granted CP to install new trans. for aux. use; remote control permitted. Action June 22.
- **KLO** Ogden, Utah—Broadcast Bureau granted CP to change daytime hours of operation from directional to nondirectional; conditions. Action June 21.
- FCC denied petition by Star Stations of Indiana Inc., Central States Broadcasting Inc. and Star Broadcasting Inc. that commission disqualify itself from further consideration of proceeding involving renewal applications for the five Star stations (Docs. 19122-25). Action June 24.

Actions on motions

■ Hearing Examiner Millard F. French in Lexington, Ky. (Bluegrass Broadcasting Co. [WVLC]), AM proceeding, granted motion by applicant and extended to July 6 time to file reply findings (Doc. 18285). Action June 18.

■ Hearing Examiner Chester F. Naumowicz Jr. in Gulfport, Miss., and Americus, Ga. (Charles W. Dowdy [WROA] and Sumter Broadcasting Co. [WISK]), AM proceeding, granted joint petition to approve agreement and accepted agreement as amended by parties; ordered application of Sumter Broadcasting Co. dismissed; and ordered prehearing conference for June 25, 9 a.m., for purpose of establishing schedule for hearing on issue (Docs. 18941-2). Action June 17.

■ Deputy Chief, Office of Opinions and Review in Gaithersburg, Md. (Nick J. Chaconas [WHMC]), AM proceeding, granted request by applicant and extended through June 28 time to file reply to opposition to petition for reconsideration and supplement thereto (Doc. 18391). Action June 21.

Other action

- Review board in Vancouver, Wash., AM proceeding, in response to petition by Broadcast Bureau, review board has enlarged issues in KVAN Vancouver, license renewal proceeding to include issue to determine circumstances surrounding preparation of engineering portion of license application filed by Cathryn C. Murphy, licensee, whether application contains misrepresentations to commission, and, if so, what effect this has on her qualifications to be commission licensee (Doc. 18672). Action June 18.

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■ **WGMW** Meadville, Pa.—Broadcast Bureau notified licensee that it has incurred apparent liability for forfeiture of \$200 for failure to provide data concerning equipment performance measurements in violation of rules. Action June 16.

Call letter applications

■ **WJTS**, Lighthouse Broadcasting Co., Jupiter, Fla.—Requests **WRYZ**.
■ **WMDN**, The Patten Broadcasting Co., Midland, Mich.—Requests **WMPX**.

Designated for hearing

■ **KTLK** Denver, Colo.—FCC designated for hearing application by Action Radio Inc., for renewal of license of **KTLK**, because inquiries into operation of station raise "serious questions" about applicant's qualifications to remain commission licensee. Action June 24.

New FM stations

Applications

■ **Plano, Ill.**—Dennis F. Doelitzsch—Seeks 107.1 mhz, 1.425 kw. Ant. height above average terrain 97 ft. P.O. address Route 1, Marion, Ill. Estimated construction cost \$8,137; first-year operating cost \$6,616; revenue \$30,000. Principals: Dennis F. Doelitzsch, sole owner. Mr. Doelitzsch has 28% interest in **WDDD(AM)** Marion, Ill. Ann. June 16.

■ ***Paris, Ohio**—Calvary Christian College. Seeks 90.1 mhz, 10 kw. Ant. height above average terrain 301 ft. P.O. address P.O. Box 1, Paris, Ohio 44669. Estimated construction cost \$8,500; first-year operating cost \$4,070; revenue none. Principals: Dr. Johannes Maas, president, et al. Ann. June 2.

■ **Luverne, Minn.**—Siouxland Broadcasting Inc. Seeks 100.9 mhz, 3 kw. Ant. height above average terrain 238 ft. P.O. address Old Highway 16, East, Luverne, Minn. 56156. Estimated construction cost \$27,785; first-year operating cost \$4,000; revenue \$24,000. Principals: Paul C. Hedberg, majority stockholder. Ann. June 16.

■ ***Oneonta, N.Y.**—Student Association of State University College at Oneonta. Seeks 90.9 mhz, 10 w. Ant. height above average terrain 82 ft. P.O. address c/o Robert E. Brown, Instruction Resources-SUCO, Oneonta, N.Y. 13820. Estimated construction cost \$1,810; first-year operating cost \$1,000; revenue none. Principals: Robert E. Brown, faculty advisor, et al. Ann. June 10.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Fort Smith, Ark. (**KFPW** Broadcasting Co.), FM proceeding, dismissed as moot applicant's petition for leave to amend filed Feb. 4, 1970; granted applicant's petition for continuance of hearing and continued hearing scheduled for June 17 to September 23 (Doc. 18241). Action June 17.

■ Hearing Examiner Basil P. Cooper in Donaldsonville, La. (Lafourche Valley Enterprises Inc. and Soul Broadcasters), FM proceeding, scheduled further hearing conference for June 24 (Docs. 19004-5). Action June 22.

■ Hearing Examiner Frederick W. Denniston in Corpus Christi, Tex. (The Big Chief), FM proceeding, granted petition by applicant for leave to amend his application to update financial and programing data (Doc. 19089). Action June 22.

■ Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia, (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, granted request by Harvit Broadcasting Corp. and continued date for exchange of exhibits to July 6, and date for hearing from June 22 to July 28 (Docs. 18456-7). Action June 17.

■ Hearing Examiner Forest L. McClennin in Sarasota, Fla. (Christian Fellowship Mission Inc.), FM proceeding, on own motion, ordered hearing to resume on Aug. 24 (Doc. 18971). Action June 17.

■ Hearing Examiner Ernest Nash in Ardmore, Okla. (Douglas C. Dillard and Arbuckle Broadcasters Inc.), FM proceeding, scheduled further prehearing conference to convene on June 29, 9 a.m. (Docs. 19198-9). Action June 21.

■ Hearing Examiner Chester F. Naumowicz Jr. in Corona, San Bernardino, and Upland, all California (Major Market Stations Inc., et al.), FM proceeding, continued certain procedural dates, and hearing to remain at Aug. 23, 10 a.m. (Doc. 19062, et al.). Action June 18.

■ Hearing Examiner Herbert Sharfman in Shell Lake, Wis. (Erwin Gladdenbeck and Charles R. Lutz), FM proceeding, granted petition by Char-

les R. Lutz for leave to amend his application by supplementing community survey showing and by clarifying areas and population to be served, and deleted engineering exhibit from proposed amendment (Docs. 19211-12). Action June 24.

■ Hearing Examiner James F. Tierney in Searcy, Ark. (Horne Industries Inc. and Tellum Broadcasting Co. of Searcy), FM proceeding, granted petition by Tellum Broadcasting Co. for leave to amend its application to reflect matters related to modified financial issue and other issues (Docs. 18989-90). Action June 15.

■ Hearing Examiner James F. Tierney in Searcy, Ark. (Horne Industries Inc. and Tellum Broadcasting Company of Searcy Inc.), FM proceeding, set certain procedural dates and scheduled hearing for Oct. 19, 1971 (Docs. 18989-90). Action June 21.

■ Hearing Examiner James F. Tierney in Tulsa, The Village and Oklahoma City, all Oklahoma, (Oklahoma Broadcasting Co., et al), FM proceeding, granted petition by American Christian College Inc. to reflect additional information regarding its efforts to ascertain community needs and to clarify its right to conduct its proposed radio business under commission's order released April 14 (Docs. 18951-2, 18954-5, 19195). Action June 15.

■ Hearing Examiner James F. Tierney in Harrison, Tenn. (Folkways Broadcasting Co. and Harriman Broadcasting Co.), FM proceeding, granted petition by Harriman Broadcasting Co. for leave to amend its application to reflect supplemental survey regarding community problems issue (Docs. 18912-3). Action June 15.

Other actions

■ Chief, Office of Opinions and Review in Leisure City and Goulds, both Florida (Resort Broadcasting Co. and Fine Arts Broadcasting Co.), FM proceeding, granted request by Resort Broadcasting Co. and extended through July 2 time to file application for review of review board's memorandum opinion and order, released June 17 (Docs. 18956, 18958). Action June 21.

■ Review board in Wichita, Kan., FM proceeding, denied appeal from dismissal by FCC Hearing Examiner of application by **KAKE-TV** and Radio Inc. for construction authority for new Wichita FM (Docs. 18515-6). Action June 24.

■ Review board in Williamson, W. Va., FM proceeding, granted petition by Three States Broadcasting Co., applicant for a new FM at Matewan, W. Va., for extension of time to and including July 6 to file responsive pleadings to petition to enlarge issues, filed by Harvit Broadcasting Corp., competing applicant for new FM at Williamson (Docs. 18456-7). Action June 21.

Call letter applications

■ **Teletronics Inc.**, Waycross, Ga.—Requests **WACL-FM**.

■ **Monticello Broadcasting Co.**, Monticello, Ill.—Requests **WVLJ(FM)**.

■ **Ossining High School**, Ossining, N.Y.—Requests ***WOSS(FM)**.

■ **WSOQ Inc.**, North Syracuse, N.Y.—Requests **WSOQ-FM**.

■ **Sun Broadcasting Inc.**, Sun Prairie, Wis.—Requests **WYXE(FM)**.

Call letter action

■ **The University of Nebraska**, Omaha—Granted ***KVNO(FM)**.

■ **Drexel University**, Philadelphia — Granted ***WKDU(FM)**.

■ **Valley Broadcasting Co.**, White Sulphur Springs, W. Va.—Granted **WSLW(FM)**.

Designated for hearing

■ **Battle Creek, Mich.**—FCC designated for hearing mutually exclusive applications for **WVOC**, Inc. and Michigan Broadcasting Co., for new FM to operate on 95.3 mhz, at Battle Creek. Action June 24.

Existing FM stations

Final actions

■ **KWFM(FM)** Tucson, Arizona.—Broadcast Bureau granted CP to change trans. site to 2550 North Los Altos Avenue; change ant. height to 55 ft.; remote control permitted; condition. Action June 16.

■ **WLBH(FM)** Hartford, Conn.—Broadcast Bureau granted mod. of SCA to change subcarrier

frequency to 41 and 67 khz, and add telemetry service. Action June 15.

■ **WIGL(FM)** Miami—FCC denied petition by Mission East Co. requesting reconsideration of Sept. 9, 1970, commission action denying Mission East's request for waiver of rules, and returning its application for mod. of **WGLL CP**. Action June 24.

■ **WYCA(FM)** Hammond, Ind.—Broadcast Bureau granted license covering new aux. trans.; ERP 30 kw; ant. height 400 ft. Action June 28.

■ ***WOI-FM** Ames, Iowa—Broadcast Bureau granted CP to change trans. location to 1 mile south of Alleman, Iowa; install new ant.; make changes in ant. system; ERP 100 kw; ant. height 1,490 ft.; remote control permitted (BPED-1249). Action June 22.

■ **WJTO-FM** Bath, Me.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 175. Action June 28.

■ **WESM(FM)** Prince Frederick, Md.—Broadcast Bureau granted license covering new FM; ERP 1.85 kw; ant. height 370 ft. Action June 28.

■ **WDTH(FM)** Duluth, Minn.—Broadcast Bureau granted license covering new FM; ERP 100 kw; ant. height 550 ft. Action June 28.

■ **WHLB-FM** Virginia, Minn.—Broadcast Bureau granted license covering new FM; ERP 100 kw; ant. height 105 ft. Action June 28.

■ **WGMG(FM)** Atlantic City, N.J.—Broadcast Bureau granted CP to install trans. and ant.; change ERP to 20 kw; ant. height to 145 ft. Action June 23.

■ **KOB-FM** Albuquerque, N.M.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action June 21.

■ **WGCL(FM)** Cleveland—Broadcast Bureau granted license covering changes of main trans. and to use alt.-main trans. as an aux. trans.; ERP 40 kw; ant. height 600 ft. Action June 28.

■ **WONE-FM** Dayton, Ohio—Broadcast Bureau granted CP to change trans. location to 96 West

(Continued on page 74)



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Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Radio Help Wanted

Management

Station manager—with emphasis on sales. Growth opportunity in Southeast. Top 50 market. Box F-243, BROADCASTING.

Sales-minded responsible manager to take complete charge of small successful station near New York City. Send needed guarantee and complete resume to Box G-25, BROADCASTING.

Selling manager, suburban station, midwest. Experience, references, personal data to Box G-68, BROADCASTING.

Management ability with sales experience for new small town AM, approximately 200,000 within 0.5 mil contour—air ability not required. Promotion from station manager to general manager likely when P&L is in black. With luck we will be programming regularly two months before Christmas. WGLX, Box #161, Gallon, Ohio 44833.

Station manager who sincerely enjoys selling and has ability to motivate others. Must be willing to execute ownership policies. This is an excellent opportunity for an aggressive, dedicated, hard working broadcaster. Station is a fulltimer with an outstanding news, sports and music image. Beautiful midwest market with a major college. We are an expanding group and appreciate good management talent. If you have a successful track record that can be verified let's get acquainted. Call Charlie Powers, 618-942-2181, days; 618-993-5151 after 7:30 P.M. Equal opportunity employer M/F.

Sales

Radio sales for Baltimore with track record. Managing now or capable of. Top opportunity. Unique situation. Good starting salary. Box F-163, BROADCASTING.

Advanced sales training provided experienced radio man with drive. College or equivalent business experience. Prefer businessman type 25 or over. Start at modest guarantee and leap forward as you apply what you learn. Midwest city under 50,000. Resume, photo. Box F-220, BROADCASTING.

Head sales department of major midwest market AM-FM combination. Need excellent "idea" man who knows how to create the "gimmick" that will sell. Must have good track record and must be willing to start with very nominal salary plus incredibly attractive percentage arrangement. Very small guarantee but fantastic income possibility for right man. Box F-260, BROADCASTING.

Sales manager with proven track record. Must be outstanding personal salesman. Station is fulltime with excellent area profile in medium midwest market. You must be pleasantly aggressive and desire station management. Send resume to Box F-287, BROADCASTING. Equal opportunity employer M/F.

Announcer-salesman. Georgia fulltime station looking for man or woman experienced in both. 4 hour board shift daily, remainder of time on sales. \$125 weekly guarantee. Position open in July. Box F-292, BROADCASTING.

Unusual opportunity for experienced pro in beautiful, dynamic Phoenix. Must be creative, ambitious, dedicated. Good music AM/FM operation part of growing chain. Send recent billings record and resume to Box G-16, BROADCASTING.

Immediate opening—Top-fifty market. Send resume. Box G-37, BROADCASTING.

50,000 watt country music formatted facility, rated #1, needs a sales manager that can lead and sell. Excellent opportunity. Box G-41, BROADCASTING.

Medium-size market, contemporary station in New England is seeking an aggressive sales manager who wants to make money and build a future for himself with a young broadcast company. Box G-47, BROADCASTING.

Sales continued

Growing midwest radio company has a need for personnel beyond its ability to use its own people. Our steady growth has created a need for a sales oriented Station Manager, a Sports Director, and experienced engineer, a salesman, and an announcer. Our company provides opportunity as well as security, with full hospitalization, profit sharing, growth oriented management and an atmosphere in which radio professionals can grow. We are all radio and in markets in the Midwest. We would like to hear from you. Write Box G-60, BROADCASTING, with background, salary needs and reasons why you are the person we need. E.O.E.

Modern-contemporary-format WWPF, Palatka, Florida offers free rein and top dollar to right sales manager. Write fully outlining experience, references and availability.

Aggressive salesman needed nationwide. Prefer under thirty; single. Rush photo and resume; Stage 70 Syndications, Box 1121, Decatur, Illinois 62525.

Announcers

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.

Virginia small market needs mature sounding, good voice, with first class license. Good coverage AM/FM, lots of activity; block programing, friendly, solid. Box F-172, BROADCASTING.

We are knocking off the strict rock format and retaining the best of the contemporary music with modern MOR. To complete the package we need bright, communicative announcers who can project personal appeal to young adults as well as the 30 group. Also, if you can lead a program or news department to fit this format, reply promptly with complete information and tape. Station located in middle south university city. Box F-195, BROADCASTING.

Morning man—personality, some PD experience helpful. Good salary, station, community. Prosperous central Penna. area. Send air check, complete resume . . . Box F-303, BROADCASTING.

Bright morning man. For one of upstate New York's great radio stations. \$140.00 week. Resume and tape to Box G-14, BROADCASTING.

All-nite man, first class ticket required, for a top rocker in northeast. Submit resume and tape. Box G-40, BROADCASTING.

Station in large New England market is seeking a "hot rock jock" for nighttime slot. Personality must be proven. Send resume & tape. Box G-46, BROADCASTING.

50 kw 1A clear channel non-network station in midwest is accepting audition tapes from air personalities for afternoon drive program which is number one in market 18-50 plus. Stress is on program purpose, preparedness, wit, charm, and ability to communicate. If available tape should include examples of audience two-way telephone conversation. Box G-69, BROADCASTING.

KECK, modern C/W regional facility is looking for mature 1st phone personality. Must have good experience and the desire to live in Capital City of 170,000 and home of major University. Stability, excellent pay and working conditions, congenial staff, plus chance for advancement with major chain are what we offer. Rush tape and resume to Fred L. Scott, General Manager, KECK Radio, P.O. Box 6006, Lincoln, Nebraska 68506, an equal opportunity employer.

Tan your hide and improve your talents . . . "More Music" rocker needs jock. KHLO, Hilo, Hawaii.

Bright . . . professional . . . stable . . . mature? Tired of fighting traffic, ratings and air pollution? Position now open for professional, bright all-around broadcaster. Contact Dwight Look, KKAN, Box 307, Phillipsburg, Kansas 67661.

Needed, DJ with all-around knowledge, production, copy, technician, too? Great! Salary open. Stable position, no floaters. Call or write, Ray Lockhart, Manager, KOGA, Ogallala, Nebraska 69153, 308-284-3633.

Announcers continued

Country deejay—first class ticket—experienced. Pay commensurate with qualifications. No drinkers. No collect calls. Send resume to general manager, KWBA, Baytown, Texas 77520.

First ticket deejay. No maintenance. Late afternoon tour. Excellent salary. Experienced. For pop-contemporary 5000 watt station. Great area. Resume and tape immediately. Tim Burns, Program Director, WANT, P.O. Box 15, Lebanon, Penna.

Staff promotion! 6-midnight shift at WVOJ will soon be open. Top notch facilities—excellent pay for permanent professional—first ticket—send tape to Post Office Box 37150, Jacksonville, Florida 32205.

Technical

Chief engineer for directional AM-FM stereo. Must be very experienced, know his business, be a willing worker and take pride in his work. Ours is a small, but fast growing market in the nicest climate in southern California. Excellent clean facilities. Start up to \$700 per month plus great fringe benefits. An equal opportunity station. Send resume, references, picture to Box F-245, BROADCASTING.

Fulltime AM-FM station in southeast looking for settled chief engineer. No announcing involved. Must be capable of complete maintenance. Small town with good schools, college, and mild climate. \$125 to \$150 weekly starting salary. Submit detailed application, with photo, to Box F-293, BROADCASTING.

Small market Maryland station: First phone man for transmitter watch. Box F-298, BROADCASTING.

Outstanding income for radio engineer at southeastern small market owner-operated station. Must be experienced in AM, FM, automation and background music installation and maintenance. Added income for selling background music. Family man preferred. Box G-59, BROADCASTING.

Chief engineer for three tower directional, 1000 watt full time. In process of installing new transmitter and console. Send resume to General Manager, KWBA, Baytown, Texas 77520.

Chief engineer needed immediately AM/FM Indiana. B12-482-2131.

News

Wanted immediately—medium size market in northeast. Box G-38, BROADCASTING.

Experienced radio newsmen who want to live in a small community, breathe fresh air and have a good job. Must be able to write commercials, do production, run tight board, and be interested in news gathering. KKAN, Box 307, Phillipsburg, Kansas 67661.

Newsmen experienced in gathering, writing and delivering news with actualities in authoritative manner. Must be stable and professional to be important part of five man news team on top adult station in market. Air mail tape, complete resume, references, salary requirements to Fred Bradshaw, News Director, WDBO, Orlando, Florida.

WNBF-AM-FM Binghamton, N.Y. 13902 needs news director. Minimum 3 years broadcast news experience including one year news director experience.

Programing, Production, Others

Major southeastern modern country station seeking aggressive, creative program director. Send complete resume, airticket first letter. Box G-44, BROADCASTING.

A leading station in the top 60 market is searching for a take charge on air program director who knows how to get ratings. Send resume & tape. Box G-45, BROADCASTING.

OPS-MGR-DJ, w/1st ticket, C/W, should have strong commercial voice, adept at production, and promotion oriented. Contact: Irv Schwartz, WCLU, 1st Natl. Bank Bldg., Cincinnati, Ohio 45202.

Programing, Production,

Others continued

Continuity director—experienced. Must write copy that sells. Production knowledge essential. One person dept. 70% straight copywriting . . . 30% production and spec. writing. We believe continuity writers are as valuable as D.J.'s, can pay that way. Excellent fringe benefits. Bruce Bagg, Program Director, WTXA, Box 3166, Springfield, Illinois 62708.

Situations Wanted

Management

Young, enthusiastic, top billing pro salesman desires management challenge. Married, dependable, 1st phone. Will program, jock and sell it. Experienced. No floater. Let's make money together. Hard worker. Box G-1, BROADCASTING.

Experienced capable manager, strong in sales, programing, promotion, administration. Family. Currently Maryland. Box G-24, BROADCASTING.

Your station not a credit to the community, a debit to your bank account? You've got problems. Let me help. South. Box G-29, BROADCASTING.

16½ years successful, profitable one station management/sales record. Available now. Resume, or personal interview. Paul Parker, 1004 Clyde Drive, Jacksonville, N.C. 28540. 919-455-0019.

Sales

Aggressive, energetic young man. Six years experience radio, all departments. Presently selling. Desire opportunity to make in excess of \$12,000 in sales. Want to work with professionals. For resume write Box G-2, BROADCASTING.

Young, aggressive + creative salesman in major market seeks position with potential—excellent sales record, management experience. Box G-26, BROADCASTING.

Successful salesman seeks top-50 market. Became top producer in medium/large market. No hangups. Excellent references. Box G-58, BROADCASTING.

Announcers

Canold Mike, swap shop, MOR. First, small market, Michigan, Florida, anywhere. 315-478-8896. Box F-1, BROADCASTING.

1st phone, beginner. Would like rocker, will travel. Box F-75, BROADCASTING.

Michigan . . . surrounding area, dj, copy, production, experienced, 1-313-881-9348 or Box F-134, BROADCASTING.

Combo man, mature announcer/newscaster with 1st phone, professionally trained in New York City, will relocate. Box F-231, BROADCASTING.

New working 5 KW in medium market, up-tempo MOR. Seeking medium market young adult, personality, top 40 rocker, not screamer! Much top 40 experience, 3rd, young, smooth, adult voice, creative production, dedicated, will go anywhere for right job, can take orders well. Box F-234, BROADCASTING.

1st phone. 4-years experience. Vet. 26. Light engineering. Above average voice. Employed Great Plains area. Desire \$150 weekly. Write Box F-242, BROADCASTING.

Disc jockey—newscaster. Salesman. Dependable experienced. Tight board. Third-creative, versatile. Box F-256, BROADCASTING.

1st phone, looking for first job. Will travel. Box F-264, BROADCASTING.

Experienced, dependable newscaster—disc jockey seeks position—authoritative, creative, versatile salesman. Third endorsed. Write Box F-266, BROADCASTING.

First ticket, 2 years, tight pro sound. MOR, C&W, or contemporary. Young and dynamic. Available now. Box F-274, BROADCASTING.

D.J.—newscaster—announcer—experienced, dependable, energetic, third endorsed. Tight board. Rare oldie collection. East coast preferred. Box F-283, BROADCASTING.

24-hour stations. Interested in programing modern country music all night? So am I. Prefer west or southwest location. 5 years experience. 1st phone. Box G-4, BROADCASTING.

1st phone, 6 months experience in medium metro market. I can get numbers. Ha Ha! Don't laugh man! Let me prove it. Contact Box G-6, BROADCASTING.

First phone! (48) pro. Audience builder. Nights or midnights only. Quality format essential. Big bands, etc. \$150, married. Box G-8, BROADCASTING.

Announcers continued

Announcer, first phone, over 2 years top-40 experience; northeast preferred. Box G-10, BROADCASTING.

Experienced DJ, newsman with special emphasis on news 3rd class FCC license—broadcast endorsement. Will relocate. Box G-11, BROADCASTING.

Disc-jockey-Announcer, experienced. Tight board. Actor with full knowledge of all types of music. Mellifluous voice. Excellent diction. Creative & versatile. Very dependable. Third endorsed. Box G-19, BROADCASTING.

If you believe that radio means communicating instead of merely announcing, try me: First phone, college degree, top 40/up-tempo MOR personality. Prefer the West. For aircheck and resume write Box G-21, BROADCASTING.

Personality is what I offer you small to medium market. 3 yrs. experience top-40, MOR, underground. My hard work not appreciated. Match \$110 a week. 3rd phone working on first. Box G-27, BROADCASTING.

Six years experienced 1st phone—wants to grow. Presently morning man—also part-time TV & sales. Dependable—family—25. Needs \$750. Box G-30, BROADCASTING.

Announcer with first phone, one ratings, ambition, family, looking for position with good medium or major market station. Will travel. Box G-32, BROADCASTING.

Experienced, mature announcer with 1st phone. MOR, CW or Gospel. Limited sales. Box G-35, BROADCASTING.

Bright young Englishman for your progressive rock or groovy MOR station. 2 years UK experience — N.Y.C. school grad, hang-up—no ticket. Box G-42, BROADCASTING.

Experienced announcer, newscaster, salesman, versatile, creative, tight-board, third-endorsed, finishing first, will relocate. Box G-49, BROADCASTING.

Sports PBP, eight years experience includes major college football, basketball and triple-A baseball. Box G-50, BROADCASTING.

Black D.J.—third—experienced—reliable. Can work any type station, mature. Box G-57, BROADCASTING.

Play-by-play, experienced, energetic, young, air-shift, unencumbered, relocate. Box G-62, BROADCASTING.

Extra . . . extra, read all about it. Sage wit, great voice, P.D., ready to travel. Box G-66, BROADCASTING.

Looking for a good Black announcer? Tevis Mike has worked for me for three years. We have trained him and he is good. He is a great soul jock but has more—he can work top-40, too. He has three years college—super personality, great M.C. He is ready for a bigger market. Our deal—when he is ready we will help him. Call me, Bob Freeman, General Manager, KEYN AM & FM, Wichita, Kansas. (316) 942-4222.

#1 soul jock in top 10 market is ready to become programmer. (504) 822-1265. 1524 Owens #D N.O., La. 70122.

1st phone, 1-year experience, announcing, production, copy, maintenance, draft exempt, married, child, looking for permanent work in Montana or nearby. Available July 1st. Jim Elgas, 307-733-2591 or 406-932-2305.

Experienced rock jock, newsman, announcer, first phone, best of references. Tight board, can work with any format. Not floater nor prima donna, but a hard worker and can prove it. If you want a star, keep reading. A worker you just found. Tape, resume or visit on request. Area code 813-466-2621.

1st phone, experienced. (714) 222-5334. Mike Sullivan, 3327 Freeman St., San Diego, Calif. 92106.

Ambitious beginner, third phone, looking for first job. Write John Calvarese, 1214 Tasker St., Philadelphia, Penna.

Announcer, 20 years, professional, big voice, would like to settle down. Scofield, 28 Main St., Newton, Connecticut 06470, 203-426-4703.

First phone, 28, 9 yrs., related background but no broadcast experience. Eager to learn. Will relocate. Salary secondary. Hercules Glover, 1986 Clinton Ave., Bronx, N.Y. 10457.

First phone, young, draft-free rocker loves and knows progressive rock. Will relocate anywhere. Michael Pauli, 502 N. Daisy Ave., Highland Springs, Va. 23075.

Announcers continued

Announcing school grad; third; endorsed, tight-board. Draft-exempt, married. Looking for opportunity to start radio career; in or around the Pittsburgh area. Contact Don Drew, 172 Ulysses St., Pittsburgh, Pa. 15211.

Six years MOR/C&W—some sales—first—excellent broadcast references—26—married—B.A.—Navy officer—August discharge. Tape, resume. Don McClow, 904-264-8409, after 5. Midwest preferred. No small markets please.

First phone. College, veteran, 22, Bill Wade grad, married, will relocate. Call Wayne Meier, 408-262-2050. 3513 Madrid Dr., San Jose, Calif. 95132.

Behold—top forty, MOR, or R&B stations. 28 years old, single. Beginner that ain't too proud to beg for a DJ job with an equal opportunity employer anywhere! Salary and hours open. Third class endorsed, top student graduate from N.Y.C. School of Announcing & Speech. Former pro songwriter/singer. For audition tape/resume, call 212-693-7460 or 212-677-1111 Ext. 467, or write to Billy Ferrell, 118 Fenimore Street, Brooklyn, N.Y. 11225.

Experienced announcer, first class license, production and news background. Single—draft exempt. Desire position in Colo., Idaho area. Contact Gregory J. Hules, 612-545-5404.

Detroit . . . part, full, anything to remain. Experienced. 881-9348.

Top-40 jock. Currently employed at Pulse rated #1 station in top-50 market. Single, military complete, 3rd endorsed. 313-234-0111.

Announcer—third phone. Sincerely desire to learn broadcast sales. Seeking dual position. Happy to relocate. Family man. Age twenty-one. Tape, resume, picture immediately available. Bob Warford, 408-732-7168.

Black announcer-newsman, with six months experience, first class ticket, two years college . . . ex-Marine, 24 years old, married. Willing to trade dedication and hard work for opportunity to gain experience in any phase of radio . . . job references available. Jim Scott, P.O. Box 500, Waukegan, Illinois 60085. Available September 1st.

Situations Wanted Technical

Switcher, first, studio, transmitter, New York anywhere. 315-478-8896. Box F-240, BROADCASTING.

First phone. AM-FM-TV, prefer southeast, transmitter. Box G-9, BROADCASTING.

Australia—cinematographer (15 years experience) going to Sydney in August. Will act as agent for interested companies tied in with motion pictures and still photography. Box G-12, BROADCASTING.

Progressive chief engineer desires new challenge. Experience includes major market, AM and FM. Box G-22, BROADCASTING.

Experienced Chicago engineer, first phone radar endorsed, seeks challenging position at quality radio station. Single, 21, draft-free. Will relocate. Box G-54, BROADCASTING.

Experienced 1st, 49'ish, has resume for you. Long years experience at the price of a six week wonder. Box G-55, BROADCASTING.

Experienced, reliable, practical 1st phone engineer. Southwest. Permanent. List abilities, references, etc. Box G-64, BROADCASTING.

1st—9 years experience—family man—south. David Nobles, P.O. Box 201, Chadborn, N.C.

25 yrs. old, married, first class engineer with 3 yrs. experience, seeking position with medium market top-40 station. Aircheck and resume available. Contact Alan Bianca, 3094 Lynnwood, Streamwood, Illinois 60103. AC 312-289-5151.

News

R-TV grad, Univ. Illinois, seeks PBP, sportscasting position. No commercial experience, but expert knowledge on all sports. Also top newsman, investigative reporter. Draft fulfilled. Married, 25. Excellent references. Photo, resume available. I want sportscasting experience. Box F-197, BROADCASTING.

Seeking college town or nearby to work on Ph.D. 17 years radio, TV news, production, air shift. Voice, appearance, personality. Tape, resume on request. Can start September. Box G-13, BROADCASTING.

Talented sportscaster—8 years play-by-play experience—major college football, basketball, baseball—seeks major college or pro football play-by-play. Box G-36, BROADCASTING.

Situations Wanted

News continued

I've spent the last 3 1/2 years in heavy news station near NYC as writer-announcer. Want to put what I've learned to work in fresh climate. Ten years radio experience; A.S. degree; military complete; single. Prefer Boston-Hartford area, but will reply to all inquiries. Box G-70, BROADCASTING.

Conscientious Black newsmen seeking additional experience . . . ex-Marine, two years college, TV camera and console operation, third class ticket. Job references available. Jim Scott, P.O. Box 500, Waukegan, Illinois 60085. Available September 1.

Journalism grad, wants position with good station; single, draft exempt, major market radio experience, will relocate; (502) 458-2364; 2206 Heather, Louisville.

Sportscaster experience includes New York air exposure, leading harness track caller, can do basketball color, production writing ability. 914/794-8858.

Experienced network news announcer—single—age 30—have worked all phases of radio broadcasting—covered Vietnam war—1970/71. Mike Halloran, 99 Fuller St., Dorchester 24, Mass. 617-282-1792.

Looking for experience in your newsroom? How about a sports play-by-play man? If so, call (614) 279-3479. Prefer position in midwest . . . but will relocate far west if good offer is made. Mark Rodefels, 159 South Westmoor Avenue, Columbus, Ohio 43204.

Conscientious Black newsmen seeking additional experience . . . ex-Marine, two years college, TV camera and console operation, first class ticket. Job references available. Jim Scott, P.O. Box 500, Waukegan, Illinois 60085. Available September 1st.

Programing, Production, Others

Talk-show host, news, sports, music of all kinds, radio personality with over 20 yrs. experience. Employed in major-market, will move for living wage. Available now. Box F-291, BROADCASTING.

Handworking, experienced program and news director. Seven years experience all phase of broadcasting. \$175 minimum. Audition tape and resume, write Box G-3, BROADCASTING.

4th phone, loose board, weak production, unauthoritative news, unstable personalities, I a Prema-Donna looking for last job with wrong organization. Here I am! Seriously I'm quite sharp and am looking for the right start. 1st college, military complete. Please no Pork Barrel Legislation because neophytes are not necessarily gullible. Box G-7, BROADCASTING.

1st phone, draft exempt, Drake type format, heavy on production, 4 years experience, available now, anywhere. Box G-48, BROADCASTING.

Somewhere station owner needs "Man Friday" . . . production, copy, air, good voice, details, loyal. 25 years to know better, young ideas for progress. Prefer in-person interview but resume on request. East coast but will move. Anti-American, religion please don't respond. Available two weeks notice. Box G-51, BROADCASTING.

Major market staffer seeks small or medium market needing PD/OD. Well rounded all phases. Married. Box G-53, BROADCASTING.

Trying to break in. 20 yrs. old, married, broadcasting major with 1st phone, draft exempt, would like to eventually become a T.D., will relocate. 20414 Cohasset St., Apt. 4, Canoga Park, California 91306.

TELEVISION

Help Wanted Management

Major MSO looking for CATV manager. Two positions open—one northeast and one southeast. Apply Box G-61, BROADCASTING.

Sales

Exceptional opportunity for an experienced salesman with TV production company in Miami. Must know local market. Send resume, picture, billing record and letter. G-71, BROADCASTING.

Compania de Produccion en Miami ofrece magnifica oportunidad para vendedor experimentado. Debe conocer el mercado local. Mande resume, foto, record de venta y carta. Box G-72, BROADCASTING.

Experienced television account executive wanted. \$1000 per month to start . . . regional and local sales. Contact Bill Neary, WTVR TV 6, 3301 W. Broad St., Richmond, Va. 23230 or call 703-355-8611.

Technical

TelePromPTer Corporation is selecting personnel for the following positions in both operating CATV systems and new systems beginning construction: Chief technician: Minimum of 7 years direct experience in CATV system test, maintenance, operation, layout, head-end work, customer service, management of personnel and vehicles, and construction practices. Radio-telephone license but not necessary. Construction manager: Minimum of 5 years experience in CATV system construction, customer service installations, plant rearrangements, strand mapping, pole line engineering, to supervise contractors during new plant construction, provide liaison with engineering, coordinating flow of materials, etc. Maintenance technician: Minimum of 4 years direct experience in CATV system test, maintenance, operation, head-end work, customer service and service installation. Join TelePromPTer, the largest and most active CATV operator for the best opportunity! Send resume to Roger Wilson, TelePromPTer Corporation, 50 West 44th Street, New York, New York 10036.

News

Aggressive young news director wanted to build reputation for stepping on official toes to get the real news. Top 40 market, network affiliate. Send resume to Box F-70, BROADCASTING.

News director for medium-sized market in southeast. Must be experienced newswriter, editor and proven on-air man. Resume with VTR air check to Box F-140, BROADCASTING.

Meteorologist needed for on-air work in major market VHF television station with complete weather facilities. Only experienced on-air professionals will be considered. Send resume to Box F-251, BROADCASTING.

TV news director for CBS affiliate in North Central market. Director's responsibilities include administration of department, on-air assignments, production of documentaries and moderator for public service programs. Starting salary \$15,000-\$20,000. Station dominant in market . . . No. 1 news rating . . . excellent opportunity with listed company interested in further development of news facilities. Only experienced department heads considered. Forward complete resume, photo, tape and references to Box G-52, BROADCASTING.

Programing, Production, Others

New ABC-TV UHF Sept. airdate needs versatile, experienced staff including: first phone switcher, announcer-weatherman, production manager. Send resume, salary. Bob Nelson, WXLT-TV, Box 940, Sarasota, Fla. 33578.

Television Situations Wanted

Management

Broadcaster with operations and engineering background (also some sales) desires management position. Background includes major market experience. Box G-23, BROADCASTING.

C.A.T.V. are you looking for a manager or systems coordinator who can build a sales force, solicit commercial accounts, experienced in promotion, marketing ad layout, and public relations with ability to operate and train people for local origination; sell and produce advertising for same? Box G-34, BROADCASTING.

Disenfranchised promotion manager, now under employed, in fifth year of local television (independent, network and production). Seeks responsible CATV position. Box G-63, BROADCASTING.

Announcers

Major market qualified; network experienced. My two devotions: family and broadcasting. Seventeen years—sportscaster, play-by-play, newscaster, interviewer, commercial announcer. Next move must offer opportunity and security. Thirty-five/mature but still learning and moving upward. Box G-17, BROADCASTING.

Does anyone still need a pro? Fifteen years experience news, weather, talk show, strong commercial man. Married, three children. Resume and VTR on request. Frank Starr, 5404 Sidney Road, Cincinnati, Ohio 45238. Phone (513) 922-0579.

Technical

First phone, professionally trained eight months in the operation of television equipment, above average work, will relocate. Lee Erickson, 5037 Bakman Ave. #3, North Hollywood, Calif. 91601. (213) 985-7418.

News

Award-winning reporter (Los Angeles Press Club; American Political Science Association) . . . 32, MJ, w/news director-anchorman-production exp., seeks TV-news, field-reporting challenge. Single, will relocate. Box F-221, BROADCASTING.

Professional meteorologist, excellent credentials, desires position in small or medium market VTR. Box F-270, BROADCASTING.

News director looking for news oriented operation. Not an air personality. Specialty is management. Well experienced in all facets of news operation. Box G-5, BROADCASTING.

Professional weatherman—top rated in major market. Good delivery, excellent on camera appearance, pleasant personality. Box G-65, BROADCASTING.

Programing, Production, Others

Assistant promotion manager ready to move up. Over 8 years experience with P.R., research, audience and sales promotion. Will re-locate, available on short notice. Resume, excellent samples available. Box F-261, BROADCASTING, or 301-593-9549.

Director: Now A.D. with top-ten market station. Seeks new challenge. Married, 26, draft exempt. Box G-18, BROADCASTING.

Experienced filmmaker (Producer/Cinematographer/Editor) desires producer-director position. TV experience. Young and creative with exciting credits. UCLA, MFA. Will travel! Please write: William Hood—1333 Yale St. #1, Santa Monica, Calif. 90404.

Aggressive, ambitious, creative young man needs job. M.A. telecommunications. 4 years experience as independent producer, director, and writer for radio, TV, theatre, and advertising. Seeking position as director or writer with northeastern or mid-Atlantic station or CATV system. Resume and credentials on request. Write: E. R. Witt, 4361 Clarkwood Pkwy., Cleveland, Ohio 44128.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irubide St., Laredo, Texas 78040.

Collins FM exciter type B30-A or similar direct FM exciter, also audio clock for automation system. Box G-56, BROADCASTING.

Used late model 3 or 4 Plumbicon Color camera. Contact Jim Lockard, KSWO-TV, Box 708, Lawton, Oklahoma 73501.

Small television station will pay cash for good TR-3 color video-tape machine. Call collect: Mr. Oakley, Phone (618) 253-7837.

For Sale Equipment

Helix-styroflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

For sale, extremely reasonable, 200 foot insulated, lighted Truscon tower now in use. Available August 1971. Box E-287, BROADCASTING.

Gates Criterion 80 Stereo cart machine. Playback only. Factory fresh, factory carton. \$895. Box F-154, BROADCASTING.

Gates Solid Statesman FM limiters (m6631). Two available for stereo. 9 months old. \$1195 for both. Box F-155, BROADCASTING.

Radio station transmitters: Dallas-Fort Worth Regional Airport extends the date for opening proposals for 50 KW and 5 KW AM transmitters from July 20, 1971, to September 20, 1971. Both transmitters are in operating condition and are surplus due to relocation of Stations WFAA/WBAP from the Airport site. For particulars see our ad in this magazine, dated May 17, 1971.

Used Schafer 800 Automation System. 24 Sequence Brain, 1 Stereo Spotter or 2 Carousels, Record Filter, New Program Logger, 2 New Scully 270-2 (14"), 1 Time Announcer, \$12,184.00. Financing available. 1 year guarantee. Call Broadcast Automation Associates 305-563-0495 Collect.

Automation record/make up units, New 25 Hz filter/generator with the following used Ampexes: AG 440 \$2300, AG-350 \$2000 (stereo) Mono AG-350 \$1700. Mono 351 \$1500. One year guarantee. Broadcast Automation Associates, AC 305-563-0495. Call collect.

Save up to 90% on video/instrumentation tape—NASA and aerospace surplus. Used but reusable. Degussed by government. 2" x 3600', \$15, 10 for \$125; 1" x 3600', \$10; 1" x 7200', \$15, 10 for \$125; 1" x 9200', \$17.50, 10 for \$150; 1/2" x 9200', \$15, 10 for \$125. Satisfaction guaranteed. General Supply, Box 1462B, Houston, Texas 77021. 713/748-3350.

FOR SALE Equipment

continued

Grass Valley 1400-1 video switcher with effects and chroma key, 2 years old. Available 10/1/71. \$10,000 firm. 305-822-8783.

Used ITA 5KW AM broadcast transmitter now in operation and tuned to 970 khz. Priced as is. Will accept highest reasonable offer. Box G-43, BROADCASTING.

Ampex 1000-C video tape recorder includes amtec and colortec. KLFY-TV, P.O. Box 3687, Lafayette, Louisiana 70501.

3 KW FM transmitter RCA BTF-3B used on 107.1. Spare tubes included. New final 3 mos. before removed from service. Old exciter included. \$1,200, any reasonable offer will be considered. W.S.J.M. Inc., 414 State St., St. Joseph, Mich. (983-3392).

Ampex spare parts, technical support, updating kits, for discontinued professional audio models, available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 973-9740.

4 Fairchild 663 NL compressors at \$125.00 each. 8 Fairchild 664 NL equalizers at \$125.00 each. 1 Fairchild 675 De Esser at \$125.00. Accurate Sound Company, P.O. Box 3505, San Angelo, Texas.

Reconditioned FM antenna tuned to your channel and guaranteed. Wanted: used FM antennas and lines. S-K Electronics, 5210 Avenue F, Austin, Texas 78751. (512) 454-7014.

Tapecaster 700 RP, used approx. 2 hours since new, with \$64.00 of cartridges. All for \$475.00. Phone 817-865-5315.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

1971 Tests-Answers . . . Original exam manual for F.C.C. First and second class licenses. Plus—"Self-Study Ability Test." Proven! \$9.95. Satisfaction guaranteed. Command, Box 26348-R, San Francisco 94126.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Automation Tapes! Library sold outright or subscribe: 90 new songs monthly. Formats: Contemporary, MOR, Country, Response Radio, Box 150, Lafayette Hill, Pa. 19444.

"Free" catalog . . . everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, and more! Write: Command, Box 26348, San Francisco 94126.

BBC-produced live 13 week popular classics concert series—under \$20.00 per show most markets. 301-656-9609.

Gagorama #1 brightens programming! 350 fresh, funny one-liners, \$3.00. Richard Hanlon, 3736-A North Pennsylvania, Indianapolis, Indiana 46205.

Spots recorded for small market stations . . . send copy for sample. Box G-15, BROADCASTING.

Add laughs to your weather channel—New CATV Comedy on 3x5 cards. Keep viewers tuned in. Write for sample package and subscription rate. Show-Biz Comedy, 1735 E. 26th St., Brooklyn, N.Y. 11229.

Program directors: Realize the full potential of your youth market. Progression—an exciting new progressive rock music format that will bring your FM station high ratings in the 18-34 age group. For further details, contact Automation Programming—Auto Pro, Box 914, Adelphi, Md. 20783. Progression may be the answer. . . .

Deejay Manual—A collection of one-liner comedy pieces for sparkling DJ's. \$3.00. Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Services (Dept. B), 1735 East 26 Street, Brooklyn, N.Y. 11229.

Wanted. Elec. transcriptions. Ellery Queen, Arch Oboler, Railroad Hour, Suspense programs for personal use. R. Stanich, 173 Columbia Heights, Brooklyn, N.Y. 11201.

INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

Instructions continued

First class FCC license theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. ELKINS INST. TUTE*** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

ELKINS*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7111

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 Chasterdale 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

Announcing Programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. ELKINS in Dallas*** — Atlanta*** — Chicago*** — Denver — Hartford — Houston** — Memphis* — Minneapolis* — Nashville* — New Orleans*** — San Francisco*** — Seattle.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates Oct. 6-Jan. 5, April 12. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

1971 Tests-Answers . . . Original exam manual for F.C.C. First and second class licenses. Plus—"Self-Study Ability Test." Proven! \$9.95. Satisfaction guaranteed. Command, Box 26348-R, San Francisco 94126.

Zero to first phone in 5 weeks. R.E.I.'s class begins August 2, tuition \$395.00. Rooms \$15-\$20 per week, call toll free: 1-800-237-2251 for more information, or write: R.E.I., 1336 Main Street, Sarasota, Florida 33577. V.A. approved.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. Call Joe Shields (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

Attention veterans! First class license in five weeks with complete theory and RCA-equipped laboratory training. Approved for veterans. Tuition \$333.00. Housing \$16.00 wk. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

Instructions continued

Attention! Summer special! One week's free housing with tuition \$333.00, or tuition \$308.00 and you pay lodging. Reservations must be made. Class limited to 15 students. VA approved. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. type exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd and 1st phone exams. 3rd class \$7.00, 2nd class \$12.00, 1st class \$16.00. Broadcast endorsement \$5.00, complete package \$25.00. Due to demand, allow 3 weeks for mailing. Research Company, Box 22141, Tampa, Florida 33622.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

FCC 1st class in 6 weeks. Established 1943. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606.

Don't take time off to prepare for your F.C.C. license. Learn by correspondence, at home. Get complete preparation (not just practice tests) and our money-back warranty. G.I. Bill approved. Free catalog. Pathfinder Division of Grantham Schools, 1509 N. Western, Hollywood, California 90027.

Are you interested in a professional announcing career in radio? Then enter America's most unique and practical broadcasting school . . . The School of Broadcast Training in Artesia, New Mexico. Three months training on two commercial radio stations . . . KSVF-AM and KSVF-FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first full time radio job. Third class radio-telephone license with broadcast endorsement included . . . needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12 only. Bonded! Approved by the New Mexico State Board of Educational Classes begin Sept. 2, 1971, Jan. 2, 1972, and June 2, 1972. Enroll now! Write . . . Dave Button, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations!

Need 1st phone fast? Then the Don Martin School Intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest Instructional Staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our next Intensive Theory Course will begin August 2, 1971. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

RADIO

Help Wanted Management

STATION MANAGER

Immediate opening for station manager. Radio. Major market. Daytimer. Experience in sales, FCC Rules and basic understanding of programming.

BOX G-33, BROADCASTING

Need An Executive?

Finding qualified General Managers, Sales Managers and other department heads is our specialty!

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For further information, send your resume, in confidence to:

OR CALL:
Robert T. Fluent
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(217) 222-8200

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OR CALL Robert T. Fluent, Assistant Personnel Manager
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TELEVISION

Help Wanted Management

continued

TelePrompTer Corporation

The nation's leader in cable television announces the availability of excellent opportunities in CATV systems management throughout the United States.

Please send resume including salary requirements and geographic preference in confidence to:

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TelePrompTer Corporation
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Technical

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International Video Corporation has openings in major markets for VTR service engineers with strong technical qualifications. Extensive experience servicing both helical and quad recorders required. Job involves full responsibility for factory support in broadcast and CCTV installations.

Reply in confidence to Director of Professional Staffing,

International Video Corporation
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An Equal Opportunity Employer.

Help Wanted Announcers

**KSTP—MINNEAPOLIS-ST. PAUL
50,000 WATT CLEAR CHANNEL**

We're looking for an MOR personality who can best be identified as "interesting". Send your air check and resume with references to:

Garfield Clark, Manager
KSTP Radio, 3415 University Avenue
Minneapolis-St. Paul, Minnesota 55414

Situations Wanted

Announcers

Australia's top D.J. for 5 years, launched New Zealand's first private commercial radio station, requires D.J. position U.S.A. Excellent resume and references. Will be in U.S. September. Write

Ward Austin, Radio Hauraki
P.O. Box 1480, Auckland, New Zealand

Expanding group operation seeking rock jock for full time station in the top forty markets . . . all replies confidential and all tapes returned . . . Equal Opportunity Employer.

BOX F-237, BROADCASTING

TELEVISION

Help Wanted

Management

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A rare general manager-sales management opportunity. Important station, major market, outstanding company.

If you are bright, well-organized, aggressive and personable with an exceptional record of sales management performance, send complete information to

BOX F-306, BROADCASTING

All replies treated in absolute confidence.

News

Eight station chain looking for two good newsmen . . . ability to write and deliver a must!!! Good salary, vacation and a five day work week. Your reply held in confidence. We are an equal opportunity employer.

BOX F-269, BROADCASTING

Programing, Production, Others

**WANTED
SCHOOL DIRECTORS**

New chain of Broadcast schools, top guarantee plus commissions. Openings in Illinois, Wisconsin, Ohio, Texas, Pennsylvania and other eastern areas. Broadcast and sales background essential. Reply

BOX G-28, BROADCASTING

Programing, Production, Others

This AM-FM-TV operation needs a good production director . . . who can double as a jock and/or newsmen, if the need be . . . five day work week . . . good pay with an expanding group operation. Replies confidential and all tapes will be returned. An Equal Opportunity Employer.

BOX F-305, BROADCASTING

Immediate opening for experienced chief and assistant chief engineer at Arkansas VHF-TV. Send resume and salary expected to

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Fort Smith, Arkansas

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and ASSOCIATES**

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Los Angeles, California 90028
Area Code 213-484-7279

For Sale Stations

continued

**SOUTHWEST
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ONLY \$219,000**

Live, work, play, relax and enjoy life in beautiful smog-free New Mexico. Single market station in small growth college city. Valuable real estate includes owner apartment with swimming pool. Grossing \$100,000 under absentee owners and showing good cash flow. Fine owner-operator opportunity. Good terms available.

BOX G-31, BROADCASTING

For Sale Stations

continued

FOR SALE—CALIF.

Single station market full time AM. Excellent growth. Asking \$265,000 with 29% down, balance terms to be arranged.

BOX F-184, BROADCASTING

**FM is GROWING!
Get in on the Boom!**

For Sale: a "Top 15" market Class "C"
100,000 watt FM Station
\$400,000. Principals only.

BOX F-262, BROADCASTING

Southern Calif. AM/FM

Single station market, excellent cash flow, outstanding growth potential, full time, non-directional, 875 M principals only.

BOX G-39, BROADCASTING

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In 1-station recreational community of 32,000. Population to grow 63% in 8 years. Billing over \$100,000 profitably. \$235,000, 1/2 down, balance 6 1/2 years 7 1/2%. Solidly financed principals only.

BOX G-20, BROADCASTING

SOUTHERN CALIFORNIA

For Sale . . . all or part of 5000 watt AM. For information write . . .

BOX G-67, BROADCASTING

ARIZONA Clean kilowatt daytimer in fine medium market. Mid-dial position. Making money now—great potential for substantial increase. \$125,000. 29% down and easy terms.

ROCKY MOUNTAIN AREA 5Kw-D, 1 Kw-N, low frequency, tremendous coverage. Beautiful facility, excellent growing market. \$400,000 price is less than six times cash flow.

DENVER 5 Kw-D AM, Class C FM. Finally breaking even with new progressive format. Much can be done here. Owner needs quick sale at under \$500,000. Some debts can be assumed.

PACIFIC NORTHWEST 5 Kw full time (almost) plus Class C FM. Major market. \$600,000, 29% down, 10 year payout.

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South	381	1700	110M	cash	West	300	700	75M	29%
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South	381	1700	140M	\$35M	South	870	1900	230M	\$75M
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(Continued from page 67)

Rahn Road; install new trans. and ant.; make changes in ant. system; ERP 50 kw; ant. height 370 ft.; remote control permitted. Action June 18.
 ■ WIOQ(FM) Philadelphia—Broadcast Bureau permitted remote control. Action June 16.

Action on motion

■ *WBKY(FM) Lexington, Ky.—Broadcast Bureau granted request for SCA on sub-carrier frequency 67 khz. Action June 17.

Call letter applications

■ WJTS-FM Lighthouse Broadcasting Co., Jupiter, Fla.—Requests WRYZ-FM.
 ■ KFOA(FM), John Hutton Corp., Honolulu—Requests KUMU-FM.
 ■ KFH-FM, The Radio Station KFH Co., Wichita, Kan.—Requests KBRA(FM).
 ■ KVOX-FM, Central Minnesota Television Co., Moorhead, Minn.—Requests KIDA(FM).
 ■ WPFB-FM, WPFB Inc., Middletown, Ohio—Requests WPFB(FM).

Call letter actions

■ KMUZ(FM), The Schuele Organization Inc., Santa Barbara, Calif.—Granted KRUZ(FM).
 ■ WOOO-FM, Shom Broadcasters Inc., DeLand, Fla.—Granted WDLF(FM).
 ■ WONF(FM), Tri-Cities Broadcasting Co., Pensacola, Fla.—Granted WBOP-FM.
 ■ WKBR-FM, Media Concepts Inc., Manchester, N.H.—Granted WZID(FM).

Renewal of licenses, all stations

■ KHS-76 Santa Maria, Calif.—FCC granted renewal of license for CATV relay station to serve community of Santa Maria. Action June 21.
 ■ KBMI(AM) Henderson, Nev.—FCC granted application of 1400 Corp. for renewal of license for KBMI until Oct. 1. Since this is normal expiration date for Nevada station licenses, commission specified that grant was to be construed as short-term renewal. Hearing Examiner Isadore A. Honig in initial decision released March 10, had proposed one-year renewal of license, and dismissal of competing application of Joseph Julian Marandola for new AM at Henderson (Docs. 16813-4). Action June 16.
 ■ Broadcast Bureau granted renewal of licenses to following stations and their co-pending auxiliaries: KAOL-FM Carrollton, Mo.; KEYN-AM-FM Wichita, Kan.; KNLV(AM) Ord, Neb.; KOCY(AM) Oklahoma City; KOLT(AM) Scottsbluff and KOWH-AM-FM Omaha, both Nebraska; KRBN(AM) Red Lodge, Mont.; KRMG-FM Tulsa, Okla.; KWAL(AM) Wallace, Idaho; KWBE-FM Beatrice, Neb.; WKMF(AM) Flint, Mich.; WIBW-FM-TV Topeka, Kan. Action June 24.

Other actions, all services

■ FCC granted waiver of prime-time access rule to stations in top-50 markets carrying one hour of local news on local public affairs from 6 to 7 p.m. (or 5 to 6 p.m. Central Time) followed by half-hour of network news, effective Oct. 1, 1971 to Oct. 1, 1972. Under waiver, network news will not count against three hours of prime time

network programing limit set by rules. Action June 24.

Translator actions

■ Crested Butte, Colo.—Gunnison County Chamber of Commerce (TV Division). FCC granted CP for new VHF translator station to serve Crested Butte by rebroadcasting programs of KBTV Denver. Action June 22.
 ■ Estes Park, Colo.—FCC authorized applications by Platte Valley Farm Supply Co., doing business as Translator TV Inc., for construction authority for five new 20-w UHF translator stations to serve Estes Park, Colo. Action June 16.
 ■ Jacks Cabin, Colo.—Gunnison County Chamber of Commerce (TV Division). Broadcast Bureau granted CP for new VHF translator station to serve Jacks Cabin by rebroadcasting programs of KBTV Denver. Action June 22.
 ■ San Luis, Colo.—Costilla County TV Booster Association. Broadcast Bureau granted CP's for three new VHF translator stations to serve San Luis and rural area, Colo., by broadcasting programs of KOB-TV, KGGM-TV and KOAT-TV, all Albuquerque, N.M.
 ■ K09JB Spring Creek, Taylor River and summer home area, all Colorado—Broadcast Bureau granted CP to change frequency of VHF translator station from ch. 9 to ch. 10; change primary TV station to KOAA-TV Pueblo, Colo.; change call sign to K10HS. Action June 22.
 ■ K04AN Chinook, Zurich, Fairview and Clear Creek, all Montana—Broadcast Bureau granted CP to change trans. of VHF translator station; make changes in ant. system. Action June 22.
 ■ Cuba, N.Y.—Board of Cooperative Educational Services. Broadcast Bureau granted CP for new UHF translator station to serve Cuba by rebroadcasting programs of WNED-TV Buffalo, N.Y. Action June 15.
 ■ KEL-27 Carolina, Puerto Rico—Broadcast Bureau granted CP and license of aur. STL to change trans. location to Calle Parque Munoz Rivera, Bloque 5HH1-Villa Fontana Park, Carolina make change in ant. system. Action June 23.
 ■ KN-9218 Travelers Rest, S.C.—Broadcast Bureau granted mod. of license covering change of frequencies to 455.75-455.95 mhz; power to 20 w; change equipment. Action June 21.
 ■ KFK-825 Corpus Christi, Tex.—Broadcast Bureau granted CP to change trans. location to 4750 South Padre Island Drive, Corpus Christi; make change in ant. system. Action June 18.

Modification of CP's, all stations

■ WCG-22 Birmingham, Ala.—FCC granted mod. of CP for CATV relay station to change direction of main radiation lobe. Action June 21.
 ■ WCCO-TV Minneapolis—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 18. Action June 18.
 ■ *KETC(TV) St. Louis—Broadcast Bureau granted CP to extend completion date to Dec. 18. Action June 18.
 ■ WHOM New York—Broadcast Bureau granted mod. of CP's to extend completion dates to Sept. 6. Action June 16.

■ WFNC Fayetteville, N.C.—Broadcast Bureau granted mod. of CP to specify use of different towers for directional operation; conditions. Action June 21.
 ■ W78AM Fajardo, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 23 for UHF translator station. Action June 23.
 ■ WCID Juncos, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 1. Action June 16.
 ■ WAX-21 Maricao, Puerto Rico—Broadcast Bureau granted mod. of CP of translator relay to change location of trans.; change ant. system. Action June 23.
 ■ KSL-809 Travelers Rest, S.C.—Broadcast Bureau granted mod. of CP to change frequencies to 455.75-455.95 mhz, power to 20 w; change equipment and ant. system. Action June 21.

Ownership changes

Applications

■ WAAB(AM) and WAAF(FM), both Worcester, Mass.—Seeks assignment of license from WAAB Inc. to Southern Massachusetts Broadcasters Inc. for \$735,000. Sellers: James B. Bocock, vice-president, et al. Company is also licensee of WYAM(AM) Bessemer, Ala. Buyer: George Gray, president and director, sole stockholder. Mr. Gray is owner of WBSM(AM) New Bedford, Mass. Ann. May 18.
 ■ WFCM(AM) Winston-Salem, N.C.—Seeks assignment of license from West Texas Broadcasters Inc. to Radio Nine for \$80,000. Sellers: B. A. Robertson, Marshall Formby and Alma Holmes. Seller: Betty D. Johnson, sole owner. Mr. Johnson is president of a radio station management consultant concern. Ann. May 19.
 ■ WTRB(AM) Ripley, Tenn.—Broadcast Bureau granted transfer of control of Lauderdale Broadcasting Co. from John L. Stewart (49% before, none after) to Smith J. Dunn (51% before, 100% after). Consideration: \$18,000. Mr. Dunn will assume Mr. Stewart's duties as manager of station. Action May 13.
 ■ WNAM(AM) Neenah-Menasha, Wis.—Seeks assignment of license from Kimball Broadcasting Inc. to Cummings Communications Corp. for \$800,000. Sellers: Ted Layhe, et al. Buyers: Alan H. Cummings (88.33%), chairman of the board, et al. Mr. Cummings is sole owner of WRRR(AM) Rockford, Ill. Cummings Communications Corp. is licensee of WLTD(AM) Evanston, Ill. Ann. May 26.

Actions

■ WXTA(AM) Greencastle, Ind.—Broadcast Bureau granted assignment of license from Charles R. Banks to Radio Greencastle Inc. for \$145,000. Seller: Charles R. Banks (sole owner). Mr. Banks also owns WNON-FM Lebanon, Ind., which he is in process of selling. Buyer: Leon Buck (100%). Mr. Buck is director of Elkins Institute, Nashville, vocational training center. Ann. June 17.
 ■ KBNO(FM) Houston—Broadcast Bureau granted assignment of license from KBNO Inc. to Zantannon Communications Corp. for exchange of stock valued at \$460,000. Seller: Culligan Communications Corp. (100%), Matthew Culligan, majority stockholder. Buyers: Assignee corp. consists of 17 partners, including Robert S. Anderson and Homer L. Bruce Jr., et al. Major stockholder, whose interest is yet to be calculated, is James Duncan, Houston entertainer, recording artist and music publisher. Ann. June 17.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through June 29. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Fullerton, Calif.—Theta Cablevision Co., a subsidiary of Teleprompter Corp. (multiple-CATV owner), New York, has been granted a 20-year nonexclusive franchise.
 ■ Freeport, Ill.—Freeport Cablevision Inc. and Triad Cablevision have applied to city council for a franchise.
 ■ Crawford, N.Y.—Town board has granted an exclusive franchise to Walden Video Corp., Walden, N.Y. The firm will charge \$19.95 for installation, with a \$5 monthly charge.

Summary of broadcasting

Compiled by FCC, June 1, 1971

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,325 ¹	3	9	4,337 ¹	59	4,396 ¹
Commercial FM	2,204	1	37	2,242	116	2,358
Commercial TV-VHF	500	2	10	512 ²	14	526 ²
Commercial TV-UHF	170	0	13	183 ²	77	271 ^{2†}
Total commercial TV	670	2	23	695	91	797
Educational FM	452	0	16	458	55	513
Educational TV-VHF	79	0	6	85	5	90
Educational TV-UHF	101	0	12	113	12	125
Total educational TV	180	0	18	198	22	215

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Indicates four educational stations on nonreserved channels.

† Does not include six commercial UHF TV's licensed but silent.

Of many men in positions of power, no matter how curious their actions or implausible their credentials, it might be said: He must have done something right, for how else could he have attained such eminence? In the case of congressional committee chairmen, no such sweeping generalization is admissible. The job's requirements have been simple and uniform for many years—identify yourself as a Democrat, get re-elected, keep breathing. The process has produced over the years a wildly diverse group of men, united only by the fact of survival: a gathering of quacks, saints, knaves, fools and geniuses. It has also produced Harley Staggers, who is none of the above.

If Mr. Staggers, the present chairman of the House Commerce Committee and its Investigations Subcommittee, had never existed, no one would have invented him; he, or someone not terribly unlike him, exists in many incarnations throughout the country. You may have met him at a Lions Club meeting, a church social or a political gathering; you probably found him solid, genial and gentlemanly.

By any criterion one may use to judge another man's mind, Harley Staggers is deeply committed to the tenets of the small-town Methodism in which he was raised. He presides over what more than one native of his district describes as a "large and exceptionally fine family." Through many years in the U.S. Congress he served quietly, unobtrusively and diligently, occupying almost the exact middle of the political spectrum. The liberal Americans for Democratic Action, which rates legislators on a scale of zero to 100, gives the liberal Senator George McGovern (D-S.D.) an 84, the conservative Senator Barry Goldwater (R-Ariz.) a 3, and the amiable Representative Harley O. Staggers (D-W. Va.) a 52.

"People have said of Staggers," reports a news director in his home district, "that he is a very nice fellow who never did much until he got the job [chairman of the Commerce Committee]. That's part of why he's so popular."

Yet now, as he approaches his 64th birthday, this soft-spoken man with the rosy cheeks, white hair and ah-shucks smile of a grandfatherly cherub has suddenly placed himself at the center of a huge and bitter fight over the First Amendment (although he rejects that characterization of the issue). He has issued a subpoena demanding that CBS produce the outtakes from the documentary *Selling of the Pentagon*, and has charged the network with willful deception in editing the program. When CBS President Frank Stanton flatly refused to comply, invoking the First Amendment, Mr. Staggers sought and

The righteous wrath of Harley Staggers

won declarations, from the Investigations Subcommittee and the Commerce Committee, that both CBS and its president are in contempt of Congress (see page 50). If the full House agrees, the federal courts will be asked to settle an issue of as much significance, in its realm, as the other current controversy involving the Pentagon papers.

It is not the first time Mr. Staggers has tangled with broadcasting or with CBS; indeed, the confrontations are becoming almost an annual event. In the last three years his Investigations Subcommittee has charged CBS-owned

WBBM-TV Chicago with news staging and complicity in the violation of law, in a case involving the filmed broadcast of a marijuana party at Northwestern University; it has also made similar charges in connection with a never-broadcast film of Haitian exile activities in the U.S. The *Selling* debate is the most conspicuous and important of these disputes because of the subpoena, but it has substantial precedent.

In none of these cases has Mr. Staggers acknowledged that press-freedom issues are involved. What is at stake, he says, is "deception"; the First Amendment has "nothing to do with it." He is determined to obtain passage of legislation that would make illegal what he considers to be fraudulent practices by broadcasters. If their freedom to edit as they choose is unchecked, Mr. Staggers warned in a CBS News interview, then "Big Brother has arrived."

Whatever the genesis of Mr. Staggers's crusade, it is clearly not a case of pressure from his own district, where most observers agree that the issue is not of much concern. Mr. Staggers's comment is: "I represent America. All the people."

However, the man has close contact with the ways of his district and state, and his reasons are more than political. He was born and lives today in Keyser, W. Va., a town of 6,000 that all but owes its existence to the B&O Railroad. He names as the two strongest influences upon his life the training he received from his mother and the pre-ministerial discipline at his alma mater, Emory and Henry University (although he never intended to be a minister and took his degree in political science). He has been a teacher, a county sheriff, a right-of-way agent, a church leader who taught Bible classes for years, a member of the Lions-Elks-Loyal Order of Moose-and-you-name-it, a familiar face at public functions—in short, a man distinguished principally by his sincerity, decency, gregariousness, affinity for his home state, and ability to do his political homework. In his home district, Harley Staggers is considered unbeatable.

The man appears uncomfortable with controversy. Little in his background or make-up would lead him to seek it. But to Harley Staggers, whose congressional district (physically one of the nation's largest) contains not one television station, there is a moral question posed by the activities of broadcasting's giants, and it has nothing to do with constitutional subtleties. He has perceived an act to be evil, and he will have none of it. It is as simple as that. "We just want to be sure," says the chairman of the House Commerce Committee, "that people don't do the wrong thing."

Week's Profile



Harley Orrin Staggers—member, U.S. House of Representatives (D-W. Va.); chairman of House Commerce Committee and its Investigations Subcommittee; b. Aug. 3, 1907, Keyser, W. Va.; B.A. Emory and Henry University, 1931; high-school coach and teacher, 1931-33; head coach, Potomac State College, 1933-35; sheriff, Mineral county, W. Va., 1937-41; right-of-way agent, West Virginia Roads Commission, 1941-42; director, West Virginia Office of Government Reports, 1942; U.S. Naval Air Corps (navigator), 1942-46; elected to 81st Congress November 1948; named to House Commerce Committee 1951; became chairman of that committee in 1966; m. Mary V. Casey, Oct. 4, 1943; children—Margaret Ann, 26; Mary Katherine, 24; Frances Susan, 23; Elizabeth Ellen, 22; Harley Orrin Jr., 20; Daniel Casey, 19.

Out of hand

It all started out innocently enough. Dean Burch, then less than three months on the job as FCC chairman, initiated a staff study of ways to simplify and expedite FCC procedures. Most chairmen, when new to the commission, are appalled to see paper move so slowly through the civil-service labyrinth.

That was in January 1970. Four months later, the special staff that had been chosen for the assignment announced the direction of its thinking. Already, in the natural manner of bureaucratic staffs, it had vastly expanded its assignment. Among other innovations it proposed was the establishment of an FCC "office of public counsel" to challenge licensees on behalf of dissident citizens (BROADCASTING, May 11, 1970). Implicit in that suggestion was the concept of a huge but helpless public, victimized by broadcasters and deserving of redress. Never mind that at the time responsible measurements of audiences showed consistent increases in the time and attention given to radio and TV.

But who would take so nonsensical a proposal seriously? Why, the FCC; that's who. Last week the pitch came up for action. If a majority of commissioners declined to swallow it whole, a majority was also unwilling to reject it. The FCC sent it back to staff for revision. That means it will reappear in a new dress.

There is, to be sure, political appeal in the mere consideration of an ombudsman role by any federal agency. The in thing is the consumer movement, as even the dullest FCC member is aware.

But where is the evidence that the public lacks the means now to make its wishes felt in broadcasting? Considering the number of licenses under question by so-called citizen groups now and at any other time in recent years, it is difficult to believe that more resources are needed to block renewals.

No one should suggest that the public or any significant segment of it will be denied a voice in FCC proceedings from now on. The principle of citizen participation has become fundamental. But surely the FCC must realize that its creation of a special staff would artificially increase the volume of citizen complaints. Absent an expanding workload, such a staff would lose its reason for existence.

The commission ought to amend its instructions to tell the staff to forget it.

For the record

In an attempt to inject some facts into what has been mostly an emotional argument over the use of broadcast advertising in political campaigns, this publication presents an array of statistics elsewhere in this issue. The report covers all of the races for U.S. Senate, U.S. House and state governorships in the general elections of 1970. It clearly proves that a large part of the testimony taken by House and Senate committees during long hearings on campaign-reform bills has been nothing more than twaddle.

In much of the testimony it has been accepted as an article of faith that broadcast spending determines the outcome of political races. Put to the test of history, that assumption falls apart. It is enough to recite the following incontestable data.

Among 435 winners of seats in the House, 221, or just about half, invested more in broadcast advertising than their opponents spent. In the other 214 races losers spent more, or broadcast advertising figured not at all. Of the 35 elected to the Senate, 20, or 57%, outspent their rivals on the air. Of the 35 governors elected, 19, or 54%, spent more. All in all,

the bigger broadcast spenders won 260 out of 505 races for Congress and state governorships—or 51%. Hardly a conclusive confirmation of the belief that broadcast spending is itself decisive in American politics.

A further analysis of the reports for 1970 discloses a factor of much larger consequence than broadcast advertising: The candidate running for re-election is the odds-on favorite to win, no matter how much or how little he spends on radio or television. Of the 381 incumbents who ran for re-election in the House, 370, or 97%, won—as close to a perfect record as political chances allow. Of the 370 winners, 192, or 51.7%, outspent their opponents on broadcast advertising. In the Senate 25 incumbents won, or 83.3% of the 30 who ran. Of the winners, 16, or 64%, outspent rivals on the air. Of 23 incumbent governors who ran, 18, or 75%, were re-elected. Of the winners, 13, or 72.2%, were the bigger broadcast spenders. Except for incumbency, no pattern of advantage is to be found in this report.

This is not to argue that broadcast advertising cannot be useful to a political campaign, as it is in any other cause. It is to say, however, that broadcast advertising needs to be considered in perspective with the other elements of a campaign, not forgetting the candidates themselves. That is all we ask of the Congress when it gets to voting on the bills its committees will produce.

Yesteryear

Old prejudices and old lawsuits sometimes fade away, to the betterment of society and the court system. One of each disappeared in the dismissal of the court action, pending for 18 years, brought by a band of aging songwriters against Broadcast Music Inc. and a Tiffany list of broadcasters.

Nobody was paying attention at the end. The world sat up and listened at the beginning. Arthur Schwartz and his 32 co-plaintiffs found ready ears for their cries that BMI was the center of an insidious plot to corrupt American music. Well, if the June-moon-croon school was what they were trying to protect, they turned out to be right. Plot or not—and the whole U.S. public must be indicted to make the conspiracy theory stand up—the music that BMI introduced decimated Tin Pan Alley.

While the Schwartzes were still tapping their feet to that two-four time, the whole beat changed. For the good.



Drawn for BROADCASTING by Sid Hix
"Here's a clever stunt our creative department dreamed up for your next commercial!"

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CABLES:
TIMEINC NEW YORK

June 30, 1971

To: All Time-Life Broadcast CATV System Managers

Re: Cable Television Programming and Technical Standards

In the belief that cable TV operators have a responsibility to serve local communications needs, using the best available equipment, we have recently formulated two policy documents in the area of programming and technical standards for our CATV systems and those that we will build in the future.

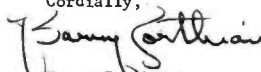
The full texts of these policy statements are attached. These are some of the highlights:

1. Provide a minimum of twenty hours of local programming per week.
2. Stress local aspects of education, public service, sports, news and entertainment programming.
3. Limit commercials to eight per hour at natural breaks.
4. Provide access to all community groups and voices.

The technical standards are as exacting as any in the cable TV industry today. At a minimum, our new systems will utilize dual outgoing cable. A third cable will be provided for reverse circuits. Two-way capability will be incorporated in the design. These requirements will also apply to existing systems scheduled to be rebuilt or extended.

These standards for programming and facilities are demanding goals, some not immediately achievable, but I trust you will all devote your best efforts to achieving them at an early date.

Cordially,



Barry Zorshian
President

Attachment.

Here's the story again—
in case you missed it in the press.



In mid-1959, our then-new management came up with a growth plan for our company. It was decided to expand and diversify selectively into potentially high-growth markets, and to balance our geographical commitments in all markets.

At the end of 1970 we once again found out how good the plan was.

Record levels achieved

Last year, for the eleventh consecutive year, we achieved new record levels in consolidated sales and revenues, net income and earnings per share. Including the first quarter of 1971, we also completed 47 consecutive quarters in which each of these three measures of performance increased over the corresponding period of the previous year.

1970—a year of test

Last year, many U.S. companies

experienced lower sales and profits.

Not us. Our management made the difference. (In a recent poll conducted by *Dun's Review*, a leading business magazine, 2,300 top-ranking executives named us as one of the ten best-managed companies in U.S. industry.)

1970 results

In 1970, our consolidated sales and revenues reached \$6.4 billion, an increase of 12% over 1969 restated sales and revenues of \$5.7 billion.

Consolidated net income rose to \$353 million, an increase of 21% over restated 1969 net income of \$293 million.

Earnings per common share, after recognition of all common stock equivalents, were equal to \$3.17, an increase of 20% over 1969 restated earnings per share of \$2.65.

And in 1970, the dividend on our

common stock was increased for the seventh consecutive year, and is now equal to an annual rate of \$1.15 a share.

Our 1970 annual report

You'll find these and other results detailed in our 1970 annual report.

It also tells how we are preparing for future growth, and how we are meeting our social responsibilities as a corporate citizen.

For your copy of our 1970 annual report, write to our Director of Investor Relations, International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N.Y. 10022.

ITT

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