



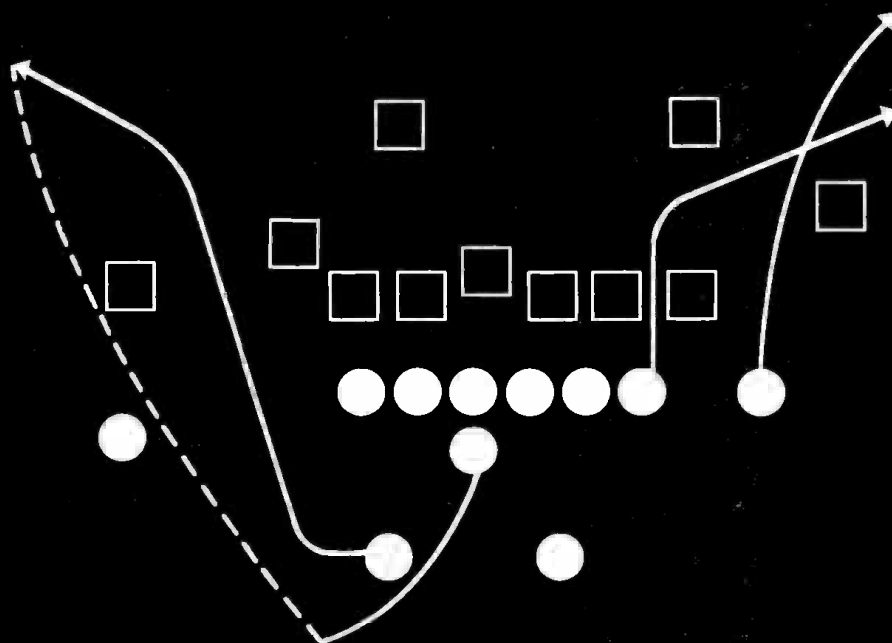
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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Staggers turned back by House; CBS escapes contempt citation
BROADCASTING's exclusive pulse-taking on TV spot finds hope for a strong fourth quarter
Advertising's in trouble at the FTC; nothing but the facts, ma'am
Special report: annual football round-up tells what the action is

We're doing dramatic plays on Friday nights.



Each week of the Pro Football season, one game always stands out from the others.

It might be a crucial battle for a division lead, a duel between an outstanding offense and an outstanding defense, or a stunning upset game.

Each week, Ed Sabol and the expert crews of NFL Films are at this game, capturing all the action, key moments and highlights—always from the best vantage point.

And there you have the basis of one of the most exciting half-hour shows on television—"The Game

of the Week."

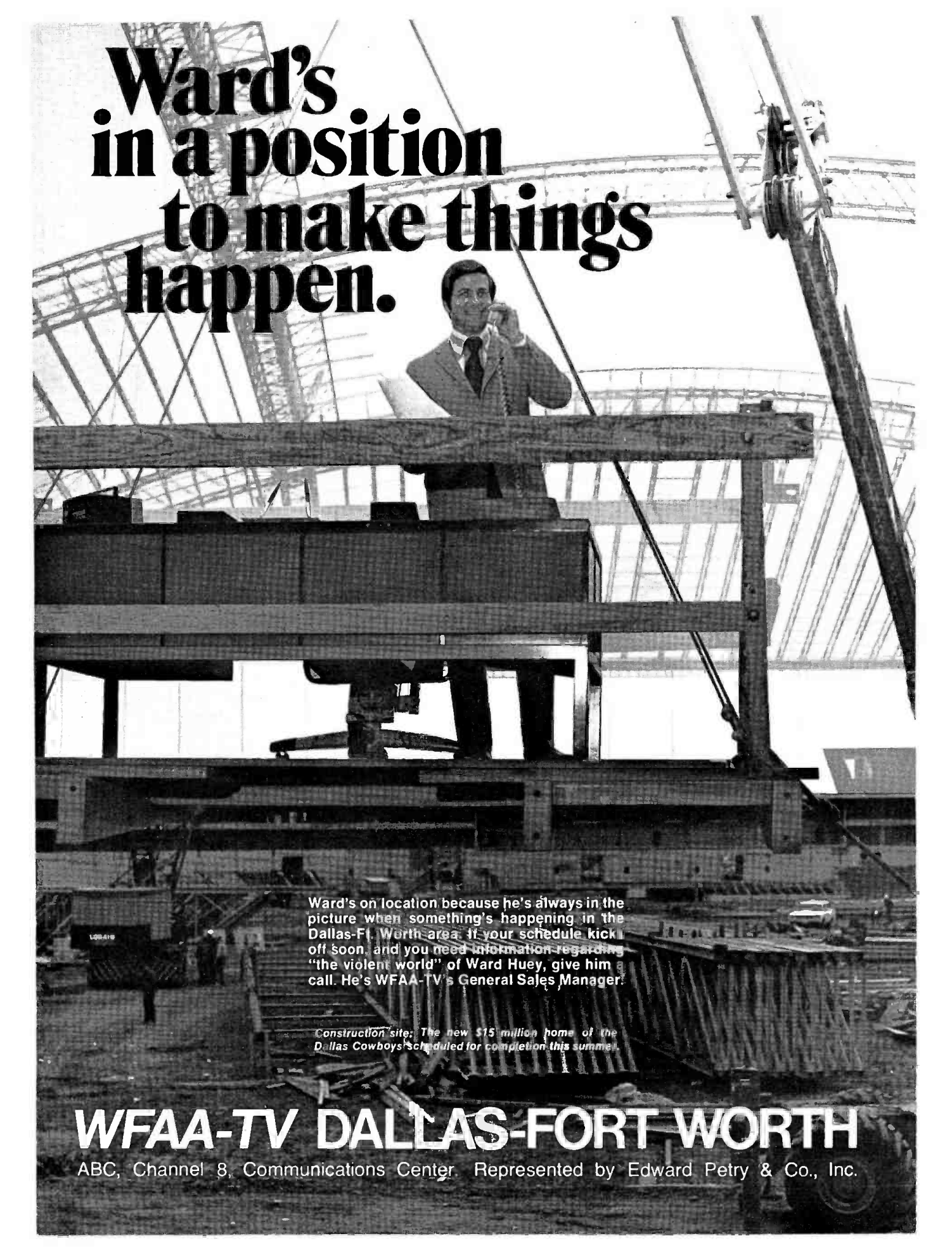
Its winning performance on weekends last year has earned "The Game of the Week" this year's spot in the prime time lineup.

So beginning September 24th, Hughes Sports Network will be telecasting "The Game of the Week" every Friday night for 16 weeks on stations all across the country—including NBC-owned and operated stations.

Sponsorship for "The Game of the Week" is completely sold out. It seems everyone loves a winner.

"THE GAME OF THE WEEK"

A Hughes Sports Network Presentation
Who also bring you "This Week in Pro Football"



Ward's in a position to make things happen.

Ward's on location because he's always in the picture when something's happening in the Dallas-Ft. Worth area. If your schedule kicks off soon, and you need information regarding "the violent world" of Ward Huey, give him a call. He's WFAA-TV's General Sales Manager.

Construction site: The new \$15 million home of the Dallas Cowboys scheduled for completion this summer.

WFAA-TV DALLAS-FORT WORTH

ABC, Channel 8, Communications Center. Represented by Edward Petry & Co., Inc.

HARRY GUARDINO

IS MONTY NASH

From Four Star...
an exciting new
prime-time series for
your prime-time slot.



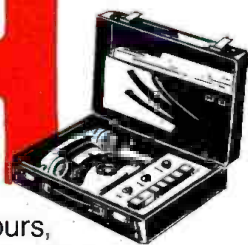
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26 color half hours,
already scheduled for
Fall start by **WNBC** New York,
KNBC Los Angeles, **WMAQ**
Chicago, **WRC** Washington,
WKYC Cleveland, **KRON** San
Francisco, **KFDA** Amarillo,
KVOS Bellingham, **KRNT**
Des Moines, **WWJ** Detroit,
KHOU Houston, **WREC** Memphis,
KTAR Phoenix, **KCST** San
Diego, **KAUZ** Wichita Falls
and **KBLU** Yuma-El Centro
WSM Nashville and **WTEV**
New Bedford-Providence

"What's My Line?" builds the kind of audiences you never get tired of. The biggest.

MARKET	TIME PERIOD	RATING	SHARE	RANK IN TIME PERIOD
Boston	7:00-7:30 pm	25.0	48	1 of 5
Charleston- Huntington	7:00-7:30 pm	19.0	43	1 of 3
Flint-Saginaw- Bay City	6:30-7:00 pm	19.0	40	1 of 3
Ft. Wayne	4:30-5:00 pm	14.0	47	1 of 3
Greenville- Spartanburg-Asheville	5:30-6:00 pm	13.0	38	1 of 3
Milwaukee	11:30-12 Noon	6.0	28	1 of 4
Orlando- Daytona Beach	1:00-1:30 pm	9.0	48	1 of 3
Philadelphia	7:00-7:30 pm	19.0	42	1 of 6
Portland, Ore.	3:30-4:00 pm	6.0	40	1 of 4
Portland- Poland Spring	7:00-7:30 pm	26.0	47	1 of 4
Providence	1:00-1:30 pm	9.0	55	1 of 3
Seattle-Tacoma	4:30-5:00 pm	9.0	28	1 of 4
Spokane	7:00-7:30 pm	19.0	44	1 of 3
Tampa- St. Petersburg	5:30-6:00 pm	18.0	41	1 of 4
Toledo	7:00-7:30 pm	25.0	50	1 of 3

Source: May 1971 NSI. Subject to qualifications available on request.

"What's My Line?" is starting its fourth year of first-run syndication. Haven't you waited long enough?

VIACOM ENTERPRISES
A Division of Viacom International Inc.

Broadcast journalism wins at least a provisional victory over congressional tradition as the House refuses to back Harley O. Staggers (D-W. Va.) on proposed contempt citation of CBS and its president, Frank Stanton. See . . .

Staggers headed off at the pass . . . 17

The almost-forgotten gut issues raised by *Selling of the Pentagon*—the validity of its central thesis, the extent (if any) of its distortions—are revived and reconsidered in detail in a 'Perspective on the News.' See . . .

What the shooting was all about . . . 20

Annual survey of spring business finds stations and reps cautiously optimistic that fourth quarter will lift broadcasting out of its economic doldrums—even though sales remained unspectacular in third quarter. See . . .

Will fourth quarter save '71 spot TV? . . . 26

Federal Trade Commission makes good on its threat to require documentation of advertising claims, and its first target is a major one: seven automobile manufacturers, four domestic and three foreign. See . . .

FTC shifts burden of proof . . . 27

As hearings before House Elections Subcommittee near conclusion, members appear determined to pass some kind of new campaign-spending legislation—and Hays-Abbott bill looks like the leading contender. See . . .

House creeps toward the spending bill . . . 32

After 25 years of steady climbing, the price of broadcast rights to football games will fall slightly this year. A slight increase in the cost of pro games was not enough to offset \$160,000 decline for college contests. See . . .

Football coming back to earth? . . . 35

Broadcasters are beginning to respond to the demand for better and less commercialized children's television. The latest evidence came last week from Westinghouse, Post-Newsweek and Evening Star Broadcasting Co. See . . .

Making a move on children's TV . . . 52

Apollo 15, the longest U.S. space mission to date, will receive elaborate coverage from all three television networks. NBC will lead the way, devoting 30 hours to the 12-day mission. See . . .

Counting down to Apollo coverage . . . 54

The growth of communications technology has far outpaced the ability of regulation to deal with it, and new systems—domestic and international—are needed, according to Clay T. Whitehead and Robert Sarnoff. See . . .

Communications-regulations gap? . . . 57

In the wake of that court decision outlawing FCC's license-renewal policy statement, competing applications for existing facilities are re-appearing. First targets: WFAA-TV Dallas and KWAB(TV) Big Spring, Tex. See . . .

Here come the challengers again . . . 58

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Broadcasting

July 19, 1971; Vol. 81, No. 3

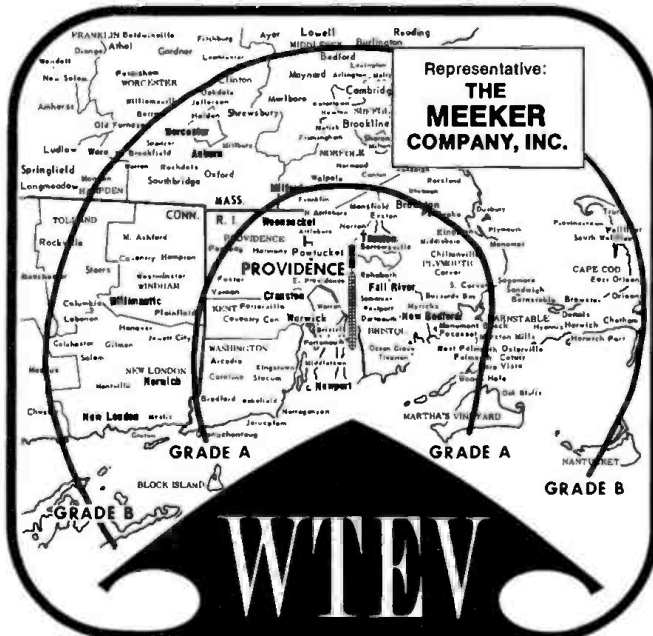
Published 51 Mondays a year (combined issue at year end), by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington 20036. Second-class postage paid at Washington.

Subscription prices: one year \$14, two years \$27, three years \$35. Add \$4 a year for Canada and \$6 a year for all other countries. Subscriber's occupation required. Regular issues \$1 a copy. BROADCASTING YEARBOOK published each January, \$13.50 a copy; CATV SOURCEBOOK annually, \$8.50 a copy.

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



WTEV SPECIAL PROGRAMS MEET CULTURAL NEEDS OF ITS VIEWERS



Famed fado singer Amalia Rodrigues recently appeared on the WTEV Portuguese-language series, "Passport to Portugal." Internationally acclaimed musicians and entertainers are featured on this colorful weekly program, presented as a service to the estimated 400,000 persons of Portuguese heritage within the station's tri-state coverage area. Unique "Passport to Portugal" is an outstanding example of WTEV programming to meet the needs of its viewers.

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

Channel
6
abc

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

Last stop

Now that differing campaign-reform bills have taken discernible shape in Senate and House, question is whether President, who vetoed bill passed by last Congress, would find either new one acceptable. According to high White House source, chances are he'd sign Senate version (all-media spending limit of 10 cents per voter, with media choice up to candidate; repeal of equal-time broadcast law for all candidates for federal office). He'd probably veto House version (five cents per voter for broadcast, five cents for other media; repeal of equal-time for only presidential and vice-presidential candidates).

Senate bill was reported out of Rules Committee last month (BROADCASTING, June 28). House bill emerged from Communications Subcommittee two weeks ago (BROADCASTING, July 12) in same form as submitted by Chairman Torbert H. Macdonald (D-Mass.).

Open season

California television and radio stations, which must file applications for license renewals by Sept. 1, are marked for heaviest onslaught of petitions to deny ever filed at FCC. That's word from "public-service" law firms and consultants to minority groups. Protests will come from numerous organizations of blacks and Mexican-Americans, and there's even some indication that smaller ethnic clusters—including Chinese—may take crack at getting more broadcast exposure and more jobs.

Who, us?

Cereal manufacturers, presumably concerned about growing criticism of children's programming that they sponsor, have been mending fences at FCC. Representatives have talked to commission officials, including members of Chairman Dean Burch's staff, over past several weeks, at least for purpose of discerning commission attitude—to extent it has formed—about children's programming. Another possible purpose is to separate cereal manufacturers from networks that present programs they sponsor. Manufacturers' representatives are said to have indicated they might do own programming, instead of taking what networks offer.

The word

What was real catalyst in formation of House majority against citation of CBS and Frank Stanton for contempt (see

page 17)? Some insiders say it was one-sentence comment by influential Wilbur Mills (D-Ark.) during House discussion of subject on Monday afternoon, two days before vote. Mr. Mills, chairman of powerful Ways and Means Committee, said only that he had "serious questions" about citation and then introduced number of statements by CBS News executives and correspondents saying congressional review of outtakes would have inhibiting effect on broadcast journalism. That was enough, it's said, to persuade House leadership to dump Harley Staggers.

Next one out

Avco's Cartrivision, first cartridge-television organization to go public, may have company soon. Another with eye on public till is Videorecord Corp., Westport, Conn.-based company headed by blue-ribbon board including composer William Schuman, agency-head Bill Bernbach, broadcast attorney W. Theodore Pierson. Target date is fall 1971, year beyond company's original hopes. Unlike Cartrivision, Videorecord is software-only company, pins high hopes on cornering distribution market with system of franchise operators, beginning with initial 30 it is seeking at \$20,000 per throw.

End-around plays

Some station representatives are concerned over tendency of various major advertising agencies to set up regional offices and buy locally for products to be advertised in those markets. Among agencies mentioned are J. Walter Thompson, Young & Rubicam, Dancer-Fitzgerald-Sample and McCann-Erickson, and among markets affected are Los Angeles, Atlanta, Washington-Baltimore, San Francisco, Seattle and Portland, Ore. Reps agree that most TV stations are not hurt financially by this approach but point out that reps are affected since they lose commission on accounts formerly handled as national spot.

Insurance risks

Next issue to enter fairness-doctrine arena may be controversial no-fault automobile-insurance legislation. American Trial Lawyers Association and state bar groups are said to be buying TV and radio spots to muster public opposition to proposal authored by Senate Antitrust Subcommittee. It's understood subcommittee is drafting inquiry to

FCC, asking whether fairness doctrine applies and, if so, how stations carrying anti-no-fault spots can be identified.

Letter, to go out this week, will bear signatures of subcommittee chairman, Philip Hart (D-Mich.), and other no-fault advocates—Senator Frank Moss (D-Utah), Representative John Moss (D-Calif.) and Senator Warren Magnuson (D-Wash.). Senators Hart and Moss are members of Communications Subcommittee, and Senator Magnuson is chairman of parent Commerce Committee. John Moss is member of House Commerce Committee.

Nonbroadcast receivers

Internal deliberations, in preliminary sort of way, have been begun by some major TV set manufacturers regarding position to take on CATV-only TV receivers, sought by cable industry in filing last month with FCC (BROADCASTING, June 21). Cable set would be incapable of receiving off-air TV signals and presumably would be sold to CATV system owners for lease to their customers. Among many other questions which must be answered by manufacturers is potential future of this type of TV product, and what impact it might have on present consumer marketing arrangements.

Subject is reminiscent of infighting inside various TV set makers when their communications divisions plumped for reassignment of UHF frequencies to land-mobile services over objections of their consumer-electronics officials. FCC ordered reassignment of two lower UHF channels to land mobile last year.

Time for titling

All-Industry Radio Music License Committee, getting set for new round of negotiations with American Society of Composers, Authors and Publishers, is planning fund-raising campaign for late summer. Details not set, but in past committee has asked stations to contribute 10 times one-minute rate in effect most hours of broadcast day, and that may be pattern again. Radio stations' current ASCAP contracts, negotiated in 1967, expire Feb. 29, 1972, but negotiations will start earlier and, if past is any guide, wind up in court. Elliott M. Sanger of WQXR-AM-FM New York has been re-elected chairman of committee (BROADCASTING, July 12), whose legal counsel is Emanuel Dannett and Bernard Bucholz of New York.

The FCC's moment approaches for CATV

With issues still unsettled, rulemaking expected Wednesday

FCC on Friday (July 16) concluded fourth special meeting on CATV held last week, with hopes of resolving all issues this Wednesday in massive rule-making.

Number of critical issues are still far from settled—specifics of rule to be imposed regarding public-access channels (beyond requirement that 50% of channels must be for public access), degree of federal pre-emption of CATV regulation and technical standards, among them. But commission is holding three meetings on CATV this week, including one Wednesday.

One issue believed relatively settled, at least, is definition of carriage of all stations in one market if one of them is carried because it is "significantly viewed." Rationale is that it would equalize competition among stations in that market.

Basic outline of CATV plan related by Chairman Burch in congressional testimony remains intact. Systems within 35 miles of television market would be allowed to carry whatever distant signals they need in order to provide so-called minimum service—three network and three independent stations in top-50 markets, three network and two independents in markets 51-100, and three networks and one independent in all others. In addition, stations in top-100 markets would be authorized to carry two distant independent signals, regardless of whether they are needed to provide minimum service.

The commission is expected to adopt leapfrogging restrictions applying to distant signals carried to fill out minimum service. There would also be leapfrogging restriction on one of bonus signals; it would have to be closest UHF within 100 miles; if none, closest VHF within 100 miles. But other bonus signal could be picked from any location. Commission also appears settled on policy for systems located more than 35 miles from any market—there would be no restrictions on carriage of distant signals.

As Chairman Burch has indicated, there will be no limitation on importation of educational-station signals, provided local educational interests do not object.

Commission is also expected to adopt sports rule. It would prohibit system from importing sports events into service area of station subject to black-out

rule, unless station whose signal is being imported is carried under "significant viewing" test.

Commission decision on CATV problems on Wednesday is virtually essential if it is to meet deadline for presenting its proposals to Congress before it recesses Aug. 6. Chairman Burch plans to deliver copies of proposals to Senate and House Commerce Committees, as well as Senate Copyright Subcommittee.

It was not clear last week whether a full commission will be available this week. Commissioner Robert Wells, who has been on vacation in home state of Kansas was not due back in Washington until July 26. Commissioner Robert E. Lee, who has been attending international conference on space communications in Geneva, however, is due back today (July 19).

Canada moves to protect over-the-air television

Canadian Radio-Television Commission announced Friday (July 16) that cable-TV operators will have to pay Canadian TV stations for programs carried on CATV systems. CRTC said, in policy statement following year-long deliberations, that if cable TV is permitted to grow as it has, existence of Canadian TV is in danger.

As part of its solution, CRTC also recommended changes in Canadian income-tax laws that would prohibit Canadian companies that buy advertising on U.S. television stations from writing off such costs as business expenses. This is directed, it is understood, to practice of some Canadian firms buying time on U.S. TV along border.

Regulatory agency also offered other safeguards for Canadian TV stations, including requirement that Canadian CATV systems delete certain programs and commercials of distant TV stations.

These steps are designed, CRTC said,

Cotton Bowl stays with CBS

CBS's 14-year association with collegiate football's Cotton Bowl will continue. New pact announced last Friday (July 16) extends radio and television coverage of Dallas classic for four more years by CBS networks (also see "Special Report" on football, page 35).

to bolster Canadian TV which has complained that U.S. stations carried on Canadian cable systems have made Canadian TV stations less attractive to advertisers and have threatened their income.

CRTC estimated that revenue to TV industry from cable payments could amount to about \$2 million annually. Commission suggested that payment system be established based on CATV gross revenues related to cable mileage.

Although CRTC document does not spell out whether there would be increase in rates for cable subscribers as result of payments to TV broadcasters, Pierre Juneau, CRTC chairman, told newsmen later that cable systems could apply for rate increases if they increased services to their customers.

One more Time sale firmed

Completion of agreement for sale of Time Inc.'s KOGO-FM San Diego to Kelly Broadcasting Co. for \$250,000, subject to FCC approval, was announced Friday (July 16). Agreement in principle had been disclosed earlier. Kelly Broadcasting, headed by Jon Kelly, owns KCRA-AM-TV and KCTC(FM) all Sacramento, Calif.

Subject to FCC consent, time has sold its five TV stations to publisher McGraw-Hill for \$69.3 million and has contracts or tentative agreements for sales of its four AM and four FM stations to individual buyers at prices totaling \$11.05 million (BROADCASTING, May 3).

Executive committee at NCTA rounded out

New National Cable Television Association executive committee has been given final form with appointment of Lawrence W. Kliwer and William R. Brazeal, it was announced Friday (July 16). Messrs. Kliwer and Brazeal hold only two executive-committee posts filled by chairman's appointments; all other members serve by virtue of NCTA offices they hold.

Remaining members, all approved at NCTA convention earlier this month (BROADCASTING, July 12), are John Gwin, Cox Cable Communications Inc., national chairman; William J. Bresnan, Teleprompter Corp., vice chairman; F. Gordon Fuqua, Electra Communications Inc., secretary; Robert J. Scallorn, Del Rio Cable Corp., treasurer, and Ralph Demgen, Willmar Video Inc., immediate past chairman.

Mr. Kliewer, vice president and director, Peninsula Cable Corp., was elected to NCTA board in 1970. Mr. Brazeal, executive vice president, Community Tele-Communications Inc., was elected to board in 1969.

Financial faith in CATV

Television Communications Corp., cable-TV systems owner-operator, has formally signed agreements with John Hancock Mutual Life Insurance Co. and Massachusetts Mutual Life Insurance Co. for \$8-million in long-term 15-year financing. Alfred R. Stern, TVC chairman and president, said monies would be used for final construction of Akron, Ohio, cable system. Earlier in week, Sterling Communications Manhattan system received \$13.15 million loan from Morgan Guaranty Trust Co. (see page 50).

MGM finances looking up

MGM President James T. Aubrey Jr. last week predicted that his firm's net income for current fiscal year will either exceed or equal highest level attained by MGM within past 25 years.

Mr. Aubrey said MGM's net income for first nine months of fiscal 1971 rose \$267,000 over comparable period registered year ago. He attributed optimistic projection for remainder of year to continued earnings in television operation, good prospects for films scheduled for release this summer and favorable results from MGM's current restructuring program. Mr. Aubrey also indicated company will continue to tighten belt in operations and dispose of unprofitable business interests.

For nine months ended June 5:

	1971	1970
Earned per share	\$ 0.97	\$ 0.93
Revenues	131,044,000	128,154,000
Net income	5,744,000	5,477,000

For time being, Newark will operate WNJR

Only black-oriented radio station in Newark, N.J., will not go off air, as had previously been ordered by FCC. WNJR(AM) Newark, which had been scheduled to discontinue operation last Saturday (July 17) will be run by city of Newark on nonprofit basis for next three months, pending choice of interim operator for station. Rollins Inc. lost its bid to hang on to WNJR last month, when Supreme Court refused to hear case (BROADCASTING, June 14). Commission denied renewal of Rollins' license in 1968.

In granting city of Newark temporary authority to operate WNJR, commission found valid city's argument that silencing of station would leave Newark, whose population is 54% black, without any Negro-oriented

broadcast outlet. City will place all profits attained from operation of WNJR in escrow, and commission will later allocate these funds to certain undesignated nonprofit institutions.

Rust Craft control may change

Group broadcaster Rust Craft Greeting Cards Inc. has received FCC approval of public sale of convertible debentures which, company said, might result in change of control of its ownership. In requesting authorization, Rust Craft told commission that sale of securities, totaling \$10 million, might result in decrease in ownership interest of Berkman family, which presently controls 52% of company. Berkman interest, Rust Craft said, could conceivably go below 50% following sale, which would constitute transfer of control in company.

Rust Craft owns WSTV-AM-FM-TV Steubenville, Ohio; WJKS-TV Jacksonville, Fla.; WRDW-TV Augusta, Ga.; WSOL(AM) Tampa, Fla.; WRCC-AM-FM-TV Rochester, N.Y.; WRCB-TV Chatta-

nooga; WRCP-AM-FM Philadelphia; WPIT-AM-FM Pittsburgh, and WWOL-AM-FM Buffalo, N.Y.

Fine first half for color sets

Sale of color-TV sets by distributors to dealers was up 25.4% for first six months of this year compared to same period in 1970, Electronic Industries Association reported today (July 19). Total TV-set sales was up 17.1%, with black and white up only 8.9% for January-June period, EIA reported. And total radio sales was also up almost same percentage, 17.3%, with FM set sales leading, up 34.8%.

Set sales for first half of year:

Television		
Color	2,482,076	1,979,533
Monochrome	2,171,246	1,993,750
Total	4,653,322	3,973,283
Radio		
Home AM	2,227,504	2,147,650
Home FM	1,622,416	1,203,340
Auto	5,438,857	4,608,129
Total	9,338,777	7,959,119

DDB's Dane to step down

Maxwell Dane, chairman of executive committee and secretary-treasurer of Doyle Dane Bernbach, New York, will retire on Oct. 31. Mr. Dane, one of three founders of DDB in 1949, reached agency's mandatory retirement age of 65 in June.

Doyle Dane Bernbach has agreed to purchase from Mr. Dane, his wife, certain members of his family and Maxwell and Belle Dane Foundation 97,822 shares of common stock at less than market price. DDB over-the-counter shares closed Thursday (July 15) at 27½ bid, 28¾ asked. Agency said purchase will be completed before July 31, and will leave Mr. Dane with "substantial block of company stock."

High cost of soundmen

New agreement between soundmen and three television networks, now being approved, would provide \$55-per-week wage boost over three-year period. Higher pay is coupled with improved fringe benefits achieved as result of lengthy negotiations, which began in January. Hollywood soundmen's local of International Alliance of Theatrical Stage Employees ratified agreement late last week, and other locals are expected to follow suit.

Score one for print news

Study commissioned by newspapers' Bureau of Advertising and distributed last Friday (July 16) shows that people prefer newspapers to TV and radio for "high-interest news," "news in-depth" and "personal-interest news." Findings were based on survey conducted by Nationwide Opinion Research Corp. in March and April of 1971 and is apparent reply to recent Roper Organization Inc. survey. (BROADCASTING, April 9).

Week's Headliners



Mr. Purdon

Miss Martinez

Roger A. Purdon, creative director, LPE/Leo Burnett, London, named VP, national advertising division, Council of Better Business Bureaus. Division is to monitor advertising for proposed National Advertising Review Board (see page 29).

Hope Martinez, executive VP, U.S. Media International, New York, pioneer media-buying service, elected president succeeding **Norman King**, who retires to devote himself to personal business and writing books. Miss Martinez has been with U.S. Media since 1969 and earlier had been vice president and associate media director of BBDO, New York. Mr. King said he is under contract to Bernard Geis Associates Inc., New York publisher, to author three books and first, slated for publication later this year, is titled "It's Easier to Make a Million than Find a Job."

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

Trying to be almost a household word

Wall Street firms have rarely been noted for a lightness of touch in advertising. Nor have they been noted for excessive amounts of broadcast advertising. These two factors—little industry competition in the medium and a general lack of bright, fresh advertising approaches—certainly have worked to E. F. Hutton's advantage.

Benton & Bowles was awarded the country's fifth largest stock broker's account in 1969. Hutton then was concentrating its advertising efforts in newspapers. A small-space, continuing campaign in all cities where Hutton operates was the media pattern, traditional in the brokerage business. There had been some success (coupons were often used to provide follow-up for individual brokers in Hutton's 80-odd offices), but awareness of the Hutton name was building only minimally. Agency research showed that the company was not nearly as well known as its size and age would have indicated. And in a personal service business—where customers don't have a handy place to pick up a box of product—awareness and a favorable attitude toward the company are indispensable for sales success.

In simpler terms: One tries to effect a situation in which the salesman mentioning the company's name is not greeted by "who?" but by "oh, yes" from a prospect preconditioned as to the company's reliability and experience.

It was evident then that Hutton needed a means to faster exposure. And the answer to that was also evident: television. But there was a relatively limited budget and Hutton had virtually no experience in any medium other than newspapers. With that, Benton & Bowles recommended a continuation of normal newspaper scheduling in most cities, along with a test of television in several markets. The tests were to be of the before-and-after-exposure type, with the effect of TV being compared at first to what had been Hutton's usual space effort (the control markets) and then second to a greatly increased newspaper campaign.

At Benton & Bowles we were careful to define the "effect of television" (or any medium) as the comparative levels of awareness reached and attitudes produced—not as sales increases. It is rare in a personal service business to find

sales directly attributable to advertising. (I remember too well a test of television that B&B did several years ago for an insurance client: A Western city was chosen and a schedule of spots run there that were equivalent to a \$10-million national expenditure. After six months of TV saturation, attitude and awareness were shown to be thriving. And sales dropped 35%. What happened? The local sales manager was recovering from a broken leg and his sales staff was not doing its usual job.)

Looking to create this higher awareness level, we naturally wanted something innovative and memorable. The lighter touch was an inviting idea, but humor sometimes is a problem with investors. We were aware of humorous commercials used by a smaller broker. That firm was getting a lot of talk and new business, but the business seemed to come from smaller investors. E. F. Hutton's customer profile tends to be the larger, more substantial investor and the company wanted to keep it that way. Hutton's customers don't want a "joker for a broker." They had indicated that they take the investment of their money much too seriously to entrust it to a firm that seems too flip.

So it was a chuckle, not a guffaw, for our answer. The commercials we created do not use humor in a manner that would denigrate E. F. Hutton. Quite the opposite, light humor is used to fortify the impression of Hutton as reliable and experienced. In each ad, two men are discussing stocks in some typical crowd situation (in a restaurant,

on a plane, at a wedding). One says, "My broker is E. F. Hutton and Hutton says . . ." Action and sound around them immediately stop and the principals realize they are surrounded by people eagerly straining to hear the advice.

Over this freeze an announcer voices-over: "When E. F. Hutton talks, people listen."

The viewers listened too. Research has shown that awareness of the Hutton name rose dramatically and quickly in the test cities (it doubled in some cases) and the levels were sustained. The cities in which we used the increased newspaper space also showed awareness and attitude gains, but the build-up was far slower. No precise sales measurements have been made for the reasons given. But new business has definitely been coming in at every city where TV has been used.

The response was immediate, and the business is high quality.

E. F. Hutton now uses television in 18 major markets and expansion is planned. Newspapers and radio are also used where long copy is needed to cover such subjects as put-and-call options and over-the-counter trading. These non-television ads carry the theme line as well. But it is television that provides the image.

In retrospect, after reviewing the campaign and the techniques that were utilized, we at Benton & Bowles feel that television has done its job; it proved that when E. F. Hutton talks, people are listening.



David Kreinik is a senior vice president of Benton & Bowles, New York. In addition to the E. F. Hutton account, Mr. Kreinik serves as management supervisor on the agency's Avis account. He also has responsibilities in the agency's international division. His first job with an advertising agency was as a mail-boy with BBDO in 1951. But within a year he moved into account work and by 1954 he was serving various accounts for Gardner Advertising in New York. He joined B&B in 1961.

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Datebook © A calendar of important meetings and events in communications

July

- July 18-21—10th annual Executive Conference, *New York State Broadcasters Association*. Cooperstown, N.Y.
- 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.
- July 27—Regional meeting, *ABC-TV executives and network affiliates*. New York.
- July 28—Regional meeting, *ABC-TV executives and network affiliates*. Chicago.
- July 29—Regional meeting, *ABC-TV executives and network affiliates*. Atlanta.
- July 30—Joint meeting, *North and South Carolina Associated Press Broadcasters Associations*, in conjunction with AP-sponsored Broadcast News Seminar for all stations in Carolinas. Guest speakers include: Tom Powell, president, APBA, and Gerald Trapp, general broadcast news editor, AP. Downtowner (Coliseum), Charlotte, N.C.

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 FCC proceeding; including formulating of rules and policies relating to renewal of broadcast licenses (Doc. 19153). Reply comments due Sept. 15.
- Aug. 3—Regional meeting, *ABC-TV executives and network affiliates*. Phoenix.
- Aug. 5—Regional meeting, *ABC-TV executives and network affiliates*. Los Angeles.
- Aug. 12-15—Seventh Hollywood Festival of World Television, Wolper Video Center, Hollywood. Screening of award-winning TV program entries from 18 countries in competition including 16 U.S. markets. (P.O. Box 2430, Hollywood 90028).
- 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 *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. 2—New deadline for filing comments in FCC proceeding involving formulation of policies relating to broadcast renewal applicants (Doc. 19154). Reply comments due Oct. 4.
- Sept. 9-11—Fall convention, *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.
- Sept. 13—Hearings by *Federal Trade Commission* to explore impact of advertising on consumers, with special attention to TV advertising. FTC building, Washington.
- Sept. 15-17—Fall convention, *Michigan Association of Broadcasters*. Featured speaker will be former FCC Commissioner Lee Loevinger, now Washington lawyer. Hidden Valley.
- Sept. 21—Public hearings of *Canadian Radio-Television Commission*. Inn on the Park, Toronto.
- Sept. 23-25—Annual broadcasting symposium, sponsored by Group of Broadcasting, *Institute of Electrical and Electronic Engineers*. Washington Hilton hotel, Washington.

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

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

Sept. 28—New deadline for filing comments in FCC proceeding involving proposed amendment of rules pertaining to field-strength curves for FM and TV stations, and field-strength measurements for same (consolidated proceeding). Previous deadline was June 28 (Docs. 16004, 18052).

October

- Oct. 1—New deadline for filing comments in FCC inquiry into performance of television receivers and location of FM transmitters to alleviate interference in TV reception (Doc. 19183). Deadline was extended from July 1.
- Oct. 3-5—Fall convention, *New Jersey Broadcasters Association*. Hotel Dennis, Atlantic City.
- Oct. 3-8—110th technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers (SMPTE)*. Queen Elizabeth hotel, Montreal.
- Oct. 4, 12—Hearings by Senate Commerce Committee's Subcommittee for Consumers on Truth-in-Advertising Act (S. 1461) and National Institute of Advertising, Marketing and Society Act (S. 1753). Location to be announced.
- Oct. 5—Public hearings of *Canadian Radio-Television Commission*. Commission will hear renewal of CKPM(AM) Ottawa. Skyline hotel, Ottawa.
- Oct. 6-8—Meeting, *Tennessee Association of Broadcasters*. Sheraton hotel, Nashville.
- Oct. 7-9—Meeting, *Massachusetts Association of Broadcasters*. Sheraton-Hyannis, Hyannis.
- Oct. 8—Fourth annual management seminar, sponsored by *Kansas Association of Broadcasters*. Ramada inn, Manhattan, Kan.
- 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.

Major convention dates in '71

- Sept. 27-29—11th annual conference sponsored by *Institute of Broadcasting Financial Management*. Regency Hyatt House, Atlanta.
- Sept. 28-Oct. 2—Annual national conference and workshops, *Radio-Television News Directors Association*. Statler Hilton hotel, Boston.
- Oct. 17-20—Annual convention, *National Association of Educational Broadcasters*. Fontainebleau hotel, Miami Beach.
- Nov. 14-17—Seminar, sponsored by *Broadcasters Promotion Association*. Washington Plaza hotel, Seattle.

tional 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. 17-19—Annual convention, *Nevada Broadcasters Association*. Sahara-Tahoe hotel, Lake Tahoe.

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

Oct. 19—Public hearings by *Canadian Radio-Television Commission*. Commission will hear applications proposing second TV service for Western Manitoba, Saskatchewan and Central Alberta. Applications must be on file by Aug. 10. Regina inn, Regina, Saskatchewan.

Oct. 22-30—Meeting, *International Film, TV Film and Documentary Market (MIFED)*. Contracts will be made for negotiating agreements in any branch of film production, co-production, financing and issue of import and export licenses made. Advance booking should be made to MIFED before Sept. 25. Largo Domodossola 1—20145 Milan, Italy.



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Broadcasting® THE BUSINESSWEEKLY OF TELEVISION AND RADIO TELEVISION

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

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BROADCASTING® Magazine was founded in
1931 by Broadcasting Publications Inc.,
using the title BROADCASTING®—The
News Magazine of the Fifth Estate.
Broadcast Advertising® was acquired
in 1932, Broadcast Reporter in 1933,
Telecast® in 1953 and Television® in
1961. Broadcasting-Telecasting® was
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Dissenting opinion

EDITOR: Since sitting as a member of the commission, I have found the editorials appearing in BROADCASTING magazine to be informative and, for the most part, interesting reading. I do, however, want to express my concern and disappointment with that part of this week's (July 12) lead editorial entitled "Madame Commissioner" which commented on the quality and general performance of members of my personal staff.

It strikes me as gratuitous and entirely unsupportable to conclude that I have "too often been misled" by members of my staff. A statement of this sort fundamentally requires some documentation which states the cases or decisions where such misleading has taken place. Beyond the lack of documentation, I would like to state for the record that I feel I have benefited greatly from a dedicated and hard-working staff, which is demonstrably balanced from a philosophical point of view.

As other commissioners, I have observed events during my tenure, have made my own decisions based on an independent evaluation of the facts and the law and have in the course of events often differed with the advice offered by my staff.

The primary demand I have made on my staff has been a strict adherence to reasonableness and evenhandedness. I am satisfied that they have met this most difficult standard.—Thomas J. Houser, member, FCC, Washington.

One question too few

EDITOR: You quote incorrectly [BROADCASTING, July 12] that I had stated that I had "been warned by one of the dissidents" to expect a fight on the selection of a new [National Cable Television Association] president. Just so that we may set the record straight, I was warned by one of the dissidents to expect a fight on the selection of a committee (italics supplied) which I had appointed to select a new president.

Your further reference to the fact that this person was "assumed to be Bruce Lovett of American Television & Communications Corp." is totally inaccurate. If your reporter had asked for, he would have received from me the name of the person involved, and I think in his assumption that it was Bruce Lovett he does great injustice to a man who I re-

gard very highly and has performed great service for our association both as a staff member and a board member. —Ralph N. Demgen, immediate past chairman, NCTA, Willmar Video Inc., Willmar, Minn.

(BROADCASTING is delighted to clarify the record regarding a fight over the selection committee as opposed to one over the presidential candidate, although it seems to us largely a distinction without a difference. BROADCASTING is dismayed to have erred in identifying the "dissident" in question, and extends regrets in that connection to Messrs. Demgen and Lovett. The former tells us now that his reference was to Martin F. Malarkey of Malarkey, Taylor & Associates, Washington.)

Call to arms

EDITOR: I have just read your editorial "Yesteryear" [BROADCASTING, July 5]. While the millions of radio listeners are tapping their feet to news, sports and non-ASCAP tunes, the gullible American broadcaster continues to pay outrageous monetary homage to the Schwartzes and their kind. Old law suits may fade away but when they do fat old ASCAP just gets brighter, and it's the small-market broadcaster that does the fading. It is time all broadcasters woke up and joined the Georgia Broadcaster's Music Committee in their vigorous protests against the insidious and exorbitant fees demanded by ASCAP for a relatively small amount of product. —C. Jim Murphy, president, WBMK(AM) West Point, Ga.

One who's had it

EDITOR: Now that most of the broadcasting industry has sent in the annual fee to operate, several questions linger in the back of my mind. I wonder if we, the direct supporters of the FCC, will have any say-so in the way the commission will be operated? Will we, the operators of broadcasting stations, be given the right to speak our piece on the rules and regulations of the FCC, which will directly affect every broadcaster, without fear of someone taking our license or being harassed?

I, for one, am sick and tired of "Big Brother" saying "You will do this and that." Now that "Big Brother" is receiving his pay from the industry, it's high time that we, the broadcasters of this country, join one another and work toward self-regulation. Let's weed out the so-called "radio station owner" that works part-time in the dry goods store or some other nonrelated business. Our industry is in the condition it's in because present rules have not been enforced; due, in part, to the lack of manpower. Because of this, some so-called "radio station owners" feel they can get along without a first-class engineer; they can falsify transmitter logs; some get away with murder and know all along that chances are no one will catch them. None of us is perfect; all of us at some

time in the game have broken FCC rules, and most of us have sat around on our cans and have let a handful of nuts tell us how to operate our radio stations when most of them are still wet behind the ears, and have never been in a radio station!

Now that we are supporting the FCC directly, it's time for us to decide our destiny. We need more broadcasters on the FCC. But most of all the present encroachment of our rights must be ended; not tomorrow, but now! "Taxation without representation is tyranny." . . . Remember that famous statement? —W. K. Hoisington, station manager, WKYV(FM) Vicksburg, Miss.

No corner on youth

EDITOR: With reference to "Don't look now, but the engineer is only 15" [BROADCASTING, June 21] I would like to inform you that WLRM(FM) employs a young man named Steve Hurder who also received his first-class radiotelephone operator's license at the age of 15. Mr. Hurder, now 18, has been employed by us for the past three summers. He graduated from high school at 16 and is now attending Rice University in Texas except for his summer work here.—Jody Anderson, program director, WLRW(FM) Champaign, Ill.

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Staggers headed off at the pass

Broadcasting wins apparent First Amendment victory as congressional leadership avoids showdown on CBS citation

A landmark case over broadcasters' rights under freedom of the press vs. Congress's right to legislative inquiry was sidelined last Tuesday (July 13) as the House voted 226-to-181 to recommit to the Commerce Committee a proposed contempt citation against CBS and its president, Frank Stanton. Winnerwise, it was CBS's day. Confrontationwise, it was less a bang than a whimper.

The Commerce Committee, under Chairman Harley O. Staggers (D-W. Va.), had voted two weeks earlier to recommend the citation to the House, based on the network's refusal to supply subpoenaed outtakes and other materials from *The Selling of the Pentagon* documentary (BROADCASTING, July 5).

It was the first time in memory that the House had refused to back a committee on a contempt citation. And it was the first time that a committee had tried to cite a broadcaster who, on First Amendment grounds, refused to comply with an order.

In a statement issued after the vote, Dr. Stanton said: "We are very pleased by the decisive House vote to recommit the proposed contempt citation to the Commerce Committee. As responsible journalists, we shall continue to do our best to report on public events in a fair and objective manner."

According to House Speaker Carl Albert (D-Okla.), the issue will remain privileged for the remainder of the 92d Congress. That is, it could be brought to the floor again. However, Chairman Staggers said that would not happen.

"It would be futile," he told BROADCASTING the morning after the vote, "because the leadership on both sides is against it." He said he would have been satisfied if the House had voted one way or the other on the contempt recommendation, noting the issue now stands unresolved.

"The networks now control this Congress," he said with resignation.

In the 272-page committee report recommending the citation to the full house, the majority argued that the issue at stake involved more than contempt of a congressional subpoena. "The entire system of broadcast regulation—reinforced by numerous court decisions—is grounded on the twin legal propositions that the airways belong to the people and a broadcaster

is a trustee for the public," the report stated.

"In the present case," it said, "we have a trustee who has determined that he will not be answerable to the public's representatives as to how he has dealt with the public's property."

And, the majority warned: "If this challenge is successful, the broadcaster will be in the legally anomalous position

Dramatis personae in last week's House of Representatives drama concerning the threatened citation of CBS for contempt of Congress: onstage—Harley O. Staggers (D-W. Va.) (below), whose hope it was to force the contempt citation to a successful vote, and (picture at lower right) House Speaker



Carl Albert (D-Okla.) (r), whose corridor conference here with Parliamentarian Lewis Deschler was one of several steps along the road to maneuvering the matter back to the Commerce Committee and apparent oblivion; offstage—Frank Stanton (top right), president of CBS, who with his news department and an important part of the future of broadcast journalism, was the object of it all.



**When all was said and done,
this is how they voted
on returning the CBS citation
to the Commerce Committee**

FOR THE PROPOSAL—226

Democrats—131

Abourezk (S.D.)
Abzug (N.Y.)
Adams (Wash.)
Addabbo (N.Y.)
Alexander (Ark.)
Anderson (Calif.)
Anderson (Tenn.)
Ashley (Ohio)
Aspin (Wis.)
Badillo (N.Y.)
Barrett (Pa.)
Begich (Alaska)
Bergland (Minn.)
Bevill (Ala.)
Bingham (N.Y.)
Blatnik (Minn.)
Boggs (La.)
Boland (Mass.)
Bolling (Mo.)
Brademas (Ind.)
Brooks (Tex.)
Burlison (Mo.)
Burton (Calif.)
Byrne (Pa.)
Carney (N.Y.)
Carney (Ohio)
Celler (N.Y.)
Chisholm (N.Y.)
Clay (Mo.)
Collins (Ill.)
Corman (Calif.)
Cotter (Conn.)
Culver (Iowa)
Dellums (Calif.)
Denholm (S.D.)
Diggs (Mich.)
Dow (N.Y.)
Drinan (Mass.)
Eckhardt (Tex.)
Edwards (Calif.)
Evans (Colo.)
Fascell (Fla.)
Flowers (Ala.)
Foley (Wash.)
Fraser (Minn.)
Fulton (Tenn.)
Fuqua (Fla.)

Galifianakis (N.C.)
Gaydos (Pa.)
Gibbons (Fla.)
Grasso (Conn.)
Green (Pa.)
Hamilton (Ind.)
Harrington (Mass.)
Hathaway (Me.)
Hawkins (Calif.)
Hechler (W. Va.)
Helstock (N.J.)
Hicks (Mass.)
Howard (N.J.)
Hungate (Mo.)
Jacobs (Ind.)
Jones (Tenn.)
Kath (Minn.)
Kastenmeier (Wis.)
Kuczyński (Ill.)
Koch (N.Y.)
Kyros (Me.)
Landrum (Ga.)
Leggett (Calif.)
Link (N.D.)
Long (Md.)
McCormack (Wash.)
McKay (Utah)
Matsunaga (Hawaii)
Mazzoli (Ky.)
Meeds (Wash.)
Melcher (Mont.)
Mikva (Ill.)
Mills (Ark.)
Minish (N.J.)
Mink (Hawaii)
Mitchell (Md.)
Monagan (Conn.)
Moorhead (Pa.)
Moss (Calif.)
Natcher (Ky.)
Nedzi (Mich.)
Nix (Pa.)
Obey (Wis.)
O'Neill (Mass.)
Patman (Tex.)
Patten (N.J.)
Perkins (Ky.)
Preyer (N.C.)

Republicans—95

Anderson (Ill.)
Andrews (N.D.)
Bell (Calif.)
Biester (Pa.)
Blackburn (Ga.)
Bow (Ohio)
Broomfield (Mich.)
Brotzman (Colo.)
Brown (Mich.)
Brown (Ohio)

Broyhill (N.C.)
Buchanan (Ala.)
Burke (Fla.)
Cederberg (Mich.)
Chamberlain (Mich.)
Conable (N.Y.)
Conte (Mass.)
Coughlin (Pa.)
Crane (Ill.)
Dennis (Ind.)
Duncan (Tenn.)
du Pont (Del.)
Dwyer (N.J.)
Edwards (Ala.)
Erlenborn (Ill.)
Esch (Mich.)
Findley (Ill.)
Fish (N.Y.)
Ford (Mich.)
Forsythe (N.J.)
Frelinghuysen (N.J.)
Frenzel (Mass.)
Fulton (Pa.)
Goldwater (Calif.)
Grover (N.Y.)
Gude (Md.)
Halpern (N.Y.)
Hammerschmidt (Ark.)
Hansen (Idaho)
Heckler (Mass.)
Hillis (Ind.)
Horton (N.Y.)
Hutchinson (Mich.)
Johnson (Pa.)
Keating (Ohio)
Keith (Mass.)
Kemp (N.Y.)
Lent (N.Y.)
Lloyd (Utah)
Lujan (N.M.)
McClary (Ill.)
McCloskey (Calif.)
McCollister (Neb.)
McDade (Pa.)
McKinney (Conn.)
Mailliard (Calif.)
Martin (Neb.)
Mathias (Calif.)
Mayne (Iowa)
Mills (Md.)
Morse (Mass.)
Mosher (Ohio)
Pelly (Wash.)

AGAINST THE PROPOSAL—181

Democrats—105

Abbitt (Va.)
Abernethy (Miss.)
Andrews (Ala.)
Annunzio (Ill.)
Aspinall (Colo.)
Bennett (Fla.)
Biaggi (N.Y.)
Blanton (Tenn.)
Brasco (N.Y.)
Brinkley (Ga.)
Burke (Mass.)
Burleson (Tex.)
Byron (Md.)
Cabell (Tex.)
Caffery (La.)
Casey (Tex.)
Chappell (Fla.)
Clark (Pa.)
Colmer (Miss.)
Daniel (Va.)
Davis (Ga.)
Davis (S.C.)
de la Garza (Tex.)
Delaney (N.Y.)
Dent (Pa.)
Dingell (Mich.)
Dorn (S.C.)
Dowdy (Tex.)
Downing (Va.)
Dulski (N.Y.)
Edmondson (Okla.)
Evens (Tenn.)
Fisher (Tex.)
Flood (Pa.)
Flynt (Ga.)

Steele (Conn.)
Steiger (Ariz.)
Steiger (Wis.)
Talcott (Calif.)
Teague (Calif.)
Terry (N.Y.)
Thone (Neb.)
Vander Jagt (Mich.)
Wampler (Va.)
Whalen (Ohio)
Whitehurst (Va.)
Whitall (N.J.)
Wiggins (Calif.)
Winn (Kan.)
Wyatt (Ore.)
Wyman (N.H.)

Morgan (Pa.)
Murphy (Ill.)
Murphy (N.Y.)
O'Hara (Mich.)
Passman (La.)
Pickle (La.)
Pike (N.Y.)
Poage (Tex.)
Podell (N.Y.)
Rarick (La.)
Roberts (Tex.)
Rogers (Fla.)
Rooney (N.Y.)
Rooney (Pa.)
Runnels (N.M.)
Satterfield (Va.)
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Stubblefield (Va.)
Stuckey (Ga.)
Teague (Tex.)
Vigorito (Pa.)
Waggonner (La.)
Watts (Ky.)
White (Tex.)
Whitten (Miss.)
Wright (Tex.)
Young (Tex.)
Zablocki (Wis.)

Republicans—76

Archer (Tex.)
Arends (Ill.)
Ashbrook (Ohio)
Baker (Tenn.)
Belcher (Okla.)
Betts (Ohio)
Bray (Ind.)
Broyhill (Va.)
Byrnes (Wis.)
Camp (Okla.)
Carter (Ky.)
Clancy (Ohio)
Clausen (Calif.)
Clawson (Calif.)
Cleveland (N.H.)
Collier (Ill.)
Collins (Tex.)
Davis (Wis.)
Derwinski (Ill.)
Devine (Ohio)
Dickinson (Ala.)

of being a 'trustee' who is responsible to no one. Furthermore, the power of the Congress to legislate in the area of broadcast regulation will be severely crippled. Legislation requires information. The information sought in the present matter is essential if the Congress is to obtain a clear picture of the serious abuses which may have to be remedied through the legislative process."

Heated debate on the floor followed submission of the Commerce Committee's report. These are excerpts:

Mr. Staggers: "I do not believe the First Amendment is involved in this question in any way whatsoever . . . If it involved any man's thoughts, any man's notes or concepts, or anything that he had in his mind, I would say yes. But it does not. This involves only the actual shooting of scenes in public . . . There were no notes. They took a picture. They took the recordings. And they took 11 months to take this into some darkroom somewhere and to say, 'All right, this man said something that we did not want him to say. So we are going to take an answer from another question over here, and make him say

something he did not say.' And he did not say it. We know this because we have the testimony, sworn testimony of the assistant secretary of defense [Daniel Henkin] that he did not make them in this sequence . . . Now, I think that America is done with this deception . . . There might be 20 or 30 or

Celler:

**"The First Amendment
towers over these
proceedings
like a colossus."**

40 different places where they misquoted or misplaced these things, we do not know . . . All we want them to do is supply us with the outtakes."

Emanuel Celler (D-N.Y.): "The First Amendment towers over these proceedings like a colossus and no esprit de corps and no tenderness of one member for another should force us to topple over this monument to our liberties; this is, the First Amendment . . . There may be no distinction be-

tween the right of a press reporter and a broadcaster. Otherwise, the stream of news may be dried up . . . The press and TV often are guilty of misrepresentation and error. Some of this is inevitable in free debate . . . In summary, I am convinced that as a matter of law if the Congress votes this contempt citation and the matter is brought to the courts by the Department of Justice, the position of the House will not be sustained. Further, as a matter of policy, I believe we are embarking on a dangerous path and, what is more, we are doing it without any evidence of compelling need. There is no need to attempt to impose this legal question on the courts since all of the information necessary for the committee's legislative purpose is either presently in its possession or available through other sources." Mr. Celler had tried to head off a floor fight on the issue ("Closed Circuit," July 12).

William L. Springer (R-Ill.): "The committee believes that it is defending the right of the people to know when a deceit or fraud occurs. Second, the committee is defending the right of the people to know how the deceit or fraud

was created and how it came to be shown on television. It is impossible for the committee to know how the fraud was committed unless the outtakes are supplied . . . We are pursuing this investigation in an attempt to determine whether or not legislation is needed or whether or not we ought to make recommendations to the [FCC] to take any necessary action—such as was taken . . . in the creation of the fraud in the quiz show investigation.”

Barber B. Conable Jr. (R-N.Y.): “I do not consider it a desirable policy for the government or the Congress to issue the kind of sweeping subpoena we are

Staggers:

**“The networks
now control
this Congress.”**

considering here. The impact of such a policy on news reporting at the local level particularly could be most unfortunate for the free flow of information. CBS may not have acted responsibly . . . but the Congress must.”

Wayne L. Hays (D-Ohio): “There is no degree—and I repeat—there is no degree in fakery. You either fake or you do not. There is no degree to splicing. You either splice or you do not. And you either lie or you do not lie . . . As for me, from now on if they want me on television it will be live television or nothing.”

F. Edward Hebert (D-La.): “I agree completely with the [CBS] stand—and that is the reason I am going to vote to cite them for contempt. They cry—‘First Amendment’ . . . They have had their First Amendment. They have had their chance to lie under the First Amendment . . . I am one of the victims of that deceit because I was shown in *The Selling of the Pentagon*.”

Ronald V. Dellums (D-Calif.): “The only real protection the American people have within the framework of a democratic society is for the media to bring the light to the dark places in the government. The issue is political . . . By coming even this far with this motion, I believe that the credibility of the House as a reasoning, tradition-minded body is shaken.”

Bertram L. Podell (D-N.Y.): “These outtakes are not privileged—they are not personal thoughts as are found in a reporter’s notes. Rather, they are the original films of an actual event prior to editing. I see nothing privileged in them. I wonder why CBS does?”

Mr. Albert had tried unsuccessfully to persuade Mr. Staggers not to call the citation recommendation to the floor. At a leadership conference Tuesday morning, he decided to recognize Judiciary

Committee Chairman Celler for a motion to refer the matter to Judiciary for further study of its constitutional aspects. However, according to Chairman Celler, it was subsequently decided “that this would be too bold a step to take against the Commerce Committee” and that it would be wiser to allow a motion for recommittal.

That motion was introduced by Commerce Committee member Hastings Keith (R-Mass.), but not because he was opposed to the contempt citation. He told House members that the need for legislation is “apparent, and we have the necessary information. I believe that if we recommit this resolution and report to the floor legislation which would more adequately express the intent of Congress and give authority to the [FCC] to move in a constitutional way that would require the networks to be as responsible for the fairness and honesty of their documentaries as they are for quiz shows and other broadcasts, we will have accomplished our legislative purpose.”

House support for the motion to recommit seemed to snowball as the voting progressed. A voice vote seemed strongly opposed to the motion. Then Mr. Keith requested a standing vote, which resulted in 151 members supporting the motion and 147 opposed.

Conable:

**“CBS may not have
acted responsibly . . .
but the Congress must.”**

The roll call vote requested by Mr. Staggers made it 226 in favor, 181 opposed.

Last Thursday (July 15), Mr. Keith introduced legislation that would prohibit a broadcaster from:

- Staging an event in such a manner as to give the viewer the impression that what he is seeing is in fact happening when it is not.

- Presenting an interview as being spontaneous and unrehearsed when in fact it is not.

- Juxtaposing or rearranging by editing without indicating to the public that this has occurred.

Mr. Keith noted that the bill embodies some of the basic points outlined in the policy statement CBS submitted to the Investigations Subcommittee on its standards and practices in the production of news and documentary programs (BROADCASTING, July 5).

*For BROADCASTING’s own analysis
of Selling of the Pentagon, see
“Perspective on the News,” overleaf*

M&H

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What the shooting was all about

In a record replete with outraged nitpicking,
main story of Pentagon spending is untouched

In the controversy over *The Selling of the Pentagon* that the House at least temporarily laid to rest last week, the flak that the program's critics put up was directed almost exclusively at the fringes. Only an occasional shot strayed near the program's main point.

That is evident from a study of the available evidence—transcripts, speech texts and prolific Pentagon answers to prolific pro-Pentagon questions entered in the *Congressional Record* by critics of the CBS News program.

These documents show that CBS News made errors and, as charged, edited some answers selectively and out of sequence and in one disputed case made it appear that a marine colonel was expressing his own views when, for two sentences, he may have been quoting someone else.

But the comments as edited were not essentially at odds with the tone of the broader remarks from which they were taken. And nowhere does the record seriously challenge the program's basic contention that the Department of Defense spends millions of dollars promoting both its activities and political points of view and that, as of the time the program was first broadcast, it had stopped none of these promotions despite a presidential directive to executive agencies to put an end to "inappropriate promotional activities" and curtail "broadcasting, advertising, exhibits and films."

The one-hour documentary had hardly left the CBS air last Feb. 23 when the howls of the critics started, led by two officials who, it was reported later, had not then seen it: Vice President Agnew and Representative F. Edward Hebert (D-La.), chairman of the House Armed Services Committee. The controversy continued right down to the House vote last Tuesday (July 13) that sent a contempt-citation proposal against CBS back to the House Commerce Committee which originated it.

The attacks on *The Selling of the Pentagon* were hurled broadside: Congressman Hebert, for one, called it a "professional hatchet job" while Vice President Agnew in one of his kinder moments said it showed "alleged facts which are untrue."

But the specific criticisms that drew the heaviest emphasis were these:

- That a filmed interview with Assistant Defense Secretary Daniel Z. Henkin was edited from more than 40 minutes to 2:04 minutes with sentences presented out of sequence and questions and answers rearranged.

- That the "team of colonels" depicted in the program as "touring the country to lecture on foreign policy" were in fact members of the faculty of the Industrial College of the Armed Forces doing what they were supposed to do: conduct seminars before reservists, using prepared, cleared-in-advance scripts on 33 topics, including foreign policy—"completely within military regulations."

- More specifically, that in editing remarks by one of the colonels at a seminar in Peoria, Ill., CBS News took sentences out of sequence and out of context and in one instance made it appear that the colonel was speaking for himself when he was in fact quoting the prime minister of Laos.

- That coverage of a military demonstration before Joint Civilian Orientation Conference guests made it appear the demonstration was staged for them and that the Pentagon furnished clothing for them and sent "high-ranking generals" to accompany them, when in fact the demonstration would have been conducted anyway, the guests paid for their own clothing and other personal expenses and high-ranking officers did not accompany them from base to base.

- That through its selection of segments to show on the air, CBS News gave distorted versions of briefings at the Pentagon and in Saigon.

Of these, the critics put by far the most emphasis on those charging distortion in the editing of the interview with Assistant Secretary Henkin and the speech by the marine colonel in Peoria, John MacNeil, and to a lesser extent the treatment of the Pentagon and Saigon press briefings. The available evidence suggests they had a better case for some of their other charges.

CBS News officials were still not answering specific charges last week,

but there is considerable evidence in the *Congressional Record* on which to evaluate the complaints, including a transcript of the CBS News program itself, a transcript of the full interview with Secretary Henkin and a Pentagon-supplied text of the speech from which Colonel MacNeil was working in Peoria. There are also the Pentagon's answers to first 15 and later 37 other questions by Congressman Hebert.

There is no question about portions of the Henkin interview being rearranged. They were.

For instance, portions of Mr. Henkin's answer to a question about the militaristic implications of equipment displays were made a part of his answer to an earlier question—but the question to which they were transferred also dealt with military displays and the purpose they serve. If there was any consequential omission at this point, it was deletion of Mr. Henkin's reference to the displays' "ancillary benefit" in aid of recruiting.

At another point correspondent Roger Mudd, picking up a Henkin reference to drug, racial and budget problems of the military, asked whether information on those problems is the kind that "gets passed out at state fairs, by sergeants who are standing next to rockets."

Selling of the Pentagon picked up the first sentence of Mr. Henkin's answer—"no, I didn't—wouldn't limit that to sergeants standing next to any kind of exhibit." Mr. Henkin's next sentence, "I thought we were discussing speeches and all," was deleted and in its place were inserted two sentences from his reply to the earlier question about militaristic implications of equipment exhibits.

These two sentences originally followed an unused comment about Pentagon obligations to inform the public about "the problems that we confront, such as the increasing Soviet threat." They were: "Now there are those who contend that this is propaganda. I don't—do not agree with this."

The other charge of distortion came from CBS News's shortening of Mr. Henkin's assertion that "after all, this interview here is being staged, as one

might say," by dropping the "as one might say." That, according to the Pentagon, "changes a statement into an accusation."

The most serious transgression in the Henkin editing would seem to be the transferral of remarks related to the Soviet threat into an answer about information passed out at military equipment displays. Even so, in the context of the complete original interview it is hard to see that Mr. Henkin's views on the subjects under discussion were materially misrepresented.

(In one of the outtakes, incidentally, Mr. Henkin offered an opinion distinctly contrary to those of TV critics who maintain that television's coverage of the Vietnam war is misleading. In response to questions, he said he recognized that TV news has problems, and he thought television realizes it has problems, but that "I believe over the long run—a month, two months, six months, a year—that the American public has received a fine understanding of the war. And I don't include from this just the daily or hourly or evening news shows, but when one views the total picture including some

The MacNeil passage at issue, as it appeared on *Selling*, was this: "Well now we're coming to the heart of the problem—Vietnam. Now the Chinese have clearly and repeatedly stated that Thailand is next on their list after Vietnam. If South Vietnam becomes Communist it will be difficult for Laos to exist. The same goes for Cambodia and the other countries of Southeast Asia. I think if the Communists were to win in South Vietnam, the record in the north—what happened in Tet of '68—makes it clear there would be a bloodbath in store for a lot of the population of the south. The United States is still going to remain an Asian power."

The third and fourth sentences are those the critics say were attributed to Laotian Prime Minister Souvanna Phouma by Colonel MacNeil but that CBS News edited out the attribution.

The MacNeil text in the *Congressional Record* leaves no doubt that the entire passage was made up of sentences taken from widely separated sections of the speech and, even then, were not presented in sequence.

The speech text also shows clearly that the disputed sentences were at-

"it is difficult to tell where Souvanna Phouma left off and the colonel started." He also said that subsequent investigation had showed that apparently the colonel was paraphrasing part of a magazine interview with Souvanna and used the part that suited him and omitted another part that didn't suit.

A reading of the complete MacNeil text, however, leaves little doubt that the CBS News segment, for all its rearranging, was not contrary to Colonel MacNeil's views, including the challenged Souvanna portion.

In another section, for instance, Colonel MacNeil was not quoting Souvanna or anyone else—except conceivably a fellow colonel, given the arrangement of syntax—when he said: "The loss of Vietnam to the free world starts the fall of the domino countries adjacent to it and to Red China, and then we shall face a threat from hostile Asia quite similar to the threat we perceived in Europe nearly 30 years ago as the dominoes adjacent to and around Germany fell into the grasp of the Third Reich. No one should be confused as to what is at stake—it is our national security. . . ."



A few elements of the controversy that whipped around CBS News's The Selling of the Pentagon for more than four months are depicted in these off-the-tube shots. Even the title brought a rejoinder that "the Pentagon is not for sale" (but neither, the Pentagon also said in one of the less publicized assertions in the controversy, is "the right of a free press to criticize the Pentagon"). The crowd scenes show VIP guests at military firepower and troop displays, whose coverage on

the program was attacked by critics as giving the impression that the demonstrations were put on especially for the assembled notables. The program also showed children, like the boy above, playing with unarmed weapons when the military exercises were over. The Pentagon contended that whether children attend is up to their parents, but also conceded that "closer supervision is required" and said it had "initiated a review of this and will take corrective action."

of the documentaries which have been run, some of which have been outstanding, I believe that the public has received an insight into the war that would not be possible through any other medium.")

In the case of Colonel MacNeil's speech, Pentagon and congressional critics contended that CBS News took a few sentences out of some 57 pages of text, presented them out of sequence and out of context, edited out an attribution of one quotation to the prime minister of Laos and, in the words of a congressional committee's staff analysis, made the quotation "appear as a foreign-policy comment by the colonel himself, which would have been a violation of the Pentagon regulation described by Roger Mudd."

tributed to Souvanna in quotation marks in the original text—at the end of a passage in which at least two other sentences intervened after the attribution to Souvanna.

Defenders of CBS maintain that since quotation marks can be seen but not heard, and since Colonel MacNeil did not say "quote," "unquote," there was no way for CBS news editors to distinguish the sources, especially since at least two sentences came between the mention of Souvanna and the sentences in question.

In one of CBS News's few comments on specific criticisms of the program, President Richard S. Salant took this position. Appearing on a postscript to the March 23 rebroadcast of the program, he said that from the transcript

In presenting a segment of one of the Pentagon's daily briefings for newsmen, the program did present a disproportionate number—all in fact—of the no-comment answers at that day's session. The same could be true of the segment of the Saigon briefing though the specifics there are a little less clear.

Where Pentagon sources maintained that responsive replies to the no-comment questions would have revealed classified national-security information, Mr. Mudd made the point in a different way: He said the briefing executive, Deputy Assistant Secretary Jerry Friedheim, "does not, of course, tell all he knows; he wouldn't have his job long if he did."

The program erred in saying there are some 30,000 offices in the Penta-

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gon; the correct figure is closer to 5,000. It almost certainly went too far in saying that the Caterpillar Tractor Co. arranged the invitation for the team of colonels to visit Peoria. (The Pentagon claimed the invitation came from the Association of Commerce, but conceded that an employee of Caterpillar Tractor was, personally, a co-chairman of the event and that the Association of Commerce invited "some members of the public" to attend along with the reservists for whom it was intended.

The program probably did give the erroneous impression to many viewers that the troop and firepower demonstration witnessed by the VIP guests of the Joint Civilian Orientation Conference was put on for their benefit.

There is no apparent evidence against Pentagon claims that, contrary to implications in the program's commentary, "high-ranking generals" did not accompany these guests from base to base, but the Pentagon's claim that the guests paid all of their personal expenses is only partially pertinent: The program commentary said the civilians "paid part of their own costs."

It also said "the official total price of this tour is only \$12,000" but added that this does not include the cost of the demonstrations and related expenses. The General Accounting Office estimated last week, after an audit requested by a congressman, that the cost to the taxpayers was \$80,000 or more than five times the Pentagon's estimate.

The Pentagon disputed the program's claim that it was spending 10 times as much on public information as it did 12 years ago, but confirmed the program's \$30-million figure for the current year. It said the appropriation had been cut by Congress—as the program itself reported—and also by the Office of Management and Budget. It said the budget cuts would mean a personnel reduction of 1,535 positions but did not contradict the program's assertion that a presidential directive to stop "inappropriate promotional activities" was seen at the Pentagon as foreshadowing a cut in personnel but not in activities.

The program pointed out that the Pentagon spends over \$12 million a year on its own pictures and it played up a number of films made in the early 1960's featuring movie stars and other celebrities—including one with CBS's own Walter Cronkite—that it said are still widely shown. The Pentagon insisted that "a comparatively negligible" part of that \$12 million is spent on films for public information, with most going into films for troop information and other nonpublic purposes. Of seven such films discussed on the CBS program, the Pentagon claimed, all but one were made for troop-information purposes.

The CBS commentary, too, recog-

Were the worth of documentaries measured by the lawsuits they generate, Selling's success would be assured. Colonel MacNeil has filed a \$6 million libel suit against CBS (BROADCASTING, May 10). Last week, actor Robert Stack filed a \$25 million damage suit against the network for using an "unauthorized" clip from a training film he made for the Department of Defense. Mr. Stack said the footage made him look like a "hawk" on Vietnam, and caused some fans to say they would never see another of his pictures.

nized that most of the Pentagon films "are meant originally for troop information," but it also noted that "a large number" are later released for public showing and said that during the 1960's at least 52 million Americans saw Pentagon motion pictures.

The Pentagon counterclaimed that under the Freedom of Information Act it cannot refuse to release films that have been cleared for public showing.

It also noted that one of the anti-Communist films cited on the program, *Road to the Wall*, featuring James Cagney, had in fact—though *Selling of the Pentagon* didn't mention it—been produced for the Pentagon by CBS Films, which was paid for its work.

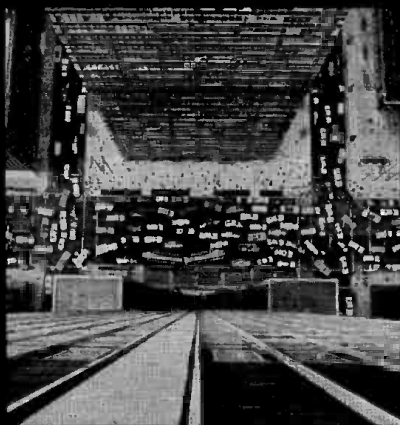
And so it went, back and forth. Both sides, it would appear, have learned something.

CBS, for its part, has issued a new statement of standards on news and documentary production that provides, among other things, that excerpts from speeches and statements will be presented in proper sequence unless the broadcast indicates otherwise, and that the viewer will also be told if the answer to an interview question "is derived, in part or in whole, from the answers to other questions."

The Pentagon, for its part, has initiated a review and promised "corrective action" as a result of program segments showing children in the audience watching demonstrations of hand-to-hand combat and, later, after the ammunition had been fired or removed, playing with weapons. It reportedly has instructed that judo and similar contests be eliminated from public demonstrations, deferred its VIP Joint Civilian Orientation Conference tour for this year, withdrawn Department of Defense film crews from Vietnam and started a review looking to withdrawal of those outdated troop-information films that have been playing high schools and Rotary clubs.

The public, both as taxpayer and as viewer, could be the ultimate beneficiary. (The foregoing "Perspective on the News" was written by Rufus Crater, editorial director, New York.)

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N E W Y O R K L O S A N G E L E S T O R O N T O

Will the fourth quarter save 1971 spot TV?

That's gut question stations, reps now ask
as sales remain sluggish in third quarter

Hopes are being pinned on a bonanza fourth quarter to lift spot television out of the economic doldrums that have gripped it for more than a year. And there is cautious optimism among industry leaders that the final period of the year will be a markedly superior one, enabling spot TV to top or equal the sales figures registered in 1970.

These conclusions surfaced last week from BROADCASTING's tenth annual survey of spring business at stations, a canvass of leading station representatives and a check of other specialists.

Indicative of the uneven and often sluggish spot-TV activity in the first five months of this year, 48% of the station respondents reported that national and regional sales were higher than a year ago, while 39% said they were lower and 13%, about the same. In contrast, last year's station surveys showed that

equal or dip slightly from 1970 levels. And both stations and reps, looking expectantly to a rush of sales in the fourth quarter, cited such indicators as prospects for a general business upturn, the addition of a half-hour period in prime-time to sell and the expectation of a "sold-out" network status in the fall.

In assaying the outlook for national and regional spot-TV business this year versus 1970, 55% of the station respondents on this point said they expect sales to be up; 25% down and 20%, about the same. In last year's survey, 59% expected business to be up over 1969; 31% down and 10% about the same.

Stations in markets having one or two commercial stations appear to have weathered the recession economy better than outlets in areas with three or more stations. And they were more bullish

which hurt primarily the large markets; a rush of "spot dollars" to the networks in the first quarter at allegedly bargain prices, and sharp negotiating by both media services and agencies, capitalizing on the advertising crunch.

Though stations and reps generally were optimistic that the fourth quarter would surpass 1970 levels, they tempered their projections by saying the general economy would be a key influence in advertising spending. Some reps cited the proliferation of bartered syndication programming this fall as a possible deterrent to spot spending, pointing out it may reduce substantially the amount of paid advertising.

The following are some typical reports from station representatives:

■ Spot-television business for the first six months of this year is off about 8% on an over-all basis at stations represented by a leading rep firm, according to the vice president in charge of sales. He said that a recent check by the firm indicates that the decline is across the board, covering all types of stations in different parts of the country, with major markets perhaps hurt slightly more than smaller markets. He said that the cuts appear to reflect reductions in spending by advertisers as a whole and not elimination of investment by certain companies. He was optimistic that the fourth quarter would show improvement, feeling that the prime-time half-hour to be relinquished by networks will tend to stabilize their prices and bring some additional spot money into those periods. But he was not optimistic that a comfortable fourth quarter would offset losses recorded in the earlier part of 1971.

■ The president of another leading rep firm said his spot-TV business was down approximately 7-8% in the first half of 1971. He said the first quarter of the period was considerably worse than the second due to "bargain basement prices" offered on network availabilities for 30-second spots. Many spot dollars were deflected into network in the first quarter, he said, and it has been difficult to recover from that initial loss. The third quarter is usually a "flat or

Ten years of ups, downs and sideways for spot

The sluggish spot-TV economy this past winter and spring is reflected in a comparison of BROADCASTING surveys conducted since 1962. The tables show for each year the percentages of station respondents that reported their

current spot business as up, down, or about the same in relation to sales for the comparable period of the year before. For the first five months of this year, a record low percentage of stations (48%) over the 10-year span said sales were higher than they were a year ago. Yet 55% of the stations expected to register increases in sales over 1970 this year (see story).

	1971	1970	1969	1968	1967	1966	1965	1964	1963	1962
Up	48%	59%	92%	74%	51%	64%	88%	75%	81%	88%
Down	39%	31%	3%	20%	39%	25%	4%	14%	12%	9%
Same	13%	10%	5%	6%	10%	11%	8%	11%	7%	3%

59% reported higher sales; 31% lower sales and 10%, the same (BROADCASTING, June 22, 1970).

Station representatives generally were even more solemn in estimating the volume of business generated to date, with a majority indicating that spot-TV activity has slipped 7% to 12% and a minority reporting that their stations have recorded increases of varying sizes in the first half of the year.

There was virtually unanimous agreement that the first quarter of the year was a near-disaster, with some improvement in the second quarter and with the third quarter apparently destined to

about business as a whole for the year than stations in markets with three or more TV facilities. Whereas in the one- or two-station markets, 81% said that business was up over a year ago and 70% expected an increase in sales for 1971 over 1970, only 43% of outlets in three-station markets said that sales had climbed over last year to date and only 40% expected sales to increase over 1970.

The general economy was cast as the main culprit in the slowdown in spot TV, according to both stations and reps. But they pointed to other factors, such as the loss of cigarette advertising,

negative one," he noted, but he anticipated an upward shift in the fourth quarter when new shows appear on the networks.

■ The vice president and general manager of one more major rep firm said stations on his roster have shown a drop in sales amounting to 10% to 12% for the first half of 1971, with the first quarter alone declining by 15% from 1970. He attributed the decelerated spending to the general economy, loss of cigarette advertising and fierce competition from the networks in the first quarter.

He acknowledged that stations in smaller markets have done "reasonably well," many of them faring better than last year. He felt that smaller-market station rates have held even more firmly than larger-market outlets. He was confident that there would be a surge of business in the fourth quarter but was less certain that the volume would be sufficient to result in a gain in sales in

1971 over last year's sales volume.

■ "We are watching the strength of the fall season," said the president of another major rep firm. "We are optimistic, and we expect to end 1971 with a gain." But thus far, he said, the going has been uneven, and the first half of the year may be about the same as last year's first six months. This rep found the brightest spot activity in the West, including the Rocky Mountain region.

■ Another rep with a top-market station list agreed with that sanguine prognostication to a degree, but was less optimistic over the full year's performance. "We should end the year down 1% or 2% on the average—but this is very dependent on the fourth quarter," he said. For the first six months, he said, the record is "dismal," particularly for the first quarter, with the second quarter less depressing but still off from last year's period.

"Advertisers," he said, "were going

into this year with spending levels off slightly and this was compounded with a problem in the rate [rate competition] area." The very top markets, as opposed to the medium markets, he said, seem to be feeling the pinch more in national spot.

■ The president of medium-sized rep firm with stations in major markets indicated that over-all the company has fared as well as last year to date, with network-affiliated stations having performed satisfactorily while independents either equalled or lagged behind in the first six months of this year.

He voiced the view that spot TV as a whole is off about 13% from 1970 at the mid-year mark but felt the dip has not been so drastic in the second quarter as in the first. He said the third quarter should be "fair," and the fourth quarter should be "quite good" unless stations "panic and sell the additional prime-time periods at depressed rates."

FTC shifts burden of proof

Taking first of actions it had threatened, it demands documentation of auto-ad claims

The first demand for substantiation of advertising claims has been made by the Federal Trade Commission. Last week the FTC asked automobile manufacturers to back up claims made in national advertising, including TV and radio.

The FTC call on seven automakers—four domestic and three foreign—was the first by the commission in its campaign to force advertisers to back claims made in advertising that refer to safety, performance, quality or comparative price. That campaign was announced last month, following petitions by Ralph Nader and other consumer advocates (BROADCASTING, June 14).

The auto makers were given 60 days to produce the requested documentation. General Motors, Chrysler and Ford Motor have said that they are prepared to do so, although there is speculation that auto manufacturers may challenge the FTC's authority to require such information.

(The American Advertising Federation, at its Hawaii convention two weeks ago [BROADCASTING, July 5], voted to ask the FTC to hold hearings on the substantiation order. The AAF said it felt that the agency had acted in a "precipitous fashion." That request was filed with the commission last week.)

At the time the FTC announced its intention to require substantiation, Robert Pitofsky, director of the agency's

Consumer Protection Bureau, said that the documentation would be placed in the public files. However, he added, if the commission discovered fraud, it would move against the advertiser under its jurisdiction to police advertising. Last week, Mr. Pitofsky noted that the listed advertising claims in the FTC order do not include all such advertising; others are either under investigation for possible misrepresentation or are not among the categories involved. "We are not going to ask for proof where the advertisement says the car helps virility or things like that," Mr. Pitofsky said last week.

The requests for substantiation went to—in addition to General Motors, Ford and Chrysler—American Motors, Volkswagen of America Inc., Toyota Motor Co. and Nissan Motor Corp. (Datsun).

Among the claims for which proof was demanded were: General Motors, CBS-TV, May 2, energy-absorbing steering column, side-door guard beam, double sheet roof construction, new windshield glass; Vega (a General Motors product), NBC-TV, Feb. 9, best-handling passenger car ever built in U.S.; also Vega, CBS Radio, Feb. 12, 25 miles per gallon performance; Impala (General Motors), NBC Radio, March 1-7, new power ventilation system.

Dodge Dart (Chrysler), NBC Radio, Jan. 1-7, claim that car has highest resale value of any compact; Plymouth

Satellite (Chrysler), NBC-TV, April 5, claim that car is America's lowest-priced, two-door intermediate.

Gremlin (American Motors), CBS Radio, Feb. 12, claim that of the three little cars made in America, the Gremlin has the biggest engine, the greatest horsepower and still gets up to 25 miles to the gallon.

Ford LTD, NBC-TV, April 5, claim that car is "over 700% quieter"; Maverick (Ford), NBC Radio, May 2, claim that car has best frequency of repair records; Pinto (Ford), NBC-TV, March 1, claim that car needs half the oil changes of the leading import, one-sixth the chassis lubes, averaged over 25 miles a gallon, and that its paint finish never needs waxing.

FTC finds a friend: Chamber of Commerce

If anyone still has any doubts about the churning tides of change in the U.S. marketplace, let him consider the action of the conservative, business-oriented Chamber of Commerce of the U.S. The organization has issued a "Statement on Advertising" that not only calls on advertisers to be "truthful, accurate, informative and relevant," but also sides with the Federal Trade Commission in its latest campaign to require proof of advertising claims (see above). The

Among other things in the five-point statement, the chamber calls for effective industry self-regulation, better con-

In the preamble to the statement, announced July 11, the chamber notes that advertising is a consumer's principal source of information about products and services, and it adds: "The business community and consumers alike are the losers when advertisers use tactics and appeals which impeach the good standing, repute and credibility of the business world."

The association noted that it had propounded a business consumer code last

Now FTC goes after name-brand sugars

It charges Amstar with misleading endorsements, nutritional claims

The Federal Trade Commission cast a skeptical eye toward the training tables of professional football and baseball last week when it announced its intention to file a complaint against Amstar Corp., New York (makers of Domino and Spreckels sugars). The proposed complaint charges not only that Amstar paid for the privilege of putting the two sugars on the training tables of pro teams but also engaged in false nutritional claims in its television, radio and other advertising for the sugars.

Named also in the prospective complaint are the two Amstar advertising agencies: Lewis & Gilman Inc., Philadelphia, and Daily & Associates, Los Angeles.

The FTC said that both the National Football League Properties Inc. and the Major League Baseball Promotion Corp. selected Domino and Spreckels sugars as their "official sugar," only because Amstar paid them for that right. Just how much was paid for this privilege none of the principals would disclose; the trade agency also declined to identify the figure until it became a matter of public information in any hearing that might be held on the allegations. The FTC hopes that the firm will sign a consent order before the complaint is officially issued.

The trade commission also charged that Amstar misrepresented in its advertising that the sugars give strength, energy and stamina to everyone, enable professional athletes to perform better, are assimilated and used as body fuel at a significantly faster rate than other refined sugars and other simple carbohydrates, are substantially different from other refined sugar.

All ordinary refined sugars, the FTC said, are essentially identical in composition and food value, consisting entirely of sucrose; Domino and Spreckels therefore do not have unique properties, it said.

Among other proposed penalties, the FTC would require Amstar to disclose in Domino and Spreckels advertising for the next year that the products do not have the challenged qualities, or, if

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necessary, require Amstar to devote 25% of the year's advertising for the sugars to the disclosure that the FTC had found that the previous advertising had been false. Two FTC commissions, Paul Rand Dixon and Everett MacIntyre dissented from this latter proposed provision.

Amstar denied that the advertising has been misleading or deceptive. It also said, in a statement issued immediately following announcement by the FTC of its intention to issue a complaint, that its advertising claims about the use of its sugars by the two pro leagues "are accurate and have been approved by these organizations." It declined to comment further on the ground that it had not seen a copy of the FTC's proposed complaint.

Amstar spent \$1,160,000 for Domino, and \$29,800 for Spreckels in spot TV in 1970. It spent \$99,300 in network TV in the first quarter of this year for Domino. In radio, the only expenditure was \$43,200 for Spreckels for spot radio in the last quarter last year.

Warning: unacceptable FDS ads on the loose

Last May, the TV Code Review Board of the National Association of Broadcasters approved a liberalization of TV copy messages for feminine deodorant-spray products (BROADCASTING, May 31). The new standards are to go into effect Sept. 1. Now the NAB's Code Authority has learned that Alberto-Culver Co. had sent out new TV commercials for its FDS spray, mentioning such up-to-now verboten comments as 24-hour protection and "time-release fragrance fresheners."

Since these two copy points are not supposed to be used until Sept. 1—on the ground that all feminine deodorant-spray makers should be assured of equal treatment—the Code Authority has notified its member stations not to carry the new commercials.

Furthermore, the Code Authority said in its warning message that it has not yet received detailed documentation needed to review the new FDS copy claims in order to determine whether or not they are acceptable under TV code standards after Sept. 1.

It asked members to contact the Code Authority headquarters in New York if there is any question about the new commercials.

Creative man picked as bureau regulator

The Council of Better Business Bureaus Inc. last week named Roger A. Purdon as vice president of its recently formed national advertising division, a key ele-

ment in advertising's emerging self-regulatory machinery. Mr. Purdon is a former creative director of LPE/Leo Burnett, London.

Establishment of the division was announced last May at the CBBB's annual convention (BROADCASTING, May 24). It was formed to monitor national advertising in all media for the soon-to-be-established National Advertising Review Board.

The new division will handle complaints and turn over to the proposed review board all cases of misleading or dishonest advertising it cannot correct itself. On request, the division will offer

advisory opinions on planned advertising.

The proposed National Review Board, supported by the American Advertising Federation, the American Association of Advertising Agencies and the Association of National Advertisers, will be composed of 30 members from advertisers, 10 from advertising agencies, and 10 "prestigious" members of the public. It is being formed as a voluntary self-regulatory agency for the advertising industry. And it will step in when the CBBB's advertising division cannot come to an agreement with an advertiser whose advertising it con-

Who do we like more than people who save S&H Green Stamps?

Easy.

People who redeem S&H Green Stamps. Because once they find out about the quality merchandise they get with their stamps, we've won a lifelong friend.

That's why we've invested in a modern warehouse system. In our newest one, outside Chicago in Hillside, Illinois, the most modern materials handling system available moves merchandise in and out at the rate of 126 truckloads a day.

And that is to assure the fast and unending flow of stock to the 155 redemption centers that warehouse serves. We have eight more warehouses around the

country supplying the remaining 700 or so redemption centers that in turn serve the nation's 37 million Green Stamp saving families.

All this, because we want people to redeem our stamps and enjoy the merchandise rewards they get for their thrift. Do we succeed?

Our three-quarters of a century of experience indicates that 95% of the stamps we issue will be redeemed.



Need information about trading stamps?
Write or call the local office or redemption center of
The Sperry and Hutchinson Company.
An American Way of Thrift Since 1896



siders to be in part misleading.

Mr. Purdon previously was a creative director with the former D'Arcy Agency, New York, and before that, president and creative head of the former Kudner Agency. He was also a creative director at McCann-Erickson. He joined LPE Ltd., London, in 1967 before it was acquired by Leo Burnett.

Into fairness ring: safety air bags

Nader-founded group claims Ford ads need opposing views

The FCC has been asked to rule that Ford Motor Co. commercials that allegedly disparage the value of safety air bags in automobiles raise a fairness-doctrine issue. The request was made last week by the Center for Auto Safety, a nonprofit group organized in 1968 by Ralph Nader, in a complaint directed against ABC and NBC. The complaint also specifically singled out WMAL-TV Washington, an ABC affiliate, and NBC's owned station in Washington, WRC-TV.

The center said the commercials present a "one-sided, controversial and inaccurate" description of the air bag, and asked that the commission direct the network and the stations to "present a suitable amount of time for the presentation of opposing views."

The center cited one broadcast of the commercial on each of the networks and their Washington affiliates but it also said the commercial "no doubt" had been aired "many times" by the two networks and by independent stations as well.

The Department of Transportation has ruled that the safety devices, designed to inflate in the event of a crash and provide a cushion of air between the driver and the dashboard, must be installed in all passenger cars by Aug. 15, 1973.

The Ford commercials cited in the complaint run for two minutes and, in a discussion of auto safety, refer to the air bag as a "complicated and costly device" that is lacking in "reliability."

The center says the ads are "misleading, contrary to the public safety, and flatly contradicted by the research of independent scientists, the federal government and even Ford's own competitors."

Accordingly, the center said, the commercials raise a fairness-doctrine issue. It also said the networks have not provided evidence that they have presented opposing points of view.

The center did not specifically re-

quest that it be designated as spokesman for the other side. However, in asking the networks to make time available for the other side, it offered to prepare two-minute spots to rebut Ford's claims.

The networks, in rejecting the center's request for time, contended that the brief mention of the air-bag device in the commercial—it covered 12 seconds—did not constitute a full-fledged "discussion" that would generate fairness-doctrine issue.

The commission has persistently refused to apply the fairness doctrine to product commercials, other than to those involving cigarettes. However, two weeks ago, in another case involving NBC, it held that a commercial did raise a fairness-doctrine issue. The complaint involved Standard Oil of New Jersey spots concerning Alaska oil drilling that, the commission said, discussed one side of the controversy over the ecological effects of drilling and transporting the oil (BROADCASTING, July 5). NBC had argued that the ads were institutional ads designed to promote goodwill for the company.

Some hopes held for new ARB diary

The Television Bureau of Advertising and the National Association of Broadcasters said last week they were encouraged by a new TV-viewer diary tested by the American Research Bureau.

ARB said that in the test the new diary produced homes-using-TV figures 11% higher, on the average, than its standard diary did. ARB officials said they had made firm their earlier tentative decision to introduce the new diary in October (BROADCASTING, June 28). It is "time-formatted," as opposed to the current open-end diary, and contains "consumer-product questions," formerly called product-usage questions. ARB said a time-formatted diary without such questions was also tested and produced HUT figures averaging 10% higher than the standard diary.

TVB told its members in a letter last Thursday (July 15) that it was "heartened" by the HUT-level increases but "confused by the almost insignificant changes in people or demographic levels—upon which so much buying is based."

TVB asked for an independent audit of the test at TVB's expense, plus further checks, assurances by ARB and another audit of its 1971-72 market reports.

NAB's research chief, John A. Dimling, in a July 14 letter to ARB, noted that the test results "do suggest that changing from open-end to time-formatted diaries might reduce the dis-

crepancies which now exist between ARB's estimates of viewing levels and other estimates." He urged that a national test be undertaken of the new diaries.

ARB said it would "be delighted to cooperate fully" and "give full consideration" to recommendations but must itself retain complete authority over the procedures of the ARB service.

Air power for the Army

Broadcast blitz records show volunteer upsurge despite broadcast criticism

If you assume that a recruiting campaign by the U.S. Army is aimed at getting men to enlist to fight, then the recent 13-week \$10.6-million TV-radio advertising campaign that began March 1 has been a success.

Over-all, from March through the end of June, 49,900 volunteers enlisted in the Army. They were only 800 more than the 49,100 who enlisted during the same period last year. However, volunteers for the combat arms (infantry, armor and artillery) numbered 7,806 for those four months, compared to only 3,106 such enlistments for all of 1970.

The Army's paid TV-radio advertising campaign began March 1 and officially was completed May 28. Direct enlistments attributed to the prime-time ads numbered only 4,100, according to John G. Kester, deputy assistant secretary of defense. This would figure out to \$2,585 per recruit. But, Army sources stress, this is an unfair comparison since these are only the number of enlistments out of the 6,900 respondents who left their names at a national List-fax number, which received more than 130,000 calls all told. Uncounted others—numbering in the thousands the Army believes—were inspired to go to their nearest recruiting office for additional information. How many of these signed up, however, is unknown. Anyway Army sources stress, the impact of the TV-radio ads was far stronger than that small 4,100 number, as evidenced by the sharp increase in enlistments for the fighting ranks.

In fact, the Army has asked the Defense Department for permission to spend another \$3 million to continue the test for another month to begin after Labor Day in an attempt to reach those high school graduates who have not yet decided their post-summer plans. Defense officials have not ruled yet on this request.

The TV-radio campaign not only generated over 130,000 calls, Mr. Kes-



**Kotex feminine napkins.
Kotex Plus napkins.
Kotex tampons.
Kotex feminine belts and panties.
Kotique products by Kotex.**

**Kotex[®] and Kotique[®]
add up to
feminine protection
with a Capital K!**

These names are our registered trademarks. Kotex is the leading name in feminine protection today. Kotique is a name you'll be seeing a lot of in the seventies. Both are important to us. So we ask you to remember to capitalize them everytime you use them. And to use them correctly. Kotex feminine napkins—never just Kotex. Kotique products by Kotex.



Kotex, Kotex Plus and Kotique are registered trademarks of the Kimberly-Clark Corporation.



ter noted, but it even seemed to impel a spirited boost in magazine advertisement returns. Before the broadcast campaign began, Army sources note, coupon returns from magazine advertising were running about 3,000 monthly; after the broadcast campaign began, the returns jumped seven-fold, to 22,000 a month. For the four months after the March 1 commencement of TV and radio paid advertising, 88,000 coupons were sent in.

Formal results of the 13-week TV-radio paid prime-time test are being evaluated by Roger T. Kelley, Defense Department manpower chief, and N. W. Ayer & Son, Philadelphia, the advertising agency chosen to handle the account. A final decision whether to continue using paid prime-time TV and

radio will be made late in September, it is expected.

Target of the Army ad blitz was 17-21-year-olds. Its aim was to determine the value of paid advertising to fill the Army personnel requirements by volunteers by 1973, when draft calls are planned to be reduced to zero.

Ayer prepared 30 new 20-second commercials for TV and 100 new radio spots in 30- and 60-second lengths. All were geared to the theme: "The Army Wants to Join You." As proposed, Ayer planned to place an average of 13 recruiting spots per week in every TV market in the country by way of the national networks, with \$3 million earmarked for those buys. In addition, a high-saturation spot-TV campaign was planned for eight TV markets. In radio,

the plan was to use principally local stations with 144 radio spots weekly in each of the first 100 markets, 36 per week in the second 100 markets, and 24 spots weekly for another 1,000 markets.

The Army's move caused angry repercussions from some broadcasters who felt that they were being discriminated against.

At one point, Representative John D. Dingell (D-Mich.) offered a bill that would forbid the military from buying time on the air. No hearings were held, however. For years, the military services have bought advertising in magazines and newspapers. In fact, in the fiscal 1972 Army budget, almost \$9 million is allocated for the purchase of broadcast time for recruiting.

House creeps toward the spending bill

Hays-Abbitt measure given best chance as Elections Subcommittee nears end of hearings

The Elections Subcommittee of the House Administration Committee is expected to conclude its month-long hearings on political campaign spending this week, according to Subcommittee Chairman Watkins M. Abbitt (D-Va.). The sense of the committee, Mr. Abbitt said, is that some form of limitation on amounts spent in campaigns for public office is necessary, and should include limits on individual contributions to candidates.

What manner of legislation will ultimately be passed by Congress is unpredictable, but the bill which seems to have the best chance of passage through the Administration Committee is H.R. 8284, introduced by Mr. Abbitt and Wayne L. Hays (D-Ohio), chairman of the parent committee.

Most testimony last Thursday (July 15) was directed at this measure which would place a ceiling of \$30,000 on campaign contributions to and expenditures by each House candidate per primary, primary run-off or general election. Senate or "at-large" House candidates would be restricted to the same limit or six cents per person in their states, whichever is greater. Presidential candidates and their running mates would be held to expenditures and receipt of six cents per person in the U.S. for each primary and general election.

The Hays-Abbitt measure places no restrictions on kind of media used in the campaign.

Representing Common Cause, the citizen lobby recently formed by former HEW Secretary John Gardner,

John Lagomarcino found fault with the enforcement provisions of H.R. 8384, citing the measure's applicability to limits on all campaign expenditures. Common Cause supports, instead, House Communications Subcommittee Chairman Torbert Macdonald's (D-Mass.) political-spending bill reported out two weeks ago (BROADCASTING, July 12).

That bill (H.R. 8629) would repeal Section 315 of the Communications Act (equal-time) for presidential and vice-presidential candidates, and limit to 10 cents per eligible voter the expenditure for a campaign for primary nomination or election to federal office.

However, the limitations would apply only to highly visible, expensive media, listed by Mr. Lagomarcino as television, radio, newspapers and magazines, which "absorb most of the campaign funds spent today."

The Common Cause spokesman did not include in his testimony another Macdonald bill provision; that no more than one-half of the amount allowed could be spent on broadcast media.

Another area of disagreement between the subcommittee and Common Cause is the disclosure provision of the Hays-Abbitt bill. H.R. 8284 requires full disclosure of receipts and expenditures within 45 days following an election. Mr. Lagomarcino urged adoption of legislation to require public acknowledgment of financing during as well as after an election campaign.

Further, if irregularities are evident, the Hays-Abbitt formula of reporting

financial arrangements to the Senate secretary and House clerk would not, in Common Cause's opinion, lead to rigorous enforcement of the law. Therefore, the lobby suggests an independent Federal Elections Commission, "similar to those proposed recently by Congressman [Thomas S.] Foley [D] of Washington and Senator [James B.] Pearson [R] of Kansas." Their plan is to create a five-member commission, no more than three of whom would be of the same party. Mr. Lagomarcino suggested adding one more member, and retaining the three-to-a-party balance, to create a truly "bipartisan" commission.

The final recommendation from the citizen group was to limit individual contributions to campaigns to \$5,000 for a House seat, \$15,000 for the Senate, and \$25,000 for presidential campaigns. "We believe these amounts are both equitable and enforceable," Mr. Lagomarcino said.

Some general comments were presented to the subcommittee Thursday by Representative Mark Andrews (R-N.D.), who urged that limitations on expenditures be adopted "which would go a long way toward eliminating the repetitious [television] spots that have been designed more to promote a candidate's name rather than discuss what he stands for."

Not only television costs have risen, but other media also cost more, he said. Expenditure limits on broadcasting ads would, in Mr. Andrews' view, force the candidate to "come out from behind the facade of the media and meet the

people on a face-to-face basis."

Earlier last week, the Abbutt subcommittee heard somewhat concurrent testimony.

In working sessions Monday and Tuesday, witnesses before the committee concentrated on disclosure by the candidate of the amount spent on his campaign. The Nixon administration's viewpoint was presented by Richard G. Kleindienst, deputy attorney general. In a prepared statement, he emphasized four main points: full, timely reporting and disclosure of the sources and uses of campaign funds by each candidate as the most important requirement for effective legislation on campaign financing; realistic and enforceable campaign-spending limitations (as opposed to present "archaic, unrealistic and unenforceable" laws); no limit on individual contributions to a campaign since such regulation is unnecessary and "may be unconstitutional," and total repeal of Section 315(a) of the Federal Communications Act, the "so-called equal-time provision," since it has "inhibited broadcasters from offering free time to candidates," contrary to its intent.

Mr. Kleindienst offered no dollar figure limit on campaign spending. "There are differences of opinion as to what the spending limitations ought to be," he said. Mr. Kleindienst proposed an overall ceiling in media spending. He was opposed to provisions, such as one in H.R. 8628, that would set separate spending limitations on broadcasting. "If a reasonable limit on media spending is adopted, we can perceive no logical reason for singling out the broadcasting industry for further restrictions," he said.

On Monday a private consultant, Martin Krakowski, urged the adoption of two disclosure rules: Every paid political advertisement should carry a "clear price tag showing the amount paid for the given announcement," Mr. Krakowski said. Beyond that, the cumulative spending for each candidate's campaign should be announced regularly and early.

A freshman congressman, Nick Begich (D-Alaska), urged the committee to "take the strongest, most enforceable steps possible to restore public faith in our democracy." Mr. Begich cited current campaign laws as "responsible for much of the mistrust and open hostility which have been increasingly directed in recent years against politicians, the two-party system, and the government, regardless of which party is in power."

Representative Barber B. Conable (D-N.Y.) said the major objective of any new law regulating campaign spending should be full and effective disclosure of campaign contributions and their distribution. Under H.R. 5447, which he introduced, each campaign committee

expecting more than \$1,000 in receipts would be required to register with an independent regulatory commission and to submit a statement of organization and finances. Statements would also be required of any individual who donated more than \$100 to political activities during one calendar year. Local sources of disclosure would be provided through reports to local district courts.

Representative Philip M. Crane (R-Ill.) said any limiting legislation should include language "that would clearly, explicitly and unequivocally foreclose the possibility that compulsory union dues paid by any American wage earner can be used directly or indirectly for any kind of political activity."

House Majority Leader Hale Boggs (D-La.) proposed a "two-pronged" attack on abuses. "We must take steps to guarantee candidates for public office low-cost access to the media," he said, "and second, we must devise and enforce a system requiring full public disclosure of campaign contributions and expenditures." His bill, H.R. 4340, would require "a complete accounting by candidates for federal office of all funds spent in campaigning in primaries and general elections."

H.R. 3620 was explained to the committee on Monday by its sponsor, Representative O. C. Fisher (D-Tex.). His bill limits spending by any one candidate in any one election to \$50,000, requires the candidate's permission in writing for money spent in his behalf (to be included in the ceiling of \$50,000), and provides fines and prison terms for violation of the requirements.

Representative John S. Monagan (D-Conn.) proposed to the committee a "direct and enforceable approach to campaign reform." His bill (H.R. 9507) would shorten presidential campaigns by "preventing the nomination of candidates for President more than 60 days

prior to election." Shorter campaigns would lessen the amount of money spent on campaigning since there would be less time to spend it in, Mr. Monagan claimed.

The hearings are scheduled to conclude Tuesday (July 20).

Democratic hopefuls set own broadcast limits

Contenders for the Democratic presidential nomination agreed last week to limit their broadcast spending in next year's primaries to reserve party funds for the general election.

The plan calls for the potential candidates to spend no more than five cents per registered voter in each of the contested states on TV and radio advertising. The limit does not apply to agency fees, production costs and nonbroadcast spending.

The agreement was reached last Wednesday (July 14) at a meeting in Washington called by Democratic National Chairman Lawrence F. O'Brien. The presidential hopefuls present were Senators George McGovern (S.D.), Fred Harris (Okla.), Birch Bayh (Ind.), Edmund Muskie (Me.) and Hubert Humphrey (Minn.). Senator Edward Kennedy (Mass.) declined an invitation to attend, and Senator Henry M. Jackson (Wash.) could not be present because of other commitments.

A DNC spokesman said the agreement applies only to the five contenders present and that Senator Jackson's approval would be sought. Senators Kennedy and Harold Hughes (Iowa) have announced they will not run for the Presidency.

If a candidate entered all of the 23 primaries next year, Mr. O'Brien said, his broadcast spending would be limited to \$2,819,000.

1971 television-network sales as of June 13

CBS \$269,646,500 (37%); NBC \$251,400,000 (35%); ABC \$199,186,900 (28%)*

Day parts	Total minutes week ended June 13	Total dollars week ended June 13	1971 total minutes	1971 total dollars	1970 total dollars
Monday-Friday					
Sign-on-10 a.m.	71	\$ 443,200	1,711	\$ 9,998,900	\$ 10,691,400
Monday-Friday 10 a.m.-6 p.m.	999	6,112,700	20,673	145,511,500	161,214,000
Saturday-Sunday					
Sign-on-6 p.m.	251	1,850,100	6,566	72,371,000	75,831,000
Monday-Saturday 6 p.m.-7:30 p.m.	104	1,409,800	2,115	33,792,600	39,492,900
Sunday 6 p.m.-7:30 p.m.	12	191,400	396	11,486,000	15,427,500
Monday-Sunday 7:30 p.m.-11 p.m.	444	15,107,500	2,513	417,755,000	466,939,100
Monday-Sunday 11 p.m.-Sign-off	136	1,205,600	10,191	29,298,400	32,328,600
Total	2,017	\$26,320,300	44,526	\$720,233,400	\$801,925,400

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

WHAT MAKES WSB RADIO NUMBER ONE?

Sports for one thing. More than any other station in Atlanta.

Braves baseball. Hawks basketball. University of Georgia football. Top college contests. Bowl games and high school games. Over 300 sports events a year.

Lots of sports attractions attract lots of sports fans. And more sports hungry Atlantans listen to WSB Radio than to the next two stations combined.

(ARB, Oct.-Nov. 1970)

Our sports loving listeners stay with us after the final whistle, too. For the quality sound and satisfying service that makes WSB the most listened to station in Atlanta.

If selling adult Atlantans with big league buying power is your game, shouldn't WSB Radio be in your lineup?

WSB Radio 750 Atlanta

Why are we number one? Listen.

300 SPORTS BROADCASTS A YEAR HELP.



NBC affiliate. Represented by CBS

Radio Spot Sales. A Communications Service of Cox Broadcasting Corporation. Cox Broadcasting Corporation Stations: WSB AM-FM-TV Atlanta, WHIO AM-FM-TV Dayton, WSOC AM-FM-TV Charlotte, WIOD AM-FM Miami, WIIC-TV Pittsburgh, KTVU San Francisco—Oakland.

Football coming back to earth?

The news this year in broadcast rights:
Price falls slightly after quarter-century rise

Copyright 1971, Broadcasting Publications Inc.

The escalation of prices paid for broadcast rights to football games has peaked after 25 years. The total football bill in 1971 will still be above \$66 million, but it will be slightly off the price of 1970.

All the decrease is in college-game rights, down \$160,165 from last year's total. A \$106,000 increase in professional rights was not enough to offset the college decline.

The 1971 radio-TV rights total, compiled annually by BROADCASTING and based on a national survey, breaks down this year's \$66,226,210 this way:

- \$62,500,000 from the networks for college and pro games, a figure that has remained constant in 1970 and 1971

since no major contracts were renegotiated.

- \$2,140,000 in local radio rights to the 26 National Football League clubs, a small gain of \$40,000 over last year.

- \$441,000 in local preseason TV rights for the same NFL teams, a \$66,000 increase over 1970.

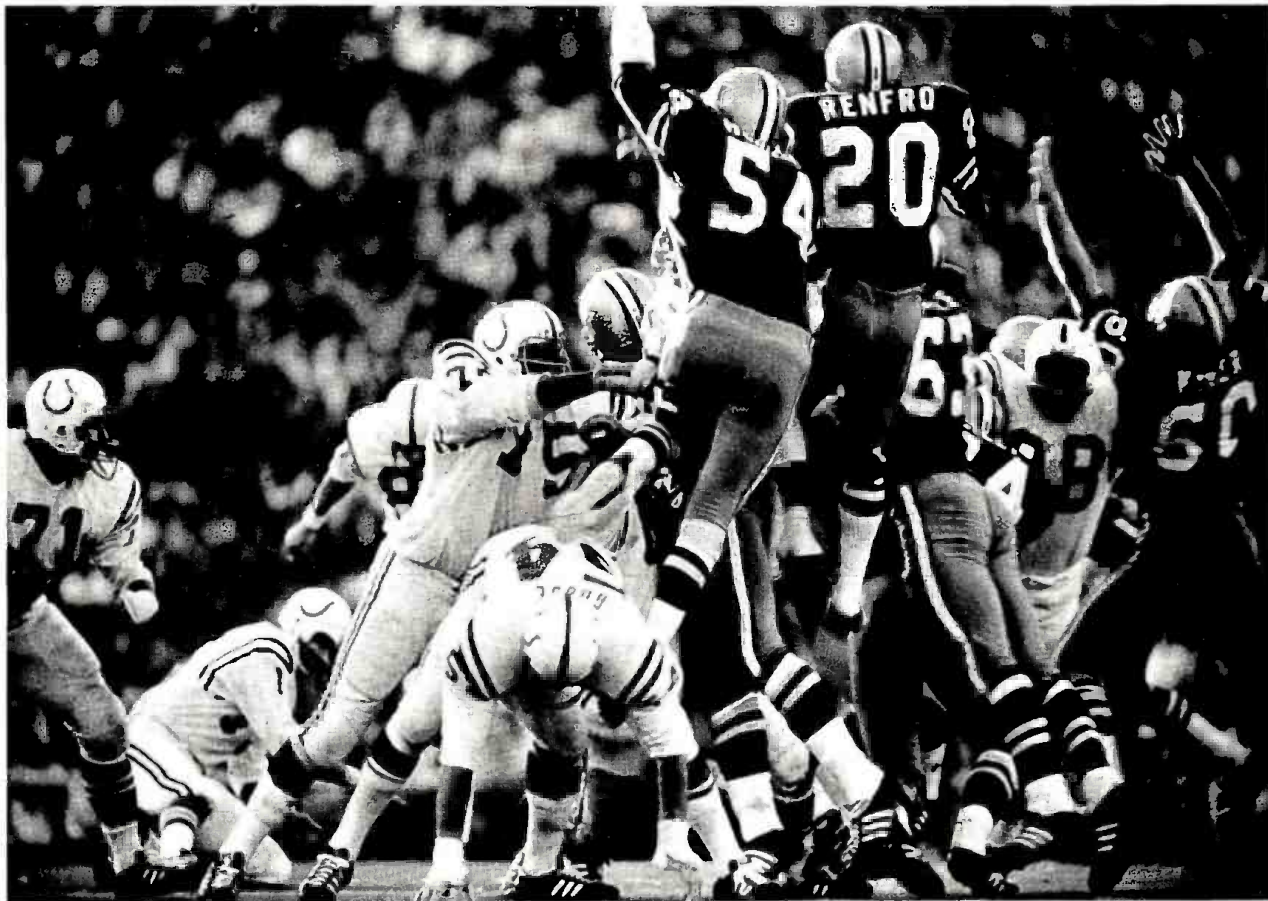
- \$1,145,210 in local radio and delayed-TV rights to schools and colleges, \$160,165 under last year's college total.

Most opinion is that the business of football broadcasting is merely in slowed-down step with the lagging economy. Paradoxically, several stations indicated that while they were keeping a tighter rein on their cost outlays for

football, the line of national spot and local sponsors is just as long as ever.

One source close to the colleges questioned whether the expansion of the pro coverage to Monday nights and other nonweekend times may have sated an over-all appetite of fans for broadcast coverage. He also cited the general condition of the economy and the loss of cigarette advertising last Jan. 2 as possibly prompting broadcasters to play closer to the belt in negotiating rights.

There still are many bright spots in the football broadcasting business for the coming season, particularly in radio. Two examples in the pro ranks are the expanded radio networks of the Dallas



Worthy of a script writer. The tag to the National Football League's long stand last season came in this final minute of the Super Bowl on a Sunday afternoon in Miami. It was the

successful field goal attempt of Baltimore Colt kicker Jim O'Brien (partially hidden, third from left) that hung a 16-13 defeat on the Dallas Cowboys.

Cowboys who will be covered on a regional network of 127 stations, and the Minnesota Vikings who have expanded their regional hook-up to 70-plus stations (see pages 44 and 45).

In college radio, there's a success story of the Southwest Conference and the Humble Oil & Refining Co. The association started with a Humble-sponsored Rice-Texas game at Houston in 1934. Today Humble holds complete rights to the conference's football and takes full sponsorship of all games through McCann-Erickson, Houston.

Going into its 38th year of Southwest Conference football, Humble will have 14 crew members and seven engineers ready to feed broadcasts to 121 stations in Texas and parts of New Mexico. Selection of the game of the week on the Humble network often is made just prior to the day of the game.

Following is a rundown by networks of football plans for this season as well as a look at some of the special sports networks and syndicators' schedules:

ABC-TV will begin its sixth year of National Collegiate Athletic Association football game coverage. 1971 will be the second year of a two-year rights contract with the \$24-million price tag split evenly over the season. Coverage includes 36 contests, one more than last year, and will include 12 national telecasts and 24 regional pickups. All will be in color. Three games will be at night.

It is estimated that a college collects \$200,000 for each appearance. Forty-nine colleges have been selected to compete.

The NCAA opener, Saturday, Sept. 11, will have Grambling State against

Morgan State in New York's Yankee Stadium. It will mark the first time two predominantly black schools have been selected to appear on network TV, although there have been regional telecasts of black teams. Season will close Dec. 4 with Penn State at Tennessee.

The "wild card" game featured for the last three seasons returns again this year. It gives ABC the option to choose one extra game for telecasting during the 1971 season, in addition to the game or games already on schedule for a particular date.

The announcing team of Chris Schenkel on play-by-play and Bud Wilkinson on color, will be back for ABC-TV.

Advertisers are being given two alternatives in buying this year's NCAA package. An 18-game package being sold at \$53,000 a minute or an 18-game package combined with three bowl games (Liberty, Sugar, and Hula) priced at \$50,500 a minute.

Filmed highlights of top games played each Saturday will be featured on *NCAA Football Highlights*. The one-hour program, beginning on ABC-TV Sunday, Sept. 19 and continuing through Dec. 5, will be broadcast 12-1 p.m. EST. Host of the series has not been named.

ABC-TV's second season of *NFL Monday Night Football* gets under way Monday, Sept. 20. The four-year \$34-million contract calls for an \$8.5-million payment each season.

Schedule entails one preseason contest Aug. 30 and 13 NFL games. All of the games will be telecast live 9 p.m. NYT to conclusion.

The Dick Cavett Show, 11:30 p.m.-

1 a.m. on the network will again be pre-empted Monday evenings during the NFL schedule. Similar action was taken early last season when many of the football games ran well past 11 p.m.

The new Monday evening entry proved a boon to ABC's ratings last year, and made it, according to an ABC spokesman, a "viable contender for the first time" in the network ratings war. The sports series raised ABC's share of the Monday night audience 55% last year, recording a 31% share and 18.5 rating on the Nielsen charts.

Fears by some executives that pro-football games placed in a prime time slot would lose the women audience to CBS and NBC were proved baseless. The games attracted a wide spectrum of audience according to an ABC spokesman. "For the first time we got a family audience, increased our share of viewers and picked up the died-in-the-wool pro-football fans," he said.

The controversial Howard Cosell will again provide game commentary along with former quarterback, Don Meredith. Frank Gifford, new to the announcing staff and former New York Giant player, will do the play-by-play.

CBS-TV's coverage of the NFL's National Football Conference will include the telecast of three preseason games broadcast at night (9 p.m. EDT-conclusion) Saturday, Aug. 28; Friday, Sept. 3, and Sunday, Sept. 12, and 83 regular-season contests.

In addition, four postseason games—two NFC playoffs (Saturday, Dec. 25, and Sunday, Dec. 26); the NFC championship (Sunday, Jan. 2) and the Super Bowl (Sunday, Jan. 16) are scheduled on CBS-TV. That network

The football price the networks pay

ABC-TV

	Rights	Date
Coaches All-American Game	unannounced	June 26
College All-Star Game	unannounced	July 30
NCAA College Games	\$12,000,000	Sept. 11
NFL Monday Night Football	8,500,000	Sept. 21
Liberty Bowl	unannounced	Dec. 20
North-South Shrine Game	unannounced	Dec. 27
East-West Shrine Game	unannounced	Jan. 1
Sugar Bowl	unannounced	Jan. 8
Hula Bowl	unannounced	
Total	\$20,500,000	

CBS Radio

	Rights	Date
Cotton Bowl	(1)	Jan. 1
NFL Championship	(1)	Jan. 2
Super Bowl	(1)	Jan. 16

CBS-TV

	Rights	Date
NFC Preseason Games	(2)	Aug. 28
NFC Games	\$20,000,000	Sept. 19
Sun Bowl	unannounced	Dec. 19
NFC Western Championships	(2)	Dec. 25
NFC Eastern Championships	(2)	Dec. 26
Cotton Bowl	unannounced	Jan. 1
NFC Championships	(2)	Jan. 2
Super Bowl	\$2,500,000	Jan. 16
Total	\$22,500,000	

Mutual

	Rights	Date
Notre Dame Football	unannounced	Sept. 18

NBC-TV

	Rights	Date
AFC Preseason Games	(3)	Aug. 13
AFC Games	\$15,000,000	Sept. 19
AFC Division Playoffs	(3)	Dec. 26
AFC Championship	(3)	Jan. 2
Gator Bowl	200,000	Dec. 31
Rose Bowl	1,400,000	Jan. 1
Orange Bowl	700,000	Jan. 1

Senior Bowl

	Rights	Date
AFC-NFC Pre Bowl Game	50,000	Jan. 8
Total	1,000,000	Jan. 23

NBC Radio

	Rights	Date
AFC Championship	(1)	Jan. 2
Orange Bowl	(1)	Jan. 1
Rose Bowl	(1)	Jan. 1

All networks—announced

	Rights	Date
Estimate for unannounced games and series	\$61,350,000	
Grand total for networks	\$1,150,000	

- (1) Radio rights included in TV contract.
(2) Rights included in NFL-National Football Conference package.
(3) Rights included in NFL-American Football Conference package.

What major schools get from radio and local TV

Conference	Members	Radio stations	TV stations	Total rights
Atlantic Coast	8	262	12	\$ 82,500
Big Eight	8	248	22	90,400
Big Sky	8	54	10	5,450
Big 10	10	233	37	112,300
Ivy League	8	55	3	19,710
Mid-America	6	21	3	4,700
Missouri Valley	10	17	2	9,000
Pacific Eight	8	94	7	258,100
Southeastern	10	548	47	248,500
Southern	8	51	2	4,950
Southwest	9	121	19	110,000
Western Athletic	8	85	7	36,500
Independents ¹	24	382	11	163,100
Totals	125	2,171	182	\$1,145,210

¹ Does not include Notre Dame rights

and NBC alternate coverage of the Super Bowl and the AFC-NFC Pro Bowl Game.

It was reported that CBS-TV is dividing its games into four packages:

(1) Three exhibition games will be sold to advertisers for \$45,000 per minute;

(2) A national game package including 21 dates, 29 broadcasts (eight doubleheaders and 14 single Sunday contests), two Saturday games, two NFC playoffs, the NFC championship and Super Bowl for \$74,230 a minute. The Super Bowl purchased alone goes for \$200,000 per minute;

(3) Twenty-one pregame shows, \$30,000 a minute; (4) Twenty-one postgame shows at \$40,000 a minute.

Two collegiate bowl games, The Cotton Bowl (Jan. 1) and the Sun Bowl (Dec. 19), will make a return appearance on CBS this year. Sponsorship was not available.

A slate of 21 broadcasters have been assigned to handle NFC coverage this year. Calling play-by-play will be Ray Scott, Pat Summerall, Jack Buck, Alex Hawkins, Lindsey Nelson, John Sauer and Jack Whitaker. Analysts will be Tom Brookshier, Frank Glieber, Eddie LeBaron, Jack Drees and George Connor, Don Criqui, and Irv Cross. The postgame broadcasters will be Bruce Roberts, Gil Stratton, Andy Musser, Dick Stockton, Bill Mazer and Frank Clarke. One woman reporter, Elinore Kaine, has been assigned announcing chores. Miss Kaine will host special program features (see adjacent story).

Each NFC regular season broadcast will be preceded by a 30-minute program, *The NFL Today*, and followed by a 15-minute post-game show, *Pro Football Report*. Two announcers, to be named shortly, a play-by-play man and an analyst, will be assigned to each program.

NBC-TV will kick off its 1971 AFC pro schedule Sunday, Sept. 19. A total of 91 game telecasts, nine over last year's schedule, will include 84 regular season games, three preseason contests (all at night), AFC divisional playoffs, AFC championship game and the AFC-NFC Pro Bowl game, Sunday, Jan. 23, 1972. Also, post-season collegiate play on NBC includes four bowl contests. Returning again this year will be the Gator Bowl, Dec. 31, the Rose and Orange Bowls on New Year's Day and the Senior Bowl, Jan. 8, 1972.

The AFC announcing crew will include Ross Porter, Bill O'Donnell, Curt Gowdy, Jim Simpson, Pat Hernon, Charles Jones, Jay Randolph and Bill Enis on play-by-play and Kyle Rote, Al DeRogatis, George Ratterman, Willie Davis, Johnny Morris, Dave Kocourek on color. Pat Hernon will be host at a



No longer a man's world

A bit of football femininity will be added to CBS-TV's 20-man announcing crew this fall Elinore Kaine, syndicated football columnist and former broadcaster, will be hostess on one segment of the network's half-hour pregame series, *The NFL Today*.

Miss Kaine said in New York last week that she hoped to keep her section of the program "light and humorous," appealing to both men and women with off-beat personal features about the players, along with editorial comment and game predictions.

Will her inclusion in the network announcing team lead to a spot as a commentator in the male-dominated field? "I wanted to be a color-girl," she said wistfully, "but, so far, everyone has taken a dim view of it."

15-minute postgame *Scoreboard* program.

An NBC executive said the advertiser package is priced virtually the same as last year's. At that time preseason games were sold at \$40,000 per minute; Sunday single contests, \$35,000; Sunday double-headers, \$65,000; Saturday games, \$35,000; Thanksgiving Day games, \$65,000; AFC playoff games \$70,000; AFC championship contests, \$110,000 and the Rose Bowl game at \$120,000.

Sponsors include, for the Rose Bowl, Chrysler Corp. (BBDO), Texaco (Benton & Bowles), Goodyear Tire and Rubber Co. (Young & Rubicam), and All-State Insurance and Kellogg Co. (both through Leo Burnett) and for the Orange Bowl, Texaco, Goodyear Tire and Rubber Co., All-State Insurance and U.S. Tobacco (Warwick & Legler). Advertisers for the two other college

bowls are not available at this time.

Hughes Sports Network has lined up more than 125 stations to pick up the NFL Films Inc.-produced series *The Game of the Week*. The 15-week half-hour series, set for a Friday, Sept. 24, start and continuing through Dec. 31, will feature filmed highlights of the outstanding game played in the NFL the previous weekend. The series, now in its second year, has been moved into prime time and will be carried on NBC-TV owned-and-operated stations. Sponsorship is sold out and includes Haggard Slacks (Tracy-Locke), Polaroid Corp. (Doyle Dane Bernbach), Colgate-Palmolive Co. (Ted Bates & Co.), Waterman-Bic Pen Corp. (Kurtz, Kambanis Symon Inc.), and Shulton Inc. (Norman, Craig & Kummel).

In addition, *This Week in Pro Football*, also produced by NFL Films Inc., will be fed to 145 stations this year. The one-hour series features highlights of all games played in the NFL the previous week. Starting the weekend of Sept. 18-19 and continuing through the first weekend of January, the program will be seen on Saturdays in the central and western time zones of the U.S. and on Sundays in the eastern zone. Veteran sportscasters and former footballers Don Meredith and Pat Summerall will be hosts of the series. Sponsorship is sold out and includes General Motors Corp., Buick Motor Division (McCann-Erickson), Haggard Slacks (Tracy-Locke), Miles Laboratories (Clifford Botway Inc.), Waterman-Bic Pen Corp. (Kurtz, Kambanis Symon Inc.), and Shulton Inc. (Norman, Craig & Kummel).

Mutual enters its fourth year of Notre Dame football broadcasts this year feeding the entire 10-game schedule to a network of approximately 400 stations. The opener is set for Saturday, Sept. 18 and the season ends Saturday, Nov. 20. Mutual's Van Patrick will again handle play-by-play and Al Wester will be on color. Game sponsors include Royal Globe Insurance Co. (placed direct), National Bowling Council (S. A. Levynes Co.) and Black & Decker (VanSant Dugdale). In addition, a 10-minute pregame show by Notre Dame Coach Ara Parseghian is scheduled. The program will again be sponsored by the Ford Division of the Ford Motor Co. (J. Walter Thompson).

On the television side, The C. D. Chesley Co., Philadelphia, will again feed Notre Dame's 10-game schedule to an expected 160 stations. The one-hour programs beginning Sunday Sept. 19 and continuing through Sunday Nov. 21 will be aired on a one-day delay basis. The series is not made up of game highlights but bridges the action between plays giving it the appearance of a full game. Calling play-by-play ac-

tion again this year will be Lindsay Nelson. Paul Hornung, former Green Bay Packer football player, is on color.

Trans National Communications has set up a network of about 30 stations in the Northeast for the U.S. Military Academy's 10-game schedule. Slate opens Sept. 18 and continues through the traditional Army-Navy battle, Nov. 27. Play-by-play announcer will be Marv Albert with Dick Lynch on color. Sponsors include Mobil Oil Co. for its detergent gasoline (Doyle Dane Bernbach) and Mem Co. for its English Leather Toiletries for men (Cunningham & Walsh.)

A series of four collegiate bowl games will be handled this year by Mizlou Productions. Two new bowl entries, the Fiesta Bowl, from Phoenix, scheduled for play Monday, Dec. 27 with announcer Ray Scott, and the American Bowl from Tampa, Fla., Monday, Jan. 10, with Jack Brickhouse, have been added to Mizlou's schedule. The Blue-Grey Classic, from Montgomery, Ala., Tuesday, Dec. 28, with Jack Drees as announcer, returns on approximately 150 stations. Sponsors include Shell Oil (Ogilvy & Mather), The Alabama Development Board (placed direct), Buick Dealers (McCann-Erickson) and Pepsi Cola Co. (BBDO). Also returning via Mizlou is the Peach Bowl from Atlanta, Thursday, Dec. 30. Jack Dress will call play-by-play on the 155-station pickup. Sponsors include Buick Dealers (McCann-Erickson), Shell Oil (Ogilvy & Mather), Pepsi Cola Co. (BBDO), Avis (Benton & Bowles) and the Georgia Department of Industry and Trade (placed direct).

In addition, Mizlou will handle the Top-10 Football Classic from Chicago, Saturday, Nov. 27. Jack Drees will call play-by-play. The Top-10 is played for the Martin Luther King Foundation and benefits Boy Scouts in Chicago.

The nation's top black football teams will again be given national exposure on *Grambling College Football*, a 13-week series of one-hour taped highlights of Grambling games and a season-end special. The series, produced by Black Associated Sports Enterprises in association with Haltony Productions and sold by Sports Media Sales, both Beverly Hills, has already been confirmed for 58 markets. It will be sponsored nationally by Anheuser-Busch and the Oldsmobile Division of General Motors.

Following is a rundown of the local preseason and regular-season radio plans of the National Football League's 26 clubs, as well as the local preseason TV outlook. This, of course, does not include regular-season TV that is carried by CBS-TV (NFL), NBC-TV (AFC) and ABC-TV (both conferences on Monday nights).

AFC—Eastern Division

Baltimore Colts

The Colts appear disinclined to tamper with the formula that brought them all the marbles last season. That applies to the broadcast booth as well as on the field. WCBM(AM) will again be the radio home of the pro football champions for all six exhibitions and 14 regular-season games. As of last Monday (July 12) more than 30 stations had signed for the Colt Football Network for feeds of the play-by-play plus a 15-minute warm-up program.

Ted Moore will return to handle the play-by-play for the second year. Regular season games will be preceded on WCBM by the *John Unitas Show* with the Colt quarterback and followed by a special scoreboard program. The preseason games will be followed by a locker room show by Ordell Braase, who also will do game color all season with Mr. Moore.

WCBM, which holds the Colts radio rights, has a sellout for all the games, including the Colts-All Star game July 30 with the following in-game sponsors: Ford Dealers (through J. Walter Thompson), Commercial Credit Corp. (W. B. Doner), National Brewing Co. (W. B. Doner), Black & Decker (VanSant Dugdale) and Humble Oil (McCann-Erickson).

Preseason TV rights of the Colts are held by Dennis Dunn Inc., Baltimore. In addition to the Colts-All Star game July 30, WJZ-TV is scheduled to telecast the Aug. 21 away game with the Detroit Lions. Announcers will be Jim Karvella and John Kennelly. Sponsorship has been sold for Schmidt's beer, Coca-Cola, Esso, B-P gasoline, Aamco transmission, Personna blades and Esskay meats.

Buffalo Bills

WBEN(AM) Buffalo returns for its 12th season as a Bills originator with a full slate of 14 regular-season contests and six exhibition games set to be fed to approximately 25 stations in upstate New York. A three-man announcing team with Van Miller doing play-by-play, Stan Barron on color and Dick Rifenburg with on-field sideline reports returns again this year. *Buffalo Bill Forum*, a 10-minute pregame show returns with Van Miller as host, and *Locker Room Show*, a 10-minute postgame program, will be seen once again with Mr. Barron as host. Alternating sponsors on the two programs will be Sears Roebuck & Co. (J. G. Kelly advertising) and Milk for Health on the Niagara Frontier (placed direct). Game sponsorship is sold out this season with the Ford Motor Co. (J. Walter Thomp-

son) and Mobil Oil Corp. (Doyle Dane Bernbach) buying into the local and network broadcasts and the Genesee Brewing Co. (William Esty), The William Honger Co., department store (Gelia, Wells & Mohr) and M&T Bank (Comstock Advertising) advertising locally.

WBEN-FM will simulcast the AM feeds. Sponsorship is sold out to Dekdebrun's Sporting Goods (Ellis Singer & Hall), Park Edge Liquors (HMB Advertising), Liberty National Bank (Barber & Drullard Advertising), Village Lincoln Mercury Sales (Russell Baker Inc.) and United Florists of Western New York (placed direct) with each buying one-fifth.

WKBW-TV Buffalo, in its sixth year as a Bills broadcaster, will carry three preseason contests this year. In addition, the station will telecast one regular season game, Saturday, Oct. 23 when the Bills meet the San Diego Chargers in California. The live broadcast will be aired 12 midnight in Buffalo and rebroadcast the following Sunday, Oct. 24 at noon. Approximately four stations in upstate New York will pick up the feeds. Rick Azar is play-by-play man this year and a color commentator will be announced shortly. So far, the Genesee Brewing Co. (William Esty) has signed for game sponsorship.

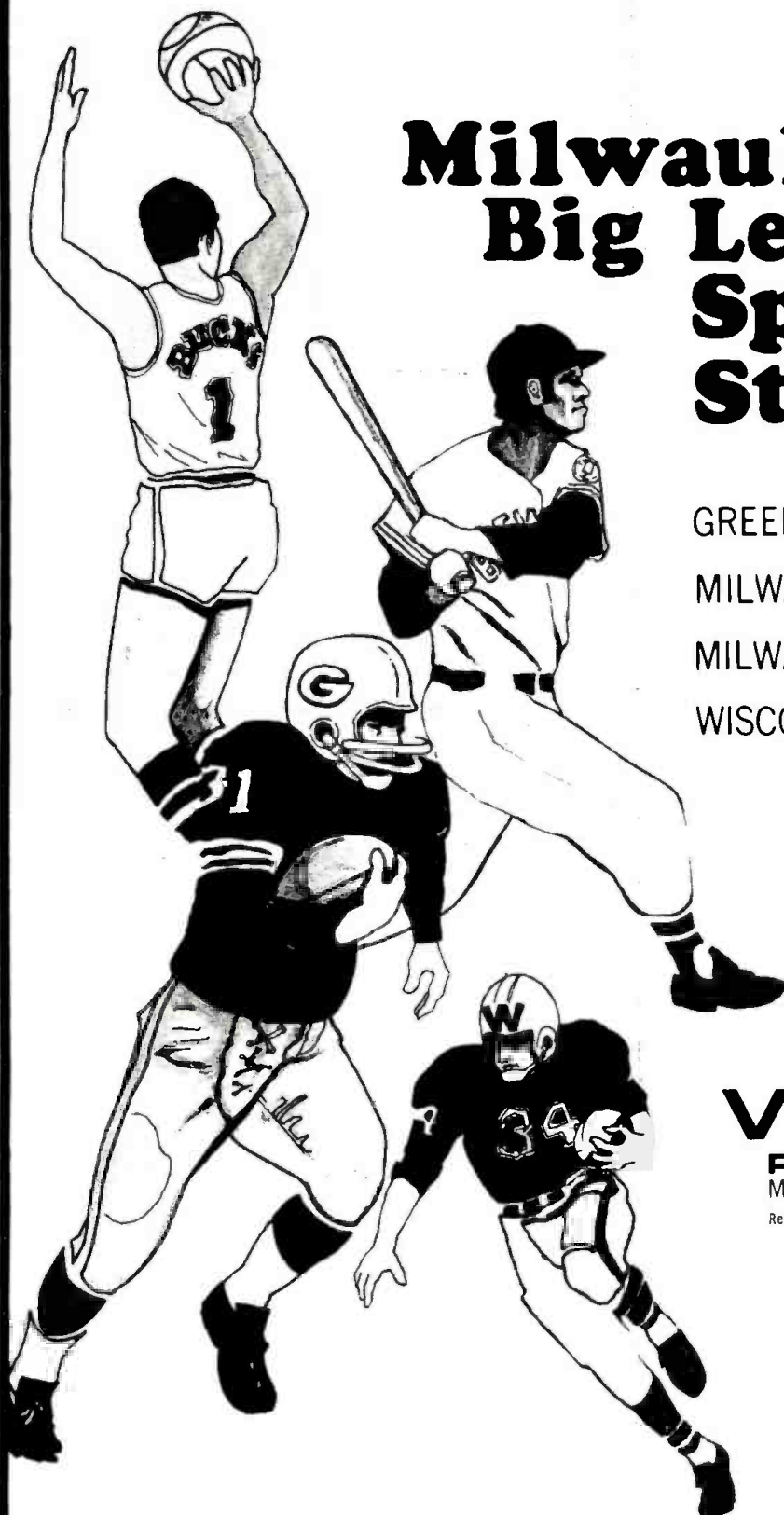
Miami Dolphins

WIOD(AM) Miami has again lined up its Miami Dolphins Network for six exhibitions and 14 regular-season games. Game sponsors on the 10-station regional line-up will be P. Ballantine & Son (placed direct), Cities Service Co. (Media Corp. of America), Union Carbide Corp. (William Esty). Game participations on WIOD will be taken by Southern Tackle Co. (Roy Lamont Advertising) and Household Finance Corp. (direct).

Play-by-play on radio will be handled by Rick Weaver with Larry King doing color and Henry Barrow working on the field.

WIOD plans one of the more ambitious pregame shows. *The Orange Bowl Express*, slotted for the two hours prior to kickoff. Eighths have been bought by Ryder trucks, Leon Ray Volkswagen, Harry Rich Carpets, Orange Motors, Bernard Litman & Associates (insurance) and Tall & Big Men's Shop. The remaining quarter has been sold to Kentucky Fried Chicken.

A postgame *Rolling Home Show* has been taken in quarters by Bob Houston Volkswagen, U-Haul rentals, Bonfire restaurant and Bernie Blanck (men's wear). Adjacencies to the play-by-play have been sold on the station to Wm. Lehman Buick, Northside shopping center and the Bonfire restaurant. The



Milwaukee's Big League Sports Station

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Represented by the Christal Co.

pregame and postgame program will be on WIOD only.

Following the 1970 pattern, two of the Dolphins' preseason road games will be telecast by WPLG-TV Miami. They will be Aug. 21 with the Green Bay Packers and Sept. 11 with the Minnesota Vikings. Joe Croghan, station sports director will handle the play-by-play of the games.

The TV games are to be jointly sponsored by the First National Bank of Miami (Mike Sloane Advertising), Johnnie & Mack automotive services (Nativ Advertising). WPLG-TV may do a local show prior to the Monday night ABC-TV football games. It would feature Dolphin Coach Don Shula and Mr. Croghan.

New England Patriots

The New England Patriots are the newest convert to the sports trend of recent years wherein a team assumes a regional or state status. To the broadcaster this can translate into greater audiences and a wider list of prospective sponsors. The former Boston Patriots will operate out of a new stadium in Foxboro, Mass., outside of Boston.

WBZ(AM) Boston, Patriots originator since 1966, begins the first year of a new five-year contract. This season WBZ will broadcast all 14 regular-season games and all six exhibition contests. Seven stations in the New England area are set to pick up the feeds.

F&M Schaefer Brewing Co. (BBDO)

and New England Chrysler-Plymouth Dealers (Young & Rubicam) are quarter sponsors.

Play-by-play announcer will be Gil Santos, last year's color man; John Carlson will handle color commentary.

A 10-minute pregame program, a 10-minute halftime show and a five-minute postgame program are planned with Mr. Santos as host of all three. The programs will be sponsored on a rotating basis by Household Finance Corp. (Needham, Harper & Steers), Union Carbide Corp. (William Esty), and Hills Foods (Adastra Advertising).

WSMW(TV) Worcester, Mass., a UHF, will begin its second year of Patriots telecasts originating six pre-season games (three on the road and three at home) and feeding them to a three-station network in Massachusetts.

Game sponsorship is sold out in equal shares to F&M Schaefer Brewing. (BBDO), Merit Gasoline, State Mutual Life Insurance (Bresnick Advertising) and Cooper Tire Co. (placed direct). Bob Fouracre will do play-by-play, and a color commentator will be announced.

Football's network sponsors for radio-TV

AC Spark Plugs (Burnett): CBS-TV, NFC pregames and games.

Alberto-Culver (Arthur Wheeler Inc.): CBS-TV, NFC pregames, postgames, games.

Allstate Insurance Co. (Burnett): CBS-TV, NFC games; NBC-TV, Orange Bowl, Rose Bowl.

American Oil Co. (D'Arcy, McManus, John & Adams): CBS-TV, NFC games.

American Petroleum (Burnett): CBS-TV, NFC games.

Arrow Shirts (Y&R): ABC-TV, NFL Monday night games.

AT&T (Yellow Pages) (Cunningham & Walsh): CBS-TV, NFC pregames, postgames and games.

Aurora Products (Grey): ABC-TV, NFL Monday night games.

Bank Americard (D'Arcy, McManus, John & Adams): CBS-TV, NFC games.

Benjamin Moore Paint (Dreher Advertising): CBS-TV, NFC pregames, postgames and games.

B. F. Goodrich (BBDO): CBS-TV, NFC games.

Black & Decker (Van Sant Dugdale): CBS-TV, NFC games.

Bulova (Doyle Dane Bernbach): NBC-TV, AFC games.

Carter Wallace (Ailly): CBS-TV, NFC games; NBC-TV, AFC games.

Champion Spark Plugs (JWT): NBC-TV, AFC games.

Chevrolet (C-E): ABC-TV, NCAA games.

Chrysler (BBDO): NBC-TV, preseason, games, Rose Bowl.

Colgate-Palmolive (Bates): ABC-TV, NFL Monday night games.

Consolidated Cigar (David Oksner Mitchneck): CBS-TV, NFC postgames, games.

Continental Insurance (DDB): NBC-TV, preseason, games.

Dow Chemical (NC&K): CBS-TV, NFC games.

Dupont (BBDO): NBC-TV, AFC games.

Equitable Life Assurance (FC&B): CBS-TV, NFC games; NBC-TV, AFC games.

F&F Labs (Draper Daniels): CBS-TV, NFC pregames, postgames and games.

Firestone (Sweeney & Janes): ABC-TV, NFL Monday night games; CBS-TV, NFC games.

Ford Motor (K&E): ABC-TV, NFL Monday night games.

Ford Marketing (JWT): CBS-TV, NFC pregames, postgames and games.

Foundation for Full Service Banks (D-F-S): CBS-TV, NFC games; NBC-TV, AFC preseason and games.

General Cigar (Ogilvy & Mather): ABC-TV, NFL Monday night games; NBC-TV, AFC preseason and games.

Gillette (BBDO): ABC-TV, NFL Monday night games.

Goodyear Tire and Rubber (Y&R): ABC-TV, NFL Monday night games, NCAA games; CBS-TV, NFC games; NBC-TV, AFC preseason, games, Rose Bowl, Orange Bowl.

Helene Curtis (Edward Weiss): CBS-TV, NFC games; NBC-TV, AFC games.

Hertz (Ailly): CBS-TV, NFC games.

Holiday Inns (JWT): ABC-TV, NCAA games; NBC-TV, AFC games.

Kelloggs (Burnett): NBC-TV, Rose Bowl.

Levi Strauss (Henig Cooper & Harrington): CBS-TV, NFC games.

Mem (C&W): CBS-TV, NFC pregames, postgames, games.

Memorex (Burnett): CBS-TV, NFC pregames, games.

Miles Laboratories (Botway): NBC-TV, AFC games.

Miller Brewing (M-E): CBS-TV, NFC games.

Motorola (Clinton E. Frank): CBS-TV, NFC games.

New York Life Insurance (Compton): CBS-TV, NFC games.

Norisco (Laroche, McCaffrey & McCall): CBS-TV, NFC games.

Noxell (Estey): CBS-TV, NFC postgames, games; NBC-TV, AFC games.

Occidental Life Insurance (Dailey & Associates): ABC-TV, NCAA games.

Pabst Brewing (K&E): CBS-TV, NFC pregames, postgames, games.

Panasonic (Bates): ABC-TV, NFL Monday night games.

Phillip Morris (Burnett): CBS-TV, NFC games.

Phillips Gasoline (JWT): ABC-TV, NFL Monday night games.

Polaroid (DDB): CBS-TV, NFC games.

Remington Rand (Botway): CBS-TV, NFC pregames, games.

R. J. Reynolds (D-F-S): CBS-TV, NFC pregames, postgames, games; NBC-TV, AFC preseason, games.

Schlitz (Burnett): CBS-TV, NFC games.

Sears Roebuck (FC&B): ABC-TV, NFL Monday night games; CBS-TV, NFC games; NBC-TV, AFC preseason and games.

Shell Oil (O&M): CBS-TV, NFC games.

Shulton (NC&K): CBS-TV, NFC games.

Spindel (Marschalk): CBS-TV, NFC games.

STP (Media Buyers): ABC-TV, NFL Monday night games; CBS-TV, NFC games.

Sunbeam (FC&B): CBS-TV, NFC games.

Sun Oil (Esty): ABC-TV, NFL Monday night games.

Tailey Industries (Della, Femina, Travisimo): CBS-TV, pregames and games.

Texaco (B&B): ABC-TV, NFL Monday night games; NBC-TV, Rose Bowl, Orange Bowl.

Trans World Airlines (Wells, Rich, Greene): ABC-TV, NCAA games.

Union Carbide (Esty): CBS-TV, NFC games; NBC-TV, AFC preseason and games.

U.S. Tobacco (Warwick & Legler): ABC-TV, NFL Monday night games, NCAA games; NBC-TV, Orange Bowl.

Warner-Lambert (JWT): ABC-TV, NFL Monday night games; CBS-TV, NFC games.

Wemby (Peter A. Mayer): CBS-TV, NFC pregames, games.

J. B. Williams (Parkson): CBS-TV, NFC pregames, postgames, games.

Williamson Dickey (placed direct): CBS-TV, NFC games.

Zenith (FC&B): ABC-TV, NFL Monday night games.

New York Jets

WOR(AM) New York will be the new originator of Jets games this season, after a six-year Jets association with WABC(AM) there. WOR will carry 14 regular-season games and six preseason contests. A regional network of about 35 stations in New York, New Jersey, Connecticut, Massachusetts, Pennsylvania, Rhode Island, Vermont and New Hampshire will pick up the feeds. So far, Mobil Oil Corp. (Doyle Dane Bernbach) has purchased one-fifth. Announcers are Merle Harmon, handling play-by-play, and Sam De Luca on color.

WOR plans two pregame shows, a 15-minute *Don Criqui Show* and 10-minute *Sam De Luca Show*, as well as a postgame *Locker Room*, also featuring Mr. De Luca as host.

WOR-TV New York, in its seventh year of Jets preseason telecasts, will carry five exhibition games, with Mr. Criqui calling play-by-play and George Ratterman doing color. Participating sponsors are Seven-Up, Warner-Lambert Co., Miles Laboratories and Eastman Kodak (all J. Walter Thompson); Toyota (Clinton E. Frank); BP Oil (Dancer-Fitzgerald-Sample); Volkswagen (Doyle Dane Bernbach), and P. Ballantine & Sons (Grey Advertising).

AFC—Central Division

Cincinnati Bengals

Avco Broadcasting Corp. has renewed its three-year rights agreement this season. AVCO's WLW(AM) Cincinnati will feed six exhibition contests plus 14

THIS FALL!
OLDSMOBILE, DIVISION OF GENERAL MOTORS
BUDWEISER AND BUD MALT LIQUOR, ANHEUSER-BUSCH
ARE PROUD TO PRESENT...

GRAMBLING COLLEGE FOOTBALL



HIGHLIGHTS

1971 TELEVISION FOOTBALL SCHEDULE

SEPTEMBER 12 MORGAN STATE
SEPTEMBER 19 ALCORN A & M
SEPTEMBER 26 ARKANSAS AM & N
OCTOBER 3 PRAIRIE VIEW
OCTOBER 10 TENNESSEE A & I
OCTOBER 17 MISSISSIPPI VALLEY
OCTOBER 24 JACKSON STATE
OCTOBER 31 TEXAS SOUTHERN
NOVEMBER 7 TV SPECIAL "LIVING LEGEND"
NOVEMBER 14 NORFOLK STATE
NOVEMBER 21 . . . SOUTHERN UNIVERSITY
NOVEMBER 28 CAL STATE
DEC. 5 TV SPECIAL "CAVALCADE OF BANDS"



A BLACK ASSOCIATED SPORTS ENTERPRISES PRODUCTION

IN ASSOCIATION WITH HALTONY PRODUCTIONS

regular-season games to a regional network of 31 stations in Ohio, Indiana, Kentucky and West Virginia.

Renewing one-quarter sponsorships on WLW are Burger Brewing (Midland Advertising) and Tresler-Comet gasoline (Joel Friedman Advertising). Purchasing one-eighths are B. F. Goodrich Tire Co. (Bartlett Advertising Agency), Ohio Appliances (Byer & Bowman) and Union Central Life Insurance (Adams, Gaffney & Associates).

WLW's three pregame shows, *Coach's Corner*, *Warm-Up* and *Bengals Football Preview*, will be sponsored by First National Bank of Cincinnati (Northlich-Stolley), Partridge meats (Pritchard & Reeves) and Cincinnati Milk Sales (Midland Advertising), respectively. Central Trust Bank (Stockton West Burkhardt) and Shillito's, men's store (Carl Press Inc.), have renewed two half-time features. Again sponsoring the postgame highlights show will be Carter's restaurants (Midland Advertising). Fifth Third Bank (Ralph Jones Agency) will sponsor the *Star of the Game* show.

Phil Samp will do radio play-by-play, with color presented by Jimmy Crum.

WLW will again originate the daily *Paul Brown Show* for 26 weeks, sponsored locally.

AVCO's WLWT(TV) Cincinnati and WLWD(TV) Dayton, Ohio, expect to carry three exhibition contests, with Mr. Samp, Bob Walter and Omar Williams announcing. Also, WLWT will present *Quarterback Club*, 21 half-hour programs beginning Aug. 6, with WLWD carrying *Bengals' Report*, beginning Aug. 8. Sponsorship is incomplete.

Cleveland Browns

WHK(AM) Cleveland is in the first year of its renewed three-year rights agreement and plans to originate a full slate of six exhibition contests and 14 regular-season games. A regional network of about 50 stations, the same number as last year, in Ohio, Pennsylvania and New York, is expected to pick up the feeds.

A pregame show, *Browns Report*, with Coach Nick Skorich, and two postgame programs, *Locker Room Report* and *Scoreboard Show*, are planned. Sponsors for the season include Benjamin Moore paints (Marcus Advertising); Hilltop Realty (Liege Advertising); East Ohio Gas (D'Arcy); Union Carbide Corp. (William Esty); MacDonald's food chain (Nelson Stein); Duquesne Brewing Co. (Admark); Cleveland Area Chrysler-Plymouth Dealers (Young & Rubicam); State Savings & Loan (placed direct); Retail Clerks, labor union (Jack Sharp Advertising); Household Finance Corp. (direct); Beef

Corral (Bob Craig Advertising) and Coca-Cola.

Returning this year is the announcing team of play-by-play man Gib Shanley and color commentator Jim Graner.

On the television side, WEWS(TV) Cleveland will carry three exhibition games on Aug. 8, 13 and 28. Announcers will be Ernie Green on color and Ray Scott and Jay Randolph alternating play-by-play chores.

Houston Oilers

KILT(AM) Houston will feed seven preseason and 14 regular-season games to a network of at least 10 stations. KILT will be in its eighth year with the Oilers, which retains rights to its games after completion last year of a three-year contract with Majestic Advertising, Milwaukee, agency that had held radio and preseason TV rights.

As of last Monday (July 12) Falstaff Brewing Corp. had purchased one-half and Houston Area Ford Dealers (through J. Walter Thompson) had taken one-fourth of the radio sponsorship. Union Carbide Co. (Wm. Esty Co.) and the local Gates Tire Co., Ryder Truck Rental and Morgan Homes (realtors) have also bought ads.

Dan Lovett, sports director of KTRK-TV and Ron Franklin, sports director of KHOU-TV both Houston, will split the play-by-play and color assignments. Messrs. Lovett and Franklin will handle a 10-minute pregame and a five-minute wrap-up show. The pregame *Ed Hughes Show* will feature the new Oilers head coach of that name. A half-time show has been bought by Southwest Bell Telephone Co. (Gardner Advertising).

The Oilers preseason TV coverage so far includes coverage of the Aug. 14 exhibition at the St. Louis Cardinals by KTRK-TV and the Sept. 12 preseason game at the New Orleans Saints by KHOU-TV. ABC-TV network announcer Don Meredith will do the play-by-play for the KTRK-TV game. Sponsor line-ups have not been completed.

Pittsburgh Steelers

WTAE(AM) Pittsburgh will go into its second year of originating Steelers coverage for a 45-station network in Pennsylvania, Ohio and West Virginia. Jack Fleming and Myron Cope of *Sports Illustrated* and also on the WTAE staff, will return for the play-by-play and color commentary, respectively. Production, handled last year by Empire Sports Production, this year will be directed by WTAE's Tom Leslie with the station's Jim Greenwood handling technical aspects of the radio network.

Mr. Cope will do a pregame show with Steelers Coach Chuck Noll and a postgame *Locker Room* interview pro-

gram. Station's Tom Bender has been assigned to a half-time show and postgame pro scoreboard report.

Radio sponsors as of last Tuesday (July 13) are Pittsburgh National Bank and Iron City Beer (both through Ketchum, MacLeod & Grove), Oldsmobile Dealers (Carlton Advertising) and Union Carbide Corp (William Esty).

WUC-TV becomes the Steelers station for both preseason and regular-season games by taking over telecasts of four exhibition contests this summer. The list includes away games Aug. 14 with the Green Bay Packers, Aug. 23 with the Cincinnati Bengals, Sept. 4 with the New York Jets and Sept. 12 with the New York Giants. Sam Nover, WUC-TV sports director, will do the play-by-play and ex-Steeler Dick Hoak will do color.

Sponsors for the TV exhibitions: U.S. Steel (Compton), Ford Dealers (Kenyon & Eckhardt), Koehler Brewing Co. (Lando) and Pittsburgh National Bank.

AFC—Western Division

Denver Broncos

KOA(AM) Denver will originate five preseason and 14 regular Broncos games on radio, feeding a radio network of 43 other stations, the same at last year. KOA is in the second year of a multi-year contract, with Bob Martin and Larry Zimmer announcing.

Texaco (Benton & Bowles), Majestic Savings & Loan Association (Frye-Sills), Sigman Meat Co. (AdCenter), Royal Crown Bottling Co. (Alden), State Farm Mutual (direct), Greater Denver Ford Dealers (J. Walter Thompson) and Joseph Schlitz Brewing Co. (Leo Burnett) will be participating sponsors in the games on radio. GAC Finance Corp. (Bishopric, Lieberman, Harrison & Fieldman), Public Service Co. of Colorado (direct) and Johnny Haas Lincoln-Mercury (Boccard Advertising) will participate in the pregame show on KOA while NAPA Distribution Center (direct) sponsors *The Lou Sabin Show*.

Postgame sponsors are Holly Inn (direct), GAC, NAPA and Golden Ox restaurant (Neuwirth-Koller).

On the TV side, KOA-TV Denver plans to carry three preseason games. Announcers had not been selected as of last Tuesday (July 13).

Master Charge and Frontier Airlines, (both through Tracy Locke), have taken one-twelfth of the televised game coverage. Texaco and Datsun (Parker Advertising) each have a sixth of the game.

Kansas City Chiefs

"Help wanted: sports director to work during football training season only. Apply KMBC-TV Kansas City." The

reason such an ad might be placed is that Len Dawson, quarterback for the Chiefs, doesn't do his regular shows during the time he's in training camp. John Sanders, assistant sports director at the station, can be expected to give his boss partisan coverage when the station airs four of the Chiefs' preseason games. KQTV(TV) St. Joseph, Mo., and WIBW-TV Topeka, Kan., will also carry the KMBC-TV feed.

The station begins the first year of a new five-year agreement, and only one-quarter of game coverage remains unsold. TV sponsors for the Chiefs are Wilson Certified Foods (Campbell-Mithun), Sears (Fremerman-Papin) and Kansas City Power & Light (Valentine-Radford). A pregame show is unsold and the station plans no postgame program. The color announcer for the games has not yet been selected, but station executives expect it to be an ex-Chief.

KCMO(AM) Kansas City, Mo., will originate the full exhibitions and regular-season schedule for 39 other stations in five states. Its affiliated KCMU(FM) will also simulcast all games. Dick Carlson and Bill Grigsby will call the action and provide the color in the station's first year of a new four-year contract.

Local radio sponsors for the games, each with one-fifth: Fairmount Country Club Dairy (Bozell & Jacobs); Interstate Securities Corp. finance company (Valentine-Radford); Schlitz Wholesalers (Mace & Co.); Vickers Oil Co. (Barickman & Selders) and Continental Airlines (Tracy Locke). Eight participating sponsors share the pregame and postgame shows.

Oakland Raiders

KNEW(AM) Oakland will originate the Raiders' six exhibition and 14 regular-season games to 18 other stations in the last year of the station's current contract with the team. Bill King will call the plays again this year while Scotty Stirling will provide the color commentary.

Game sponsors, each with a quarter, will be Pacific Stereo Stores (direct), Union Oil Co. (Leo Burnett), Smith Clothiers (Lee Wenger & Associates) and Toyota (Clinton E. Frank). Sponsors of *Raider Pregame* will be Pacific Southwest Airlines (Gross, Pera & Rockey) and Central Bank (direct), each taking half. *Postgame Review* is to be sponsored by Central Bank and C. Markus Hardware (Roisen).

On the television side, KTVU(TV) Oakland will air one preseason game in black and white from Green Bay and feed it to KTXL(TV) Sacramento. Announcers for the game have not been announced. All sponsors are participating and the station will not have a pregame or postgame show.

San Diego Chargers

KDFO(AM) El Cajon, Calif., starts its third year of a five-year contract to originate the 20 games of the Chargers to 14 other stations in the network. Stu Nahan and Ralph Lawler team to call the six preseason and 14 regular games, the former handling offense and the latter defense.

Four sponsors have been signed for the game and three-tenths remain unsold. Texaco (through Benton & Bowles), Toyota (Clinton E. Frank) and Rancho De Los Penasquitos land developers (Coakley, Heagerty) have taken one-fifth while Dow Sound City

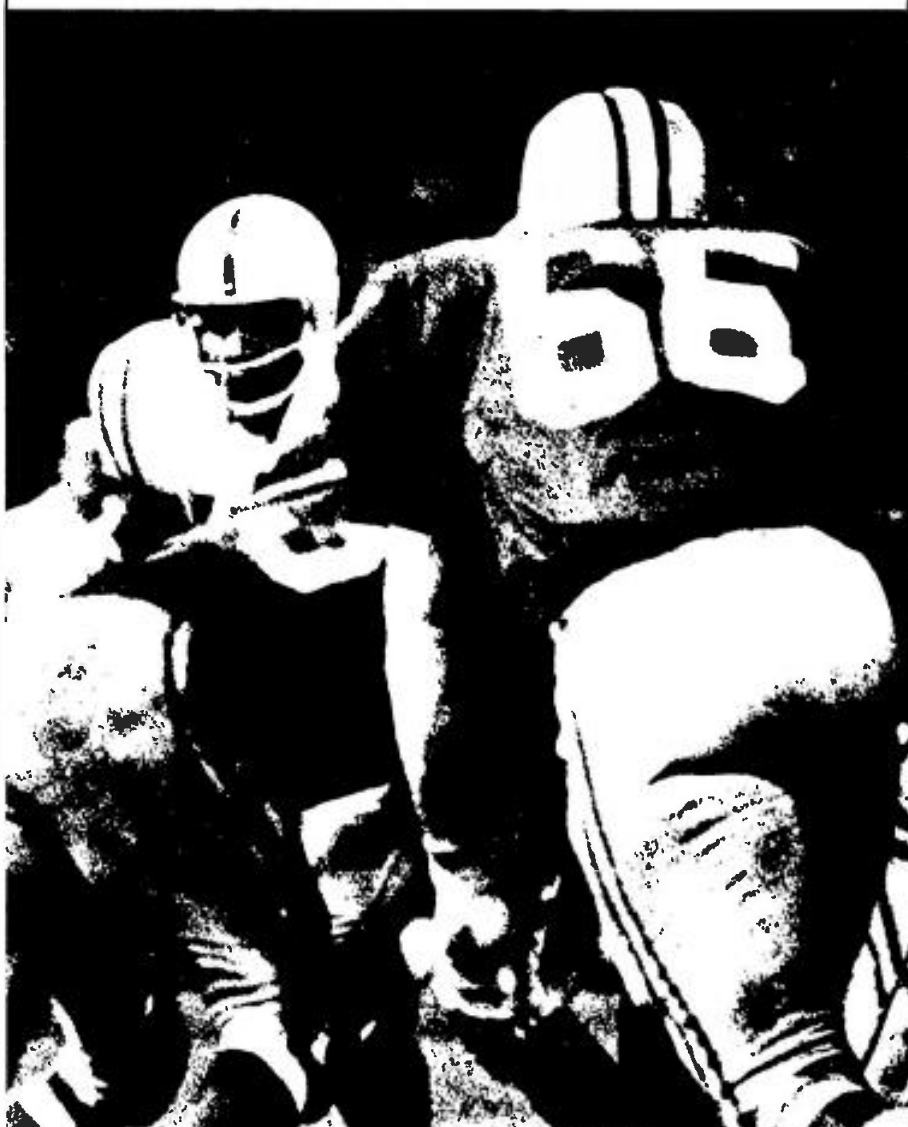
(Studio 5) has one-tenth. The pregame show sponsor is Picadilly Book Stores (direct) while the *Locker Room* show is still unsold.

KCST(TV) San Diego is in the last year of its two-year agreement to broadcast exhibition games and will air all six, two live and four on a delayed basis.

Game sponsors, with one-twelfth each, are Toyota, Sears (Teawell Inc.), Fashion Valley Shopping Center (Ron Hahn) and Colonial Ford (Dave Liski Advertising). Other game time, and the pregame and postgame shows remain open. Bob Chandler will be the play-by-play announcer with a color man to be announced later.

**We're having a little get-together
on New Year's Eve, live from the
Houston Astrodome. Join us... we
expect quite a turnout.**

The Astro Bluebonnet Bowl
A Hughes Sports Network Presentation



NFC—Eastern Division

Dallas Cowboys

What can the Cowboys do for an encore after coming up with the biggest radio network in pro football last year? The answer is to tack on five more stations for a total network of 127 for 1971.

Texas State Network and its KFJZ-(AM) Fort Worth, have bought the radio rights this year after years of servicing the Dallas club, which in the past had retained broadcast rights. KLIF(AM) will be the Dallas outlet for Cowboy games.

Bill Mercer will do play-by-play for the sixth year and Verne Lundquist will be returning for the color.

Texaco (through Benton & Bowles), Schlitz (Burnett) and Devoe Paints (Doe-Anderson) head the list of sponsors so far committed. Development Corp. of America plans to take a group of the stations on the network. A warm-up show and a locker room program will be carried on the network with some spots still open. A half-time show is also planned.

KDFW-TV Dallas will carry four Cowboys preseason games, two live and two on tape delay. The first live game, from Los Angeles where the Cowboys will meet the Rams on Aug. 6, will be carried by nine other stations. The second live game, with the Oilers at Houston, will go to three stations. Play-by-play of the live games will be handled by Frank Lieber and color by Eddie LeBarron. The delayed games will be broadcast on the day following the contest.

New York Giants

Beginning its 11th year with the New York Giants, WNEW(AM) New York enters its second year in a three-year contract by broadcasting six preseason games and 14 regular-season contests. So far a network of 25 stations in New York, Connecticut and New Jersey is set to pick up the feeds. Chip Cipella and Marty Glickman are play-by-play announcers this year. A 25-minute pregame show with Mr. Cipella is planned and a postgame *Locker Room Report* is scheduled, time permitting. Programs are sponsored equally by American Airlines (Doyle Dane Bernbach) and Garrity Industries, cigarette lighter, pipe and flashlight manufacturer (placed direct). Game sponsorship on the local level has been sold out to Getty Oil Co. (DKG Inc.), Volkswagen of America (Doyle Dane Bernbach), Manufacturer's Hanover Trust (Young & Rubicam), Schaefer Brewing Co. (BBDO) and Union Carbide (William Esty).

On the television side, WCBS-TV New York continues a 12-year association

with the Giants, scheduling six preseason contests this year. Two will be telecast live and four on a delayed basis. Play-by-play men and color commentators will be Ray Scott, Pat Summerall, Jack Whitaker, Frank Glier and Tom Brookshire. They will share announcing chores on a rotating basis. *Warm-Up*, a half-hour pregame program, will be featured before two Giants games. Participating sponsors include P. Ballantine & Sons (Grey Advertising) and Volvo Distributors (Scali-Mc-Cabe, Sloves).

Philadelphia Eagles

Eagles games will again be originated this season by WIP(AM) Philadelphia, which will feed 14 regular-season games and six exhibition contests to a regional network of eight stations. Play-by-play man Charles Swift and color commentator Al Pollard return as the announcing team.

Game sponsors are Girard Bank (Aitkin Kynett): F & M Schaefer Brewing Co. (BBDO); Ron Levitt Used Cars (Sonder, Levitt & Sagrsky), Abbot's Dairy (Lewis & Gilman) and Merit/Saveway gas stations (John Back Associates).

A 20-minute pregame show with John Diegnan and a five-minute *Warm-Up*, program with Messrs. Swift and Pollard are planned. WIP will also carry a five-minute postgame *Wrap-Up*, featuring the announcing team, followed by a 20-minute postgame show as yet untitled. Sponsors for the pre- and postgame features are Cottman Transmissions (Ross Advertising); Penn-Jersey Auto Stores (Bofinger, Kaplan); Canada Dry Corp. (Regional Media Associates); Llanarch Gun Shop (Barsel Advertising); Union Carbide Corp. (William Esty), and Arrow Stores (Traffic Builders).

WCAU-TV Philadelphia, entering its 11th year of Eagles broadcasts, expects to carry six exhibition games, an unspecified number on a delayed basis. Two other stations in Pennsylvania, WDAU-TV Scranton-Wilkes-Barre and WLYH-TV Lebanon-Lancaster, plan to pick up the feeds. Announcers will be Tom Brookshier, WCAU-TV sports director, on color and Andy Musser handling play-by-play. Mr. Brookshier will also be host of a pregame and postgame show, depending on time available. Sponsors include Household Finance Corp. (placed direct), and F & M Schaefer Brewing (BBDO), with the remaining time in participations.

St. Louis Cardinals

KMOX(AM) St. Louis will be originating the Cardinals' games for the 11th year. Five preseason and 14 regular-season contests will be fed to a regional radio network that so far totals approximately

20 stations. Last year the network included 40 stations. Ray Geracy and Jim Butler will be back to do play-by-play and color, respectively.

Sponsors on the network will be STP Corp. (through Media Buyers) and Krey Packing (D'Arcy). These two advertisers also head a list of clients buying on KMOX only that includes Anheuser-Busch (Gardner), Union Carbide Corp. (Esty) and Household Finance Corp. (direct).

During the regular season KMOX only will be carrying a pregame *Larry Wilson Show*, conducted by the St. Louis safetyman and Jack Buck, as well as *Coaches Corner* by Mr. Buck. Ray Geracy is to do a postgame *Star of the Game* interview program on KMOX only during the regular season.

KMOX-TV St. Louis plans to carry four preseason games. Two of these, home games Aug. 14 against the Houston Oilers and Sept. 11 against the Cleveland Browns, will be delayed tape telecasts. The other two, Aug. 21 at the Washington Redskins and Aug. 28 at the Cincinnati Bengals, will be live broadcasts.

During the regular season when KMOX-TV originates home games, it will feed special Cardinals network of 14 other TV stations.

Washington Redskins

For the eighth consecutive year, WMAL-AM-FM Washington will carry the entire preseason and regular-season schedule of the Redskins, feeding the 20 games to 30-35 radio stations in five surrounding states. WMAL's Steve Gilmartin and Mal Campbell will do the play-by-play and color, respectively.

Quarter sponsorships of the games have been sold to Ford Dealers (through J. Walter Thompson) and National Brewing Co. (W. B. Doner).

Separate pregame, half-time and postgame shows will be offered on WMAL and WMAL-FM. Mr. Campbell will do a pregame and postgame program on AM with the former already bought by Union Carbide Corp. (Wm. Esty). A half-time summary of news on AM is planned. Also on AM will be linebacker Chris Hanburger's *Locker Room Report*, sponsored by Koons Ford (Kal & Merrick).

Similar programming on FM is planned with Len Hathaway's *Pro Scoreboard* definitely set as a postgame feature.

On the television side, WMAL-TV Washington returns to cover the Redskins for the first time since 1954. It has acquired preseason rights and plans Saturday night live color pick-ups of three away games with tape replays the next afternoon. Three home games will be telecast on a delayed schedule. Mr. Gilmartin will do the play-by-play.

Six of the 20 spot availabilities have been sold to Utz Potato Chips (Torreri-Myers), Country Club Lake (Earle Palmer Brown), Koons Ford (Kal & Merrick), Bill Bogley Lincoln-Mercury and Maulamut Opticians (both George McGary) and Datsun Dealers.

NFC—Central Division

Chicago Bears

WGN(AM) Chicago will broadcast two exhibition games and 12 of the 14 regular-season games of the Bears (first two regular-season games pre-empted by conflict with Chicago Cubs coverage). A regional radio network is again in the planning stage.

Play-by-play announcer is Jack Brickhouse with Irv Kupcinet handling color.

For the 26th consecutive year, the basic rights owner, Standard Oil Division of American Oil (through D'Arcy Advertising), will sponsor one-third. G. Heileman Brewing (Campbell-Mithun) and Household Finance Corp. (Needham, Harper & Steers) each has renewed for one-third also. International House of Pancakes (Lyle Brooks & Associates) and Robert Hall (Arkwright) have purchased pregame shows, with the scoreboard show sold to Metropolitan Buick Dealers (Grey-North). Other sponsors are Horn Oldsmobile (Sander Rodkin), the minute before warm-up; Cotter & Co. (Home Marketing Associates), minute before the game; Sun Drug (direct), the minute following the game, and Seno & Sons (Bud Colk & Associates), the minute following scoreboard.

WBBM-TV Chicago will telecast six exhibition games in August and September, one live and the remainder by tape delay. All games are being sold on a participating basis. Play-by-play duties will alternate between Ray Scott and Brent Musburger. George Connor will provide color.

Detroit Lions

WJR(AM) Detroit will be the originator of Lions games this season after a three-year Lions association with WXYZ(AM) there. WJR will carry a schedule of 13 regular-season games and five exhibition contests, feeding them to a regional network of about 33 stations.

Announcers will be Van Patrick handling play-by-play and color man Bob Reynolds.

Sponsors include Marathon Oil (Campbell-Ewald) and Detroit Bank & Trust Co. (Ross Roy), each purchasing one-fifth, Ford Motor Co. and Theo. Hamm Brewing (both J. Walter Thompson). Two 10-minute pregame shows, *Joe Schmidt Show* and *Pro Football Today*, as well as two 10-minute postgame programs, *Bill McPeak Show*

and *Scores and Highlights*, are planned. Union Carbide Corp. (William Esty Co.) has purchased one-half sponsorship in the pregame features. Household Finance Corp. (placed direct) has alternating participations in both the pregame and postgame shows.

WJBK-TV Detroit will air three exhibition games. Announcers are not set.

Green Bay Packers

WTMJ(AM) Milwaukee, which has carried Packers games every year except two since 1929, will again originate a regional network of 36 radio stations: a basic network of seven outlets and the rest bonus. Six preseason games and the 14 regular-season games with Gary Bender and Jim Irwin, doing the play-by-play and color.

Game sponsors on radio will be Thorp Finance Corp. (through Klauvan Pietersom-Dunlap), Mars Candy Co. (Ted Bates) and Pabst Brewing Co. (Kenyon & Eckhardt).

Messrs. Bender and Gary will handle a pregame show, sponsored by Slocum Pontiac (Duval/Boudreau), and a postgame show, sponsored by Ruby Chevrolet (Marvin H. Frank).

WBAY-TV Green Bay once more will originate all six preseason games on a live and tape delayed basis. WBAY TV Sports Director Chuck Ramsey will handle play-by-play, with Packers Publicity Director Chuck Lane providing color. A 30-minute postgame presentation, *The Dan Devine Show*, will be presented during the exhibition and regular season.

Minnesota Vikings

KSTP(AM) Minneapolis-St. Paul was thinking in Paul Bunyan dimensions when it set up its 1971 radio coverage for the Central Division champions. In its sophomore year as originator, the station will feed the six preseason and 14 regular-season games to a network of some 70 stations in six states. The regional line-up is being assembled under the direction of Colle & McVoy Advertising Agency, representing Twin City Federal Savings & Loan, the new holder of Vikings broadcast rights. Twin City Federal has taken one-half of the radio time from KSTP.

New play-by-play announcers will be Joe McConnell, who last season did Denver Broncos games and last winter handled play-by-play for the Phoenix basketball Suns. Returning for the color will be Paul Hornung, former Green Bay Packer.

A half-time show recapping the first two quarters has been sold to Stephens Buick (M. R. Bolin).

Sunday again will be promoted by KSTP as Vikings Day with three hours of pregame broadcasts and two hours

**Delta is an
air line run by
professionals.
Like Joan
Berryman,
Passenger
Service
Supervisor
in charge of 11
stewardesses
on Delta's 747.
She can quote
chapter and
verse on 747
service. She
helped write
the book.
Next trip, let
Joan welcome
you aboard.**



**Delta is ready
when you are!**

of postgame Viking radio. It will be keyed around the tailgate-picnic parties of fans who drive great distance to attend the game and who lunch with friends on the stadium parking lot before games. The segments include *The Pregame Tailgate Show*, *Grandstand Quarterback Show*, *Vikings Countdown Show*, *Point After Show* and *The Postgame Tailgate Show*. The programs will be a king-size serving of interviews, reports from around the league, helicopter traffic reports, sports results and music.

Also, the Minnesota coach will be featured in his *Coach's Corner with Bud Grant*, sponsored again by Rock Springs Beverages (Jenkins Advertising).

Four preseason Vikings games will be telecast by KSTP-TV Minneapolis-St. Paul with the station's new sports director, Tom Ryther, on the play-by-play and John Sauer, former scout for the Vikings and now sports director of WING(AM) Dayton, Ohio, doing color.

Additionally, KSTP-TV plans a *Vikings Countdown* on six consecutive Saturdays, starting Aug. 4, and, commencing Sept. 20, will offer the *Bud Grant Show* with the coach and Mr. Ryther prior to Monday night ABC-TV football.

NFC—Western Division

Atlanta Falcons

The Falcons will come to roost for the sixth straight year with WQXI(AM) Atlanta. Five exhibitions plus the 14 regular-season games will be fed by the Pacific & Southern station to a Falcon Football Network that is expected to total 55 radio outlets by the first preseason game. Jack Hurst will do play-by-play with a newcomer, former Colt Jimmy Orr, on color.

Game sponsors are Atlanta Ford Dealers (J. Walter Thompson), First National Bank of Atlanta (Cargill-Wilson), Cities Service (Media Corp. of America) and Falstaff Brewing (Needham, Harper & Steers).

Pregame and postgame shows will be fed to the Falcon Network. These are the opening 15-minute Norm Van Brocklin coach's show, sponsored by

Miller Brewing (McCann-Erickson) to be followed by a second pregame program, bought by Ellmans' of Atlanta gift shop (direct) and Union Carbide Corp. (William Esty). Ellmans' and Union Carbide have taken the postgame show. Additionally, Chris Volkswagen Motors (direct) has bought a quarter-hour Monday show on WQXI.

WQXI-TV Atlanta plans an equally ambitious slate of preseason telecasts. All five exhibitions will be covered with the station's Skip Caray, the voice of the Atlanta basketball Hawks, on play-by-play. Alex Hawkins will do color.

Advertisers signed so far are the Ford Dealers Association (J. Walter Thompson), Atlanta Gas Light Co. (Tucker Wayne) and Country Club Malt Liquor Co. (Tracy Locke).

During the regular season, WQXI-TV will have the *Norm Van Brocklin Show* in the half hour preceding the ABC-TV Monday night games. First National Bank of Atlanta and British Petroleum Co. will pick up the tab.

Los Angeles Rams

The Rams, despite a new coach and what is being termed a new outlook on the game, show a drop in the number of stations in their radio network for the first time in three years. KMPC(AM) Los Angeles will originate the radio feed (relinquishing three exhibition and one regular-season games to KABC[AM] when football conflicts with California Angeles baseball) to 19 other stations in California, Nevada and Arizona. Of the 21 games the Rams will play, 19 will be carried by the full network. Only the Hall of Fame game in Canton, Ohio, and the annual preseason charity game will be broadcast locally.

Dick Enberg, Dave Niehaus and Steve Bailey announce on radio.

Games advertisers, with one-fifth each, are Standard Oil of California (BBDO), Datsun (Parker Advertising), Joseph Schlitz Brewing Co. (Leo Burnett), Continental Airlines and Household Finance Corp. (both Needham, Harper & Steers.)

Kentucky Fried Chicken (Sachs, Finley & Kaye) and Sears, Roebuck & Co. (Star) share sponsorship of both the pregame and postgame shows. American Bakeries (A/Media) sponsors *The Tommy Prothro Show*.

Six of the Rams' seven preseason games will be carried by KNXT(TV) Los Angeles, three live and three on a delayed basis. Gil Stratton and Don Paul will provide the play-by-play and color.

New Orleans Saints

WWL(AM) New Orleans will carry six preseason and 14 regular-season games of the Saints. Sponsors are Falstaff Brewing Corp. (Needham, Harper & Steers), DeVoe Paints (Doe Anderson Advertising) and Texaco (Benton & Bowles). Announcers are not set.

WWL-TV New Orleans will telecast three preseason games. One-eighth sponsors include Old Milwaukee beer, Shell Oil, King Cotton meats and McKinnon Chevrolet.

San Francisco 49'ers

The NFC's Western Conference winner last season will have KSFO(AM) originating the games for 12 stations in the Golden West Radio Network for the 15th consecutive year. Lon Simmons returns as play-by-play announcer assisted by Hugh McElhenny on color for the 20-game slate.

Metropolitan Life (Young & Rubicam), Chevrolet (Campbell-Ewald), Standard Oil of California (BBDO) and Roos Atkins Clothiers (Argonaut Advertising) have taken one-quarter sponsorship in the games.

Household Finance Corp (Needham, Harper & Steers) and Air California (Barnes-Carey) will sponsor the pregame and postgame shows.

Two of the six preseason games will be aired on KTVU(TV) Oakland with the feed also going to KVOR(TV) Sacramento. Bob Starr will do play-by-play.

(This special report was principally written by Frederick M. Fitzgerald, senior editor, Washington, with assistance from the bureaus.)

FocusOnFinance®

CBS's second quarter indicates recovery

CBS Inc. has estimated gains in earnings and sales for the second-quarter of 1971 but a decline for the first six months.

In a statement last week, William S. Paley, chairman, and Frank Stanton, president, said a "renewed strength" in network-TV operations, which started

last March, "has largely counteracted the unprecedented loss of cigarette advertising which substantially reduced first-quarter earnings." They said in the second quarter the CBS/Broadcast Group equalled last year's level for the quarter, CBS/Columbia continued to show gains and CBS/Education & Publishing was down "slightly." But, "based upon current trends, we believe that we

will continue to register improvement in the third and fourth quarters, enabling full-year earnings to exceed 1970."

Net income in the second quarter was up from \$15.6 million in 1970 to \$16.2 million; sales from \$278.6 million to \$282.6 million, and estimated earnings from 55 cents to 57 cents. (All estimates exclude results of domestic cable-TV and domestic and foreign pro-

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The offering is made only by the Prospectus.*

NEW ISSUE

July 14, 1971



1,100,000 Shares

CARTRIDGE TELEVISION INC.

Common Stock

(\$1 par value)

Price \$20 Per Share

Copies of the Prospectus may be obtained in any State in which this announcement is circulated from only such of the underwriters as may legally offer these securities in compliance with the securities laws of such State.

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gram-syndication operations, both spun off last June 4 as shares of Viacom International to CBS common shareholders).

For the six-month period ended June 30 (estimated):

	1971	1970
Per-share earnings	\$ 0.79	\$ 1.02
Net sales	564,000,000	583,900,000
Net income	22,600,000	28,700,000

LIN sells its soul

LIN Broadcasting Corp.'s Standby-King recording division, New York, has sold its recording contract with black singer

James Brown to Polydor Inc., New York recording firm, for \$600,000 cash, it was reported last week. In addition, LIN has sold publishing and other assets related to Mr. Brown for approximately \$310,000, payable over a term. Donald A. Pels, LIN president, said the company plans to sell the division's assets because it is "too small an entry in the music business." He noted that while an extraordinary loss of approximately \$2 million will be incurred, the effect on earnings before extraordinary items will be positive.

Booth proposes stock split

The board of directors of Booth Newspapers Inc. of Ann Arbor, Mich., news paper publisher and television-station owner, said last week that it will submit to shareholders a proposal to increase the company's authorized common stock from three million to six million shares and split its stock on a two-for-one basis, increasing the outstanding stock to four million shares. In addition, it was reported that the Cranbrook Foundation, which owns approximately 20%

The Broadcasting stock index

A weekly summary of market activity in the shares of 110 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing July 14	Closing July 7	Net change in week	High	1971 Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting									
ABC	ABC	N	44 3/4	45 1/2	- 3/4	48	25	7,089	\$305,678
ASI Communications	ASIC	O	3 1/2	3 3/4	- 1/4	4 1/2	2 1/2	1,789	6,476
Capital Cities	CCB	N	48 1/4	47 1/4	+ 1	48 3/4	29	6,236	288,415
CBS	CBS	N	45 3/4	44 1/2	+ 3/4	47 1/2	30 1/2	27,086	1,185,013
Cox	COX	N	29 1/2	29 1/2	- 1/2	31	17 1/4	5,802	154,449
Gross Telecasting	GGG	A	12 1/2	12 3/4	- 1/4	16	10 1/2	800	11,296
Metromedia	MET	N	29	30	- 1	30 3/4	17 3/4	5,756	135,266
Mooney	MOON	O	6	4 1/2	+ 1 1/2	6	4	250	1,438
Pacific & Southern	PSOU	O	15	13 3/4	+ 1 1/4	17 1/2	12 1/2	1,636	27,812
Rahall Communications	RAHL	O	11	12	- 1	29	8 1/2	847	8,258
Reeves Telecom	RBT	A	2 1/4	2 1/4	-	3 3/4	2 1/4	2,292	6,303
Scripps-Howard	SCRH	O	23 1/2	20 1/2	+ 3	25	18	2,589	56,311
Sonderling	SDB	A	28 3/4	28 3/4	+ 3/4	34	24 1/4	997	29,531
Starr	SBG	M	17 3/4	14	+ 3 3/4	17 3/4	8 1/2	461	6,915
Taft	TFB	N	40 3/4	41	- 1/4	44 3/4	23 3/4	3,712	149,408
Total								67,342	\$2,372,569

Broadcasting with other major interests

Avco	AV	N	13 3/4	13 1/2	- 1/2	18	12 1/2	11,470	\$177,785
Bartell Media	BMC	A	4 1/4	5 1/4	- 1/2	8	4 1/4	2,254	12,961
Boston Herald-Traveler	BHLD	O	19	19	-	28	19	577	15,002
Chris-Craft	CCN	N	7 3/4	7 1/4	- 1/4	9 3/4	6 1/4	3,901	31,676
Combined Communications	CCOM	O	20 3/4	20 1/2	+ 1/4	20 3/4	10 1/2	2,048	30,208
Cowles Communications	CWL	N	10 1/2	10 1/2	- 3/4	12 1/2	8	3,969	47,628
Fuqua	FQA	N	24 3/4	24 1/4	- 1/2	26 1/2	13 1/4	6,569	313,473
Gannett	GCI	N	47 1/4	48	- 3/4	52	32 1/2	7,115	155,160
General Tire	GY	N	27 1/4	26 1/4	+ 3/4	27 3/4	21 1/4	18,713	446,886
Gray Communications		O	6 1/4	6 1/2	- 1/4	8	6	475	3,206
ISC Industries	ISC	A	5 1/4	5 1/4	- 1/4	8	5 1/2	1,959	11,989
Lamb Communications		O	2 1/2	2 1/4	+ 1/4	2 3/4	2 1/4	475	1,245
Lee Enterprises	LNT	A	29 3/4	26	+ 1 3/4	30 1/4	18 1/4	1,957	48,436
Liberty Corp.	LC	N	23 1/4	22 1/4	+ 3/4	24	17 1/2	6,774	138,252
LIN	LINB	O	14 1/4	13	+ 1 1/4	14 3/4	6 1/4	2,294	30,671
Meredith Corp.	MDP	N	26 1/4	26 1/4	-	29 1/4	19 1/4	2,754	73,670
Multimedia Inc.		O	34 1/4	32 3/4	+ 1 3/4	34 1/4	25	2,406	70,875
Outlet Co	OTU	N	18 3/4	20	- 1 1/4	22	14 1/4	1,333	24,156
Post Corp.	POST	O	13 3/4	13 3/4	-	14 1/4	9 1/4	734	16,559
Ridder Publications	RIDD	O	24	24 1/4	- 3/4	27 1/2	18	8,287	169,884
Rollins	ROL	N	41 1/4	39 3/4	+ 1 1/2	43 1/2	25 1/2	8,057	323,086
Rust Craft	RUS	A	43 3/4	43	+ 3/4	48 1/4	28 1/4	1,159	48,968
Schering-Plough	PLO	N	82	81 1/2	+ 3/4	84 1/2	60 1/2	25,174	1,966,593
Storer	SBK	N	31 1/4	30 3/4	+ 1	33 3/4	19	4,223	129,857
Time Inc.	TL	N	52 3/4	52 3/4	- 1/2	62 1/4	40 1/4	7,257	384,621
Trans-National Communications		O	3/4	3/4	-	1 1/4	1/4	1,000	750
Turner Communications		O	2 1/2	2 1/2	- 1/4	4	2	1,326	4,648
Wometco	WOM	N	20 1/4	19	+ 1 1/4	23 3/4	17 3/4	5,809	122,685
Total								140,051	\$4,800,910

CATV

American Electronic Labs.	AELBA	O	7 1/4	7 1/2	- 3/4	10	3	1,636	13,497
American TV & Communications	AMTV	O	21 3/4	22 3/4	- 1	26 1/4	17 3/4	2,042	45,435
Burnup & Sims	BSIM	O	26	24 1/4	+ 1 1/4	37 3/4	20 1/2	1,481	55,538
Cablecom-General	CCG	A	13 3/4	13 3/4	- 1/4	17 1/4	12 3/4	2,485	36,654
Cable Information Systems		O	2 1/2	2 1/2	-	4 1/4	2 1/2	955	3,343
Citizens Financial Corp.	CPN	A	14 1/2	15	- 1/2	15 1/2	12 1/2	1,406	28,120
Columbia Cable	CCAB	O	13 3/4	13 1/4	+ 1/4	15 1/2	9 1/2	900	14,175
Communications Properties	COMU	O	9 1/4	9 1/4	+ 1/4	10 1/4	7 1/4	1,800	14,650
Cox Cable Communications	COXC	A	19 3/4	18 3/4	+ 3/4	25 1/4	17 1/4	3,551	72,796
Cypress Communications	CYPR	O	9 3/4	9 3/4	+ 1/4	10 1/4	7	2,384	20,550
Entron	ENT	A	3 3/4	3 3/4	- 1/4	7 3/4	3 1/2	1,320	6,442
General Instrument Corp.	GRI	N	21 1/4	22 1/2	- 3/4	29 1/2	16 1/2	6,375	160,969
Sterling Communications	STER	O	4 1/4	4 1/4	- 1/4	6 1/4	3 1/2	1,100	5,907
Tele-Communications	TCOM	O	19 1/4	19 1/2	-	20 1/2	12	2,704	44,616
Teleprompter	TP	A	78 3/4	82 3/4	- 3/4	88 1/2	56 1/2	3,136	253,232
Television Communications	TVCN	O	9 1/4	9 1/4	- 3/4	10 1/4	7	2,901	27,869
Viacom	VIA	N	14 3/4	13 3/4	+ 3/4	21	13 3/4	3,760	66,251
Vikoa	VIK	A	7 1/4	7 1/4	+ 1/4	14 1/4	7	2,316	18,806
Total								42,252	\$889,050

of Booth's outstanding common stock, will sell half of its holdings in a registered public offer this August.

Company reports:

■ Wometco Enterprises Inc., Miami, diversified company with group-broadcast properties, reported a decrease in revenues and net income for the six months ended June 19:

	1971*	1970
Earned per share	\$.399	\$.495
Revenues	43,948,056	44,288,233
Net income	2,321,248	2,874,920

*Includes the operations of Outdoor Media-Lake-land, acquired Jan. 3, 1971.

■ RKO Tire & Rubber Co., Akron Ohio-based parent company of RKO General, reported a slight increase in sales and earnings for the six months ended May 31. Earnings include an extraordinary gain of \$1,564,000 resulting from the sale of unnamed radio property. Before the extraordinary item, the operating earnings were \$17,537,000 or 92 cents per share.

For the six months ended May 31:

	1971	1970
Earned per share	\$ 1.00	\$ 0.91
Sales	485,601,000	484,700,000
Earnings	19,101,000	17,228,000

New stock offering from Denver's ATC

American Television & Communications Corp., Denver-based cable-TV firm, reported last week that it has filed a registration statement with the Securities and Exchange Commission covering a proposed offering of 500,000 shares of common stock. Of the shares to be offered, 200,000 will be sold by ATC and 300,000 by stockholders.

Net proceeds received by ATC will

	Stock symbol	Ex-change	Closing July 14	Closing July 7	Net change in week	High	1971 Low	Approx. shares out (000)	Total market capitalization (000)
Programming									
Columbia Pictures	CPS	N	10 1/2	11 1/2	- 3/4	17 1/2	10 1/2	6,335	\$80,778
Disney	DIS	N	112 1/2	116	- 3 1/2	128 1/2	77	12,785	1,575,751
Filmways	FWY	A	6 1/2	7	- 1/2	11 1/2	6 1/2	1,754	14,242
Four Star International		O	1 1/2	1	+ 1/2	1 1/2	1	666	833
Gulf & Western	GW	N	27 1/2	28 1/2	- 1 1/2	31	19	14,964	418,992
Kinney National	KNS	N	34 1/2	34 1/2	-	39 1/2	28 1/2	11,230	429,559
MCA	MCA	N	23 1/2	24	- 1/2	30	21 1/2	8,165	217,352
MGM	MGM	N	20 1/2	22	- 1 1/2	26 1/2	15 1/2	5,886	130,964
Music Makers	MUSC	O	2 1/2	2 1/2	+ 1/2	3 1/2	2 1/2	589	1,396
National General	NGC	N	25 1/2	24 1/2	+ 1/2	28 1/2	15 1/2	4,977	122,534
Tele-Tape Productions		O	1 1/2	1	+ 1/2	2	1	2,183	2,729
Transamerica	TA	N	17 1/2	17 1/2	-	19	15 1/2	63,785	1,084,345
20th Century Fox	TF	N	10 1/2	11 1/2	- 1/2	15 1/2	8 1/2	8,562	108,052
Walter Reade Organization	WALT	O	1 1/2	2 1/2	- 1/2	3 1/2	1 1/2	2,414	6,325
Wrather Corp.	WCO	A	7 1/2	8 1/2	- 1/2	8 1/2	6 1/2	2,200	13,750
Total								146,495	\$4,207,602
Service									
John Blair	BJ	N	21	20	+ 1	24 1/2	16	2,584	\$45,866
ComSat	CQ	N	72	72	-	84 1/2	49 1/2	10,000	732,500
Creative Management	CMA	A	11	10 1/2	+ 1/2	17 1/2	8 1/2	1,102	13,775
Doyle Dane Bernbach	DOYL	O	22	21 1/2	+ 1/2	26 1/2	21	1,918	42,676
Elkins Institute	ELKN	O	10 1/2	10 1/2	+ 1/2	16 1/2	8 1/2	1,664	27,240
Foote, Cone & Belding	FCB	N	12 1/2	13 1/2	- 1/2	13 1/2	7 1/2	2,196	23,058
Grey Advertising	GREY	O	15 1/2	14 1/2	+ 1 1/2	14 1/2	9 1/2	1,207	15,691
Marvin Josephson Assoc.	MRVN	O	7 1/2	8 1/2	- 1/2	12	7 1/2	902	7,324
LaRoche, McCaffrey & McCall		O	9	11	- 2	16 1/2	9	585	8,483
Marketing Resources & Applications		O	8 1/2	8 1/2	-	18 1/2	2 1/2	504	4,914
Movielab	MOV	A	2 1/2	2 1/2	- 1/2	4	2	1,407	4,221
MPO Videotronics	MPO	A	7 1/2	6 1/2	+ 1/2	8 1/2	5	557	3,275
Nielsen	NIELA	O	43	46 1/2	- 3 1/2	49 1/2	39 1/2	5,299	257,528
Ogilvy & Mather	OGIL	O	34 1/2	35 1/2	- 1/2	36	24	1,096	35,346
PKL Co.	PKL	A	3 1/2	3 1/2	+ 1/2	6 1/2	3 1/2	742	2,783
J. Walter Thompson	JWT	N	51 1/2	50 1/2	+ 1 1/2	60	34 1/2	2,721	149,982
Transmedia International		O	1/2	1/2	- 1/2	3 1/2	1/2	535	1,739
Wells, Rich, Greene	WRG	A	20	20	-	25 1/2	15 1/2	1,575	28,648
Total								36,594	\$1,405,049
Manufacturing									
Admiral	ADL	N	18 1/2	19 1/2	- 1 1/2	21	8	5,163	\$100,679
Ampex	APX	N	17 1/2	19 1/2	- 1 1/2	25 1/2	18 1/2	10,874	196,451
CCA Electronics	CCAE	O	3 1/2	3 1/2	+ 1/2	4 1/2	2 1/2	897	2,915
Collins Radio	CRI	N	12 1/2	13	- 1/2	20 1/2	12 1/2	2,968	49,328
Computer Equipment	CEC	A	4 1/2	4 1/2	- 1/2	7 1/2	3 1/2	2,408	15,038
Conrac	CAX	N	23 1/2	25	- 1 1/2	29	15 1/2	1,259	34,937
General Electric	GE	N	58 1/2	61	- 2 1/2	62 1/2	57 1/2	90,813	21,773,325
Harris-Intertype	HI	N	59	59 1/2	- 1/2	69 1/2	54 1/2	6,333	394,989
Magnavox	MAG	N	52 1/2	51 1/2	+ 1 1/2	53 1/2	37 1/2	17,278	848,695
3M	MMM	N	119 1/2	117 1/2	+ 1 1/2	123 1/2	95 1/2	56,099	6,437,360
Motorola	MOT	N	77	82	- 5	89 1/2	51 1/2	13,345	1,094,290
RCA	RCA	N	34 1/2	34 1/2	- 1/2	40 1/2	26	74,437	2,837,538
Reeves Industries	RSC	A	3 1/2	4 1/2	- 1/2	6 1/2	2 1/2	3,458	10,374
Telemation	TIMT	O	9 1/2	10 1/2	- 1/2	13 1/2	8 1/2	14,040	135,065
Westinghouse	WX	N	90 1/2	89 1/2	+ 1 1/2	94 1/2	65 1/2	41,431	3,702,688
Zenith	ZE	N	48 1/2	52 1/2	- 4	54 1/2	36 1/2	19,021	898,742
Total								359,822	\$27,647,751
Grand total								792,556	\$41,322,931
Standard & Poor Industrial Average									
			109.30	110.27	- .97				

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

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

be added to its general funds and will be available for working capital and for acquisition or construction of CATV and microwave systems.

ATC operates wholly owned cable-TV systems serving 177,000 subscribers, and partially owned systems with about 20,000 subscribers in 19 states.

First public offering by a cartridge TV firm

Cartridge Television Inc., New York, a 50.2%-owned subsidiary of Avco Corp., offered 1.1-million shares of common stock at \$20 a share last week, through Hornblower & Weeks-Hemphill, Noyes, manager of the underwriting group. After the offering, which was termed a near sell-out, and the exercise of warrants, Avco's ownership will be reduced to 31.8%. Before this offering there had been no public market for Cartridge's common stock.

Noting that it is the first major firm exclusively in the video-tape recording industry to go public, Cartridge said it plans to use the net proceeds to finance expenditures at its California tape and cartridge plant. The money also will be used at Avco's tape-deck and component manufacturing plants in Indiana and Alabama, to meet Cartridge's additional pre-operating and working capital needs.

The company has developed "Cartri-

vision," a color video-tape cartridge system, to be marketed mainly for home consumption. The system operates with a television receiver and is said to permit the viewer to record TV programs off the air on blank tape and to play them back, play pre-recorded programs and to make instant home sound movies. The firm has acquired license rights to more than 800 films, including a number of full-length movies, to be made available to Cartrivision owners on a rental basis. It also plans to sell educational programs.

Manhattan cable wins Morgan loan

The Morgan Guaranty Trust Co., New York, has agreed to lend Sterling Communications Inc.'s Manhattan cable-television system \$13.15 million as part of a \$19.15-million financing plan. Time Inc., which owns 47% of Sterling's outstanding stock, is supporting the loan and initially will receive rights to buy 300,000 shares of Sterling stock at the current market price. As another aspect of the Morgan Guaranty loan, Time, in the future, may receive additional rights to an equal or greater number of shares. As of May 31, Sterling had 2,156,810 shares outstanding.

In its agreement with Morgan Guar-

anty, Sterling Communications will raise the remaining \$6 million through a planned equity offering early next year. Time also has assured the placement of this planned offering.

Charles F. Dolan, president and chairman of Sterling Communications, said the money will be used mainly to repay existing bank loans and to expand the Manhattan cable system. The company is franchised to serve the southern half of Manhattan. Sterling acquired 100% ownership of Manhattan Cable in August 1970. During the past year, its subscribers have increased from 26,000 to 38,000, Mr. Dolan said.

Sterling Communications had a net loss of \$2,516,921 for the year ended March 31, 1971, compared with a net loss of \$1,201,597 a year ago. Revenues for fiscal 1971 rose to \$2,792,513, or \$1,350,943 more than the year before.

Mr. Dolan said that for fiscal 1971 no nonrecurring gains or losses were recorded. But, in 1970, a net gain in extraordinary items totaled \$304,760.

Sterling syndicates news services to the cable-TV industry and has cable-TV franchises in Nassau, Suffolk, and Westchester counties, New York, and Rockland county, New Jersey. The firm also licenses the manufacture of converters for 26-channel cable reception and produces educational films.

Equipment&Engineering

Grist for the satellite mill

Reply comments on domestic-system proceeding hit FCC; most defend self-interested positions

With the passing of the FCC's July 12 deadline for the filing of reply comments on the domestic communications-satellite issue, only one aspect of the

proceeding seems to have emerged uncontested: The commission will have a plethora of data to consider as it settles down to the task of formulating its

policy on domestic satellite systems.

All eight applicants for satellite systems responded last week, as did several other interested parties, including the Department of Justice and the National Citizens Committee for Broadcasting. All the pleadings were designed to refute contrary positions offered by other entities in last month's round of comments (BROADCASTING, May 17, et seq.). But, in general, most of those filing tended to restate their on-the-record proposals.

Two of the applicants—AT&T and the Communications Satellite Corp.—bore the brunt of the criticism while the other applicants continued to support an "open entry" satellite policy which would essentially permit anybody capable of delivering the goods to operate a system. Comsat, which feels that its "multipurpose" system is the only logical proposal, re-emphasized its belief that only one system should be granted a license. (Communications Satellite Corp. is actually an applicant for two systems—one proposed jointly with AT&T and another on its

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BROADCASTING, July 19, 1971

own.) AT&T, which is Comsat's largest stockholder, with a 29% interest in that company, was largely defensive in its comments. It said most critics of its joint satellite proposal—notably Western Union, MCI-Lockheed and various cable interests, that contend that AT&T should be disqualified from the proceeding—have failed to “assign any factual basis” for their request or “develop any logical argument to support their positions.” It said that the proposal of various applicants that AT&T be allowed only to lease satellite-system capacity from others is “not the most efficient or economical services to the general public on a nationwide basis.”

AT&T was equally critical of the Justice Department position, branding as “unrealistic” Justice's proposal that common carriers be prohibited from including satellite investment to determine rate base for other services.

Both AT&T and Comsat attempted to clear up questions that have been raised regarding their close association. AT&T claimed that none of its critics have backed up with evidence their contention that AT&T's stock interest in Comsat allows it to exert control over that company, or that Comsat defers to AT&T in its dealings. While it owns nearly 30% of Comsat, AT&T pointed out, it is entitled to elect only three of Comsat's 15 directors. And Comsat in its comments noted that the Communications Satellite Act of 1962 provides that 50% of the corporation's outstanding shares are specifically reserved for noncommon carriers.

The “central question” before the FCC, Comsat said, is whether the commission will accept Justice's “superficially appealing thesis” that if the domestic-communications satellite market is permitted “to grow like Topsy, the end result will somehow be beneficial,” or whether “the commission will recognize what we believe to be its statutory responsibility to provide regulatory leadership and guidance in the creation of an essential communications source.” And it is “wholly unrealistic,” Comsat said, to believe that the public interest will be served by the licensing of a large number of equipment suppliers, users of terrestrial carriers, or “applicants whose primary motivation is to serve particular interests.”

The Justice Department, meanwhile, continued to urge a wide-open policy on satellite licensing, stressing the dangers of the anticompetitive proposals of Comsat and AT&T. The only stipulations recommended by Justice are that applicants for satellite systems be financially qualified, guard against interference, refrain from anticompetitive practices and, in the case of common-carrier applicants providing specialized communications services, “be required

to show that their satellite offerings will not be cross-subsidized by their other regulated services.” It also suggested that AT&T be “initially prohibited” from carrying television signals “on a regular, contractual basis.”

MCI-Lockheed, another applicant and one of Comsat and AT&T's most severe critics, warned the commission against granting a monopoly “to the entity with a monopoly in international satellite communications and its major stockholder, the entity with a monopoly in the major part of domestic terrestrial communications.” And the company noted that its system would cost less than those proposed by the other applicants. It supplied a list of the annual cost to other applicants per transponder, placing itself first, with \$166,000, followed by Hughes Aircraft, \$241,000; Western Union, \$251,000; Western Tele-Communications Inc., \$276,000; Fairchild, \$279,000; AT&T and Comsat, both \$283,000, and RCA Global Communications, \$310,000.

One new aspect to the proceeding was offered by the National Citizens Committee for Broadcasting. It proposed that the commission allow new applications for satellite systems to be filed in apparent anticipation that a “passive” system will be proposed. The “passive” system utilizes a passive signal-array technique employing a lightweight large satellite array which, NCCB said, offers less chance of radio-frequency interference and orbital location problems, and at less cost, than the “general use” systems currently proposed.

Broadcasters, who have been far from silent in the past in their demands that individual stations be allowed a piece of the satellite action, spoke out again last week. Filing jointly, the affiliates associations of the three commercial television networks urged the commission to allow local TV stations to own or control receive-only earth stations that would distribute television programming transmitted via satellites to them. The affiliates came out in support of an application for such a station filed last April by the Phoenix Satellite Corp. (BROADCASTING, April 19), which is owned by Phoenix stations KOOL-TV, KTAR-TV and KTVK(TV). They noted that the only opposition of this application came from Comsat and the United States Independent Telephone Association. In answering the former, the affiliates said Comsat “has and cannot support” its assertion that a monopoly of the ground segment of a “multipurpose” satellite system would result in “economies of scale sufficient to preclude authorization” of local stations for earth-station ownership. And Phoenix SCatellite, filing separately, asked the commission to ignore Comsat's objection and grant its application.

One boom forecaster for color-TV sets

Rejuvenation of the color-television industry is expected in the next four years, according to a New York electronic industry analyst. James I. Magid of Burnham and Co., investment banking firm, predicts a growth rate of 10% a year through 1975, from the present \$2 billion to \$3 billion.

“Annual growth in units of 17% and in value of shipments of 11% are very possible over (this) period,” Mr. Magid said, comparing his projections with the stagnation of recent years.

Saturation of the market will grow, he said, from 50% of American homes to more than 75%, with 10% of homes owning more than one set, and more than 1.5-million sets sold for nonhousehold use. Mr. Magid attributes the growth rate to two main factors: lower-priced sets due to increased production efficiency and foreign manufacturers; and strong demand for replacement, projected to exceed three-million sets by 1975.

Mr. Magid's assessment of a 12-million-set market by 1975 is at variance with those of seven-to-nine million by television company spokesmen.

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Making a move on children's TV

With regulation in the wind, some broadcasters initiate decommercialization and improvements

Call it an effort to serve the public or sophisticated public relations; label it recognition of changing attitudes or trendy bandwagon-hopping; whatever it is, it has arrived and it's something new. In a series of swift, independent but hardly coincidental actions, major broadcasters are beginning to answer the growing demand for better and less commercialized children's television.

Three major licensees came out with their plans last week:

- Westinghouse Broadcasting Co. announced the creation of *Earth Lab*, a series of one-hour, science-oriented programs designed for children between the ages of 8 and 14. The series will run on the five Group W stations this fall, and will be syndicated to other stations. It will limit itself to four two-minute

commercial breaks, only one of which will occur during the course of the program.

- Post-Newsweek Inc.'s television stations will increase their children's schedules to 14 hours per week with the addition of local programming. (One of the local programs will be *Earth Lab*.) The stations also plan to label each program for a specific age group—preschool, grade school or teen-age—and to limit commercials to clusters before and after each local program.

- WMAL-TV Washington, owned by the Evening Star Broadcasting Co., last week announced a cut in the time allotted to commercials on its locally produced children's program, *The Magic Door*. Five minutes and 10 seconds (a 47% drop) will be allotted to com-

mercials, with only one interruption during the hour-long program. The new policy was made effective last Monday (July 12).

All three actions reflect the growing public outcry about children's programming, sparked and epitomized by Action for Children's Television. That group, formed two years ago by a group of Boston mothers, has asked the FCC to adopt rules regulating children's programming, and the commission has responded with an inquiry into the subject. The result, according to the most recent count, has been over 80,000 letters from citizens across the country, in addition to the usual polished comments of broadcast spokesmen (BROADCASTING, July 12).

The 26-week *Earth Lab* series, budgeted at \$250,000, will feature a different science-oriented topic each week through experiments, field trips, demonstrations, games, music, films and quizzes. Children in the studio audience, "the Earth Lab Players," will participate throughout the program guided by host Rex Trailer and "Philo," a talking computer.

Marvin L. Shapiro, president of the Group W stations, commenting on the new series, said last week he hoped *Earth Lab* would provide "the same kind of stimulus to adventure and fun in learning for an older group as *Sesame Street* has provided for preschoolers."

Mr. Shapiro said the lower number of commercials was agreed upon as a "happy medium" between the National Association of Broadcasters Television Code allowance of 16 minutes for commercial time per hour and that of non-commercial TV.

Shep Morgan, executive producer of the children's series, said the producers chose eight to 14-year-olds as a target group because they felt they had been "neglected in other children programming ventures."

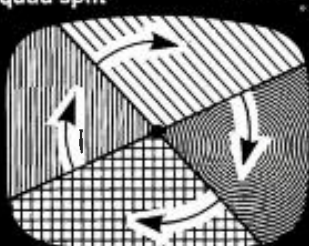
Earth Lab is a co-production of Group W Productions and Parallel Productions, New York. Howard Jaffe is producer-director, Tom Knott, director, and Bob Cohen, associate producer.

Post-Newsweek Board Chairman Larry Israel said that company's three

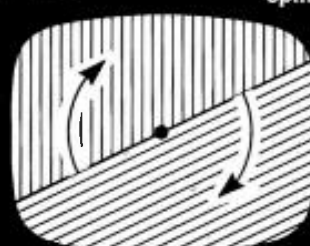
new production techniques

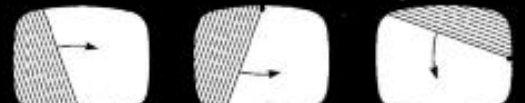
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television stations—WTOP-TV Washington, WPLG-TV Miami and WJXT-TV Jacksonville, Fla.—increase their children's schedules to 14 hours per week with the addition of local programing. Four hours of this programing will be originated locally on WTOP-TV and WPLG-TV, and seven hours on WJXT-TV.

Each of the Post-Newsweek stations will limit commercials within its local children's programs to clusters before and after the transmissions. (A children's "transmission" may include only one program, or may include a block of programs scheduled for a period of up to two hours.) In no case will the number of commercials accepted for children's programs exceed the number accepted for adult programing.

The network children's programs transmitted by each station will remain unaffected by the new commercial policy. WTOP-TV and WJXT-TV are CBS-TV affiliates; WPLG-TV is an ABC-TV affiliate.

The new weekly programs are *Earth Lab*; *The Audubon Wildlife Theater*; a new one-hour series that will include serialization of fiction classics such as "Little Women" and "Ivanhoe"; and *Arthur & Company*, a program for preschoolers developed at WPLG-TV and now available at the other Post-Newsweek stations.

In addition to the regular schedule there will be a group of prime-time children's specials, including both British and American-made films, some of which have been produced by young people. The new children's programing project is under the direction of Ray Hubbard, vice president for programing and production, Post-Newsweek stations.

The launching of WMAL-TV's new commercial policy for *The Magic Door* was coupled with the announcement that the station has formed a committee to screen and review all commercial and public-service announcements within and adjacent to the program.

Pay up, says AFTRA

The American Federation of Television and Radio Artists has filed individual suits against 10 ABC television and radio personalities in New York to collect fines imposed upon them in 1967.

The suits, filed in the New York Supreme Court, named as defendants sportscaster Howard Cosell; newsmen Bill Beutel, John Schubeck, Roger Sharpe and Milton Lewis; weatherman Tex Antoine; radio personality Dan Ingram, and actors Anthony George, Jonathan Frid and David Ford. The fines were imposed after 10 defendants allegedly crossed picket lines of the National Association of Broadcast Employees and Technicians (NABET),

which was on strike against ABC in 1967, although AFTRA had directed its members to honor lines. None of the defendants has paid the fines, according to AFTRA.

AFTRA also asked the court to direct the 10 defendants to disclose individual amounts they earned during the strike, since the fines were lodged in those amounts. Throughout the country, fines have been imposed on 76 persons and only one has paid, AFTRA said.

TV, violence and youth: a preliminary judgment

Interim reports on two continuing research projects sponsored by ABC-TV indicate that exposure of children to violence on television does not appear to lead to heightened aggressive behavior. They do, however, show increased "fantasies, emotions and attitudes" associated with TV viewing. ABC is not yet prepared to explain why the latter and not the former.

One study, conducted by Lieberman Research Inc., New York, sets out to develop a method of measuring inclination toward aggression in children. The other, under the direction of two Temple University professors, Dr. Melvin Heller and Dr. Samuel Polsky, is an examination of various groups of children to observe and measure the effects of their watching violence on TV.

Marvin Antonowsky, ABC-TV vice president and associate director of planning, research and marketing services, said the preliminary Lieberman study reported the development of an "electronic pounding platform," a physical instrument to measure inclination toward aggression among children. The device will be used by Lieberman to measure the effect of viewing violence on television under varying conditions.

The Heller/Polsky project, in its first year, studied four key groups of children: emotionally impaired ones with normal intelligence; psychiatrically normal children from broken homes; imprisoned youthful offenders charged with crimes of violence, and "normal" school children from middle- and upper-middle-class neighborhoods.

Among other preliminary findings announced were the following: The viewing of TV having relatively more aggressive content produced more aggressive fantasies—apart from behavior—among children, as revealed by projective tests (such as drawings) and objective test measurements. And there is an indication that, in contrast to behavior, certain emotions and attitudes, such as negativism, resentment and suspiciousness, may be stimulated by exposure to aggressive TV material.

Though findings are preliminary,

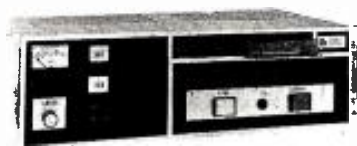
ABC said it has recently sent members of its standards and practices and programing departments, owned-station managers, program heads and network-show producers and suppliers a memorandum reaffirming its policies on violence. The memorandum noted that special attention should be given to that portion of the National Association of Broadcasters television code which states "that the presentation of techniques of crime in such detail as to invite imitation shall be avoided."

Everyone wants a waiver

CBS-TV last week asked the FCC to waive its prime-time access rule to permit affiliates in the eastern and central time zones to carry certain broadcasts of National Football League games this fall. The network said it expects some of its NFL telecasts to continue beyond 7 p.m., the time specified by the commission in its access ruling for the commencement of prime-time programing. CBS asked that stations in areas in which this occurs be permitted to broadcast the full evening schedule following the game's conclusion.

The CBS filing follows similar requests by the other networks for waivers to accommodate sports programing. ABC-TV filed last week; NBC-TV, last month (BROADCASTING, July 12, June 28).

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Counting down to Apollo coverage

NBC leads with 30 hours planned as broadcast news readies for moon shot

All network systems are go for what is scheduled to be the longest U.S. space mission to date—Apollo 15, scheduled for liftoff next Monday (July 26) at 9:34 a.m. EDT.

NBC News has scheduled about 30 hours of coverage for the 12-day mission, CBS News, 17, and ABC News more than 13. Each network plans to give extensive live coverage to the launching, the lunar landing, the extravehicular activity, the first use of the motorized lunar rover, the first live color pictures of the astronauts' lift-off from the moon's surface, splashdown and recovery. Astronaut Alan Bean, who walked on the moon during the Apollo 12 mission, will be with NBC News correspondent Garrick Utley at the network's facility at the Manned Spacecraft Center in Houston. Correspondents John Chancellor, Frank McGee, Jim Hartz, Roy Neal and Mr. Utley will report the flight's progress. NBC will report pre-launch activity at Cape Kennedy, Fla., at 7 a.m. on the *Today* show. Gulf Oil Corp., through Young & Rubicam, will sponsor NBC's coverage.

CBS News will begin coverage on Friday (July 23) at 10:45—11 p.m. EDT with a preview of the mission. It will be on the air for liftoff July 26 from 8 to 10 a.m., followed by progress reports during the *CBS Morning News* with *John Hart* 7 to 8 a.m. CBS News correspondent Walter Cronkite will be anchorman and former astronaut Walter M. Schirra will join him as special analyst at the Kennedy Space Center. Correspondents David Schoumacher, Bruce Morton and Nelson Benton also will join Messrs. Cronkite and Schirra

in coverage. Sponsors of CBS News coverage are Western Electric, through Cunningham & Walsh, and Tang (General Foods), through Young & Rubicam.

The ABC News space coverage will be co-anchored by science editor Jules Bergman and special correspondent Frank Reynolds, assisted by former astronaut Frank Borman. Astronaut Charles Conrad will provide commentary during the moonwalks. ABC News is eliminating simulations of events taking place on the moon. Instead, the network will use a topographical relief map, made by the Army and identical to one used by the astronauts while training. Walter J. Pfister Jr., executive producer, said that in the past, glaring discrepancies developed between what the astronauts were saying verbally and what was being shown in simulations. ABC will have two pre-launch status reports, at 8-8:10 a.m. and 8:30-8:35 a.m. on July 26. Sponsors are the 3-M Co., Bristol-Myers and Tang, through Young & Rubicam.

The mission also will receive extensive coverage on the radio networks. Mutual Broadcasting System will begin with a live 30-minute program before liftoff. It also will be live for key aspects of the flight in addition to 15-to-45-minute mission reports. Five to seven minutes of its *The World Today* will be devoted to Apollo 15, and there will be five-minute progress reports. Philip Clark will be the anchorman from Cape Kennedy, Jay Russell will be in Houston and Don Blair will be pool reporter on the recovery ship.

Anchor men for NBC Radio include Wilson Hall, Jay Barbree, reporting from the cape and later from Houston, and Russ Ward and Peter Hackes.

CBS Radio coverage will be anchored by Reid Collins, who will deliver *News-on-the-Hour* reports and prepare material for Newsfeed, the supplementary audio service to CBS-owned radio stations, all from Cape Kennedy. Later Mr. Collins will return to New York and join correspondent George Herman.

Correspondent Dallas Townsend and reporter Gary Shepard will backup the anchorman. In Houston, correspondent Steven Young and CBS News science consultant Dr. Leonard Reiffel will report on the flight. Mr. Shirra will also serve as special analyst for the network.

ABC Radio will begin its pre-launch reports with interviews of the Apollo 15 astronauts Colonel David R. Scott, Lieutenant Colonel James B. Irwin and Major Alfred M. Worden (all Air Force) today (July 19). Merrill Mueller and George Engle will be co-anchormen first at Kennedy, then in New York. Correspondent John Pollock will be in Houston and Bill Larsen will give special reports.

Associated Press will offer its members audio coverage direct from Houston, plus broadcast wire coverage from the space center. This will be the first time AP has provided audio coverage of a spot-news story. Bruce Hodgman of New York, night supervisor of the trunk wire, and Mark Thayer of Columbus, Ohio, will do the voice reports. Both are former newscasters. Jim Wessel, director of special projects in the broadcast department, will supervise both audio and trunk wire coverage.

United Press International plans to go live on all main events and will also offer one-minute reports hourly throughout the flight. Scott Peters will be the anchorman and Art Thompson co-anchorman.

Preschool children will have their own program dealing with the Apollo 15 lunar mission in *Mr. Rogers Meets an Astronaut*, scheduled next Sunday (July 25) at 7 p.m. EDT on the more than 200 Public Broadcasting Service stations.

The half-hour program will feature Air Force Major Alfred Worden, scheduled to fly to the moon the next day. He will demonstrate how he is helped into his space suit and how the astronauts keep in touch with each other while one is circling in space and the others are on the moon. Major Worden also will tell how the moon looks up close, his feelings about making the flight and the splash-down. He will explain how the astronauts eat and drink with the space suits on and how the suit itself feels.

Filmed for PBS by Family Communications Inc., the program is designed to show the flight as a nonthreatening adventure in space. Fred Rogers, host of *Misterogers' Neighborhood*, prepared and will narrate the program.

Alan B. Shepard, through an arrangement with the National Aeronautics and Space Administration will appear on three programs for CBS News to discuss the lunar work activity by Apollo 15 astronauts. Mr. Shepard was the commander of the Apollo 14 mission.

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Threat of strike by SAG fading

Tentative agreement calls for more money for actors from TV reruns, cassettes

A possible actors' strike was apparently averted last week with the announcement of an agreement between the board of directors of the Screen Actors Guild and film companies on a new contract for feature-film and television production. Central to the agreement were new provisions for payment to actors upon the release of films for network reruns and cassette distribution.

Under a new approach proposed by SAG, the supplemental grosses for a feature film after theatrical release will trigger a continuing payment to actors based on plateaus of gross reached in such new fields as cassettes, pay TV and cable TV. Another new approach related to compensation of actors for prime-time network reruns. Instead of basing residuals only on minimums, SAG said, the new formulas will use 50% of the increased minimums as the base, plus a percentage of actual salary.

Among other revisions: Minimums and foreign residuals were increased by 15%; a preference-of-employment clause to encourage the use of professional actors has been approved; penalties for late payment of residuals were increased; and pension and welfare ceilings have been lifted.

The agreement still awaits final approval by the full SAG membership, but the board expressed confidence that "a substantial majority" of the members will favor it. A meeting has been called in Hollywood for tomorrow (July 20).

Mobil again funds 'Masterpiece Theatre'

The Public Broadcasting Service received a grant of \$1.12 million last week from the Mobil Oil Corp. to fund its *Masterpiece Theatre* series. The grant covers the period from October 1971 through June 1973.

Masterpiece Theatre, produced by the British Broadcasting Corp., was launched by a Mobile grant last January. It premiered on the 205-station PBS with *The First Churchills* drama series.

This year's schedule is set to begin Sunday, Oct. 3, 9 p.m. EDT with *Jude the Obscure*, a six-part dramatization of the Thomas Hardy novel. *The Gambler*, a two-part drama based on Dostoyevsky's novel, follows Nov. 14; *Resurrection*, a four-part series based on

Tolstoy's novel, Nov. 28; and *Cold Comfort Farm*, a two-hour special based on a novel by Stella Gibbons, Dec. 26. British journalist Alistair Cooke will continue as host of the series. The schedule, beginning in January 1972, will be announced at a later date.

Getting the story while it's hot

A chance telephone call connected a talk-show host with a suspected bank robber while the gunman held a woman and her 1½-year-old daughter hostage in the woman's home.

In midafternoon, July 9, Ray Fox, chief moderator for WLOL(AM) Minneapolis, a 24-hour talk station, was handed a note from his producer, Craig Rutman, indicating that if he picked up his private telephone line, he would be talking with a robbery suspect. Mr. Rutman had heard a police call about a bank holdup in St. Paul. Two suspects were captured; two more were thought to have entered a home in a Minneapolis neighborhood.

Mr. Rutman then called a grocery store in the block where the police had surrounded a house and was directed to call a Mrs. Schwartz, who, the grocer believed, could tell him more about the incident. When Mr. Rutman called, a man answered. Asked what was happening, the man replied, "You're talking to one of the robbers."

"I couldn't believe it," said Mr. Rutman. "When I asked the guy [later identified as Earl Williams, 24, Kansas City] if he wanted to go on the air with his story, he replied, 'Sure . . . I've got a lot to say to the people of the Twin Cities area.'"

Ray Fox then took the call. "I went on cold," he said. He knew only that a robbery had occurred and that he was talking with one of the suspects. "It was hairy at first. One wrong word could have resulted in a disaster. He was holding a gun on the woman and her child."

Mr. Fox talked with the man for nearly 10 minutes.

"I talked to him about life: his, the lives of his hostages and of the police outside. He was full of black-man revolutionary terminology but his language was clean. . . . I never had to worry about the swear button. He was a real pro," Mr. Fox added, "he knew exactly what he wanted and laid it on the line."

Shortly thereafter, the girl was released unharmed and the suspect allowed the police in to negotiate. Moments later, the five-hour ordeal of Mrs. Schwartz ended when Williams and his companion surrendered.

Football helps fill NBC O&O's schedule

NBC-owned TV stations will fill the half-hour prime-time void next season with, among other shows, a new football series. The *Game of the Week*, produced by NFL Films and distributed by Hughes Sports Network, is set for Friday, 7:30-8 p.m. NYT.

Last week in New York, ad agency buyers were told that, in addition to the Friday slot, newly opened half hours on NBC-owned TV outlets will be filled on Sunday with *Wild Kingdom* at 7, Monday with *Dr. Simon Locke* at 7:30, Wednesday with *Primus* at 7:30 and Thursday with *Lassie* at 7:30. A one-hour series of National Geographic specials begins at 7 on Saturday. (There is no entry for Tuesday night because FCC waived its prime-time access rule to permit networks that night to program 7:30-11).

Program services move

The program distributing activities of the National Association of Educational Broadcasters will be transferred to the Public Broadcasting Service and to National Public Radio. Educational Television Stations/Program Service and National Educational Radio Network,

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which function as program libraries for member stations, will retain present staffs and program usage fees under the new move.

ETS/PS—henceforth to be known as the Public Television Library—will continue to be administered by the Indiana University Foundation at Bloomington, Ind., where it is located; the radio service will move to NPR headquarters in Washington.

Program notes:

Pilot night ■ NBC-TV will present two half-hour comedy specials on Aug. 26 at 10 p.m. EDT under the one title *Dean Martin Presents: Sneak Preview*. One of the specials, "Powder Room," to be shown in the first half-hour of the program, deals with two women's individual views of life. The second, "What's Up," looks humorously at contemporary America. Both are pilots for potential series and are produced by Mr.

Martin's company and by Greg Garrison Production Inc., in association with NBC-TV.

Pilot for 'Money' ■ Young & Rubicam and David Susskind's Talent Associates/Norton Simon are preparing a half-hour TV series, *Most for your Money*. Program includes money-saving ideas and social comment in fashion, food shopping and decorating. Pilot was taped in New York at Lewron Television Inc.'s facility. Credits: Judy Crichton, producer; Mike Gargiulo, director; Chester Feldman, executive producer; Don Sullivan, unit manager for Lewron.

Bear facts ■ Twentieth Century-Fox Television reported last week that a half-hour situation comedy, *The Bear and I*, is slated for production for NBC-TV. The series is being produced for Fox TV by APJAC productions and Beard-Blye Productions, both Hollywood, and is based on the bear character created by Christopher Beard and Alan

Blye for *The Andy Williams Show* on NBC-TV the past two seasons.

Make up your mind ■ *Decisions! Decisions!*, a two-hour audience-participation comedy-drama special, will be broadcast on NBC-TV Saturday, Sept. 11 (7-9 p.m. EDT). Two outlines for story plots will be introduced to the studio audience before the story begins and the audience will be asked to vote on which will be developed. As the story progresses, action is frozen at key points in the program and the audience again votes on plot alternatives. The special will star Bob Newhart, Jean Simmons and Jill St. John.

Spanish soap ■ WOR-TV New York said it will be the first VHF station in that city to present a soap opera in Spanish. The Monday-Friday dramatic series, *Nino*, was to begin today (July 19) at noon to 1 p.m. NYT. The series, produced in Buenos Aires by Panamericana TV, will be aired in 264 episodes.

International

O&M London wants to acquire Benson

Ogilvy & Mather International's Ogilvy & Mather Ltd., London, plans to acquire all the advertising activities of S. H. Benson (Holdings) Ltd.

This plan will be arranged through Rothschild Investment Trust Ltd. which has offered to acquire all the issued ordinary-share capital of Benson. Benson, with annual billings of \$68 million, has been associated with Needham, Harper & Steers Inc. and Havas Conseil S.A. in an international advertising network. The last two are in the process of selecting a new United Kingdom partner.

Rothschild will keep all of Benson's real estate and sell the rest of the organization to Ogilvy & Mather. In this

way, Ogilvy & Mather International and Benson will be able to merge without the former having to acquire any substantial real estate. It is expected that the two main United Kingdom agencies, S. H. Benson Ltd. and Ogilvy & Mather London, will then merge, to operate as Ogilvy Benson & Mather Ltd.—the original name of the agency before 1966. Other advertising interests of the Benson group will operate separately at present.

After the merger with Benson is approved, Ogilvy & Mather International will be operating in 24 countries.

A. A. Ross will be chairman and chief executive of Ogilvy Benson & Mather, while directors of S. H. Benson (Holdings) and S. H. Benson Ltd. will be asked to join the board of directors of the new firm.

VOA transmitters secured by treaty

Voice of America will retain its five Okinawan transmitters for a period of at least five years according to a treaty signed by representatives of the Japanese and U.S. governments (BROADCASTING, May 10). The agreement returning the U.S.-held Ryukyu island to Japanese control would allow VOA to continue transmissions through June 1976, and calls for talks between the two nations in 1973 concerning future VOA operations there.

The VOA installations, the closest that the U.S. holds to the Chinese mainland, include one 1,000 kw medium-wave transmitter and four short-wave transmitters, with 100 kw, 15 kw, and two with 35 kw, on 134 acres near Naha, the Okinawan capital.

The agreement stipulates that no program or technical change in the facilities be made without approval of "competent authorities" within the Japanese government and requests the U.S. end any "jamming or interference" caused by the relay stations.

It is not known whether VOA will choose to relocate its facilities during the five-year interim period. However, should construction of a possible substitute facility not meet the 1976 deadline, Japanese officials would be "prepared to give full recognition to the need for continued operation" of the VOA transmitters until its completion.

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The communications-regulations gap?

Technology is fast outpacing controls here and abroad, Sarnoff and Whitehead tell ABA

A presidential adviser and an industry leader took a look last week at the explosive growth of communications technology and warned that new systems of regulation, on both domestic and international levels, are needed to deal with it.

If changes in the domestic system are not made, Clay T. Whitehead, director of the Office of Telecommunications Policy, said, "the basic problems which innovation forces upon us will continue to increase beyond the growth in our capacity to deal with them." He also repeated his recommendation—first made at a meeting of the Society of Civil Engineers of France, last month—for the creation of a new political framework to provide for the development of international cooperation in communications regulations (BROADCASTING, June 14).

And, said Robert W. Sarnoff, chairman of RCA, many of the regulatory procedures and legal and commercial agreements that cover most of the world's communications systems are "relics of the age of Marconi" and "are hopelessly ill-adapted to the age of the satellite."

Both expressed their views in addresses which were delivered at the American Bar Association meeting in London last week.

Mr. Whitehead suggested that the key to providing the increased efficiency he says is needed in domestic regulation is a whole new approach—in regulation "of a less detailed, more flexible character . . . 'regulation by policy.'" It would differ from the old regulation, he said, "somewhat as legislation differs from court-made law." It would "lay down for the guidance of the regulated industry general but firm, strong but not meddlesome, policies that will govern the regulatory decision when it must be made," he said. And once guidance is provided, he said, the actual regulatory decision need not be made until all of the economic, political and technical considerations can be adequately assessed. "Only by such a process," he added, "can we steer between the two rocks of either retarding an innovative and developing industry by uncertainty, or else providing the public with deci-



Mr. Whitehead

Mr. Sarnoff

sion-making that is uninformed because it is premature."

In calling again for a new global structure that would deal with the non-technical problems that are arising from the new communications technology, he said that "long range predictability essential to intelligent technological advancement cannot be achieved without close international cooperation." He added no systematic thought is being given to such a framework.

Mr. Sarnoff also expressed concern about the lack of a global organization and recommended that a general conference of legal specialists from all countries be held to analyze the requirements for such a system and to form a work group for study. He said that the working group should conduct research in communications policy and needs. He also said that another conference should be held to consider the group's report and to prepare a statement of global objectives and priorities for submission to the United Nations and to government for appropriate action.

He cited the "astonishing dynamism of communications technology" as one of the reasons that the field lacks an appropriate legal framework. He pointed out that over the past 20 years, communications has moved from transistor radios to color TV to electronic computers to satellites.

He also pointed to the "virulent form of nationalism" that flourished in the 19th century and persists today as

another factor that militates against progress. "It is already apparent in the planning of national and regional communications satellite systems for the decade ahead," Mr. Sarnoff stated. "Publicly, statesmen of different nations aspire to a universal agreement governing orbital placement and use. Yet, they show no willingness to defer their systems until such an agreement is reached."

Burden goes to court to fend off FCC hearing

Don Burden will go to court in an attempt to prevent an FCC hearing on the renewal applications for his five radio stations. Mr. Burden last week filed a notice of appeal of two commission actions—one designating the stations' re-

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newal for hearing last December (BROADCASTING, Dec. 7, 1970) and another on June 25, in which the commission refused to disqualify itself from proceeding with the hearing. The notice was filed in the U.S. Court of Appeals for the District of Columbia.

The commission set the renewals for hearing on 22 issues, including alleged illegal gifts of time by Burden stations to Senator Vance Hartke (D.-Ind.) in his 1964 re-election campaign, and an alleged \$1,000 contribution to Senator

Mark Hatfield (R.-Ore.) in his 1966 campaign. The stations affected by the order are WIFE-AM-FM Indianapolis; KOIL-AM-FM Omaha, and KISN(AM) Vancouver, Wash.

In requesting that the commission disqualify itself from the proceeding, Mr. Burden had argued that "illegal" activities of the House Commerce Committee in questioning the commission on the case had precluded the commission from acting impartially on the matter. But in its June 25 order, the commission said

there is no evidence it had been swayed as a result of the House query, or that the ex parte rules had been violated by a meeting between FCC Chairman Dean Burch and House Commerce Committee Chairman Harley O. Staggers (D.-W. Va.). Mr. Burden had contended that a satisfactory resolution of the matters raised by congressional interest in the case would be a commission order permitting him to sell his radio stations and withdraw from broadcasting.

Here come the challengers again

Two Texas TV's face survival fights in wake of court's rescinding FCC renewal policy

Predictions concerning the impact of the court decision outlawing the FCC policy statement on comparative hearings involving renewal applicants are proving out: A. H. Belo Corp.'s license for WFAA-TV Dallas is under challenge.

A group of Dallas businessmen organized as Wadeco Inc. has filed with the FCC for a new station on channel 8, in competition with Belo's application for renewal of license for its outlet.

In addition, an application has been submitted, but not yet accepted by the commission, for a station on channel 4 Big Spring, Tex., on which Grayson Enterprises Inc. operates KWAB(TV) as a satellite of KMOM-TV Monahans-Odessa, Tex. Both stations are part of Grayson's West Texas Television Network of four outlets.

The competing applications were filed within weeks of the decision of the U.S. Court of Appeals in Washington declaring illegal the commission policy statement that was designed to afford renewal applicants a measure of protection at license-renewal time. It held that once an incumbent licensee had demonstrated that he had provided "substan-

tial service," competing applications were to be dismissed.

The statement, adopted on Jan. 15, 1970, was designed to calm an industry that had been alarmed by the commission's unprecedented decision a year earlier that denied WHDH-TV Boston a renewal of its license and granted the competing application of Boston Broadcasters Inc. But the court last month said the policy denied an applicant the full hearing to which he was entitled under the Communications Act (BROADCASTING, June 14).

The decision was seen by commission officials and communications attorneys as certain to revive interest on the part of groups around the country in seeking to take over facilities of existing licensees, particularly multimedia owners like WHDH Inc. The WHDH decision had generated a flow of eight competing applications; the policy statement had staunched the flow.

One of the two suits that led to the court's decision was prosecuted by Welch & Morgan, the leading communications law firm in representing competing applicants, in behalf of two of

its clients. The same firm is counsel for Wadeco.

And the Wadeco application appears designed to capitalize on one of the criteria that was cited by the commission in its WHDH decision and that the court last month stressed as being of particular importance — diversification of ownership of media.

Besides WFAA-TV, Belo is licensee of WFAA-AM-FM, publishes the *Dallas Morning News*, and owns KFDM-TV Beaumont, Tex. None of the principals of Wadeco has any broadcast interests.

In addition, James K. Wade, president and 26% owner of the applicant, is to serve as full-time general manager of the proposed station; integration of ownership and management is another factor the commission weighs heavily in comparative hearings. Mr. Wade is in the insurance business and is a director of a Dallas company that manufactures and wholesales chemicals.

Wadeco's other principals include Charles E. Lattimore, vice president and 26% owner, who is in the construction and investment business and has oil interests, and James A. Justice, a director and 20% owner, who is in mortgage banking.

Wadeco, with 12% of its stock remaining to be subscribed, said it intends to permit minority groups to participate in its ownership. One of the directors and a 1% stockholder is the Southwest regional director of the National Association for the Advancement of Colored People, Richard L. Dockery.

The application for channel 4, filed by a local broadcaster and two members of his family under the name of Pictronics Inc., has not yet been accepted because it was filed two business days after the July 1 deadline. Pictronics did not have counsel in preparing the application, but it has since hired

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a Washington attorney who is preparing a petition for waiver of the cut-off rule.

Henry C. (Chet) Darwin, of Lubbock, president of Pictronics, is now president and 41% owner of KDCD-TV (ch. 18) Midland, whose signal overlaps that of KWAB-TV. However, the UHF is now dark, and Mr. Darwin plans to give up his interest in it. Pictronics' two other principals are Mr. Darwin's son, Bart, of Lubbock, and son-in-law, Michael M. Rhodes, of Campbell.

Presumably, Pictronics will seek to use the diversification-of-media issue against Grayson. Besides KWAB-TV and KMOM-TV, it owns KLBK-AM-FM-TV Lubbock and KTXS-TV Abilene-Sweetwater, all in the same general area. It also owns KCCN(AM) Honolulu. It would also be expected to stress its proposal for live programming—36 hours weekly; as a satellite, KWAB-TV provides none.

The seekers: NCTA's presidential committee

Robert H. (Hank) Symons, vice president of Teleprompter Corp., has been named president of the National Cable Television Association's presidential selection committee. Edward B. Allen, Western Communications Inc., was appointed secretary of the group.

Both appointments were made by the new NCTA national chairman, John Gwin, at a July 10 meeting of the NCTA board in Washington. The composition of the committee remains as previously announced last month by the immediate past national chairman, Ralph Demgen.

Committee members are Messrs. Symons, Allen, Demgen, and William Karnes, National Trans-Video, Dallas; James Klungness, Badger CATV, Iron Mountain, Mich.; Robert Weary, Junction City Television Inc., Junction City, Kan.; Polly Dunn, Columbus Cable TV Cable Corp., Columbus, Miss. Chairman Gwin is an ex officio member.

The committee's search for a successor to the outgoing NCTA President Donald V. Taverner is expected to take several months—perhaps until November, the month Mr. Taverner was chosen in 1969.

The matter of presidential selection dominated the relatively brief board meeting, held one day after the close of the NCTA convention.

ABC-TV meetings scheduled

ABC-TV executives will meet with network affiliates in a series of five regional meetings between July 27 and Aug. 5. Richard L. Beesemyer, vice president

in charge of affiliate relations, noted that this is the third such series of regional meetings the network has scheduled in the last two years.

A July 27 meeting will be held in New York. Other locations are Chicago on July 28; Atlanta, July 29; Phoenix, Aug. 3 and Los Angeles, Aug. 5.

Acquisitive Cypress buys another CATV

Cypress Communications Corp. last week announced the acquisition of all issued and outstanding stock of Skyline TV Cable Inc. Skyline operates cable systems in the resort areas of Lake Arrowhead and Snow Valley in San Bernardino county, Calif. The two together serve about 1,700 subscribers.

It was the third cable acquisition announced by Cypress in the last two months. In May, the company announced an agreement to acquire Kern Cable Co., which operates several systems in Kern county, Calif.; in June it acquired a 15,000-home franchise area in Hanford, Calif.

Cypress President Burt Harris said the cash acquisition also involved assumption of assorted current and long-term obligations. No price was disclosed.

NAB asks end to grandfathering

The National Association of Broadcasters last week asked the FCC to establish July 23 as the cut-off date after which CATV systems seeking waivers of the commission's interim rules governing distant signals would not be grandfathered after a permanent ruling.

The interim rules established by the commission in 1968 preclude cable systems from importing distant television signals into the top-100 markets. Since the effective date of the interim rule, the commission has been deluged with requests for waivers by cable operators. In implementing the interim procedure, the commission said that waivers granted "during the pendency of this proceeding will be grandfathered."

But in its petition last week, NAB claimed that, based on FCC Chairman Dean Burch's testimony before the Communications Subcommittee of the Senate Commerce Committee (BROADCASTING, June 21)—in which he outlined an FCC plan for cable that would, among other things, provide for at least two distant signals for systems in the top-100 markets, "it is now clear that any rules adopted by the commission will differ substantially from those originally proposed in 1968."

Under these conditions, NAB con-

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tinued, it is foreseeable that many cable systems will request rule waivers that will be inconsistent with the permanent rules, and these waivers will be grandfathered, unless a cut-off date is imposed.

The association emphasized that such a cut-off date will "in no way preclude or obstruct the granting of waivers" during the remainder of the interim period. "Rather," it said, "it will serve to insure that the obtaining of last-minute waivers will not become a means of circumventing" the permanent rules. Waivers granted after July 23 that are in line with the forthcoming rules, NAB said, "will be unaffected," while those that are inconsistent will be governed "by the precise terms of any new rules."

Changing Hands

Announced:

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

- **WLIB(AM)** New York: Sold by Harry Novik to Inner City Broadcasting Corp. for \$1.9 million (see page 61).
- **KKJO(AM)** St. Joseph, Mo.: Sold by Thomas R. Elkins to Howard E. Frederick, John A. Flambo, Don Nelson, G.

Dale Cowle, Harry Hyett and James O. Ramsland for \$350,000. Messrs. Frederick and Nelson are with Mid-America Media, group broadcaster. Mr. Flambo has a minority interest in **KOKX(AM)** Keokuk, Iowa. Mr. Cowle owns **KASI(AM)** Ames, Iowa. Mr. Hyett operates a radio-representative firm in Minneapolis. **KKJO** operates full time on 1550 khz with 5 kw. Broker: Hamilton-Landis & Associates.

■ **KCGO(AM)** Cheyenne, Wyo.: Sold by Robert Cheveler and George McCarthy to Northern States Broadcasting Corp. for \$108,000. Sellers also own **KBMO(AM)** Benson and **KSMM(AM)** Shakopee, both Minnesota. Principals of Northern States, which include F. R. Kadrie, Paul Hofnagle, Sherman Pritzick and James Wolter, are applicants to buy **KRSD(AM)** Rapid City, S.D. **KCGO** is daytimer on 1590 khz with 1 kw, and has a construction permit for 1530 khz full time with 10 kw. Broker: J. D. Stebbins Co., Lake Forest, Ill.

■ **KHAI(AM)** Honolulu: Sold by L. Dickson Griffith and others to Robert H. Thomas, Stan Himeno and others for \$130,000. Mr. Griffith owns **KHOB(AM)**-**KLDG-FM** Hobbs, N.M. Mr. Thomas was formerly with **KHVV-TV** Honolulu in a sales capacity. Mr. Himeno owns a Honolulu auto dealership. **KHAI** is on 1090 khz with 5 kw.

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 66).

■ **KSFM(FM)** Sacramento, Calif.: Sold by Robert W. Dobbins and others to PSA Broadcasting Inc. for \$182,500. PSA, a wholly owned subsidiary of Pacific Southwest Airlines, San Diego, has recently purchased **KBBI(FM)** Los Angeles and **KBBW(FM)** San Diego. PSA is headed by Pacific Southwest President J. Floyd Andrews. Vice president of the subsidiary is George A. Whitney, former vice president and general manager of **KFMB-AM-FM-TV** San Diego. **KSFM** operates on 96.9 mhz with 64 kw and an antenna 270 feet above average terrain.

Cable TV:

■ **Tele-Communications Inc.**, Denver-based multiple-CATV owner, has purchased **Tex-Video**, a wholly owned subsidiary of Broadway Maintenance Co., Long Island City, N.Y. **Tex-Video** has 26 systems in western Pennsylvania, serving 14,000 subscribers. **Tele-Communications** operates systems in the Rocky Mountain region and Georgia, and recently merged with **Centre-Video Corp.**, State College, Pa., with cable operations throughout Pennsylvania. Price was not disclosed. Broker: Chapman Associates.

Reprieve granted WNYC stations

New York City's municipally owned broadcasting system can breathe easier this year: The city council and board of estimates restored its budget cuts. But, said Milton Musicus, administrator of the Municipal Service Administration, operator of the city's **WNYC-AM-FM-TV**, the system will be operating with a bare minimum staff necessary to cover all stations. He also said a job freeze is in effect within the department.

The system had been ordered last April to eliminate 82 positions within the department, and broadcasting time on all three stations was to have been reduced (**BROADCASTING**, April 26). These cutbacks in personnel and air time were delayed, however, by a New York state supreme court ruling.

With the year's respite, Mr. Musicus said his department would be looking into areas where the system might qualify for foundation and federal grants. "We need a sounder base for operating. We cannot keep up this worry," he said.

In commenting on the public-access cable-television channels being made



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available to the city by Sterling Manhattan Cable Television and Teleprompter Corp., Mr. Musicus said he did not think the city would be ready to fill more than two hours of programing. "All we need now is the money to put the shows on," he commented. "Many of our city employees have come up with ideas for cable television. But everything takes money and manpower."

Summer program again held for minorities

The Columbia University Graduate School of Journalism has begun its fourth summer program to train minority-group members for careers as television and radio newsmen. The program provides intensive training in all aspects of broadcast news, with emphasis on writing and street reporting.

The 1971 program is funded with grants of \$181,000 from the Ford Foundation; \$90,500 each from the CBS Foundation and NBC, and \$6,700 from RKO General Inc. The three previous programs where funded primarily by the Ford Foundation.

Thirty-one men and women, ranging in age from 22 to 34, were chosen for the 11-week program. All have been guaranteed jobs on stations throughout the U.S.—29 with commercial stations and two with noncommercial stations. The 18 male and 13 female students were selected from approximately 250 candidates recruited nationally. Nineteen of the students are new to broadcast journalism, six are currently in news-related jobs, such as cameramen and production assistants, and six have had some experience as newsmen.

The summer program is under the over-all supervision of Dean Elie Abel, formerly an NBC News correspondent, and Professor Fred W. Friendly of the school of journalism and former president of CBS News. Gary Gilson, head of the program faculty, supervises the developed the program curriculum. Richard Kwartler, program administrator since 1968, and Stuart Dim, the deputy administrator for last year, will head the administrative staff.

Minority groups wary of WHCT station gift

RKO General Inc.'s proposal to make a gift of WHCT(TV) Hartford, Conn., license and all, to Faith Center, a California-based religious organization, is being opposed by a number of minority groups in the Hartford area.

The groups, in a petition filed with the FCC by the Citizens Communications Center, contend that Faith Center has failed to ascertain the community's

needs, establish contacts with community leaders, or propose programs dealing with the area's problems.

The petition contends that Faith intends to curtail services now being provided by RKO, specifically including news, and concludes that although RKO "has not been an ideal broadcaster sincerely wedded to community service . . . Faith Center would be worse."

RKO, which acquired the station in 1962 and operated it from then until 1969 in part as an experimental pay-TV station, has said it wants to dispose of the station because of losses during the pay-TV operation and since.

Faith Center already operates two stations, KHOF-FM Los Angeles and KHOF-TV San Bernardino, both California.

Media notes:

P&S goes West ■ Pacific & Southern Broadcasting Stations, group owner that has been based in New York, has established temporary headquarters at 5 Denver Technological Center, Englewood, Colo. 80110.

New to ABC ■ ABC Radio announced last week that KPOI(AM) Honolulu has become an affiliate of its American Contemporary Radio network. KPOI, owned

by Valjon Inc., broadcasts fulltime with 5 kw on 1380 kHz.

Triple Doubleday ■ KDEP-AM Albuquerque, N.M., has become the third Doubleday Broadcasting station to sign as an affiliate of the American Entertainment Radio Network. The others are KHOW-AM Denver and KROD(AM) El Paso.

Black group to buy WLIB(AM) New York

The purchase of black-oriented WLIB(AM) New York, by a black group in Harlem for a reported \$1.9 million was announced last week, subject to FCC approval. WLIB, owned and operated since 1949 by New Broadcasting Inc., has its studios in Harlem.

Should Harry Novik, New Broadcasting's president and owner, decide also to sell WLIB-FM, the same Harlem group has first option to buy.

Purchaser of the station is Inner City Broadcasting Corp., formed by the so-called Sutton-Jones Group. Principals are Percy Sutton, Manhattan borough president, and Clarence Jones, now editor and publisher of the *Amsterdam News*. The Sutton-Jones group bought the newspaper, which is published in Harlem, only a few years ago.

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Joseph Caruse, account supervisor, BBDO, Boston office; **Robert Cormier**, Midwest-area account supervisor, Detroit; **Marc Fredericks**, director of radio-music services, New York office, and **John Hays**, account supervisor, San Francisco branch, elected VP's.

Milt Trazenfeld, associate creative director, Benton & Bowles, New York, elected VP.

Roger Alexander and **Hank Wasiak**, account supervisors, Doyle Dane Bernbach, New York, named VP's.

John F. Kimball, creative supervisor, Foote, Cone & Belding, New York, named VP.

L. Roy Wilson and **Vincent Schurman**, VP's, Ketchum, MacLeod & Grove, Pittsburgh office, relocate in agency's Washington office as general manager and advertising account manager, respectively.

Ronald G. Nelson, director of research, The Marschalk Co., New York agency, elected VP.

Theodore B. Pitman Jr., radio and TV director and account executive, Doremus & Co., Boston agency, named VP.

Snowden M. Hunt Jr., manager, Los Angeles office, Wade Advertising, joins Barnes-Carey Advertising, San Diego, as VP in charge of corporate development.

John R. Harris, executive VP, Grant Advertising, and VP of Grant Advertising International, New York, appointed to executive committees of Grant/London and Grant/Caracas.

Seymour Parker, media director, Hicks & Greist, New York agency, named VP.

Robert B. Hance III, VP and general sales manager, WTTG(TV) Washington, named VP, Kelly, Scott & Madison of New York, agency.

Kirk Beauregard, executive producer, Campbell-Ewald, Detroit, appointed director of broadcast production. **Dennis P. Beck**, reporter, *Sandusky* (Ohio) Register, joins Campbell-Ewald Co., Detroit, as PR account executive.

Sid Marshall, VP and head of production center, Young & Rubicam, Los Angeles, appointed associate manager for Western operations for agency. **Eugene McCarthy**, VP, Los Angeles office, appointed director of media plan-

ning and relations for Detroit office.

J. Scott, marketing director, Lever Bros., New York, named marketing VP with responsibility for household products division.

John L. Brennan Jr., sales manager, WNBC-AM-FM (now WNBC[AM] and WPLR[FM]) New Haven, Conn., elected VP for marketing, WKSS(FM) Hartford, Conn.

Elizabeth Seib, media planner/buyer, D'Arcy division, D'Arcy, MacManus, Intermarco, St. Louis, appointed supervisor of newly organized spot-buying group.

Anne Lynn, with Peters, Griffin, Woodward, TV representative, Atlanta, joins Cargill, Wilson & Acree Advertising.

Jay Bender, sales coordinator, Revco Inc., home appliance manufacturer, Columbia, S.C., joins Atlanta office, Cargill, Wilson & Acree Advertising as account executive.

Lee LaMont, associate media director, SSC&B, New York, appointed media director, E. T. Howard Co., also New York agency.

DuLaurence (Duke) Miller, account executive, Cooper, Strock & Scannell Advertising, Milwaukee, joins W. M. Zemp & Associates, St. Petersburg, Fla., agency, in similar capacity.

Walter C. Liss Jr., associate creative director, John Blair & Co., station representative, New York, joins WPVI(TV) Philadelphia as advertising and promotion director.

Jeff Alan, general manager, Continen-

AFTRA elects officers

Bill Baldwin, freelance announcer, Los Angeles, elected national president, American Federation of Television and Radio Artists, New York. Other officers include: **Kenneth Harvey**, actor, New York, first VP; **Joe Slattery**, freelance announcer-actor, Chicago, second VP; **Parley Baer**, actor, Los Angeles, recording secretary, and **Mel Brandt**, NBC staff announcer, New York, national treasurer. Also elected at July 11 convention in Seattle were seven national VP's: **Bill Cole**, singer, Los Angeles; **John F. Henning**, actor, Boston; **George Herman**, CBS News correspondent, Washington-Baltimore; **Bill Hillman**, announcer, San Francisco; **Arthur Metzler**, announcer; **Elizabeth Morgan**, New York, and **Rubin Weiss**, announcer-actor, Detroit.

tal Radio, radio program packager and syndicator, Los Angeles, joins Joey Reynolds Associates Inc., radio commercial producer there, as sales manager.

Henry O'Neill, national sales manager, WPIX(TV) New York, appointed general sales manager, WTVJ(TV) Miami.

Anthony C. Battaglia, with sales staff, WHEN-TV Syracuse, N.Y., joins WMAR-TV Baltimore as sales manager.

Collin (Bud) Chisholm, with sales staff, KPTV(TV) Portland, Ore., appointed local sales manager.

Media

Sam Cannon Jr., president and general manager, WCEM-FM Cambridge, Md., elected president, Maryland-District of Columbia-Delaware Broadcasters Association. He succeeds **Harry Karr**, general manager, WRC(AM) Washington. Other officers: **Carl Brenner**, VP and general manager, WBMD(AM) Baltimore and WBMD-FM Catonsville, Md., elected VP; **Ted Dorf**, VP and general manager WQMR(AM)-WGAY(FM) Silver Spring, Md., elected executive secretary, and **Allen Hedgecock**, part owner and general manager, WSUX(AM) Seaford, Del., elected treasurer.

Charles W. Vaughn, general manager, noncommercial WCET(TV) Cincinnati, elected president, Central Educational Network, Chicago, serving 22 members operating 31 TV stations in 12 Midwest states. **John A. Montgomery**, executive director, Iowa Educational Broadcasting Network, Des Moines, elected to additional duties as VP, Central Educational Network, Chicago.

Goddard Lieberman, senior VP, CBS Inc., New York, named senior VP and director of CBS. Reporting to Mr. Lieberman will be president of CBS/Records Group, CBS/Columbia Group and Cinema Center Films. **Olive J. Davis**, president, CBS Records division, New York, named president of CBS/Records Group, handling foreign and domestic recording operations and group diversification.

Rich Steck, station manager, noncommercial WUSF(FM) Tampa, Fla., elected president, Florida Public Radio Association.

William Carpenter, VP and general manager, WNEW-TV New York, named VP and general manager, WTTG(TV) Washington. Both are Metromedia

stations. Mr. Carpenter became VP and general manager of WNEW-TV in 1968. He was formerly VP and Mid-western sales manager, Metro TV Sales, Chicago. He succeeds **Thomas Maney**,



Mr. Carpenter Mr. Maney

who becomes assistant general manager and director of sales of WCVB-TV Boston. Permittee of station is Boston Broadcasters Inc., winner of FCC contest to take over channel 5, Boston, now occupied by WHDH-TV.

Bruce F. Johnson, VP and general manager, KFAC-AM-FM Los Angeles, rejoins Metromedia as VP and general manager, KLAC(AM) there. Mr. Johnson had been head of Metro Radio Sales West Coast operations for six years. Mr. Johnson succeeds **William Dalton**, who moves to Washington to become head of WASH(FM), Metromedia station.

William Lauer, general manager, WASH(FM) Washington, joins WHK(AM) Cleveland as VP and general manager. Both stations are owned by Metromedia.

Mark D. Smith, general manager, KLAS-TV Las Vegas, elected to CBS Television Network's Affiliates Advisory Board. Mr. Smith will represent five Western states and 16 CBS-affiliated TV stations.

Mick Schafbuch, general manager, KOA-AM-FM Denver, elected VP of licensee, General Electric Broadcasting Co. of Colorado.

Herbert A. Jolovitz, director of government relations, National Cable Television Association, Washington, resigns effective end of this month, with future plans to be announced shortly.

James E. Way, controller, NBC, New York, named VP.

Carl George, VP, Nationwide Communications Inc., Columbus, Ohio-based licensee of WGAR(AM)-WNCR(FM) Cleveland, retires. Mr. George was active for 38 years in Cleveland radio, 20 of these years spent as stations' manager. Nationwide acquired stations in 1955.

James W. (Bill) Mansfield, director for special projects, PR department, National Association of Broadcasters, Washington, resigns effective Aug. 15 to enter private communications-PR business. Mr. Mansfield has been with NAB for last eight years.

Jay B. Sondheim, general manager,

KFRE-TV Fresno, Calif., joins KBSC-TV Los Angeles as station manager.

George U. Lyons, general sales manager, WZZM-TV Grand Rapids, Mich., appointed acting general manager, WZZM-FM-TV, succeeding the late William Dempsey (BROADCASTING, July 5).

Dale Smith, general sales manager, WSB-TV Atlanta, appointed assistant general manager.

Dick Bove, sales manager, KIXL-AM-FM Dallas, appointed station manager.

Gene Guthrie, general manager, KIKX(AM) Tucson, Ariz., appointed to similar capacity at KRGO(AM) Salt Lake City.

Programing

James W. Monahan, Eastern sales manager, MCA-TV, joins Metromedia Producers Corp., Hollywood, in newly created post of marketing manager.

Melvin Bailly, independent producer-writer, former VP and program director, WNEW-TV New York, and program director, WOR-TV there, joins Teleprompter Corp., New York as executive producer of cable-TV programing.

Herb Benton, production supervisor, CBS-TV New York, joins Public Broadcasting Service there as assistant coordinator of programing.

Don Colapinto, Western sales representative, MGM-TV, Culver City, Calif.,

A nudge for Bob Wells

FCC Commissioner **Robert Wells**, who in the past has expressed an interest in seeking the Republican nomination for governor of his home state of Kansas next year, has received some encouragement for such a venture from the *Topeka Daily Capital*.

The newspaper, in an editorial on Republican gubernatorial prospects that it headed "GOP Needs Strong Man," discussed Commissioner Wells' possible candidacy, and concluded:

"What they [the Republicans] want most of all is a winner—plus a man who could serve the state well as chief executive.

"It could be that Wells is that man."

However, the editorial also cited a possible deterrent to Wells's candidacy. It noted that he recently told friends in Topeka that if he should seek the governorship, "he would be the first man ever to give up such a high public salary"—commissioners earn \$38,000 annually—"to make the race." Kansas pays its governors \$20,000.

Commissioner Wells has been vacationing this month at his home in Garden City, Kan.

joins Wolper Organization, program producer and syndicator, Hollywood, in newly created post of national syndication sales manager for TV.

Nat Nathanson, Eastern and Canadian sales manager, Four Star Excelsior Releasing Co., motion picture distributor, New York, joins Allied Artists Pictures Corp., Chicago, as central division manager.

Mark W. Hall, assistant professor of mass communications, Chico State College, Chico, Calif., joins State TV Cable, division of Western Telecommunications which operates systems in Concord and South San Francisco, both California, as coordinator of local programing.

Charles Herich, producer-director, WTOP-TV Washington, appointed executive producer.

Jerry Silverstein, TV current events producer with Great Plains National Instructional Television Library, Lincoln, Neb., appointed supervisor of TV production, noncommercial WNYE-TV New York.

J. Robertt Dark, with KOMA(AM) Oklahoma City, appointed program director.

Don Darnell, general manager, KLUR(FM) Wichita Falls, Tex., appointed operations manager, KRGO(AM) Salt Lake City.

Chris Turner, program director, KLUR(AM) Little Rock, Ark., appointed operations manager.

News

James E. Davis, news director, WJBF-TV Augusta, Ga., named VP for news of Fuqua Television Inc., division of Fuqua Communications, station's licensee.

Erik Wold, news editor, AP, Oslo Bureau, appointed chief there. He succeeds **George Boulwood**, who becomes bureau chief of AP's Denmark operations.

Ted Landreth, assistant foreign editor, CBS News, New York, appointed director of newsfilm syndication. He succeeds **John Cooper**, who retires.

Bob Reid, with news staff, NBC News Chicago bureau, joins WKYC-TV Cleveland as news manager.

Bill Lenz, formerly part time with WAVY-TV Portsmouth-Norfolk-Newport News, Va., rejoins station as news director. **John Wilson**, newscaster, WAVY-TV, appointed executive producer for news programs.

Darrell R. Ralifarro, reporter, WJRT-TV Flint-Saginaw-Bay City, Mich., appointed community services director.

Ben Walters, with news department, WEAM(AM) Arlington, Va., joins WASR-

(AM) Wolfeboro, N.H., as news and public affairs director.

John Lindsey, anchorman, KGO-TV San Francisco, joins WLWI(TV) Indianapolis in similar capacity.

Mark Russell, political satirist and lecturer, joins WTOP-TV Washington as commentator on news.

Frank Kinsman, anchorman, WTOP-FM-TV Washington, joins news staff, WPAT-AM-FM Paterson, N.J.

Ben Frazier, news director, WOBS(AM) Jacksonville, Fla., joins news staff, WIGO(AM) Atlanta.

Dave Smith, program director, wwow-(AM) Conneaut, Ohio, joins news staff, WGAR(AM) Cleveland.

Tom Preston, correspondent, Long Island Network news, Suffolk, L.I., N.Y., joins WLEE(AM) Richmond, Va., as newscaster.

Howard Hoffman, reporter, WLKY-TV Louisville, Ky., appointed sports director.

Promotion

Leonard Chaimowitz, director of information services, CBS Television Stations Division, New York, appointed director of press information for WCBS-TV there.

Douglas D. Mallory, with KOPX-AM-FM Salt Lake City, appointed head of stations' promotion department.

Equipment & engineering

Joseph D. Romasco, national sales manager of industry marketing, Univac data processing division, appointed director of marketing services and systems support of CATV division, Jerrold Electronics Corp., equipment manufacturer, Philadelphia.

Ralph F. Tufts, manager for finance, data communications products department, division of General Electric, Waynesboro, Va., appointed manager of GE's visual communication products operation, Syracuse, N.Y. Visual communication department manufactures line of TV broadcast equipment.

Bernhard Jakobs, with Shure Brothers Inc., broadcast equipment manufacturer, Evanston, Ill., appointed chief development engineer.

Robert E. Ware, TV studio chief, Auburn University radio, Auburn, Ala., joins Georgia Department of Education Television Services, Atlanta, as director of network engineering.

Allied fields

Kenneth W. Stowman, director of sales development, broadcast division, Tri-

angle Publications, Philadelphia, joins Broadcast Advertisers Reports, Darby, Pa., as chairman for broadcast affairs.

Edward A. Schillmoeller, director of statistical research and manager of media research section, statistical research department, A. C. Nielsen, Chicago, elected VP. **James D. Lyons**, VP, A.C. Nielsen Co., New York, appointed product manager of Nielsen Television Index. He succeeds **Red Shearer** who retires.

Joan Ganz Cooney, president, Children's Television Workshop, New York; **Mary Wells Lawrence**, board chairman and president, Wells, Rich, Greene, New York, and **Andrew Sarris**, film critic for *Village Voice*, New York and air personality, WBAI-FM there, named trustees, American Film Institute, Washington.

International

Jorge Sanchez, director of TV sales for Mexico and Central America, Warner Brothers Television, Burbank, Calif., appointed director of Latin American TV sales, Mexico City.

Deaths

William D. Pyle, 80, broadcast pioneer, died July 1 in Denver. Prior to broadcasting's first days, Mr. Pyle worked with wireless and radio telephone stations in Denver region. He moved to Pittsburgh, where he worked with other broadcast pioneers, including Dr. Lee De Forest, inventor of radio oscillator tube and radio amplifier. Mr. Pyle built KDZQ(AM) Colorado Springs in 1921 and he went on air with KFXF(AM) Denver in 1925. He later founded KBTU(TV) Denver. He divested himself of his Denver broadcast interests in 1955. Mr. Pyle is survived by his wife, Helen, and one son.

Lindsey Hill Spight, 68, one of original participants in broadcast representation by Greig, Blair & Spight, predecessor of John Blair & Co., died July 12 in Orinda, Calif. He was involved in business side of newspapers on West Coast until he joined NBC in 1929. In 1933 he joined forces with John P. Blair and Humboldt Greig to form one of first station rep firms in nation. He was based in San Francisco and retired in 1958 as manager of Blair sales office there.

Ub Iwerks, 70, director of technical research, Walt Disney Productions, Burbank, Calif., died July 7. Considered pioneer in animated cartoon field, Mr. Iwerks became associated with Walt Disney in 1919 and completely animated first Mickey Mouse cartoon. He won two Oscars, for design of optical printer for special effects and matte

shots, and for advancements in traveling matte system. At time of death, he was in charge of technical film presentations for Hall of the Presidents at Walt Disney World, Orlando, Fla. He is survived by his wife, Mildred, and two sons.

Sherwood H. Smith, 72, public service director of WFGA-TV Jacksonville, Fla., died July 7 there of cardiac arrest. Mr. Smith joined WFGA-TV staff in 1953 in field of community programming. He is survived by his wife, Mary, and one son.

Walter E. Botthof, 82, founder of Standard Rate and Data Service, Skokie, Ill., died July 10 at Evanston hospital, Evanston, Ill. He retired as chairman of board in 1969. Survivors include son, C. Laury Botthof, now president of company, which publishes catalogues of media rates.

Clifford Goldsmith, 70, writer who created *Henry Aldrich* series, which ran on radio and TV for 15 years, died in Tucson, Ariz., on July 11. Surviving are his wife, Kathryn, one daughter, and four sons.

Ed Miller, 42, air personality, WNAC-TV Boston, died July 11 in New England medical center, Boston, following long illness. Mr. Miller joined station in 1966 and was host of *Dialing for Dollars* movie show. He is survived by his wife, Marie, and one daughter.

Carleton G. Young, 64, who played title role in radio's *Ellery Queen* and *Count of Monte Cristo* series, died of cancer July 11 in Hollywood. Mr. Young did the *Queen* series from 1940 to 1941 and *Cristo* series from 1943-52, prior to moving to Hollywood. He is survived by his wife, Barbara, one daughter and two sons.

Charles J. Basch Jr., 75, president of Gibraltar Advertising, New York, died July 12 of heart attack at his New York home. Mr. Basch created many advertising jingles for radio and TV, which were heard on both local and network programs. He is survived by his wife, Frances, and one son.

Lawrence M. (Jack) Hurdle, 62, radio and TV director and producer, died July 12 in Memorial hospital, New York, following short illness. Mr. Hurdle presented veteran entertainer Jackie Gleason's first network TV programs. In mid-1960's, he became corporation consultant for Time Inc. Mr. Hurdle is survived by his wife, Doris.

Robert B. Wilke, 55, director of sales development, RKO General, program and commercial producer, New York, died July 12 of cancer, at New York hospital. Mr. Wilke joined RKO in 1960 as a broadcast executive. He is survived by his wife, Viola, and two daughters.

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As compiled by BROADCASTING, July 6 through July 13 and based on findings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Other action

■ Review board in Jackson, Miss., TV proceeding, granted petition by Lamar Life Broadcasting Co., Dixie National Broadcasting Corp., Jackson Television Inc., and Channel 3 Inc., all Jackson, Miss., to enlarge issues to include character qualifications against Civic Communications Corp., Jackson, Miss., in consolidated hearing for authority to operate in Jackson.

Existing TV stations

Action on motion

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, granted supplemental petition by Forum Communications Inc. for leave to amend its application to reflect acquisition by one of its principals of interest in newspaper, and accepted amendment (Docs. 18711-2). Action July 7.

Other action

■ Review board in High Point, N.C., TV proceeding, granted Furniture City Television Co., applicant in hearing for CP for new TV in High Point, extension of time to July 13 to reply to petition to enlarge issues, by Southern Broadcasting Co., competing hearing applicant for renewal of the license of WGHP-TV High Point (Docs. 18906-7). Action July 7.

Call letter application

■ KRAQ(TV), Grayson Television Co., Sacramento, Calif.—Requests KMUV-TV.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly

to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ KAUS(TV) Austin, Minn.—Minnesota-Iowa Television Co. Amendment dated May 11, 1971, adjusts contract dated March 7, 1969; effective Oct. 1, 1971. First call right. Programs delivered to station. Network rate raised from \$352 to \$377; compensation paid at 30% prime time.

CBS

■ Formula: Same as ABC.

■ WSMW(TV) Worcester, Mass.—State Mutual Broadcasting Corp. Contract dated May 19, effective May 18 to Aug. 31. Network rate \$90; compensation paid at 30% prime time.

■ KTWO-TV Casper, Wyo.—Harriscopie Broadcasting Corp. Amendment dated June 8 extends contract dated July 2, 1967; effective July 2, 1971 to July 1, 1972. First call right. Programs delivered to station. Network rate \$387; compensation paid at 32% prime time.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ WFTV(TV) Orlando, Fla.—Ch. 9 of Orlando. Contract dated April 23; effective June 12 to Sept. 11. Programs delivered to station. Network rate 30% of \$725, minus ASCAP and BMI deductions; all equivalent hours multiplied by prime-time rate. Contract applies to one program only: *Saturday Night at the Movies*.

■ WNEM-TV Bay City, Mich.—Meredith Corp. Amendment dated May 27 alters contract dated Dec. 15, 1967; effective June 1 to Sept. 1. NBC will contribute \$8,500 per month toward furnishing program delivery. Thereafter it will contribute \$5,000 monthly.

New AM stations

Actions on motions

■ Hearing Examiner Charles J. Frederick in Youngstown, Ohio and Ellwood City, Pa. (Media Inc. and JUD Inc.), AM proceeding, granted petitions by Jud Inc. for leave to amend its application to show additional programming information, to show National Cable Television Corp.'s intent to provide CATV service in Mt. Pleasant township, Pa., and to show intent of Armstrong Utilities Inc. to commence CATV service to Zelienople Boro, Evans City Boro and townships of Jackson, Marion, Lancaster and Cranberry, all Pennsylvania (Docs. 18768-9). Action July 1.

■ Chief Hearing Examiner Arthur A. Gladstone in Statesboro and Jesup, both Georgia (Community Radio System and Morris's Inc.), AM proceeding, on petition by Broadcast Bureau extended to Aug. 20 time to file proposed findings of fact and conclusions of law and to Sept. 10 time in

which to file reply findings (Docs. 17722, 18395). Action July 1.

■ Hearing Examiner J. A. Kyle in Greenwood, S.C. (United Community Enterprises Inc.), AM proceeding, ordered hearing to convene July 15 (Doc. 18503). Action July 7.

Existing AM stations

Final actions

■ KUDE Oceanside, Calif.—FCC notified Dolph Petley Broadcasting Co., licensee, that it acted unreasonably in limiting time allowed to candidate for Oceanside city council to reply to editorial endorsing two of his opponents, and that another incident in which KUDE gave free time to four of seven candidates only two days before election without informing other candidates in time for them to ask for equal time, effectively nullified statutory right to equal opportunities. Action June 30.

■ KACY Port Hueneme, Calif.—FCC authorized application of KACY Inc., licensee, for authority to increase power from 10 kw to 50 kw.

■ KACY Port Hueneme, Calif.—Broadcast Bureau granted license covering utilization of nighttime facilities and pattern for aux. daytime operation. Action July 8.

■ KDZA Pueblo, Colo.—Broadcast Bureau granted CP to install new trans. for aux. to be operated from Honor Farm Road, 0.45 mile west of Park Avenue, Pueblo. Action July 8.

■ KJAN Atlantic, Iowa—Broadcast Bureau granted CP to increase ant. height. Action July 6.

■ KVFD Fort Dodge, Iowa—Broadcast Bureau granted license covering change in trans. location. Action July 6.

■ KCIJ Shreveport, La.—FCC notified Radiozark Broadcasting of Louisiana Inc., licensee, it incurred apparent liability for forfeiture of \$7,500 for willfully or repeatedly failing to observe provisions of rules by failing to file with FCC copies of amendments to its contract with Mutual Broadcasting System Inc. within required 30-day period, and for issuing false certificates of performance to MBS. Action July 8.

■ KONE Reno—Broadcast Bureau granted CP to change ant.-trans. location to approximately 2.3 miles north northeast of center of Reno, near Sutro St. and Ring Road; and to construct a new ant. system. Action July 9.

■ KNOK Fort Worth—Broadcast Bureau granted CP to increase tower height for addition of FM ant.; condition. Action July 9.

■ KAYE Puyallup, Wash.—FCC granted extension of time to KAYE Broadcasters Inc., licensee, until Aug. 20, to file exceptions to initial decision proposing to deny renewal of KAYE license. Previous filing deadline was July 6. KAYE was notified that commission does not intend to grant any further extensions. Denial of license application of KAYE was proposed in initial decision of Hearing Examiner Ernest Nash on June 3 (Doc. 18929). Action July 8.

Action on motion

■ Review board in Huntsville, Ala., AM proceeding, denied petition by Leroy Garrett (Garrett Broadcasting Service) for extension of time to July 21 to file request to enlarge issues. Proceeding involves applications of Garrett Broadcasting (WEUP), Huntsville, and WRBN Inc. (WRBN), Warner Robins, Ga., for unlimited time operation (Docs. 19258-9). Action July 12.

Fines

■ WITY Danville, Ill.—FCC notified Vermillion Broadcasting Corp., licensee, it incurred apparent liability for forfeiture of \$3,500 for failure to provide required first class radiotelephone operator on duty and in actual charge of radio transmitting equipment employing directional ant., and falsification of operating logs when signed by operator who was not actually on duty with actual knowledge of facts required. Action July 8.

■ KCCR Pierre, S.D. and KHAK Cedar Rapids, Iowa—FCC ordered Agruss Broadcasting Inc. to forfeit \$2,500 for repeated violations of rules by its stations KCCR and KHAK. Action July 8.

Call letter applications

■ KIOK, KIOK Inc., Normal, Ill.—Requests WAKC.

■ KOSG, Cherokee Broadcasting Co., Pawhusk, Ohio—Requests KOKN.

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Summary of broadcasting

Compiled by FCC, July 1, 1971

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,328 ¹	3	12	4,343 ¹	53	4,396 ¹
Commercial FM	2,216	1	33	2,250	118	2,368
Commercial TV-VHF	500	2	10	512 ²	14	527 ²
Commercial TV-UHF	168	0	15	183 ²	74	269 ²
Total commercial TV	668	2	25	695	88	796
Educational FM	454	0	17	461	59	520
Educational TV-VHF	80	0	5	85	5	90
Educational TV-UHF	101	0	13	114	13	125
Total educational TV	181	0	18	199	18	217

* 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.

New FM stations

Applications

- Westport, Conn.—Board of Education Town of Westport. Seeks 90.3 mhz, 10 w. Ant. height above average terrain 100 ft. P.O. address Jesup Road, Westport, Conn. 06880. Estimated construction cost \$8,685; first-year operating cost \$2,050; revenue none. Principals: Joan G. Schine, chairman, et al. Ann. June 7.
- Wabash, Ind.—Whites Indian Manual Training Institute. Seeks 91.3 mhz, 10 w. Ant. height above average terrain 135 ft. P.O. address c/o WERK Radio, P.O. Box 2465, Muncie, Ind. 47302. Estimated construction cost \$1,450; first-year operating cost \$3,000; revenue none. Principals: Joseph White, chairman, et al. Ann. June 7.
- New Orleans—Administrators of the Tulane Educational Fund. Seeks 91.3 mhz, 10 w. Ant. height above average terrain 176 ft. P.O. address PO 6823 St. Charles Avenue, New Orleans 70118. Estimated construction cost \$3,125; first year operating cost \$5,000; revenue none. Principals: Harry B. Kelleher, chairman, et al. Ann. June 24.

Final actions

- Ardmore, Okla.—FCC denied motion filed by Arbuckle Broadcasters Inc., to add licensee of KVSQ(AM) Ardmore, as party in hearing proceeding on competing FM CP applications of Douglas C. Dillard and Arbuckle Broadcasters (Docs. 19198-9). Action July 8.

Actions on motions

- Hearing Examiner Basil P. Cooper in Murphysboro, Ill. (Radio Station W.I.N.I. and Sunshine Broadcasting Corp.), FM proceeding, continued evidentiary hearing to Sept. 22 (Docs. 19224-5). Action July 2.
- Hearing Examiner Basil P. Cooper in Donaldsonville, La. (Lafourche Valley Enterprises Inc. and Soul Broadcasters), FM proceeding, granted joint request for approval of agreement filed by applicants, as supplemented by affidavit of its principal filed March 4 and statement identifying person initiating the negotiations; and approved supplemented agreement; dismissed with prejudice application of Roth E. Hook, James A. Wayne, George Julian and Lyle Joseph Schenayde, partnership trading under the name of Soul Broadcasters and retained in hearing application of Lafourche Valley Enterprises (Docs. 19004-5). Action July 2.
- Hearing Examiner Frederick W. Denniston in Lake Oswego and Milwaukee, Ore. (Walter J. M. Kraus and Williamette Broadcasting Co.), FM proceeding, by joint petition by applications, postponed prehearing conference from July 9 to July 30, and postponed without date hearing now scheduled for July 12 (Docs. 19209-10). Action July 7.
- Hearing Examiner Arthur A. Gladstone in Wailuku, Hawaii (John Hutton Corp. and Kirk Munroe), FM proceeding, in absence of Presiding Examiner Sharfman, postponed indefinitely hearing presently scheduled for July 13 (Docs. 18991-2). Action July 7.
- Hearing Examiner Isadore A. Honig in Rochester and Henrietta, N.Y. (Auburn Publishing Co., et al.), FM proceeding, on the examiner's own motion, postponed further hearing scheduled for July 7 to later date to be specified by further order (Docs. 18674-6). Action July 2.
- Hearing Examiner David I. Kraushaar in Omaha (Pier San of Nebraska Inc.), FM proceeding, granted petition by applicant for leave to amend its application in order to incorporate additional survey data requested by Broadcast

Bureau, and accepted amendment (Doc. 19021). Action July 6.

■ Hearing Examiner Jay A. Kyle in Mobile, Ala. (WABB Incorporated, et al.), FM proceeding, granted petition by Gospel Voice Inc., and dismissed application with prejudice (Docs. 19226-9). Action July 7.

■ Hearing Examiner Herbert Sharfman in Virginia Beach, Va. (Payne of Virginia Inc., et al.), FM proceeding, set certain procedural dates and scheduled hearing for Oct. 4 (Docs. 19095-7). Action June 30.

Other actions

- Review board in Anderson, Ind., FM proceeding, granted request by Broadcast Bureau for extension of time to July 21 to reply to petition to enlarge issues as to comparative programming proposals and ascertainment efforts, filed by Eastern Broadcasting Corp. Applications of Eastern Broadcasting and Broadcasting Inc. of Anderson, for new FM in Anderson, Ind., were designated for hearing by order released Oct. 1, 1970 (Docs. 19018-9). Action July 6.
- Review board in Pittston, Pa., FM proceeding, granted request by P.A.L. Broadcasters Inc., for extension of time to Aug. 6 to file exceptions to initial decision released June 8 (Doc. 17885). Action July 8.

Initial decision

- Hearing Examiner Millard F. French proposed grant of application of K & M Broadcasting Co. for CP for new FM to operate on ch. 224A at Catlettsburg, Ky. (Doc. 18440). Ann. July 7.

Call letter applications

- Stereo Broadcasting Inc., Auburn, Neb.—Requests KAUB(FM).
- Adelphi University, Garden City, N.Y.—Requests WALI(FM).
- Nassau College Association Inc., Garden City, N.Y.—Seeks WNLI-FM.

Existing FM stations

Final actions

- WAMX-FM Ashland, Ky.—FCC denied petition by Stereo 94 Inc., licensee, for ruling, waiver or other relief from commission's required grant fee of \$1,800. Action June 30.
- WZND(FM) Helena, Mont.—Broadcast Bureau granted mod. of license to change trans.; make changes in transmission line. Action July 6.
- KPFT(FM) Houston—Broadcast Bureau granted CP to change trans. location to 2901 Frick Road, Houston; make changes in ant. system; ERP 49 kw; ant. height 440 ft.; remote control permitted. Action July 9.
- FCC denied application by Citizens Communications Center (CCC) for review of FCC staff action denying requests for additional time to answer oppositions to petitions by CCC and others for denial of proposed transfer of five television stations from Time-Life, Inc., to McGraw-Hill Inc.

Rulemaking action

- FCC amended FM table of assignments, substituting ch. 292A for 252A at Demopolis and 251 for 225 at Fayette, both Alabama, and assigning channel 224A to Arab and Talladega, both Alabama. Action June 16.

Translator actions

- K10HL Virginia City, Mont.—Broadcast Bureau

granted license covering new VHF translator station and to specify type trans. Action July 6.

■ K69AC Alamogordo, N.M.—Broadcast Bureau granted CP to specify trans. location as 6.6 miles southeast of Alamogordo post office, Alamogordo; make changes in ant. system in UHF translator. Action July 8.

■ K06FS Dell City, Tex.—Broadcast Bureau granted CP to change frequency from 82.88 mhz to 76.82 mhz; change primary TV station to KSWB-TV Roswell, N.M., trans. location to approximately 650 ft. southeast of FAA beacon at Guadalupe electronic site, Pine Springs, Tex., increase output power to 10 w. and make changes in ant. system; change call letters to K05EP. Action June 29.

■ K11IP Dell City, Tex.—Broadcast Bureau granted CP to change trans. location to approximately 650 ft. southeast of FAA beacon at Guadalupe electronic site, Pine Springs, Tex.; change type trans., increase output power to 10 w. and to make changes in ant. system. Action June 29.

Modification of CP's, all stations

■ K11KA South Lake Tahoe and Meyers, both California—Broadcast Bureau granted mod. of CP to change trans. location of VHF translator station to one mile west of South Lake Tahoe on northwest peak of Tahoe Mountain, Calif., specify type of trans. and make changes in ant. system. Action July 6.

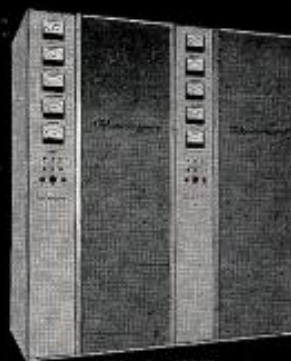
■ WVWB-FM Bridgeton, N.C.—Broadcast Bureau granted mod. of CP to change studio location to 2.6 miles south of city limits on US Highway 70, East Bridgeton; operate by remote control from proposed studio site. Action July 6.

■ WFAR Farrell, Pa.—Broadcast Bureau granted mod. of CP to increase nighttime power for aux. trans. to 100 w. and reduce ant. height, ground system and top loading; conditions. Action July 6.

■ Eagle River, Wis.—Eagle River Broadcasting Co., Broadcast Bureau granted mod. of CP of new FM to change trans. and ant.; add vertical polarization; and change size of transmission line. Action July 9.

■ Broadcast Bureau granted mod. of CP's to
(Continued on page 72)

An Outstanding 5 KW AM Transmitter...



CCA AM 5000D

For reliability, economy and a high fidelity sound, the CCA AM 5000D is unsurpassed. Contact your CCA representative or, better yet, — ask your "Good Sounding" fellow broadcaster.



CCA ELECTRONICS CORP.
GLOUCESTER CITY, N. J.
(609) 456-1716

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—\$2.00 minimum.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum.

All other classifications 35¢ per word—\$4.00 minimum.

Display ads: Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$40.00 per inch. 5" or over billed at run-of-book rate—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. No charge for blind box number. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Radio Help Wanted

Management

Wanted—General Manager for small university station beginning FM broadcasting, part time, some professional experience in station management, metropolitan New York area. Contact Box G-82, BROADCASTING.

General manager for midwest FM station owned by a major-market broadcast chain. Must be self-starter, with heavy sales experience. Will have complete charge of operation. Box G-134, BROADCASTING.

Station manager, new AM east coast metro area, MD, sales oriented, familiar with FCC rules. Please send resume and verifiable track record to Box G-147, BROADCASTING.

Wanted immediately—mature announcer ready for managerial administrative responsibility handling small staff. FM operation. Heart of vacationland-Maine. Box G-171, BROADCASTING.

General manager with sales ability and knowledge of all phases needed by northern N.J. AM-FM. Send resume and sales record with letter. Box G-175, BROADCASTING.

Sales

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.

Immediate opening—Top-fifty market. Send resume. Box G-37, BROADCASTING.

Immediate opening at top 10 market contemporary station for self-starting salesman, to take over account list presently billing \$8,000.00 per month. Can lead to sales manager within year. Box G-135, BROADCASTING.

Midwest opening for salesman-newsman. Salary and commission, \$7,800 guaranteed. Resume, photo. Box G-142, BROADCASTING.

Salesman... N.C. single market. Excellent facility and opportunity. Start \$125 plus commission, travel, insurance. Replies confidential. Write Box G-151, BROADCASTING.

Salesman with such an outstanding record of past success that you can afford to be selective. If you prefer to live in medium size market with good economy, real challenge, come live in the Rockies. Must be competitive. References. Box G-162, BROADCASTING.

Sales mgr. & salesman—experienced, professional, creative. Small market near Pittsburgh. Draw vs. commission, no charge-back. Pay on billing, beautiful area, recently remodeled station, staff recreational facilities, fine equipment, fine staff—24-hr.-a-day MOR. Heavy sports. Operation in the Black. Contact Bill Ellis, General Manager, WCVI, Conneltsville, Pennsylvania 15425. Phone (412) 628-1111.

Announcers

Group operator searching for talent for top 40 and MOR stations in midwest markets. Production ability a plus. Send tape, complete resume and earnings. All applicants will be notified. Box G-92, BROADCASTING.

Immediate opening. Versatile morning man needed for one of Pennsylvania's leading radio stations. Happy, bright, clever and above all entertaining. If you've got it, you could join this major group operation. Company benefits. Make your move now—send tape and resume to Box G-93, BROADCASTING.

Night jock for New England contemporary station. Salary \$85 with chance to grow. Many benefits. Not a rat race. A good place to work. Box G-110, BROADCASTING.

Experienced contemporary disc jock for medium northeast market. Pleasant area, frequent raises, profit sharing, bonus plan, hospital and life insurance and professional people to work with. We want you to stay and grow with us. Send tape and resume and salary requirements in first letter. All tapes to be returned. Box G-111, BROADCASTING.

Announcers continued

Wanted: Morning man who understands vital need of community involvement and who is steady and reliable and in his late 20's or early 30's for a southern Ontario major market—lovely family type town. Excellent position for the right man. Canadian preferred or someone familiar with Canadian culture. Please send audition tape. Apply Box G-136, BROADCASTING.

Announcer—first phone. Some night work. MOR day, rock night. Some copy and production. \$125 plus insurance. Carolina small market. Replies confidential. Box G-152, BROADCASTING.

Mid-Atlantic suburban station has opening for experienced announcer who can also handle local news. MOR—contemporary sound; local news and sports; 5000 watts. Box G-165, BROADCASTING.

Florida, experienced D.J. personality for expanding staff in top MOR station located near Disney World. Send air check, resume, references Box G-183, BROADCASTING.

Maryland MOR has excellent position available for experienced announcer. Stable, mature person only. Send tape and resume. Box G-185, BROADCASTING.

Tan your hide and improve your talents... "More Music" rocker needs jock. KHLO, Hilo, Hawaii.

Opening soon—board, MOR, C/W, news, features. Some play-by-play if qualified. Send application and audition tape. Station Manager, KOFO, Ottawa, Kansas 66067.

Experienced, big voice morning announcer. 3rd, endorsed required. We're 5KW, NBC, MOR. Send tape, resume, salary. Rolfe Moore, KTFI, Box 65, Twin Falls, Idaho. Don't phone.

First ticket dee jay. No maintenance. Late afternoon tour. Excellent salary. Experienced. For pop-contemporary 5000 watt station. Great area. Resume and tape immediately. Tim Burns, Program Director, WAHT, P.O. Box 15, Lebanon, Penna.

News/sports. Short board shift. P.B.P. Football/basketball. Experience preferred. Send resume and tape: WCSS, Amsterdam, N.Y. 12010.

Suburban northern Virginia stereo FM needs mature-voiced staffer with a minimum five years experience and polished commercial delivery. Excellent working conditions and salary negotiable. Send tape and resume to John Morrissey, c/o WEZR, 3909 Oak Street, Fairfax, Virginia 22030.

Stable Wisconsin good music station near Mpls-St. Paul needs experienced, mature announcer. Must be 3rd endorsed and dedicated to programming excellence. Send tape, pix, salary requirements and complete resume to Bob Smith, WIXK-AM-FM, New Richmond, Wis. 54017. We demand loyalty, integrity and a professional attitude. We offer the same in return.

We need you but we won't promise anything we can't deliver. Opening for evening announcer with some experience and exceptional ability who wants to sharpen skills in a good small station. Man or woman. Good working conditions, reasonable salary. Write: Arch Harrison, WJMA, Orange, Virginia 22960.

Upper Michigan—northern Wisconsin recreation area. Major ski area with fabulous fishing and hunting. Need first class ticket announcer. Send tape and complete resume to Bob Knutson, General Manager, WJMS, Box 250, Ironwood, Michigan 49938.

Mid-west rocker needs mid-day first ticket jock strong on production. WJPS, Evansville, Indiana. (812) 425-2221.

If you love traffic, production, news gathering, running a tight deejay program, you're what I'm looking for. If you really don't love radio, forget this ad. Send resume, non-returnable tape to: Paul Sidney, General Manager, WLNG AM and FM, Box 815 Sag Harbor, Long Island, New York 11963.

All new country-western station needs 2 jocks. Send tape-resume to WNRS, P.O. Box 5, Ann Arbor, Michigan 48107. (313) 663-0569.

Technical

Need chief engineer-announcer for southeastern AM-FM stereo operation. Send resume with references to Box G-76, BROADCASTING.

Technical continued

Experienced, professional chief engineer for leading California stereo station. Give full details. Reply in confidence to Box G-107, BROADCASTING.

An excellent station in a mid-western market under 20,000 is looking for a family man with ambition and at least 4 or 5 years basic engineering experience. Opportunity is outstanding; pay is excellent. Send resume. Box G-126, BROADCASTING.

Immediate opening for combination Chief Engineer/up tempo MOR announcer for beautiful Southern California market. Excellent facilities. Must be experienced and strong in both areas. Permanent. AM/FM. Resume and air check to Box G-161, BROADCASTING.

CE-announcer. Growing, professionally managed Class 4. Near, conscientious engineering counts here. KRAL, Rawlins, Wyoming, 307/324-2711. Mr. Wills.

Man with first phone for transmitter. Will train beginner. WAMD Aberdeen, Maryland 21001.

Mature engineer with first license for chief. Experience in maintaining AM and FM stereo transmitters, plus audio, absolutely required. Willingness to accept direction and work with owner a must. Give complete outline of experience and ability; include photograph. Need car. Salary \$8,000.00 plus, depending on past experience and ability. General manager, WEPN, P.O. Box 767, Martinsburg, W. Va. 25401.

Audio engineer to maintain and install new equipment in recording studio, production center and FM broadcast station complex. Position would be permanent and located in St. Paul, Minnesota. Additional duties may be assigned at sister FM stations in Minnesota. Educational Radio Network. Position offers challenge in complex audio center and network transmission system. Contact: William H. Kling, President Minnesota Educational Radio, Inc., St. Paul Arts and Science Center, 30 E. 10th Street, St. Paul, Minnesota 55101 (612) 224-4711.

News

Wanted immediately—medium size market in northeast. Box G-38, BROADCASTING.

45 min N.Y.C. If you're young, single, and eager to get the necessary experience to grow and develop as a first rate broadcast journalist... join a first rate Westchester station. Need 3rd fulltime guy or gal who can dig and write local news. Send nonreturnable tape and resume. Equal opportunity employer. Box G-115, BROADCASTING.

KIXZ Amarillo needs second man for two man news department. Strong local with emphasis on actualities. Six hour air shift, plus duty in mobile news unit. Fast paced, authoritative delivery. Tape, resume to Joe Fields, News Director, Box 10,004, Amarillo, Texas 79106.

We are building the best small market local news operation in the USA. If you are experienced and can dig, write and report objectively; if you are politically independent; and if you truly believe you can help us reach our goal, send tape, pix, salary requirements and complete resume to Bob Smith, WIXK-AM-FM, New Richmond, Wis. 54017. We demand loyalty, integrity and a professional attitude. We offer the same in return.

News anchorman. Experienced, professional news voice for New York's WRFM. Must have good writing, editing skills, take-charge authority, good voice. Excellent spot for the right man. Send tape and resume to WRFM, 485 Madison Avenue, New York 10022.

Newsman who really enjoys digging for local news. Professional air delivery. Stability and punctuality a must. Beautiful medium Colorado market. Call Don Bittle 303-243-1230. EOE-M/F.

Programing, Production, Others

Genius needed for copy, production and talk program, WHMI, Howell, Michigan, thirty minutes from Detroit, Lansing, Ann Arbor.

Best North Alabama market—popular FM—looking for dedicated producer—on the level—handle sales plus—attractive participating basis. Box 4144, Huntsville, Alabama 35802.

Situations Wanted

Management

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.

Soul P.D. or operation manager production, first phone. Box G-84, BROADCASTING.

Objective management. Decade + multi-media experience w/heavy on-air background. Former Army officer; 28; married; expecting twins any day; now completing M.A. Opportunity more important than location. \$9K min. Available immediately, write Box G-154, BROADCASTING.

Need \$ producing mgr.? 18 yrs. exp. MOR, rock, country. Jock, sales, you name it! 31 yrs. old, with family of 6. Active in community from Shriner to PTA. Currently employed. Ready to move for right offer. Box G-160, BROADCASTING.

Operations/program manager seeks new opportunity. Put my 15 years experience, all phases VHF/UHF operations, to work for you. Includes putting 3 new stations on air. Self-starter, accustomed to much responsibility. Box G-186, BROADCASTING.

Sales

Sales down? Programing problems? Young, enthusiastic, professional management team available. Top billing. Have ideas, will travel . . . will jock, program, and sell it. Contract expiring. Desire to relocate. Write immediately. Box G-169, BROADCASTING.

Announcers

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 announcer, newscaster, salesman, versatile, creative, tight-board, third-endorsed, finishing first, will relocate. Box G-49, BROADCASTING.

Hard working rock jock wants stable position with a future. 3 1/2 years experience. Programming background, good voice, tight board—strong on production and news. Married—1 child. Box G-79, BROADCASTING.

First ticket, tight pro sound, 2 years, MOR, C&W, or contemporary, young and dynamic. Box G-130, BROADCASTING.

First phone . . . four years experience . . . audience pleaser . . . stable . . . high ratings . . . presently employed Box G-138, BROADCASTING.

Announcer/play-by-play. Married—four(4) years in present job—1st phone, desire to settle with medium market sports minded station on the east coast. Box G-141, BROADCASTING.

Black jock, rock or soul. N.Y. experience. Available. Box G-145, BROADCASTING.

Disc jockey—experienced, dependable, versatile, tight board, third endorsed. Box G-148, BROADCASTING.

Announcer—some experience, fantastic deep voice, MOR personality, diction. Relocate. Salary open. Box G-159, BROADCASTING.

Newscaster, disc jockey, aggressive salesman, experienced, tight board, creative, musical background, married. Thrd endorsed. Box G-166, BROADCASTING.

Long on experience, great voice, tight contemporary sound. P.D. looking for the right deal. Employed now but ready to move. Box G-167, BROADCASTING.

First phone—P.D. C.E., announcer—versatile. Will work like hell for right organization. Box G-168, BROADCASTING.

Philly soul personality seeks R&B, top 40 station Box G-170, BROADCASTING or (215) 747-2211.

Sportscaster seeks heavy PBP schedule. Four years major college & pro team experience. Box G-180, BROADCASTING.

School Principal turned announcer, first phone, experienced, 32. Box G-181, BROADCASTING.

Experienced—1st phone personality jock for medium or major rocker. Box G-188, BROADCASTING.

3rd endorsed; draft exempt; single; rock jock, production, experience, but will work any format; need commercial experience, will relocate. Robert Powers, 914-238-3390.

1st phone, promising, eager, sincere. 23, single, draft free. 1 year experience. Paul Krakus, 1-513-825-2430.

Announcers continued

Top rated D.J./M.D. for modern country music format . . . family, first phone, available now. Phone 515-295-2695.

Drown Drake with Jack Daniels, 100% proof entertainment . . . 5 years, veteran, 1st, college. 301-552-2352.

All night preferred—experienced D.J. with 3rd and news experience prefers New York/New England all night show. Any format. Call Scotty 914-268-7876.

C & W first phone dj; B.S.—journalism. News/music director background. Telephone talk experience. Relaxed delivery; imaginative copy/production; authoritative news. Good voice. Will travel to any stable medium market station. One year solid experience. Don Martin graduate. Married, 24, draft exempt. Available August 23. Tape, resume, references—Rollin Astra, 450 South Lafayette Park Place, #218, Los Angeles, 90057, California. (213) 383-5034.

One year experience in up-tempo MOR. First phone; married; extreme potential; Brown Institute graduate. No graveyard shift. Locate Midwest or Atlantic Coast. Randy Swingle, McArthur, Ohio 45651 (614) 596-5093.

Need a good jock? You can have one with a first, some experience, single, service over, and willing to move. Contact Loren W. Aumick, 113 N. Van Ness, Fresno, Calif. 93701.

Young teacher-graduate student desires return to DJ work. Two years professional, four years college experience plus year as Army TV producer-director. Mature sound, enthusiastic, knows music, can communicate. Jeff Benton, 215-MU 8-1373 or 565-4378.

Number one rated, top 20 market, middle of road personality desires return to broadcasting—preferably in combination on-air plus sales situation. 513-825-5472.

Quality personality plus fantastic production talent all rolled into one. Fine track record. P.D., M.D., TV experience. Call now 305/929-3564.

Experienced, dedicated, knowledgeable broadcaster w/first—B.S. degree—management background. Immediately available for "Pro" station and staff. Prefer modern country—other formats considered. "Tony Martin": 1-314-353-2452.

First phone, 3 years major market experience, programming and production ability, excellent references. Top 40, contemporary, or semi-underground. Jon London, 9807 Lakewood Lane, St. Louis, Mo. 63123, 314-631-0980.

First phone, experienced top 40 announcer, heavy voice, draft exempt, 513-891-6084.

Black female, DJ, newscaster, 26, single, third endorsed. Beginner seeking to start radio career anywhere. Top graduate student from N.Y.C. School of Announcing and Speech. Hours and salary open. Resume/tape. Write Stella Lewis, 2150 Bedford Ave., Brooklyn, N.Y. 11226.

Experienced, 1st phone, top 40 or soul, wants major markets in San Francisco, Los Angeles, California, Southern states. After 5:30 (203) 522-0871.

Reliable, wake up man—will work any hours. Has first phone, 24 years old. Experience in news, music, and talk shows. If interested please call AC 612-771-2350 for tape and resume.

Situations Wanted Technical

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.

Mature experienced chief engineer major regional desires change. Long experience all phases broadcast engineering. Deep southeast. Box G-80, BROADCASTING.

Transmitter engineer 5 KW AM directional and FM stereo station looking for station with future. Will consider anywhere between Nome, Alaska and Punta del Fuego, South America. Engineering and AFRS announcing experience. Box G-177, BROADCASTING.

Los Angeles, California area; transmitter engineer, 20 years AM mostly 50 KW, age 49. First phone. Box G-179, BROADCASTING.

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 Bianco, 3094 Lynnwood, Streamwood, Illinois 60103. AC 312-289-5151.

Technical continued

Experienced engineer—would like to help radio stations who can not afford a full time engineer—would like to set up a chain of stations who would share a part time engineer. Experience; Director of Engineering, chief engineer, involved in building stations, manufacturing of broadcast equipment, automation. Reference upon request. S. K. Burbridge, 217-285-6647, Pittsfield, Ill. 62363.

News

DJ, young, tight board, news, commercials, ready now. Box G-87, BROADCASTING.

Sportscaster, experience includes New York air exposure, leading harness track caller, can do basketball, color, production, writing ability. Box G-112, BROADCASTING.

Sports—play-by-play—experienced D.J.—MOR and C&W—strong news—good production. Military service completed. Box G-118, BROADCASTING.

Radio-television newsmen. 28. Family. Twelve years in the business; all facets. Finishing journalism masters. Box G-149, BROADCASTING.

Newsfilm cameraman looking for spot after August degree completion. Service completed. Experienced in news. Box G-157, BROADCASTING.

Top rated experienced sports reporter. Play-by-play baseball, football, basketball all sports. College and professional. Radio and TV. Including network broadcast and telecast. Available because of new ownership change in format. Idea man. Can take charge of sports operation and make it work. Box G-164, BROADCASTING.

Young aggressive, and experienced electronic journalist wants to move up. Box G-172, BROADCASTING.

News and sports man in top 100 market wants sports opportunity with play-by-play. Experienced in play-by-play and in reporting and anchoring on radio and television. Box G-173, BROADCASTING.

Are you looking for someone who can do sports . . . and sell? Someone whose family has agreed to relocate if the right spot is discovered? One who has experience not only in sports and sales with a 50,000 watt station, but production, management, copywriting, et cetera? Then contact me . . . Box G-174, BROADCASTING.

Experienced young sportscaster—college basketball and football play-by-play Los Angeles area. Excellent sports background. Box G-182, BROADCASTING.

Gifted PBP. Experienced. Major university basketball, football, baseball. Also writing reporting news. Box G-184, BROADCASTING.

Broadcast journalist. Ten years radio experience. University graduate. Married. Immediate availability. Seek position as major market reporter or small-medium market news director. Jack Marlowe, 1748 South Willard Avenue, Janesville, Wisconsin 53545.

South-southwest—experienced news director . . . football PBP . . . talk show . . . married — 34, reliable . . . call 606-743-4949.

Programing, Production, Others

Top 15 market P.D. desires new challenge with congenial station. All formats considered. All replies answered. Box G-150, BROADCASTING.

Not a beginner . . . It's experience that counts . . . mine will pay off for you. Four years in the business. Any format, but prefer top-40 or contemporary MOR. Good production is my specialty. Prefer the West, but all locations considered. (Hopefully) this ad will appear only once, so hurry. Serious inquiries only please. Call Dave, 307-237-9661.

TELEVISION

Help Wanted Management

Local sales manager opening soon for southwestern VHF station. Wonderful town to raise a family. Beautiful landscape of forests and lakes. No traffic jams. Clean air and water. Forward-thinking, growing city. Station has competent, goal-oriented staff. Base salary plus percentage of sales. A real challenge to a proven winner, with documented success in television retail sales. Must be strong personal salesman with administrative ability and be able to prove it. Prefer sales management experience. Send resume and current picture in strict confidence to Box G-94, BROADCASTING.

Announcers

Opening August 1st for staff announcer. Must be able to handle evening weather shows and taped on-camera commercials. VTR audition and personal interview required. State salary needed 1st letter. Box G-187, BROADCASTING.

Radio-TV-host-producer-writer needed at Penn State University for farm, home, garden, and ecology broadcasts. Over \$10,000, plus vacation, medical, educational, other benefits. Require degree, experience, on-air personality, drive. Send resume and SOF or VTR to Cordell Hatch, 13 Armsby, University Park, Pa. 16802. An equal opportunity employer.

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 opportunities! Send resume to Roger Wilson, TelePrompTer Corporation, 50 West 44th Street, New York, New York 10036.

News

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.

Programing, Production, Others

Producer-writer for Kentucky Educational Television. To produce and write programs for state, regional, and national broadcasts. Should be experienced in television and film production. Minimum of two years experience as a producer-writer. Salary open. Position available now. Box G-73, BROADCASTING.

Producer-directors for Kentucky Educational Television. To produce and direct instructional and public programs for state, regional, and national broadcasts. Minimum of two years experience as a producer-director in color television production. Salary open, dependent upon experience. Position available now. Box G-74, BROADCASTING.

Top 15 station is looking for young, brilliant, aggressive, imaginative producer for prime time magazine-variety type program. Please send resume. Box G-103, BROADCASTING.

TELEVISION

Situations Wanted Announcers

Versatile and professional. Weather, sports, commercials, talk shows. Solid background with best references. Box G-178, BROADCASTING.

Technical

Switcher, first, studio, transmitter, New York anywhere. 315-478-8896. Box F-240, BROADCASTING.

Progressive chief engineer and operations manager, with major market experience, seeks new challenge. Well versed in AM, FM, VHF, UHF, Color and remotes. Box F-286, BROADCASTING.

Video tape editor, heavy experience in all phases of production, 1st phone, 27 years old. Box G-129, BROADCASTING.

Engineer with 16 yrs. experience. Over half as chief. Experienced in administration, planning, installation, maintenance. Desires responsible engineering position in broadcasting. Other communication fields considered. Box G-158, BROADCASTING.

News

Award-winning reporter (Los Angeles Press Club; American Political Science Association) . . . 32, MJ, w/news director-anchorman-production exp., seeks TV-news, field-reporting challenge. Single, will relocate. Box G-83, BROADCASTING.

Young journalist, history degree, year experience TV-newspapers, seeks position with opportunity for serious reporting; consider any location; (803) 722-3653/722-1191. Box G-146, BROADCASTING.

News continued

News director at top 25 station with number one ratings seeking new challenge. 22 years experience, last 10 as news director of a fully professional news operation. Box G-176, BROADCASTING.

TV weatherman. AMS professional with experience seeks relocation. Midwest preferred. (312) CE 4-3781.

Experienced TV sportscaster with radio play-by-play. Available immediately. Midwest. Fam. Norm Wolf, 1429 Grand Ave. Schofield, Wisc. 54476. Phone (715) 359-3010.

Programing, Production, Others

Award winning continuity writer, slide to chroma key, speed, originality, salesman's buddy. Box G-125, BROADCASTING.

TV producer-director/cinematographer-editor, BA, top ten experience, military complete, interested in medium market with creative opportunities. Box G-140, BROADCASTING.

Children's show or production assistant. Experienced. Box G-155, BROADCASTING.

Copywriter: College graduate, experience network TV, publicist recording industry. Relocate, 26, single. Diversified samples. Jerry Klein, 7 John Smith Drive, West Hartford, Connecticut. 203-521-0825.

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 Iturbide St., Laredo, Texas 78040.

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

Keliox-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.

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RCA BTF 5D FM transmitter, FCC specs, tuned to 97.9 MHz. RCA Harmonic output filter for 3 inch line. Collins 37M 6 Bay FM antenna with de-icers. WEVD-FM 1700 Broadway, New York, N.Y. 10019.

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.

Gates R-F amplifier, type M-4791 and Lambda power supply, \$50.00. Raytheon limiter model RL-10, \$75.00. Contact WGGR/Stereo, Duluth, Minnesota, (218) 727-7449.

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Ampex model 600/601 users—noise, heat, and flutter reduction kits available from VIF International, Box 1555, Mtn. View, Calif. 94040. 408-739-9740.

MISCELLANEOUS

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Miscellaneous continued

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.

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ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-568-1110.

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS*** in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970

ELKINS* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

ELKINS* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS* in Texas, 6801 Viscount Blvd., El Paso, Texas 79925. Phone 915-778-9831.

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-233-1848

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

Instructions continued

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R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441.

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RADIO - TELEVISION - CATV

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Miscellaneous

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FOR SALE

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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

For Sale Stations

continued

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(Continued from page 67)

extend time for following stations: KAYN(FM) Tucson, Ariz., to Dec. 17; *KKUP(FM) Cupertino, Calif., to October 1; WSUB-FM Groton, Conn., to Oct. 16; WJIZ(FM) Albany, Ga., to Dec. 1; WXRT(FM) Chicago, to Dec. 21; WBCN(FM) Boston, to Oct. 1; WUCV(FM) Falmouth, Mass., to Jan. 1, 1972; WELV-FM Ellenville, N.Y., to Dec. 15; WKRA(FM) Woodbridge, Va., to Nov. 1; and KLYN-FM Lynden, Wash., to Dec. 1. Action July 8.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for the following VHF translator stations: K13KF Stateline, Calif., to Jan. 6, 1972; K10HJ King River and Quinn River Crossing, both Nevada, to Jan. 6. Action July 6.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KTVU(TV) Oakland, Calif., to Jan. 6, 1972; KKBA(FM) Hilo, Hawaii, to Dec. 30; KKAI(FM) Kailua, Hawaii, to Dec. 30; WCCO-FM Minneapolis, to Oct. 31; WBAP(AM) Fort Worth, Tex., to Jan. 1, 1972. Action July 6.

Ownership changes

Actions

■ WLIQ(AM) Mobile, Ala.—Broadcast Bureau granted assignment of license from Hartzog Broadcasting Inc. to Southland of Alabama Inc. for \$100,000. Sellers: Thomas S. Hartzog, president, et al. Buyers: Lolton D. Turnbough, George J. Sliman and F. M. Smith, (each 33 1/3%). Each has one-third interest in WLAU(AM) Laurel, Miss. Action June 10.

■ WTLB Utica, N.Y.—Broadcast Bureau granted assignment of license from Mohawk Broadcasting Co. to WTLB Inc. for \$400,000. Sellers: R. Peter Straus, president, et al. Buyers: Paul A. Dunn (20%), Edward J. Carey (20%), William N. Macartney (20%), Robert W. Barnard (20%), Timothy D. Lockwood (10%) and Stephen L. Lockwood (10%). Mr. Dunn is vice president and general manager of station. Mr. Carey is vice president and station manager. Mr. Barnard is account executive at New York stock brokerage firm. Messrs. Lockwood are attorneys. Action May 14.

■ WGTN(AM) Georgetown, S.C.—Broadcast Bureau granted assignment of license from Georgetown Broadcasting Co. to Seacoast Broadcasting Corp. for \$150,000. Sellers: J. B. Delzell, president, et al. Buyers: Richard T. Laughridge, Charles S. Morris and Lewis H. Schuler, Jr., (each 33 1/3%). Mr. Laughridge has interests in WNOK-AM-FM-TV Columbia and WATP-AM-FM Marion, both South Carolina. Mr. Morris has interest in WATP-AM-FM. Action June 30.

CATV

Final actions

■ WENG Englewood, Fla.—Broadcast Bureau granted CP to replace existing tower with new 197 ft. tower. Action July 9.

■ WGI-20 Goodland, Kan.—Cable Television Bureau granted CP for new community ant. relay station to bring TV signals KHPL-TV Hays Center and KPNE-TV North Platt, both Nebraska, to CATV in Goodland. Action July 9.

■ WGI-22 Port Huron, Mich.—Cable Television Bureau granted CP for new community antenna relay studio to head-end link station to be used with CATV in Port Huron. Action July 9.

■ KP-6875 Columbus, Ohio—Cable Television Bureau granted license covering new community antenna relay pickup station to be used with CATV in Columbus. Action July 9.

■ KZT-21 Mount Pleasant, Tex.—Cable Television Bureau granted renewal of license for community antenna relay station to serve community of Mount Pleasant. Action July 9.

■ KMC-71 Nacogdoches, Tex.—Cable Television Bureau granted mod. of license to add frequency 12900-12925 mhz; and add relay to KDTV Dallas to CATV system in Nacogdoches. Action July 9.

■ KMC-72 Nacogdoches, Tex.—Cable Television Bureau granted mod. of license to add frequency 12925-12950 mhz; change ant. system; and add relay of KDTV Dallas to CATV in Nacogdoches. Action July 9.

■ WJLS Beckley, W. Va.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location during nondirectional hours only. Action July 9.

■ FCC denied application by Service Electric Cable TV Inc., owner of CATV Hazleton, Wilkes-Barre and Mahanoy City, all Pennsylvania, asking review of review board orders refusing to reconsider its earlier denial of Service Electric's "grandfathering rights" to import New York and Philadelphia television signals into Pennsylvania communities and denying request to admit new evidence (Docs. 18193-5). Action July 8.

The rising tide of public disaffection with things as they are has tossed up on the shore of America's consciousness a number of spokesmen and activists, disparate in style and appearance. There is Ralph Nader, who in his conservative suits, white shirts and narrow ties looks not only conventional but square. There is that FCC commissioner who appears to have let his hair and moustache grow as outward signs that the real Nick Johnson is not to be confused with the one who serves as a government official. And there is Albert H. Kramer, 30-year-old director of Washington's Citizens Communications Center.

Of medium height, balding, with what hair he has left neatly trimmed, and dressed, when in his office, in khakis, open-neck shirt and sneakers, he looks like a suburbanite called away from his garden. But along with Earle K. Moore, the New York attorney retained by the Office of Communication of the United Church of Christ, and, more recently, Tracy Westen, of the Stern Community Law Firm, Mr. Kramer has been effecting a revolution in broadcasting by helping community groups gain a share of the power over programming that broadcasters historically have exercised themselves, subject only to review by the FCC. He has aided minority groups in Atlanta, Denver, Detroit, Mobile (Ala.), Columbus (Ohio) and elsewhere to press demands concerning programming, ascertainment of community needs and employment on stations whose performance in those areas the groups felt was inadequate. He takes as clients those who have no economic stake in a case and cannot afford to hire counsel.

Some of the resulting negotiations have ended amicably, in agreements between the parties or in statements by the stations that the groups could accept. But some have ended in that ultimate heresy, petitions to deny renewals of broadcast licenses. Among his conquests: his representation of the minority groups that obtained from Capital Cities Broadcasting a commitment to spend \$1 million on minority-oriented programming at three stations. CapCities was buying from Triangle Publications.

But the Kramer action that some communications attorneys regard as having the most far-reaching impact was the court suit in which Mr. Kramer—along with two establishment-type applicants who were challenging incumbents in comparative hearings—successfully challenged the legality of the FCC's policy statement on comparative hearings involving renewal applicants. The statement was designed to accord broadcasters a measure of protection at license-renewal time. But Mr. Kramer's (ultimately compelling) argument, made in behalf of Black Efforts for Soul in Television (BEST) as well, was that the

A leading greener of broadcasting: Albert Kramer

policy was so weighted in favor of incumbents as to effectively bar minorities seeking to gain ownership of broadcast media through license challenges.

Many broadcasters and their attorneys bridle at such activities and are beginning to feel under siege—a feeling Mr. Kramer regards as warranted. "The attacks," he says, "are long overdue, and for the most part proper." In his view, broadcasters have had everything their way for the last 35 years. Regulated by a "sympathetic regulatory agency," he says, they have made all the decisions regarding their programming and whether minorities would be allowed access to those facilities.

"It is that notion that all the power, all the control rests with broadcasters that is intolerable to community groups," he says. "You have, essentially, people who are using a public resource . . . It doesn't all belong to anyone—broadcasters, minorities or Agnew's silent majorities."

In Mr. Kramer, communications attorneys face an opponent who is not only able but tireless—who has literally the endurance of a long-distance runner; every evening he jogs home, a distance of three or four miles, most uphill, with work papers in a canvas bag strapped to his back. In conversation in his Spartan offices (where Citizens employs one other attorney and three girls, one or two of whom patter about

in bare feet) he espouses a view of his work that is essentially unromantic. He says he holds no illusions about "good and bad in the world. The line is never that clear. . . . I'm taking a job on behalf of a client; I'm not doing the Lord's work and neither are they [his adversary communications attorneys]."

At least one of those attorneys finds him "rather arrogant" and says he deals "from a position of moral superiority." But others, including FCC officials, describe him as "reasonable." An establishment lawyer who dealt with him in a long and difficult negotiation came away particularly impressed. "He's a guy of great integrity and reliability, who is really a mixture of a liberal pragmatist and a revolutionary theorist, with the emphasis on the liberal pragmatist."

But perhaps even more important to whatever success he has scored, he has managed to climb the barbed-wire fence that seems to separate white liberals from blacks these days. BEST's William Wright, who has worked with Mr. Kramer on a number of cases, says that "all of the negative aspects of whites working with blacks are soon destroyed when the degree of his commitment to the public interest comes through."

Mr. Kramer, a native of Los Angeles who has all the tickets to be a highly paid lawyer in most fields—Phi Beta Kappa at the University of California (Berkeley), law review at Stanford—gravitated, rather than plunged, into full-time public interest law in broadcast matters. He had gone to Washington to work for Covington & Burling, one of the city's most prestigious law firms, after graduating from law school, in 1967. He began doing some part-time public interest law on his own, and in time moved in a circle that brought him into contact with Ralph Nader; Gordon Sherman, who was then president of Midas International and was funneling some of its profits into good works, and officials of the Robert F. Kennedy Memorial. There was casual talk of Mr. Kramer going into public interest law full time, to introduce an adversary system in areas of government where there was none. By the summer of 1970, he had decided to do just that, in communications matters. Citizens is now supported by the Edgar Stern Family Fund and the D.J.B. Foundation. It also gets royalties from the sale of Commissioner Johnson's book, *How To Talk Back To Your Television Set*—\$3,500 thus far.

Mr. Kramer says he keeps no record of wins and losses. What interests him, as one who wants to build a broadcasting system "with a lot of points of entry," he says, is whether "you begin to make people interact, broadcasters with communists, with dissidents, with minorities. In some very small way," he adds, "we've done that."

Week's Profile



Albert Harold Kramer—director, Citizens Communications Center; b. Aug. 30, 1940, Los Angeles; BA, with honors, 1963, MA (economics) 1964, U. of California, Berkeley, LL.B. Stanford Law, 1967; Covington & Burling, 1967-1969, when he established Citizens; m. Shirley Hyink, Sept. 14, 1963; one son, Caleb, 2.

Compromise

The House of Representatives has taken the practical way around a showdown on the constitutional rights of broadcast journalism. The parliamentary strategy that the leadership devised was too much for Harley Staggers's obstinacy. CBS and Frank Stanton are vindicated in taking refuge in the First Amendment, though by not so clear a judgment as would have come from a direct vote on the issue in the House or a test case in the courts.

Nobody can claim a decisive victory. The tensions between television journalists, especially television-network journalists, and the members of the Congress are in no way eased. They may indeed have been exacerbated.

Among many legislators there is a conviction that television has become a force that needs to be contained. In arguing for his citation, Mr. Staggers, the West Virginia Democrat, spoke of "giant corporations" with "tremendous wealth and awesome power." Supporting him, William Springer (D-Ill.) decried the networks' "raw, naked power to manipulate." So the alarm is spread, and broadcasters would be foolish to suppose they have acquired sudden safety. The Staggerses and Springers have been rebuffed this time. They will try other ways to gain their ends.

Still, there are positive signs to be read in parts of the debate that preceded last week's vote to recommit, and therefore kill, the contempt citation. Emanuel Celler (D-N.Y.), the veteran chairman of the Judiciary Committee, was eloquent in his exposition of the constitutional issue that he saw as central to the case. "The First Amendment towers over these proceedings like a colossus," he said, "and no esprit de corps and no tenderness of one member for another should force us to topple over this monument to our liberties . . . Does the First Amendment apply to broadcasting and broadcasting journalism? The answer is, 'Yes.'"

Equally fervent was Abner J. Mikva (D-Ill.) who called the contempt proceeding "an unseemly assault on the Constitution."

Said Mr. Mikva: "The right of a free press is not conditioned on its being a fair press. The right of the government to regulate the traffic on the airwaves does not grant the government the right to impose an official standard of truth."

Put such legislative sentiments together with the vote to recommit, and the record must be judged to have advanced the cause of broadcast journalism. No smashing triumph, but at least an inching forward. In these times anything short of disaster must be counted a gain.

Apples and oranges

In his speech to the convention of the National Cable Television Association two weeks ago, FCC Chairman Dean Burch all but committed the commission to a requirement that cable systems provide at least one channel of non-broadcast capacity for every broadcast channel they pick up. It was evident that he was speaking with the confidence of knowing a majority of colleagues agreed on at least that part of the rulemaking that is now in progress.

The rationale is all quite simple. In exchange for granting cables larger opportunities to import broadcast services, the government will exact the obligation of local-access capabilities. Thus cables will grow into the ultimate communication facility, carrying the mass-appeal programming originated by broadcasters and the limited-appeal programming that is expected to proliferate if only the means are found to move

it from originating point to home. Throw in burglar alarms and meter reading, and the future has been wrestled into shape.

Maybe so. There is, however, an almost total lack of evidence of demand for nonbroadcast capability in anything like the quantity that Chairman Burch would require. It is hard to suppress the sneaky feeling that someone at the FCC made up the magic one-for-one formula to distract attention from the gut issue at hand: the extent of distant-signal importation.

On the latter subject, comment will be reserved until the FCC emerges with a firm proposal. But whatever distant-signal volume is ultimately approved, it has no relationship whatever to nonbroadcast-channel needs. If the FCC persists in connecting the two, it will discredit its whole CATV rule-making.

No end to it

A month ago the FCC announced a complete review of its fairness doctrine which it admitted had created problems that were making administration difficult if not impossible and leading to intolerable demands for broadcast time (BROADCASTING, June 14). Three weeks later, as if to emphasize the absurdities that the doctrine can create, the FCC decided that Esso commercials ascribing a useful role to an Alaskan pipeline required NBC, which had carried them, to present opposing views (BROADCASTING, July 5).

Considering the antibroadcasting composition of the U.S. Court of Appeals in Washington, there may be little sanctuary for NBC to find in litigation. Considering the inconsistency between the institution of the basic inquiry into the fairness doctrine and the stretching of it to cover the Esso messages, there may be little reason to hope for a reasonable revision of the doctrine by the FCC.

At this point, however, the FCC is the forum, and it is up to broadcasters to use it as best they can. Surely it is worth a serious effort to prove the damage that fairness rulings have already caused and the greater damage that a bureaucratic expansion of the doctrine will make inevitable.



Drawn for BROADCASTING by Sidney Harris.

**We were concerned about ecology
long before it became a household word.**

**Our program began
more than thirty years ago.**

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