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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Industry bewildered by Nixon economic moves, hopes they're good news
FCC's wrong again, says court, widening fairness doctrine on commercials

Special report on a TV cliff-hanger: two trains, one track in Boston
Des Moines 'free form' decision sets off bad vibes in progressive radio



*...the most respected call letters
in broadcasting*

WGN Continental Broadcasting Company

■ **Chicago:** WGN Radio, WGN Television,
WGN Continental Productions Company,
WGN World Travel Services, Inc.

■ **Duluth-Superior:** KDAL Radio and KDAL Television

■ **Denver:** KWGN Television

■ **Michigan and California:** WGN Electronic Systems Company

■ **New York, Chicago, Los Angeles, San Francisco and Tokyo:**
WGN Continental Sales Company

THE WHITE HOUSE
WASHINGTON

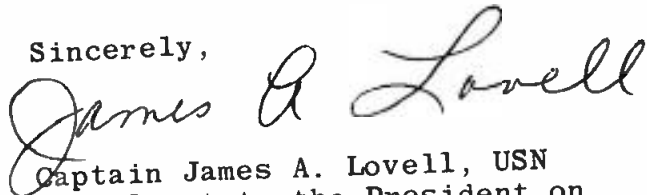
June 8, 1971

Dear Mr. & Mrs. Claster:

The members of the President's Council on Physical Fitness and Sports, of which I am Chairman, have directed me to express our appreciation for your efforts in providing physical fitness activities for pre-school children. Romper Room, through its direct communication with pre-school children, is making a valuable contribution to the development of health patterns for boys and girls.

The Council is pleased that you have worked with members of our staff to develop a new emphasis on physical fitness activities for your program. We commend you on this achievement and hope that you will continue to be responsive to the objectives of the Council.

Sincerely,



Captain James A. Lovell, USN
Consultant to the President on
Physical Fitness and Sports
NASA Astronaut

Mr. & Mrs. Bert Claster
Romper Room Enterprises
660 Kenilworth Drive
Towson, Maryland 21204

ROMPER ROOM has found the President's Council on Physical Fitness and Sports a constant source of inspiration. In working with the Council and leading educators, new and wider dimensions for ROMPER ROOM are constantly being developed.

WMAR-TV has featured ROMPER ROOM, at 9 AM Monday through Friday, since September 23, 1963. This important program, so meaningful to tens of thousands of pre-school children and their parents, is a continuing WMAR-TV service to the Baltimore/Maryland market.

WMAR-TV Channel 2, Baltimore, M-

There were questions and comments aplenty—what about rates? what about program cost increases?—but precious few answers for broadcasters and advertising people in wake of President's drastic economic moves. See . . .

More Q's than A's in economic controls . . . 15

D.C. Court of Appeals may have given the unsettled fairness problem its final push into chaos by ruling that automobile and gasoline commercials raise controversial issues—as did cigarette advertising. See . . .

Straw to break the back of fairness? . . . 18

Both WHDH-TV and permittee WCVB-TV are planning for the future as if their long battle for Boston channel 5 were over—which it isn't. Special report takes a detailed look at the activities of both. See . . .

Those high-stakes rollers in Boston . . . 26

FCC Commissioner Robert Wells may resign from the commission soon to seek the Republican nomination for governor of Kansas, despite obstacles in his path. Mr. Wells neither confirms nor stifles speculation. See . . .

Will Mr. Wells or won't Mr. Wells? . . . 33

OTP, CPB, OMB, HEW, etc.—what all those initials add up to is a running clash over funding for public broadcasting. It has produced some hard feelings, one withdrawn set of proposals (from OTP), but—so far—no bill. See . . .

OTP, CPB clash over funding bill . . . 36

The FCC is attempting to construct new renewal policy that will pass muster with the D.C. Court of Appeals. And although that court overturned past policy, the FCC thinks it has considerable leeway in rebuilding. See . . .

Service still key to renewal policy . . . 40

Broadcasters, cable operators and publishers tell the FCC that any attempt to loosen crossownership ties in co-located markets would be unjustified, discriminatory and in some cases a violation of the First Amendment. See . . .

Crossownership garners support . . . 41

A survey of progressive-rock types around the country shows that many (though by no means all) are worried about the FCC's apparent antipathy for free-form radio, as in the case of KFMG(FM) Des Moines, Iowa. See . . .

Another scare for underground radio . . . 42

Regardless of the music it presents, there's no doubting the fact that automated radio is on the rise. BROADCASTING examines the methodology of three companies offering dissimilar automated packages. They all sell. See . . .

Here come (three of) the automaters . . . 44

An NAB financial survey produces good news for UHF broadcasters. While U's are still losing money, study reports, the loss ratio is on the decline. UHF's profit margin losses in 1970 were reduced from 34% to 5.9%. See . . .

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Broadcasting

Aug. 23, 1971; Vol. 81, No. 8

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Central New York's Most Honored Station



In Local News:

UPI Elliott Stewart
Award for Outstanding
News Coverage and
Excellence in Report-
ing, to News Director
Fred Hillegas

— March 1971



Fred Hillegas



In Public Affairs:

New York State Broadcasters Association
Award for Best Public Affairs Program:
"Created Equal . . . A Day in the Life of
Ken Christie."

— July 1971



In People- Action:

New York State Broadcasters Association
Award for Best Public Service
Announcement Campaign: "What Have You
Done About It?", a campaign against
pollution.

— July 1971

**WSYR-TV, Channel 3 in Syracuse . . .
working always for a greater Central New York community**

WSYR-TV

Channel 3
NBC in Syracuse, N. Y.

High dudgeon

Because administration wants nothing to interfere with Nixon program to stimulate economy it looks with concern upon court and other governmental restraints on product advertising. That precise issue was discussed at White House last week with specific reference to Court of Appeals opinion applying FCC's fairness doctrine to commercials for gasolines and automobiles which allegedly pollute atmosphere (story page 18).

Herbert G. Klein, director of communications for executive branch, who has previously inveighed against such product-advertising edicts (BROADCASTING, June 21) will hold news conference in San Francisco tomorrow (Aug. 24) and may use occasion to comment on last week's appellate decision. Mr. Klein will be guest-host on KGO(AM) for vacationing DJ, Jim Eason, will preside over three-hour talk show (from 7 to 10 p.m.) and will accept calls from listeners. If needed, he will place calls to public officials in Washington. News conference will follow luncheon address same day at San Francisco Press Club.

Now it's drugs

Broadcasters and FCC as well as drug industry may be in for difficult time next month when broadcast advertising of analgesics and mood drugs comes under congressional scrutiny. Senate Small Business Committee's Monopoly Subcommittee, which has been holding hearings on proprietary drugs, has invited FCC to testify on broadcast advertising of drugs in wake of testimony of number of witnesses that such advertising is false and misleading, promotes drug culture and contributes to drug abuse.

Senator Gaylord Nelson (D-Wis.), subcommittee chairman, said he wants commission's views on quality of drug advertising, on contribution it makes to intelligent self-medication—and on how use of "scarce frequencies" for such advertising is in public interest. He also wants to know what commission can do to protect public against harmful advertising. Date commission will try to give answers is Sept. 22.

Waiting game

There's fresh talk of widespread holdouts among American Research Bureau station subscribers unsigned for 1971-72 TV-market reports, and one group owner confirms his stations do not plan

to sign before they see ARB's October reports—even though, as he reads ARB correspondence, they may then be required to take two-year contracts with rate increase higher than 7.5% currently asked. ARB officials, however, say they do not expect serious trouble. They estimate about 60 stations that were subscribers last year have not renewed, but say this is not abnormally large number at this point. Near end of August 1970, when massive revolt was in progress, holdouts were estimated unofficially at well over 100 and may have numbered closer to 200 (BROADCASTING, Aug. 31, 1970). Holdouts have until end of this month to sign up without losing their discount rights.

Stations are due to get one piece of welcome news from ARB this week. Those that took two-year contracts last year were protected against further rate increases now, but those signing one-year contracts are getting 7.5% rate rise for 1971-72. However, ARB expects to notify stations this week that, as long as government's wage-price freeze is in effect (see page 15), it will keep to last year's prices.

Close to the fire

CBS Inc., looking for larger space for its corporate representatives in Washington ("Closed Circuit," July 26), has found it almost next door. Now housed with CBS News bureau at 2020 M Street, N.W., corporate office will move to new building, now nearing completion, at 2000 M. That's diagonally across intersection from FCC headquarters. Space won't be ready for some time after Richard W. Jencks, leaving presidency of CBS/Broadcast Group, takes over as CBS Inc. VP, Washington, succeeding Theodore F. Koop, who's retiring. Mr. Jencks is due on station Sept. 1. Mr. Koop will stay on couple of months to ease transition.

Growing pains

Corporation for Public Broadcasting, which has been looking for acceptance and permanent financing since its creation nearly four years ago, is not getting much of either these days, and seems headed for new troubles (see story, page 38). It wouldn't surprise some legislators and educators if changes are made in over-all direction of corporation before multimillion "permanent" financing is forthcoming. "Fourth network" aspirations with big-name newsmen for CPB's operating adjunct, Public Broadcasting Service, are construed

as contrary to local-origination concept of Carnegie Commission on Educational Television, which drew up original CPB blueprint.

Usually enlightened sources predict CPB and its funding will become live political issue in fall. Very likely to be drawn in will be Ford Foundation, its head, McGeorge Bundy, and its TV adviser, Fred Friendly, ex-CBS News president, now at Columbia University Graduate School of Journalism. CPB is looking for long-range funding running to perhaps \$200 million annually. It now operates on \$30 million subsidy.

Playing rough

Sluggishness of national-spot sales is driving some television stations into dog-eat-dog scramble for local business. There was report in Washington last week that two major stations had asked bigger local agencies to reveal schedule and price submissions from rival stations. Promise was that, given such information, stations making request for it would beat prices and improve availabilities. At least one prominent agency, Ehrlich-Linkins, has notified all stations that it rejects proposal and guarantees confidentiality of all submissions.

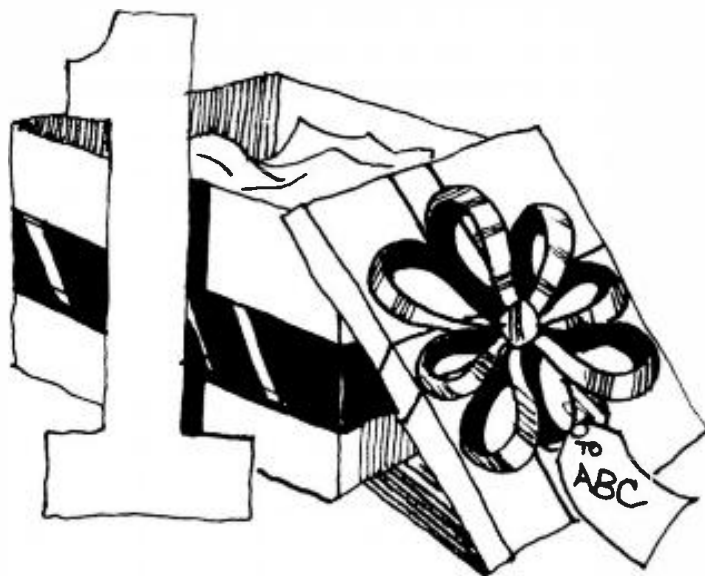
Burning the mortgage

Edward Petry & Co. reportedly has paid off loan, year ahead of schedule, that was negotiated with Chemical Bank of New York in 1964 to enable group of employees to acquire pioneer station-rep firm from founder, late Edward Petry, and co-owner, late Edward Voynow. Amount of loan was not disclosed but was described as running well into seven figures.

Turnabout

What came out of FCC last Friday in Boston channel-5 case (see page 7) wasn't what went in. Ultimate decision was to ask Court of Appeals to "re-mand" case to FCC for oral argument on future proceedings and to tell Boston Broadcasters Inc., which holds construction permit for facility now occupied by WHDH-TV, it could proceed with building only at own risk. Staff proposal, which was originally thought to have much FCC support, was to call oral argument on commission's own hook and rescind or suspend BBI's CP. In extended FCC meeting, Nicholas Johnson was reported to have led argument for procedure that eventually prevailed.

WE'D LIKE TO THANK EVERYONE FOR OUR 10TH ANNIVERSARY PRESENT. IT'S JUST WHAT WE'VE ALWAYS WANTED.



What more could we ask for. Our client is No. 1. The five ABC Owned Television Stations are viewed by more young adults (men and women 18-49) than any other television station group in the country.*

It's a nice way to celebrate ten years of representing a successful client. And you know what...we'll be happy to receive this year's present next year.



ABC Television Spot Sales, Inc.

NEW YORK
1330 Avenue of the Americas
New York, New York 10019
(212) 581-7777

CHICAGO
360 North Michigan Ave.
Chicago, Illinois 60601
(312) 263-0800

LOS ANGELES
6290 Sunset Blvd.
Los Angeles, Calif. 90028
(213) 663-3311

SAN FRANCISCO
One Jackson Place
San Francisco, California 94111
(415) 863-0077

* Source: Feb/Mar 1971 ARB & NSI Rpts for respective markets. Subject for qualification upon request.

FCC wants court back-up in BBI case

Commission asks proceeding be returned for argument

FCC, conceding it no longer has jurisdiction in Boston channel-5 case, has asked U.S. Court of Appeals to remand proceeding for oral argument on latest wrinkle in drawn-out proceeding.

Commission, in pleading filed with court on Friday, said it wanted views of parties on whether further steps—including reopening of comparative hearing in case—should be taken in light of civil suit that Securities and Exchange Commission has brought against Nathan David, principal in Boston Broadcasters Inc., which holds construction permit for channel 5.

At same time, commission notified BBI it proceeds with construction "at your own risk, and without prejudice to whatever action the commission may deem appropriate in the event its request is granted by the court." BBI is building station with view to Sept. 12 starting date (see page 26). Upon receiving notice of decision, Leo L. Beranek, BBI president, said risk would be taken and construction would proceed.

BBI was declared winner in January 1969 in comparative hearing in which WHDH-TV Boston was denied renewal of license. Since then, appeals court affirmed commission's decision, and Supreme Court has denied review. However, WHDH-TV petition for reconsideration of high court's refusal to review is pending.

Commission, in seeking remand, said it "no longer has jurisdiction without order of this court."

Commission said that if request is granted, it would hold oral argument and notify court within month of what further steps it will take. Among matters that would probably be considered at oral argument is whether interim operation should be established to run station on channel 5 pending final decision.

BBI's problems would not be over if court refuses to remand case. Commission would probably hold investigation of charges against Mr. David to determine whether they warrant hearing on revocation of BBI's construction permit.

Commission action came after BBI wrote commission that "substantial delay in specifying termination date" for WHDH "could well completely destroy BBI." In addition, Mr. David said that he would take leave of absence from BBI (he is director, executive vice president and general counsel) and refrain

from voting stock if commission believed that necessary condition for permitting BBI to go on air.

BBI at the wire

As time for FCC's expected WHDH ruling approached (see above), officials of Boston Broadcasters Inc. gave status report on progress toward air capability as of Friday (Aug. 20) morning (see earlier story page 26): They said two control rooms, office space, telecine area and video-tape area had been completed and certificate of occupancy received from town of Needham, Mass.; transmitter was being interconnected; video-tape machines were in and being interconnected; telecine islands were being installed; all equipment ordered from Phillips Broadcast Equipment Corp. was on hand and being unloaded and placed in control room, and antenna and transmission lines are to be installed this week.

In addition, they said agreements on substantive portions of contracts with International Brotherhood of Electrical Workers and American Federation of Television and Radio Artists, only unions it had to deal with, were reached on Thursday (Aug. 19). They said agreements still had to be put into writing but that it was agreed language would be same as in WHDH-TV's union contracts wherever applicable.

DNC and RNC lose at FCC over equal time

Fairness questions raised by two major political parties in connection with Presidential television addresses on networks were dismissed by FCC last Friday (Aug. 20).

In 5-1 decision (Commissioner H. Rex Lee was absent; Commissioner Nicholas Johnson dissented), commission dismissed four fairness complaints by Democratic National Committee asking for time to reply to broadcasts in which President Nixon either gave an address or was the subject of an interview. It also denied motion by Republican National Committee for time to reply to ABC-TV program featuring five DNC spokesmen which was aired by network following DNC demand for reply time to answer one presidential address. RNC had also asked commission to require ABC to make available all pro-

gram logs dealing with discussion by network of Indochina issue. Both parties had asserted that networks had failed to give balanced treatment to "partisan viewpoint." All programming in question dealt with war in Southeast Asia.

In denying requests from both sides, commission said it is "a wholly impracticable quagmire for this agency to attempt to evaluate" the extent of "partisan" material in particular broadcast. And it ruled that fairness doctrine does not require licensees to give proponents of conflicting viewpoints precisely "equal time," but only obligates stations afford reasonable opportunity for presentation of these views in their over-all programming.

And commission said that "presidential appearances (other than as a candidate for re-election, when of course 'equal opportunities' would be applicable) do not come within the 'political party' doctrine."

In terms of Indochina war, commission ruled, there is no evidence that networks have failed to present conflicting views. And in denying RNC request, agency said ABC is not required to furnish requested logs by its rules. And RNC, commission said, had "merely asserted" that DNC spokesman had expressed one-sided views on ABC program, and had not demonstrated that network had failed to present contrasting opinions on other programs.

80-member Intelsat is now official

Two agreements that British science expert and science-fiction writer Arthur C. Clarke called "first draft of the Articles of Federation of the United States of Earth" were signed by representatives of 55 nations in ceremony at State Department Friday (Aug. 20). Agreements will bring into existence new, permanent Intelsat (International Telecommunications Satellite), organization for world-wide satellite communications, once agreements have been ratified by two thirds (54 countries) of 80 member states.

Signing by 55 members in ceremony cheered Intelsat officials, who had not expected more than 35 to sign then.

Mr. Clarke, who envisioned international satellite communications in magazine article published in October 1945, made remark about signing of international compact at luncheon following signing ceremony.

Intelsat, which began operations with

Early Bird satellite in 1965, now operates satellites over Atlantic, Pacific and Indian oceans that transmit television signals, telephone and telegraph messages and data between continents.

Intelsat was established in 1964 under interim agreements, with Communications Satellite Corp. as over-all manager on behalf of 11 original partners.

Two new agreements—one signed by governments, other by telecommunications entities—will create organization in which U.S. influence will be reduced. Secretary of State William P. Rogers signed for U.S.; Dr. Joseph P. Charyk, president of Comsat, signed operating agreement.

Secretary general and international staff will be installed in Washington headquarters to handle administrative, financial and support services. Comsat will continue as operating and technical manager for six years under contract to board of governors.

Signing of documents, which was culmination of two years of negotiations that ended on May 21, occurred seven years to day after interim agreements had been opened for signature.

Court rehearing asked for political ads

Post Newsweek Stations Inc. has asked nine judges of U.S. Court of Appeals in Washington to rehear case in which panel of court held that stations could not have policy banning sale of time for political ads (BROADCASTING, Aug. 9).

Post-Newsweek said court's "unprecedented decision is a profound departure from almost half-century of congressional and regulatory public-interest judgments and court decisions."

Group-owner Post-Newsweek is licensee of WTOP(AM) Washington, which had refused to sell time to Business Executives Move for Vietnam Peace for spots opposing war. BEM appealed when commission upheld WTOP's decision. In separate suit on which court decision was based, Democratic National Committee appealed commission's denial of request to rule that station may not refuse to sell time to "responsible entities" for discussion of controversial issues.

Commission last week also decided to seek rehearing of case (see page 18).

WQAD-TV wins in long run

Lengthy renewal case involving comparative hearings and questions of promise vs. performance has been resolved by FCC in favor of existing licensee, WQAD-TV Moline, Ill., it was announced Friday (Aug. 20).

Renewal was granted over dissents of Commissioners Robert T. Bartley and Nicholas Johnson, both of whom found:

Week's Headliners



Mr. Taverner

Donald V. Taverner, whose resignation as president of National Cable Television Association was to have been effective at end of year, named president of Greater Washington Educational Television Association, licensee of noncommercial WETA-AM-FM Washington, effective Sept. 6 (see page 37).

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

that Moline Television Corp., licensee of WQAD-TV, should have been disqualified from renewal, regardless of whether competing application for facility existed; that since competing application of some substance *did* figure in case, it should have been granted over Moline's, whether or not latter was disqualified on own merits.

However, Moline was victorious by 4-to-2 vote, with Chairman Dean Burch, and Commissioners Robert Wells, Robert E. Lee and Thomas Houser comprising majority. Mr. Wells supervised writing of majority statement.

Majority went out of its way to state that Moline is entitled to "a 'plus of major significance,' based on its past performance," and that only "a slight demerit attaches on the promise vs. performance issue."

Commission saw "no reason to disturb" finding of Hearing Examiner David Kraushaar (who had previously recommended renewal for Moline) that licensee "deserves to be preferred decisively on the ground that its present (and proposed) integration of ownership and management by persons with actual operative television experience in the Moline area . . . is superior qualitatively . . ."

Renewal application of WQAD-TV had been set for hearing Jan. 31, 1968.

WXIX-TV sale called off

Sale of U.S. Communications Corp.'s WXIX-TV Cincinnati to Washington communications law firm of Welch & Morgan has fallen through. Transaction was abandoned in late negotiating stages last week when Welch & Morgan and AVC

Corp., USC's parent company, could not reach agreement on assumption of bank loan by former, reported to total about \$600,000.

WXIX-TV, which had been scheduled by licensee to go off air, will remain in operation, according to station official. He reported that sales at station have increased dramatically in past few weeks on both local and national level.

At least one group broadcaster was reported to be investigating prospect of acquiring WXIX-TV last week, following Welch & Morgan's exit from scene. Asking price was not disclosed, but it was hinted that sum would be in neighborhood of \$3 million Welch & Morgan had been prepared to pay.

Amarillo situation fizzles

KVII-TV Amarillo, Tex., last week notified FCC it is dropping its petition to deny renewal of competing KGNC-TV there. March Media Ltd., KVII-TV licensee, told commission that after reviewing KGNC-TV's opposition brief it feels "that no useful purpose would be served" by further action by agency.

In petition filed last month (BROADCASTING, Aug. 2), KVII-TV accused Stauffer Publications, KGNC-TV's licensee, of conspiring against KVII-TV through "tying agreement," in which Stauffer allegedly forced syndicators interested in placing programs on Stauffer's WIBW-TV Kansas City, Mo., to also give call right of programs to KGNC-TV. KVII-TV complained that it had agreements in principle with syndicators to carry *Lawrence Welk Show* and Notre Dame football, and Stauffer's two-for-one demand prompted distributors to give shows to KGNC-TV instead.

KVII-TV's Washington attorney said petition was dropped because affidavits included in Stauffer's response from syndicators in question denied that "tying agreement" existed and that decision to place programs on KGNC-TV was not connected with Stauffer's ownership interests in Kansas City. Under circumstances, attorney said, "we saw no reason to spend the time and money" on further pursuit of challenge.

Wold catches playoff rights

Although baseball's pennant races continue to tighten up, exclusive radio rights to National League's championship playoffs have already been awarded. Robert Wold Co., Los Angeles, will provide exclusive coverage of playoff games nationwide. Rights do not include normal home areas of competing teams. First three games will be played Oct. 2, 3 and 5, with games on Oct. 6 and 7 if necessary. Wold Co. also has exclusive rights in western U.S. for California 500 auto race from Ontario Motor Speedway, Sept. 5.

First with daytime women



In the Dallas-Fort Worth market
KDFW-TV is first choice among the
daytime women viewers.

Channel 4 reaches more women per
average quarter-hour, 9:00 a.m.-6:30
p.m., Monday thru Friday than any
other station in the market . . . leading
the second station by *9.3%.

To reach more women in the nation's
11th ranked television market, ask
your H-R representative for further
information and availabilities.

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

KDFW-TV



DALLAS-FORT WORTH

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



WHBF

the call
letters of
public service
since 1925



Maurice

Corken, vice pres. & gen. manager

"Serve is the key word in our motto. It challenges us to provide the best in entertainment, news and public service that our many years experience can provide."



Frank

Hicks, AM program director

"Our success depends on the listener. What he wants does have an effect on what he gets. We program for him. His wants make him a member of our team."



Bob

Sinnett, vice president, engineering

"Superior service demands superior equipment like our radar weather system, full color studio and control rooms, film labs and complete backup equipment."

WHBF

CBS for the No. 2 market in Illinois-Iowa (Rock Island, Davenport, Bettendorf, Moline)

Datebook © A calendar of important meetings and events in communications

This week:

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

Aug. 22-25—Joint regional meeting, *Mid-America and Rocky Mountain CATV Associations*. Antlers Plaza, Colorado Springs.

Aug. 23-26—Seminar entitled "Hands On," sponsored by *Advanced Communication Techniques Seminars*, Riverside, Conn.-based firm involved in broadcast education. Seminar will provide instruction in TV program production, technical skills and related techniques for use in industry. Registration fee is \$375. Contact: ACTS, 1114 Post Road, Riverside, Conn. 06878.

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

Aug. 27—Board meeting, *Oregon Association of Broadcasters*, Eugene, Ore.

August

Aug. 29-Sept. 1—Annual fall conference, sponsored by *American Marketing Association*. "Relevance in Marketing: Problems, Research, Action," will be conference theme. Radisson Center, Minneapolis.

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—Deadline for entries, *Broadcasters Promotion Association TV Sales Promotion Awards*. Promotion material should be designed to promote facilities, programming, TV station, market, or industry exclusively to advertiser and/or their agencies. TV stations, station groups, TV representatives and networks are eligible to enter. Categories of top-10 TV markets (as ranked by ADI TV) and all other markets will be judged separately. Winners will be announced at BPA Seminar, Nov. 14-17.

Sept. 15—Deadline for entries, *Community Involvement Awards*, sponsored by *Broadcasters Promotion Association*. Categories for radio and TV will be judged separately.

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

Sept. 16-18—10th district conference, *American Advertising Federation*. Emerald Beach hotel, Corpus Christi, Tex.

Sept. 21—Sales clinic, sponsored by *Radio Advertising Bureau*. Sheraton-Peabody hotel, Memphis.

Sept. 21—Fall meeting, radio code board of *National Association of Broadcasters*. Brown Palace hotel, Denver.

Sept. 21—Public hearings of *Canadian Radio-Television Commission*. Inn on the Park, Toronto.

Sept. 22—Sales clinic, sponsored by *Radio Advertising Bureau*. Holiday Inn of Atlanta (airport), Atlanta.

Sept. 23—Sales clinic, sponsored by *Radio Advertising Bureau*. Hilton inn West, Orlando, Fla.

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. 27-29—11th annual conference, sponsored by *Institute of Broadcasting Financial Management*. Regency Hyatt House, Atlanta.

Sept. 27-30—Seminar entitled "Hands On," sponsored by *Advanced Communication Techniques Seminars*, Riverside, Conn.-based firm involved in broadcast education. Seminar will provide instruction in TV program production, technical skills and related techniques for use in industry. Registration fee is \$375. Contact: ACTS, 1114 Post Road, Riverside, Conn. 06878.

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).

Sept. 28-Oct. 2—Annual national conference and workshops, *Radio-Television News Directors Association*. Statler Hilton hotel, Boston.

October

Oct. 1—New deadline for filing reply comments with FCC in response to petition by Action for Children's Television (ACT) concerning children's TV programs (Dec. 19142). Previous deadline was Aug. 2.

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—Sales clinic, sponsored by *Radio Advertising Bureau*. Sheraton Ritz, Minneapolis.

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—Sales clinic, sponsored by *Radio Advertising Bureau*. Sheraton O'Hare motor hotel, Chicago.

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

Oct. 7—Sales clinic, sponsored by *Radio Advertising Bureau*. Carousel Inn, Cincinnati.

Oct. 7-9—Annual fall meeting, *Missouri Broadcasters Association*. Stouffer's Riverfront inn, St. Louis.

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. 8—Sales clinic, sponsored by *Radio Advertising Bureau*. Sheraton motor inn, Greensboro, N.C.

Oct. 8-9—Annual meeting, *North Dakota Broadcasters Association*. Town House motor hotel, Fargo.

Oct. 10-12—Meeting, *Mississippi Cable Television Association*. Broadwater Beach hotel, Biloxi, Miss.

Oct. 11—Sales clinic, sponsored by *Radio Advertising Bureau*. Seattle Hyatt house, Seattle.

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.

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Broadcasting®

THE INDUSTRY WEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office.

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OpenMike®

Jahncke's rebuttal

EDITOR: May I respectfully disagree with my good friend, Ward Quaal, on his position urging the ban on the use of 30- and 60-second spots by political candidates as reported in your July 26 issue.

Certainly no one can disagree that it is impossible to cover the complexities of a political issue in such a short time. However, who is the broadcaster to decree that politics be reformed and that campaign techniques be sanitized?

Should automobile bumper-stickers that say only "Vote for Quaal for Senator" be banned? Should 24-sheet posters be banned because they usually are limited to a maximum of 20 words? What about lapel buttons? Are they deceptive and confusing?

Spots supplement the fuller expositions of candidates' views through the plethora of panel programs, 15- and 30-minute speeches and other editorial comment that is broadcast. Does this not insure fairness and a complete discussion of the issues?

It was back in about 1875 that Herbert Spencer wrote: "The ultimate result of shielding men from the effects of folly is to fill the world with fools." —Ernest Lee Jahncke Jr., *communications consultant, New York*.

P.S.—I don't presume to be an expert on political use of broadcast media. My interest is based on my experience as vice president in charge of political broadcasting on ABC radio and TV in 1952 and 1956 and on NBC radio and TV in 1964 and 1968.

Fear for free form

EDITOR: In its Des Moines ruling the FCC has clearly established itself as the ultimate program director for the radio licensee. When the commission connotes "free form" radio formats as involvement in "questionable practices," it's enough to make any progressive broadcaster nervous. Indeed, 1984 gets closer every year.—Randy White, *student, St. Louis county, Mo.*

(Reader White and others will be interested in this week's reaction report on the Des Moines case, page 42.)

Credibility gap

EDITOR: Something was gained in translation of my "letter from Moscow" [BROADCASTING, Aug. 16]—approximately 16,432 feet! That's how much too high my errant decimal made the Moscow television tower building. The

actual height is 520 meters or 1,706 feet.—Leonard Reinsch, *president, Cox Broadcasting Corp., Atlanta*.

(Mr. Reinsch's rough draft copy originally put the Moscow tower at 5,330 meters high, which BROADCASTING uncritically converted to 18,134.4 feet.)

The awe that refreshes

EDITOR: I am suggesting this as a sidebar to your story about Apollo 15 coverage.

A 20-year-old Port Angeles college student, James Woodward, who has worked for us as a part-time writer and special-events reporter, decided on his own to make the trip to Cape Kennedy to watch the launching. With my tacit support, he sold the idea to four local sponsors in this city of 16,000, bought his airline student ticket and headed for the cape.

He had no car, no accommodations, very little money. He plopped his sleeping bag at the press site.

When blast-off came, the sight of the flame belching from the Saturn rocket was almost too much. Like the fellow who choked up when the [dirigible] Hindenberg went down, all Jamey could say was "holy Moses," and he said it repeatedly, as the tape he was making testifies.

We called his 30-minute account of his experiences, interlaced with tapes he made at the briefings and during and after the launch, *The Moon Mission of Jamey Woodward*. It was presented on KAPY Friday morning, the day the Apollo astronauts landed on the moon.

As news director of KING-TV Seattle, a job I held for 16 years before assuming ownership of KAPY(AM) almost four years ago, I sent a lot of correspondents on long field trips. But never did I see a reporter as enthusiastic about his journey as this one.—Charles H. Her-ring Jr., *president and general manager, KAPY(AM) Port Angeles, Wash.*

Good likeness

EDITOR: Your man [Rocco] Famighetti is a good reporter and eminently fair. It [BROADCASTING's "Week's Profile," Aug. 9] almost makes me a normal human being. The nod from the bible of the television and radio industry is much appreciated.—Herbert D. Maneloveg, *executive vice president and director of media services, McCann-Erickson Inc., New York*.

The island market: one of a kind

Whenever something unusual happens here, everybody gives a little nervous smile and says: "Only in Hawaii."

They say the same thing when broadcasting is mentioned—and for good reason. The island state, with a population of nearly 800,000 people and still growing, is certainly one of the unique markets in the country.

Those 800,000 people have the options of 25 radio stations to listen to. Mention any radio programming format, and Hawaii has it.

Fortunately it is not as complicated as it sounds: Six of the radio stations have some 80% of the audience. This in itself takes a lot of the pressure off media buyers in this market. But it also poses a question: How do the remaining 19 stations survive?

There are some clues. Quite a number of the stations that should go under belong to mainland owners who want sunshine and palm trees. No matter that their folly costs them a small bundle every year, they keep the door open so that they can get out of New York, Chicago or wherever when the first snow hits, and stay out until the sun returns. The fact is they all stay in operation, but it could only happen in Hawaii.

Hawaii is getting more like the mainland markets, but it has a long way to go. Some of the more popular programs are strictly local; they could not appeal to a mainland listener even if he understood what was being said. Several of our more popular air personalities speak pidgin English, a mixture of English seasoned with the other languages from the ethnic groups that make up the population of the state. Or take the case of the leading morning disk jockey, who uses his knowledge of local politics and controversies to provoke one of the biggest shares of audience anywhere in the United States. I could go on and on with examples that would reinforce the point that Hawaii is still a unique market. And, we will continue to be for some time to come.

Not all of our radio programming is local. Each year, about 250 special events are brought in from the mainland, plus portions of live mainland newscasts. The listening audience for these programs is growing and will continue to grow in the years to come.

Here is another quirk about the 50th

state. On many Sunday afternoons two of the network television stations will be knocking heads, showing top football games at the same time. How do you know which game the audience will be watching? You have to know which teams island people like; with only one semi-professional team of their own, they have developed strong loyalties for mainland pro teams. To buy in this market, you have to have a feel for local preferences.

When it comes to sports, there is another thing that you will find only in Hawaii. Local people love high-school football games, a carryover from the time when high-school football was all they had to watch. For this reason, local agencies will recommend buying a radio broadcast of a game between two of the well-known local rivals, or a package of Thanksgiving championship games.

Regular network TV shows are screened a week late here, but it doesn't bother anybody unless he makes a trip to the mainland. Major sports events, however, are brought in via satellite, and this has generated a lot of new interest in sports programming.

One thing that TV stations in Hawaii do not have to worry about is fringe-area competition. The competition stops at the seashore. We have three network-affiliated stations here and their satellites and a language station. They do a pretty good job of promoting, and have better production facilities than we should expect, being located in the middle of the Pacific. We also have an educational TV station that provides a good cultural program schedule for the area's viewers.

One thing that we have here in

abundance is talent. The visitor industry keeps large numbers of musicians working, and they are available for TV production. We are fortunate that a number of talented show people come to Hawaii to get away from it all. When they start to get restless, the local agencies pick them up to do commercials. We get some mighty big names here for a small town.

When we say "only in Hawaii" about our relative isolation, we mean *only* in Hawaii. The TV and radio surveys that are the bible on the mainland, in Hawaii are nothing but reports that arrive too late to be usable. The fall TV surveys arrive here after the first of the year, and the lag continues each quarter. To make up for the lack of usable market information, our buyers have to stay on top of the market; they have to know what is going on and have a feel for the people they are trying to reach. A personal grasp of the market is a must if one is to do a good job.

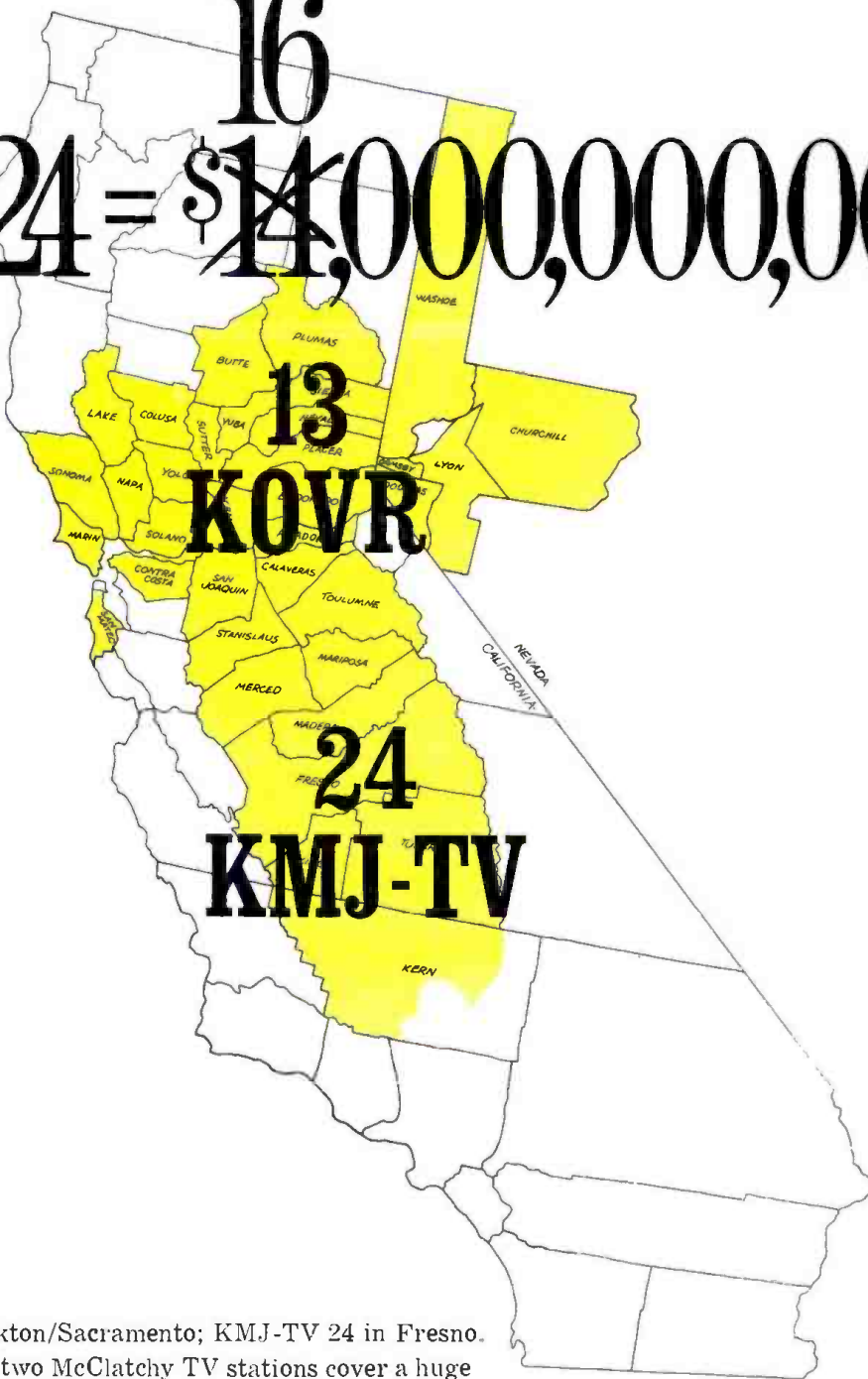
We have solved part of this problem by conducting our own radio surveys; this gives us up-to-date information about this segment of the market. For television, we use a combination of past experience about the shows that island people watch, and double check ourselves with the surveys when they arrive.

If you were to say to me that I could have any broadcast buyer's spot in the United States, my choice would still be our island state. It's exciting, it takes a special type of knowledge and a lot of experience. You get to work with some of the most friendly people in the world. If this isn't enough, you get to work in the year-round summer which can be found . . . only in Hawaii.



Ray Milici is president of Milici Advertising in Honolulu. He founded his own agency in 1956 after 10 years as a partner in another Hawaiian advertising firm. Mr. Milici was not always an islander—he was born in New York and pursued studies at Lafayette College in Easton, Pa. A past director of the Honolulu Press Club, Mr. Milici was first to receive the Honolulu Ad Club's Man of the Year award. He is also a member of the district advisory council of the Small Business Administration.

16
 $13 + 24 = \$16,000,000,000^*$



KOVR 13 in Stockton/Sacramento; KMJ-TV 24 in Fresno.

Together, these two McClatchy TV stations cover a huge market with over \$16 billion in effective buying income (up \$2 billion from 1969) ...over \$9 billion in retail sales (up \$2 billion) ...over 4.5 million in viewing population (up 1.2 million).

Stockton/Sacramento's KOVR covers the nation's 25th ADI TV market. Fresno's KMJ-TV is the dominant audience leader in the San Joaquin Valley covering the nation's #1 agricultural county.

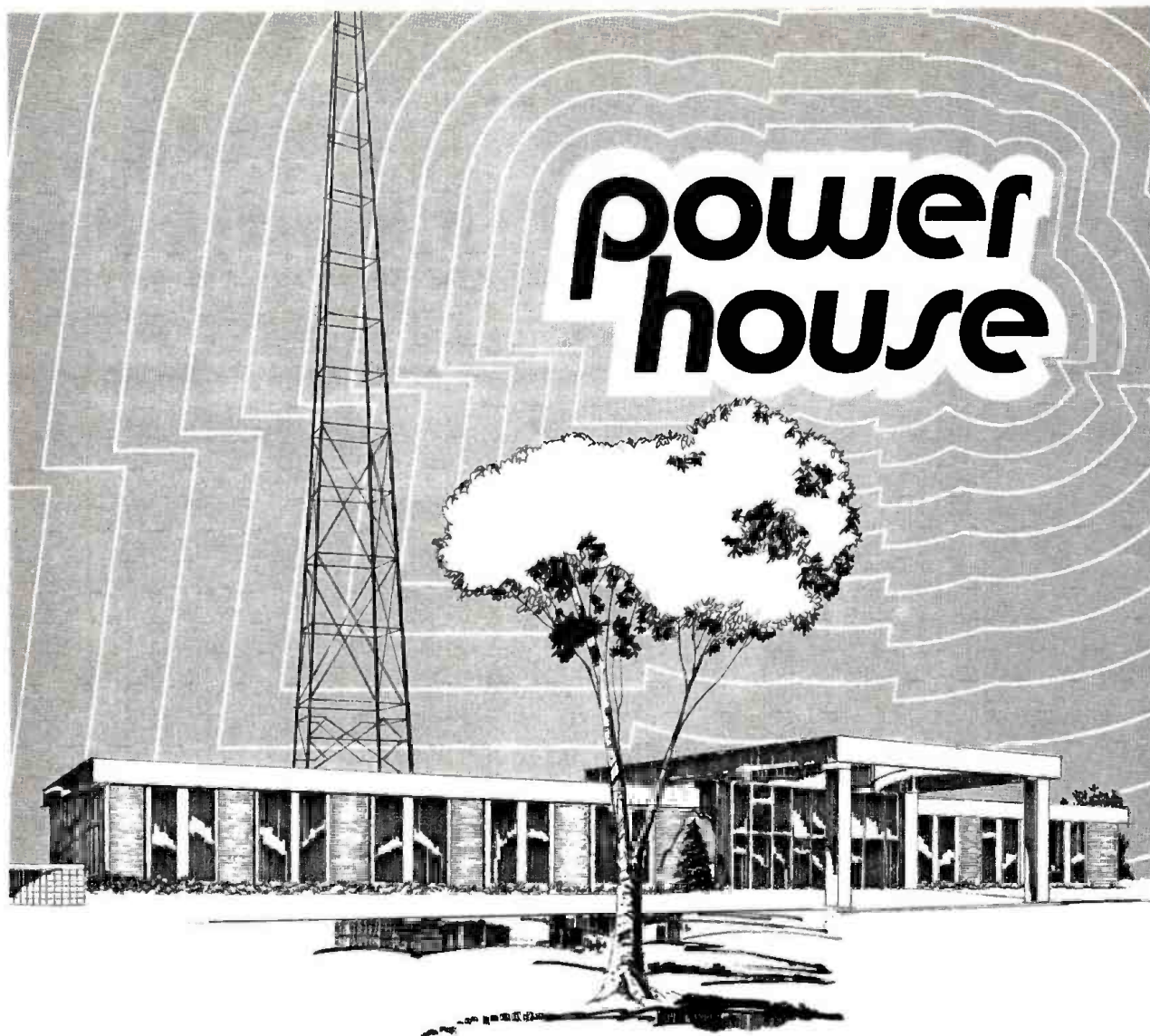
Make sure you're using McClatchy TV to thoroughly cover these vital California areas. It can mean new sales for you.

*Effective buying income, 1970, for the combined KMJ-TV 6-county market and KOVR, 30-county market— (\$16,781,776,000.)

Sources: Sales Management, Survey of Buying Power, June 1971 • SRDS, June 1971.
 Television Factbook 1970-71— counties in which the net weekly circulation is 5% or better.

McCLATCHY BROADCASTING
 Represented Nationally by Katz Television.





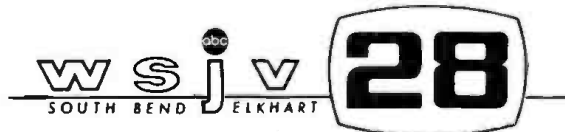
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It's another step by WSJV-TV to reach the fast-growing market of northern Indiana and southern Michigan with its estimated effective buying income of more than \$4 billion.

Last year we introduced Tower Power: a new tower 1,090 feet above average terrain, and a new transmitter with 4,160,000 watts ERP maximum directional.

Now these new facilities — housing the latest in color equipment, technicians and techniques, coupled with the rapid growth of ABC Network Service, bring it all together.

For South Bend-Elkhart, it's a beautiful new landmark. For the advertiser it's a powerful medium to reach his buyers. Call Blair today!



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BLAIR TELEVISION

More Q's than A's in economic controls

Broadcasters see chance for needed boost in billings but wonder if fall rates will be pegged at summer lows

"At least the President is acting, because up to now the broadcast business has been stagnating, along with the nation's economy."

"We still see a strong fourth quarter."

"We need that auto business to fill where cigarettes left an awful big hole."

"A government guideline? Until we get one, I would say it's a case of the blind leading the blind."

Comment came cheap last week along Madison Avenue, in agency, station rep and network offices. But a pattern had yet to be established as to the immediate impact on the broadcast business of President Nixon's new economic policy announced nationwide on radio and TV on the night of Aug. 15, Sunday. There were far more questions raised than answers readily available on the effect, for example, of the newly imposed freeze on wages and prices.

The reference to blind leading blind was made by a TV network executive who said he expected the Office of Emergency Preparedness—charged with pricing control—to issue some guidelines soon. These, he said, should at least help broadcasters answer some of the many questions asked by and of them.

One basic question is rates: Will they be keyed to the seasonal structure of broadcast business? And if they are, would this require networks to adhere next fall to program price levels of last fall? Or would the OEP give a more narrow interpretation by suggesting an averaging of program prices charged during the low-priced summer season (from July 14 through Aug. 14) as the fall rate?

An alternative (apparently the one most liked by the networks) would be a freeze on rates or prices for the fall period for which business has already been committed or transacted.

It was pointed out by network executives that most of the fourth-quarter TV-network business has been sold and

at "satisfactory prices." Moreover, it was observed candidly by one official that the price level at which fall programming was purchased by advertisers was a bit above what the networks received on the average last fall. He did not think that transactions already entered into for the fall could be "disturbed."

One effect of the new controls, it was assumed, will be the prevention of price escalation on commercial positions within new-season shows that turn out to be hits. A classic example last year was NBC-TV's *Flip Wilson Show*, which took off in the ratings and carried commercial rates with it.

Though the problem posed by the price freeze could get sticky for network business, it could only get stickier for spot. Specifically, the spot quandary hinges on the current climate: Most of the fourth-quarter spot business has not been placed, and yet at least some has. What holds for rates? Were transactions entered into for the fall based on station rates that had been announced earlier but which go into effect in September? How about new business, at what rate?

One interpretation was that spot executives could argue that business that runs in October is not the same commodity as a spot run in July and August. The change, this argument goes, is radically different, for example, in network adjacencies—the network program's value in October has appreciated substantially from summer fare.

Spokesmen for top advertising agencies were split over the rate question. Some felt that clients might hold back on committing more funds to broadcast on the premise that should fall-winter rates roll back, they could move in then and obtain bargain prices. But, said others, many clients have committed buys based on expected higher rates.

Still another question: Will the program producer be able to pass along cost increases to the television net-

works that have agreed to these hikes on fall series? It was generally conceded by network authorities that most of the new production is coming in at higher prices, but, they pointed out, some of the episodes already produced this summer at the higher prices have been paid for by the networks but some have not.

Since the cost of production is tied to the cost of labor, there rises the immediate question of union contracts. And, in this area, broadcasting is no less affected than are other industries. Though there are no outstanding labor problems nationally for either radio or



Television and radio, the instruments which delivered first word of President Nixon's new economic strategy to the nation, were themselves intimately affected by it. The degree and kind of that effect were questions of concern.

TV at present, there are many "open" situations between a union local and a broadcaster. As expressed last week by an official of the International Alliance of Theatrical and Stage Employees, "there are a number of contracts open along the line; but these are with locals and I do not have a full list of locals holding open contracts."

Only last week, the Screen Actors Guild membership approved a new

three-year contract with TV producers and networks calling for wage increases retroactive to July 1, 1971 (see page 47). SAG said that although "clarification" may be sought in view of the wage-price freeze, it was taking the position that the contract is not affected because of the retroactive feature.

Spot sellers admitted to the confusion. Members of the Station Representatives Association that asked for counseling on rates were advised to rely on their lawyers.

The Katz Agency told stations that it would submit "all future schedules on current rate cards." Katz-repped radio and TV stations were memoed that "about the only thing we're sure of regarding this freeze is that a state of confusion exists and no one is sure of the final outcome."

Katz said that among items needing clarification were three questions: (1) "Since new programs and adjacencies to them are actually 'new product offerings,' is it not possible to establish new rates for them just as you would any new product or service? (2) Are rate cards with pre-freeze effective dates stipulating post-freeze increases permissible? (3) If a station shows significant audience increases during the freeze, can it raise its rates accordingly, using, let us say, the pre-freeze cost-per-thousand as the measure not to be exceeded?"

Other reps responded less formally, some noting that they also were adhering to current cards, one stating that it was submitting future schedules on rates in effect no later than last July 1.

Another major TV rep said that in addition to advising stations it was submitting current rates, it had advised stations to price new programs on a unit basis; that is, prices for shows that do not now exist should be set program by program.

McCann-Erickson, on the other side, issued a directive advising buyers in its media department that rates for time periods previously offered for sale may not be increased during the freeze nor can rates and conditions of sales (that is, degree of pre-emptibility) be modified during the freeze; that the stations' "product" is commercial time and not program environment (with the exception of program sponsorships) nor is it gross rating points.

"Thus," the directive said, "a change in programing in an adjacent time slot is not sufficient grounds for an exception to the President's order."

McCann's statement also noted that stations "still have the ability to charge the highest price published" during the 30-day period ended Aug. 14, warning that buyers ought to stay on their toes ("We will have to become aggressive in our negotiating stance") as stations

are expected to become less flexible in their negotiations.

Said the directive: "In order for them [stations] to achieve the revenue increases originally anticipated via new rate cards, they may well become less flexible in their negotiating stance, and not willing to bend from their 'going in' prices to any great degree."

The "more aggressive" attitude was suggested by the agency so that buyers can "maintain the most favorable rate structure for our clients."

President Nixon's action came precisely at the time that broadcasters, eager for a strong fourth quarter to break the lackluster business pattern this year, were nervously studying advertising indicators.

From all expectations, this was to have been the fall period in which automobile introductory ads were to come in with what was termed by one broadcast executive last week as a "bonanza." But at week's end, Detroit watchers were not that certain.

National advertising for U.S.-made passenger cars was responsible for some \$130 million in TV billing last year. And it was believed that amount would be far exceeded in 1971. For one thing, last year there was a strike that held up car production and some advertising monies budgeted were never spent.

It was noted, however, that car manufacturers do not react in a "normal" way to a marketing situation. Ad agency buyers for Detroit indicated, and this was confirmed by auto sources, that the auto manufacturer may well decide to buy less and not more radio-TV time should Mr. Nixon's program give the auto industry the stimulation the President apparently seeks. Bluntly put: Why advertise a product more if sales are going fine without it? Or promote one at frozen prices if both freeze and prices may be lifted three months from now?

But others in the business of selling (and buying) time took an opposite view. Consumer excitement over cars can only benefit the broadcaster, they said. Budgets are bound to be big—what with monies already committed for network and spot allocations ready to roll.

One Detroit spokesman noted that the auto industry is not necessarily going to be in a favorable position. It has yet to settle on how it will combat the foreign import (though a spokesman for Ford's compact car commented: "We expect to sell plenty of our compacts this year, irrespective of Mr. Nixon's program").

The uncertainty extends also to spending for auto imports, which was responsible for some \$40 million in television last year. Initially, TV executives saw ad-budget increases this year.

But now they—and agency buyers—ask whether the foreign car makers tend to tone down their ads in face of a stronger Detroit position? Or, conversely, will they spend for ads to counteract the U.S. competition?

The sampling of several major ad agencies and station reps on the new Nixon policy's effect on broadcast advertising brought one cheery note. They said that for advertising—and that's radio and television—the test will come with consumer decision. If people dip into their savings and start buying goods in the belief that these indeed are happier days, ad budgets will correspondingly fatten. As put succinctly by a president of a rep: "If the public believes business is indeed going to get better and this is the time to buy the new automobile, the hi-fi or what have you, the broadcast business will turn around."

Clarification was lacking in Washington and throughout the broadcasting industry last week in the wake of the Nixon-administration-ordered wage-price freeze. Most broadcasters' confusion centered on the latter—prices—rather than on wages, which were clearly seen as restricted to levels in effect before the Aug. 15 announcement, with no exceptions.

The National Association of Broadcasters was inundated with calls from broadcasters concerned with limitations on advertising rates. "Most inquiries were from stations concerned about summer rate cards," according to Roy Elson, NAB vice president for government relations. "They wanted to know if they could change over to fall or winter schedules under the restrictions imposed by the freeze," said Mr. Elson. His answer was that no one knows just yet.

And NAB was in no rush to find out. Observing that many requests for guidance on price increases from the OEP were resulting in quick and firm "no" answers, the NAB felt that responses more favorable to the particular problems of broadcasters could be obtained by waiting until the tide of queries ebbs and the OEP and Cost of Living Council, which was set up by the executive order establishing the freeze, can devote extended thinking to the issue.

The NAB meanwhile offered the help of the broadcasting industry to the administration. In a telegram to President Nixon, NAB President Vincent T. Wasilewski said "The nation's radio and television industry stands ready to assist you in disseminating information and interpretations of the executive order of Aug. 15, particularly with reference to the intent and effect of the order within the United States."

There is little question, however, about wages. Within the 90-day restric-

How does WDCA-TV deliver a super power UHF signal to Washington, D.C. viewers?

To bombard a 70-mile radius with total strength, Milton Grant, Vice President and General Manager, and Don Doughty, Director of Engineering, had to be innovators. And now WDCA-TV has the world's most powerful transmitter. A 220 kW Gates UHF television transmitter . . . super power with IF modulation.

Today, WDCA-TV delivers a greater intensity of signal strength than any other TV station in the world, let alone in Washington, D.C.



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With the most powerful TV transmitter in the world, that's how. The Gates 220 kW.

The First Season

This fall's will be a television season with a difference—the difference made by hundreds of network-affiliated stations faced with the problem, and the opportunity, of programming an extra three-and-a-half hours of prime time each week.

There will be a difference to the networks,

which will have less to sell and will be increasingly dependent on their affiliates' programming impact in making a nationwide mark.

There will be a difference to the stations, which will be in the market to buy new programs, in the market

to sell new spots and time periods, under the gun to carve out a new posture in the program competition.

There will be a difference to the creators and distributors of television programs, who have a new arena in which to compete, and a wide-open new chance to prove their skill.

Each of those differences, among a score of others, will be the subject of depth reporting by *Broadcasting* in its September 6 issue.* The editors believe it will be the most important single television programming story they'll tell in 1971.

Do you have a story to tell?

* Which will be seen and read by the more than 120,000 influentials who read *Broadcasting* regularly. For more details and advertising opportunities available, call your nearest *Broadcasting* representative. Closing date: August 30.

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TV services. There is almost nothing advertised that might not be deemed controversial by some group, whether it be the product itself or the manner of its presentation or its effect on some segment of our society." If all possible time were to be granted, Mr. Cobb said, "stations would be at the mercy of all types of fringe groups representing an infinite number of variant opinions."

FOE had cited several commercials promoting the sale of cars on the basis of size and performance and of high-test leaded gasoline that it claimed fell within the commission's cigarette ruling. FOE said the products involved contributed to air pollution, which had become particularly dangerous in New York, and that time should be afforded for the antipollution side of the issue. FOE had offered to prepare appropriate spot announcements, but said it lacked the funds to purchase time.

WNBC-TV disputed the contention that the commercials raised a fairness issue, noting that the cigarette ruling, by its own terms, is limited to cigarette commercials. And the commission, when the complaint reached it, supported the station's position.

The court, in overruling the commission, noted that the agency, in disposing of the FOE complaint, acknowledged the existence of evidence from both official and private quarters of the dangers of air pollution and the degree to which automobiles create and aggravate the problem. To that point, the court said, the pattern of the developing problem and the commission's response resembles that in the cigarette proceeding.

Where the commission departs from the line taken in that proceeding, the court said, "is in insisting that, because cigarettes are unique in the threat they present to human health, the public interest considerations which caused it to reach the result it did in [the cigarette case] have no force here."

But, the court said, "The distinction is not apparent to us, any more than we suppose it is to the asthmatic in New York City for whom increasing air pollution is a mortal danger. Neither are we impressed by the commission's assertion that, because no governmental agency has as yet urged the complete abandonment of the use of automobiles, the commercials do not touch upon a controversial issue of public importance."

The court also noted that FOE had seen themes in the complained-of commercials similar to those in the cigarette advertisements, implying the good life is connected with the use of powerful cars and high-test gasoline, and added:

"Commercials which continue to insinuate that the human personality finds greater fulfillment in the large car with the quick get-away do, it seems to us,

ventilate a point of view which not only has become controversial but involves an issue of public importance. When there is undisputed evidence, as there is here, that the hazards to health implicit in air pollution are enlarged and aggravated by such products, then the parallel with the cigarette advertising is exact and the relevance of [the cigarette ruling] inescapable."

One aspect of the ruling particularly upsetting to some commission officials was the court's reference to two recent fairness-doctrine decisions dealing with product advertising. The court noted that on May 12, in a case involving Chevron gasoline commercials, the commission "was obliged to moderate its view" that only cigarette commercials were not immune to the fairness doctrine. The commission, however, had rejected the contention that the particular case raised a fairness issue (BROADCASTING, May 17). And on June 30, the court noted, the commission held that some Standard Oil of New Jersey ads relating to the development of oil reserves in Alaska did in fact raise a fairness issue (BROADCASTING, July 5).

However, commission officials last week said privately that the court had "misconceived" those rulings. They said the commission in the Chevron ruling—which is being appealed by the two recent California law school graduates who had filed the complaint against a number of California stations—held that commercials that specifically argued one side of a controversial issue would be subject to the fairness doctrine. The commission was not talking about ads urging viewers "to put a tiger in your tank," one attorney said.

Judge McGowan wrote the decision for himself and Judge Roger Robb. Senior Circuit Judge Wilbur K. Miller, the third panel member, dissented.

Judge Robb's support of the decision

extending the fairness doctrine to the advertising of products other than cigarettes provided an ironic footnote. In April 1969, before his appointment to the court, Judge Robb appeared before the Supreme Court to argue that the editorializing and personal-attack rules formulated under the fairness doctrine were unconstitutional. Judge Robb represented Red Lion Broadcasting's WGBH (AM) Red Lion, Pa., in what has become known as the Red Lion case. The Radio Television News Directors Association also urged the court to declare the editorializing and personal attack rules unconstitutional.

The resulting Red Lion decision, however, constituted a sweeping affirmation of the constitutionality of the fairness doctrine and the rules the commission had adopted under it.

Fairness inquiry gets union praise

AFL-CIO executive council cites need for 'reform' and 'enforcement'

The FCC's announcement of a broad-ranging inquiry into the efficacy of the fairness doctrine has been hailed with an apparent sense of relief by the AFL-CIO Executive Council. The council feels the doctrine needs both "substantive reform" and "much more effective enforcement."

"We think it is high time for the FCC to stop being the handmaiden of the industry and to start concerning itself with the rights of the public," it said in a statement distributed last week.

The council said stations had carried commercials "disguised as institutional advertising" for the Association of

BAR reports: television-network sales as of Aug. 1

CBS \$332,167,200 (37%); NBC \$310,466,800 (35%); ABC \$246,160,700 (28%)*

Day parts	Total minutes week ended Aug. 1	Total dollars week ended Aug. 1	1971 total minutes	1971 total dollars	1970 total dollars
Monday-Friday					
Sign-on-10 a.m.	88	\$ 504,100	2,241	\$ 13,052,900	\$ 13,296,200
Monday-Friday					
10 a.m.-6 p.m.	897	5,417,100	27,076	183,907,000	201,827,300
Saturday-Sunday					
Sign-on-6 p.m.	209	1,699,900	8,236	84,731,000	88,594,300
Monday-Saturday					
6 p.m.-7:30 p.m.	93	1,168,500	2,752	41,772,800	47,653,500
Sunday					
6 p.m.-7:30 p.m.	15	323,300	482	12,862,100	17,523,600
Monday-Sunday					
7:30 p.m.-11 p.m.	444	13,113,400	13,282	514,114,500	567,089,800
Monday-Sunday					
11 p.m.-Sign-off	141	1,499,000	3,831	38,354,000	41,060,300
Total	1,887	\$23,695,300	57,904	\$888,794,700	\$977,045,000

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

American Railroads and the Bell System that "argued the employers' side" of the disputes in which the railroads and telephone company were then engaged.

It also noted that the commission had been overruled by the courts in cases in which it had upheld broadcasters' refusal to sell time to unions and political parties for the discussion of controversial issues.

The council expressed the hope that the commission's announcement in June concerning a review of the fairness doctrine (BROADCASTING, June 14) "means that [the agency] is at last awakening from its decades of slumber; and that it will not only broaden and liberalize its fairness and related doctrines but will undertake effective enforcement programs to make them a reality."

Buyers warned on ARB May sweep

National rep firm claims sweep may miss trends, mislead advertisers

A word of caution to the advertiser using the May national sweep as the basis for buying television for the fall: the report in hand most likely will not give as good a representation of viewing levels as that contained in the March national sweep report. Result: the buy may be askew.

This is the message of a new presentation now being circulated by Harrington, Righter & Parsons to advertisers and agencies in New York and Chicago. The analysis was prepared by Cris Rashbaum, vice president for research at the rep firm.

The subject of the May sweep as "the" buying book for agencies is controversial. According to Lois Underhill, broadcast supervisor in Compton Advertising's media department, "the May books represent a reasonably good average of the spring and summer viewing season" that starts in April. But she doubts that many ad agencies use the May ratings book for fall buying and notes that usually it is ordered by agencies as a means for additional examination of program audience trends ("Monday Memo," June 7).

HR&P, however, noted that of 6,800 availabilities requests it studied, more than 94% cited one ratings book. (And, say the rep officials, it is known that for some agencies the one rating book used for fall buys is the May sweep report.)

In its presentation, Harrington, Righter & Parsons takes note that "the argument heard most often in favor of using the May book to buy fall schedules is that it is 'the most recent' book

available." HR&P, however, points out that the May book is too close to March (interviewing for May begins six weeks after March ends) and thus is unlikely to reveal new share trends not already apparent in the February/March sweep.

Included in the presentation are analyses made of viewing levels in both early fringe and prime time in the fall (in both October and November because of the time change from daylight savings to standard). They show that when viewing levels are compared with March and May, March comes closer to the fall period. Also studied are the differences in share levels caused by a shift in May to seasonal sports programming and network reruns. Noted: independent stations may be programming first-run syndicated shows, thus "exaggerating independent station audiences."

The presentation points up as well that an examination of the top-16 markets with independent stations, which account for 55% of all national spot dollars, will show that independents increase their share of audiences substantially between March and May.

D-F-S searches for the right time

Dancer-Fitzgerald-Sample is trying something different in its radio buying. If it works for the agency and clients, DFS may extend the approach to markets other than the test area. As of last week, the test area was New York, though the agency indicated it would soon add the Philadelphia and Baltimore markets.

The idea is to accomplish two things at once: (1) cut paper work and time of the buyer in studying station submissions, many of which may not fit the advertiser's objective and (2) create a closer relationship between the buying specialist who knows the market intimately and the station (or station rep).

Simply stated, the procedure is to send letters to all station reps describing the criteria of the agency's proposed buy. According to Ave Butensky, D-F-S vice president-associate media director, the agency is "obligated" to inform all stations of new buying proposals "even if the station is not being considered" for the campaign. But, he said, the agency hopes that the use of stated criteria will eliminate the submitting of availabilities from those stations that do not fit the criteria.

By criteria, explained an agency spokesman, "our client may wish avails submitted which can reach men 18-24 during morning drive time. If you rep a station that is great in another age group in late-afternoon/early-evening drive time, why submit an avail?"

Mr. Butensky, in setting forth the

procedures to be followed, noted that all station reps are provided with the standard availabilities form on which they submit their avails. After reviewing the information provided them by D-F-S, eligible stations will submit avails using these forms, and the agency will then buy the schedule based on those stations which have submitted the best availabilities.

It was learned that the D-F-S "experimental" approach in radio is tied in with a move to inaugurate a buying system that has been used by the agency in television wherein buyer specialists are active now in the top-25 TV markets. The radio buying specialist (as opposed to a buying group) is being used increasingly by the agency in East Coast markets. Its heaviest radio clients in that area (other than Sterling Drug, which is in network) are Con Edison, Riviana Foods (rice and broth) and BP gasoline.

Chun King launches \$1 million ad campaign

The manufacturers of Chun King Foods, RJR Foods Inc., New York, couldn't ask for a more favorable time to launch a television campaign for its new oriental skillet dinners with the U.S. focus on the China question.

A production crew had traveled to an outdoor market in Taiwan last year to film the advertising-promotion campaign, "the heaviest in the history of the brand," according to an RJR spokesman. Approximately \$1 million was allocated to begin the new campaign, which is scheduled to appear first on CBS-TV Sunday Sept. 12, and run for eight weeks. The 30-second spots will be seen on *The Merv Griffin Show*, *The Carol Burnett Show*, *The Mary Tyler Moore Show* and CBS's Thursday, Friday and Sunday evening movies.

Audio on the spots, featuring scenes in an outdoor market and restaurant in Taiwan, goes: "We know a place called Chun King where you can get six new oriental dinners as good as the restaurant kind." Each package and product is then shown. J. Walter Thompson Co., New York, is the agency.

Grey keeps lid on Ford plans

Grey Advertising media executives were secretive last week about post-introductory plans for Ford's Pinto, Maverick and Mustang models. Grey officials, fresh from Detroit with official word that the \$17 million (or more) account was theirs, sanctioned statements to the effect they were "delighted," "enthusiastic" or "excited," but of future plans, said one executive, "we are low key."

The broadcast-heavy account—initi-

tion, no increases for any reason are permitted—presumably. Treasury Secretary John Connally was specific on just this point in a news conference last Monday (Aug. 16): "It [the wage freeze] will affect all individual raises, affect all merit raises, affect all raises under contract." He added that cost-of-living raises and all other raises are prohibited by the executive order.

No such clear-cut decision was forthcoming from the administration regarding prices.

The Office of Emergency Preparedness, charged by President Nixon with administering the freeze, was unable to provide specific guidance immediately. A spokesman for OEP, when asked what restrictions are to be enforced on broadcasters wishing to return to fall or winter rate cards, said there are two schools of thought on the issue. One feels that companies with seasonal rates (motels, resorts, broadcasters) will be allowed to increase their rates in the fall, as long as they usually increase rates during that period. However, no such rates would be allowed to rise above the level of the fall 1970 rates.

The second school believes the wage-price freeze means exactly what it says. Prices may not be higher than the highest rate charged during the 30-day period preceding Aug. 15.

The OEP spokesman said last Wednesday that a wage-price board was meeting to iron out such difficulties. He expected seasonal businesses to be high on the agenda since the need for clarification in that area is more immediate than in others. The OEP, like almost everyone else, he said, is itself awaiting clarification of the specifics of the freeze.

By last Thursday (Aug. 19), the second school had apparently prevailed, at least on the hotel-motel issue. An OEP spokesman said "hotels and motels are definitely included in the price freeze. Their rates will be those in effect for a substantial portion of the 30 days preceding Aug. 15."

That ruling, the spokesman said, came officially from the Cost of Living Council. "The council is now at work defining the limits of the wage-price freeze," he said. Although there had been no specific ruling on the broadcasting industry, he said, "I'll put that question in the hopper."

When asked how soon broadcasters could expect some clarification, he replied, "Not before next week at the earliest."

The three major networks are among those with serious questions about the application of the restrictions:

An ABC spokesman: "We're still exploring the ramifications of the wage-price freeze."

A CBS spokesman: "We're spinning

Network TV drop slows in July

Network television billing was off 1.9% in July compared with the same month a year ago. Even so, there's a ray of sunshine in Television Bureau of Advertising figures released today (Aug. 23). According to TVB, advertisers invested \$101.6 million in network TV in July,

down from \$103.5 million in July 1970. What makes that less ominous than it appears, TVB explained, is that there has been a decided decline in the rate of decrease shown monthly in BAR reports. January was down the most, around 15%. In February the drop was about 9% but came back to 11% in March. April was off only 4%, but the rate was back to an 8% decline in May and 9% in June.

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

	1970	1971	% chg.	1970	1971	% chg.
	July			January-July		
Daytime	\$ 34,250.0	\$ 32,117.8	-6.2	\$301,911.5	\$280,927.7	-7.0
Mon.-Fri.	27,254.3	24,949.5	-8.5	215,123.5	196,960.3	-8.4
Sat.-Sun.	6,995.7	7,168.3	+2.5	86,788.0	83,967.4	-3.2
Nighttime	69,348.2	69,506.6	+0.2	668,584.2	604,721.1	-9.6
Total	\$103,598.2	\$101,624.4	-1.9	\$970,495.7	\$885,648.8	-8.7
	ABC			CBS		
January		\$ 36,905.5		\$ 50,029.2	\$ 52,027.2	
February		38,478.7		48,852.4	45,322.3	
March		39,946.5		54,338.1	48,506.9	
April		36,949.8		49,261.3	46,792.6	
May		33,701.5		48,611.8	42,148.5	
June		32,039.4		41,929.6	38,183.1	
July		27,310.3		38,270.3	36,043.8	
Year-to-date		\$245,331.7		\$331,292.7	\$309,024.4	
	NBC			Total		
January					\$138,961.9	
February					132,653.4	
March					142,791.5	
April					133,003.7	
May					124,461.8	
June					112,152.1	
July					101,624.4	
Year-to-date					\$885,648.8	

Source: Broadcast advertisers reports (BAR), as released by Television Bureau of Advertising.

wheels here. There's a lot of confusion. Some feel the freeze applies to broadcasters; others don't; still others don't know what to think. We are waiting for a clarification from Washington. The next four or five days should tell the tale."

An NBC spokesman: "We have very few answers to such questions as how much we will have to pay talent, for shows and so forth."

One network, which wished to remain unidentified, is concerned about contracts with sports announcers. Some announcers, who have worked one or two preseason football games, have been paid at a rate above last year's wage. Presumably, they will keep the increase. Others, scheduled to be paid at the higher rate, but who have not yet broadcast games, will apparently receive last year's wage scale.

Another network spokesman said the freeze will not injure the three major networks financially, at least not in the 90-day period. He said that most network advertising time for the fourth quarter has been sold, and the remainder (estimated at less than 10%) will be sold at the going rate, whatever that may be. Beyond the 90-day period, the questions loom larger.

An independent broadcast economist voiced an opinion, shared by many in the industry. Richard P. Doherty said: "No one believes the freeze will end after 90 days . . . 90 days will not solve the problems of the economy."

Mr. Doherty said that new rules and regulations will be developed during the three months of the freeze, but there is no way to predict what these new guidances might be. "As Secretary Connally said, even the administration

doesn't know what it will come up with to make the economy more viable," he said.

Caution, Mr. Doherty feels, will be the watchword during the initial period of the freeze. Big corporations, he said, might not be willing to expand their advertising budgets as much as they ordinarily would. They will be waiting to see what the newly developed rules are at the end of the freeze period.

There probably will be a slowdown in the growth of broadcast advertising revenues, he added, but radio and TV will do better in the fourth quarter of 1971 than in the fourth quarter of 1970, or any previous quarter of this year.

"I see no significant adverse effect on broadcasters," he said. "Most radio stations have a pretty damn flexible schedule of spots, so I see them under no handicap at all."

Television can continue to sell non-pre-emptible spots at a rate higher than pre-emptibles, he said, as long as the buyers are there. He feels there is no restriction on this type of selling arrangement.

Mr. Doherty is not alone in his belief that broadcasting will not be hurt significantly by the wage-price controls. Merrill Lynch, Pierce Fenner & Smith issued a research report on the industry last Tuesday (Aug. 17). "We consider the net effect of the wage-price freeze to be beneficial for broadcasters and remain favorably disposed to the group," the report states.

The company based its assessment on broadcasting's "wide range of effective prices at any given time," and on the relative helpfulness of the wage freeze to broadcasters since it will stabilize a major operating cost.

The straw to break the back of fairness?

**Cigarette-ad principle returns to haunt FCC
as appeals court applies it to gasoline, autos**

The court case that FCC attorneys once described as "the whole ball game" so far as applicability of the fairness doctrine to product commercials was concerned was decided last week—and the commission and the broadcasting industry lost. The U.S. Court of Appeals in Washington, in a 2-to-1 decision, held that the advertising of high-powered cars and leaded gasoline raises a fairness-doctrine issue—just as the commission four years ago had held that the advertising of cigarettes did.

Thus, the dam the commission had sought to hold against an extension of the fairness doctrine to other products has not held. And while some commission officials feel that the ruling might be limited to the facts of the case, others see it as opening the door to fairness-doctrine challenges that ultimately could weaken the commercial base on which broadcasting stands.

"How do you draw a line" between commercials for cars and for gasoline and those for other products that can be construed as raising controversial issues of public importance?, one commission attorney asked. The issue said to have been raised by the commercials for cars and gasoline is air pollution. Beer can be regarded as raising a controversial issue, he said. So can the use of nonbiodegradable products, or the presentation of women in commercials as "sex objects." Where, he asked, can it end?

The commission had required broadcasters who carried cigarette commercials to track them with a substantial, though not equal, number of free spots warning of the health hazards of smoking. However, it also said that cigarettes were a unique product permitting such simplistic fairness treatment, and that it would not extend the fairness doctrine to other products. To extend it, the commission added—and repeated in the case decided last week—would undermine the economic base of commercial broadcasting.

The court decision aimed at forcing the commission to back down on that commitment was the second severe jolt that the Washington appeals court has handed the commission and the broad-

casting industry in two weeks. The first was the decision overturning a commission ruling and holding that broadcasters may not impose a flat ban on the sale of time for the discussion of controversial issues (BROADCASTING, Aug. 9).

The commission last week decided to seek reconsideration of that decision. It directed General Counsel Richard Wiley to ask the full nine-member bench of the circuit court to rehear the case. At the least, the commission would hope for guidance in laying down guidelines for implementing an opinion commission attorneys regard as vague and ambiguous.

There was also sentiment within the commission staff for seeking rehearing of the case decided last week. Some commission officials feel that the court did not meet the commission's major argument—the economic effect of a general extension of the cigarette ruling. "Does it serve the public interest to destroy broadcasting's economic base?" one official asked. However, the commission was not yet prepared to decide what action, if any, to take in response

The winner (for once)

The FCC, which has not been finding appeals courts very receptive to its legal arguments in recent months (see above) has been upheld in a fairness-doctrine case in San Francisco.

The U.S. Court of Appeals for the Ninth Circuit found no reason to disturb a commission finding that KFRC (AM) San Francisco had acted reasonably in rejecting a demand for time to respond to armed forces recruiting spots. The complaint was filed by Alan F. Neckritz, the recent law school graduate who is the plaintiff in another fairness case—involving Chevron gas commercials—now pending in court.

The decision, handed down by a unanimous three-judge court in a brief, unsigned opinion, was in line with a similar decision in a fairness case involving recruiting spots that was returned by the appeals court in Washington in June (BROADCASTING, June 21).

to the decision that was issued on Monday (Aug. 16). It will consider that matter next week.

The court, in the opinion written by Judge Carl McGowan, indicated it was aware of the commission's "great difficulties in tracing a coherent pattern for the accommodation of product advertising to the fairness doctrine." The commission, in fact, has asked for help in dealing with that issue in the over-all inquiry it is conducting as a means of re-examining fairness-doctrine policy.

Pending a reformulation of that policy, the court said, it could not see how the commission can apply the fairness doctrine to cigarette advertising and not to commercials for big cars and leaded gasoline. But it also indicated that that anti-pollution spots as such need not be required. It said fairness issues raised by commercials can be met by "public-service programs" which present the other side.

The decision came on an appeal brought by Friends of the Earth, an environmentalist group, after the commission dismissed a complaint against NBC's WNBC-TV New York. The court directed the commission to determine whether WNBC-TV had met its fairness-doctrine obligation "through the medium of other programs."

A spokesman for NBC said it was reviewing the decision and was not prepared to comment on it or indicate what action it might take.

Geoffrey Cowan, attorney with the Center for Law and Social Policy, who represented FOE, called the decision a "very important" one and expressed the hope that the commission would carry out the court's order speedily. He also disputed the notion that the ruling will "spell the end of the present system of broadcasting." In so doing he expressed more confidence than the agency's own staffers in the commission's ability to implement the court decision "in a way that would serve the public interest while preserving a viable commercial broadcasting system."

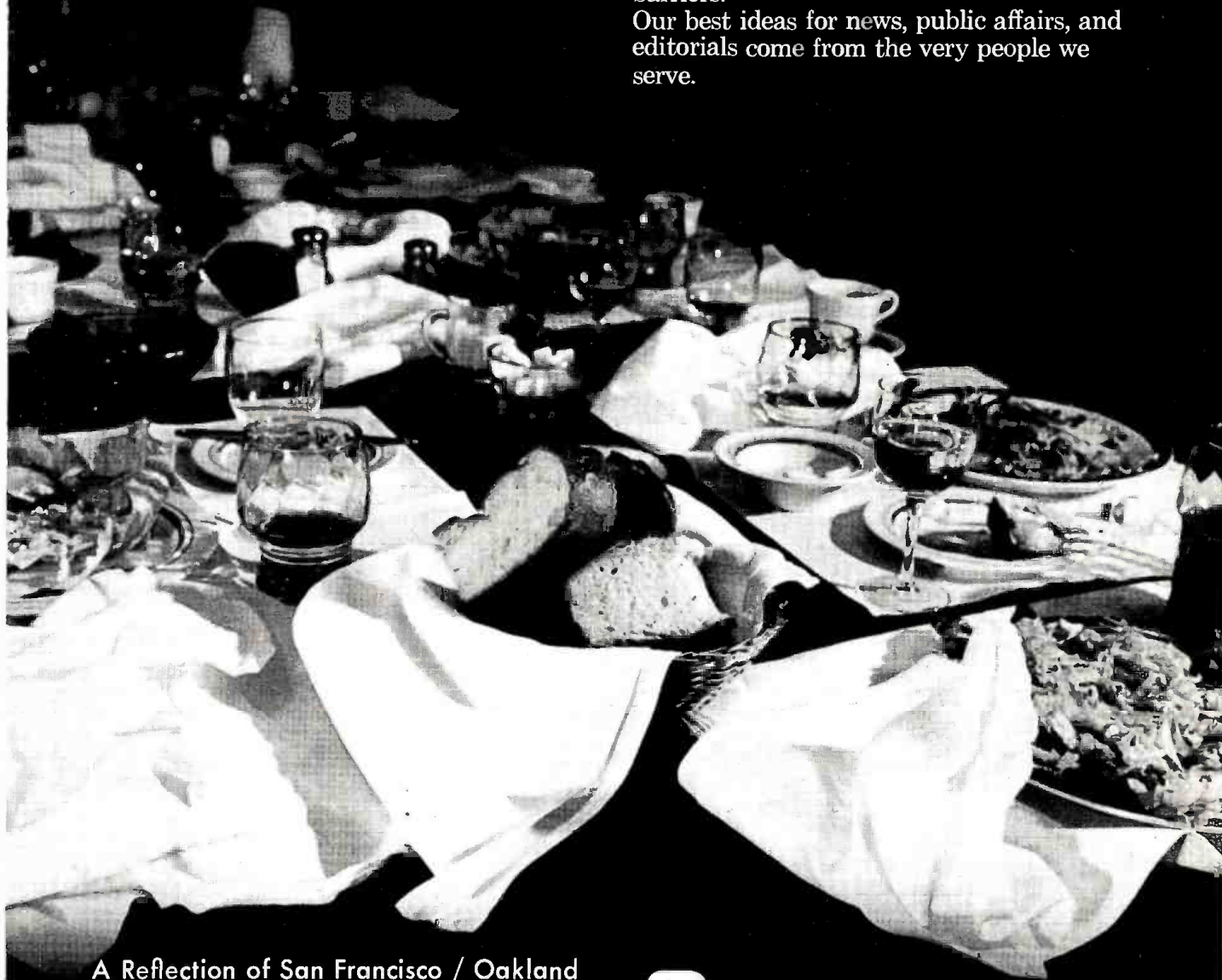
Grover Cobb, National Association of Broadcasters executive vice president for station relations, said the decision "will have a drastic effect on radio and

Cast thy bread upon troubled waters.....

The Community Affairs luncheon. Stuffy? Not by any stretch of the imagination! At KTVU, we get together with community leaders at least twice each week for a light lunch and a lot of heavy talk. Stretching our minds and our imaginations is the point of these off-the-record meetings.

Senators, students, the clergy, mayors, minorities, law enforcement, businessmen, just interested citizens, establishment and anti-establishment, have joined us at this table. KTVU has learned a great deal from these sessions and has acted on many of the ideas rising from them. Breaking bread with our neighbors has broken down a lot of old barriers.

Our best ideas for news, public affairs, and editorials come from the very people we serve.



A Reflection of San Francisco / Oakland

KTVU Television

Represented by TeleRep



A Communications Service of
Cox Broadcasting Corporation

2
KTVU

ally put at some \$7 million in radio-TV—left J. Walter Thompson Co. last month (BROADCASTING, July 12). Introductory ads and presumably the early placement in broadcast this fall will be JWT's. Thompson handled the entire Ford division account for 27 years (though Grey already had Ford Motor corporate). JWT will continue to handle the major portion of the division account, including Ford trucks, the luxury Thunderbird models, full-sized Ford cars and the intermediate-sized Torino. The division's total advertising had been estimated at \$56 million.

Squeaky wheels get paid

That's word to wise (stations) from agencies via HR&P seminar

No rabbits were pulled out of the hat in a special seminar on billing and paying practices in spot television held by Harrington, Righter & Parsons in New York last week ("Closed Circuit," Aug. 16). But, according to observers at the closed meeting, station financial executives received sound advice first-hand from agencies on what broadcasters can do to alleviate the slow-pay problem.

In addition to 18 financial managers of HR&P client stations, several of the station rep officials and four agency/independent buying service financial experts attended the full-day seminar.

Agency spokesmen indicated they were well aware of the slow-pay difficulties. Young & Rubicam, according to its assistant treasurer, George Arnold, who is also chairman of the American Association of Advertising Agencies subcommittee on broadcast standardization, has a group that has a specific function of helping settle accounts due. Mr. Arnold said the agency wanted to

hear from stations on payments that are overdue. He noted that the paperwork load in checking billing and in paying often holds up payments—the receivable, he said, might well be put aside while the unit becomes caught up on other things. Stations, he advised, ought to do something, such as writing a letter or—he said—just sending in an invoice stamped "due."

Discussions also were held in regard to HR&P's own presentation at the seminar, consisting of nine flow charts showing "what a rep does when the phone rings," how changes and substitutions are made in orders and what the station should do when these orders reach it. Also covered: recommended procedure for station when agency instructions are received on commercial rotations or changes (stations should not just "wing it," said one executive who was at the meeting). When there is a doubt, stations were urged to contact the agency directly, by phone, or to send a letter "to obtain clarification and what the agreement was with the agency on the running of a given commercial."

HR&P's meeting was conducted by Richard Passanant, assistant treasurer of the rep firm, who formerly was with the financial departments of Erwin Wasey and of Doyle Dane Bernbach.

Mr. Arnold and Larry Lioello, assistant treasurer, Ogilvy & Mather, addressed the group in the morning, and Joseph Gerard, controller, SFM Media Service, and Dick Scelzo, director of billing, Time Buying Services, in the afternoon. Talks and presentations were followed by open discussion.

Mr. Arnold said that 156 TV stations have switched to final-Sunday billing and that an additional 130 have indicated they soon will. Station officials present agreed that the final-Sunday fiscal month, the standard broadcast week and the standard invoice have been helpful in speeding up payments.

Women's lib offers unsought awards

In June members of the advertising industry received Clio awards in recognition of their creativity. On Wednesday (Aug. 25) some advertising people will be afforded less desirable recognition by members of the New York chapter of the National Organization for Women (NOW).

In a ceremony that is to take place on the day before a scheduled women's lib march in New York, "old hat" awards will be given to those agencies that have created what NOW considers the 10 worst advertising campaigns. "Worst" is being defined by the image committee of NOW as doing most to perpetuate discrimination against women. Old hats were chosen to symbolize the old-fashioned approach to advertising.

This is the second year ad agencies have come under attack from the women's liberation group. A year ago "barefoot and pregnant" recognitions were distributed.

Midge Kovacs, one of the three coordinators of the image committee, reflected the serious intent of NOW's attacks on some ad campaigns. She said that since last year NOW has been meeting with agency presidents and creative people and has conducted slide presentations to help change agency thinking when using ads with women. A two-week monitoring of one New York television station revealed numerous ads that the image committee considered degrading to women.

In addition, last January a dialogue with advertising agencies was carried on by the women's lib organization with psychiatrists and educators invited to discuss commercials that can cause damage to young childrens' thinking about their life roles. Miss Kovacs cited as an example, toy commercials aimed at boys to emphasize adventuresome



Advice on discontent ■ Harrington, Righter & Parsons' seminar in New York on slow payments by agencies attracted station financial men, rep officials and financial experts from



agencies. Addressing them at the morning session is George Arnold (at podium), assistant treasurer, Young & Rubicam, and Larry Lioello (r), assistant treasurer of Ogilvy & Mather.

and educational toys versus those geared toward young girls which show them as young homemakers.

The "10 worst" list, consisting of eight television spots and two print ads, will include among its categories those ads that show women as sex objects; have a man instructing women on the use of women's products; children's toy commercials which encourage sexual stereotype; and those showing women as ineffective and unable to make decisions.

Each agency chosen for the award will receive a large white envelope in addition to the hat. The envelope will contain a letter explaining why it received the award; a copy of an article written by Miss Kovacs entitled "Women's Lib—Do's and Don't for Ad Men," and the Amelia Bassin pledge, calling on advertising people to upgrade their approach toward women in advertising campaigns.

Sponsor list complete for Grambling series

Consolidated Cigar Co. and Colgate-Palmolive Co. have signed for the remaining portions of *Grambling College Football*, 13-week tape series that starts Sept. 12. They join a roster of sponsors that includes the Oldsmobile Division of General Motors, Anheuser-Busch and Polaroid Corp. (BROADCASTING, July 19).

Consolidated buy was through Compton; Colgate-Palmolive was placed by Norman, Craig & Kummel.

James C. Hunter, president of Black Associated Sports Enterprises, also announced last week that the number of TV stations set to carry the series had increased to 87 with negotiations still in progress with six others.

The series will offer one-hour highlights of the nation's top black football teams against Grambling plus a special at the end of the season.

BASE is producing the series in association with Haltony Productions with sales handled by Sports Media Sales, Beverly Hills.

Bluestone wants ad specifics

Stephen L. Bluestone, former NAB code toy-commercial editor and now consumer-oriented Washington lawyer, has filed comments with FTC requesting naming of commercials cited in Mattel and Topper provisional consent orders (BROADCASTING, July 26).

Mr. Bluestone said he wishes to comment on the cases but is unable to do so without the availability of commercials in public record. Complaints against Mattel and Topper include only conclu-

sions drawn from unknown advertising, he said, adding that the absence of commercials from public record obscures the actual basis of FTC complaints.

Also in advertising:

New 'Gourmet' blend ■ Young & Rubicam, New York, reports that the half-hour *Gallop Gourmet* TV series, which has been sponsored and syndicated to stations on a trade-out basis by Hunt-Wesson Foods and American Can Co., has added two new advertisers. They are Johnson & Johnson and General Foods, both Y&R clients. Program is carried on 115 stations.

Selling of Detroit ■ Chuck Blore Creative Services, Hollywood, has created and produced 11 radio spots of varying lengths for the municipally sponsored campaign, "Detroit renaissance." Grey Advertising, Detroit, is the agency handling radio placements. The municipality is also using TV spots in its campaign, placed through Wells, Rich, Greene, New York.

Jack of film trade ■ The Film Co. has begun operation and will provide creative services and production for both advertiser and advertising agencies. Copy, art, layout, and illustrative photography are included in its services for all types of films and film strips. Some research services are also available. President of the newly formed firm is Thomas K. Walker, former general manager of Production Associates, a Phoenix-based advertising and production consulting service. The Film Co. is located at 310 North Michigan Street, Plymouth, Ind.

In the right department ■ Four Seasons Films Ltd., Kansas City, Mo., has been formed to produce television spot commercials for the department store field exclusively. Richard O'Connell, formerly vice president of Color Systems Inc., Kansas City, and earlier a radio station representative, is president of the new firm. Four Seasons Films Ltd. is located at 121 West 48th Street, Kansas City, Mo. 64112.

Outside expertise ■ Teletape Productions, New York, producer of tape commercials and programing, has named Triad Corp., Westport, Conn., marketing-communications Company, as its representative for national sales. The key officers of Triad are Samuel H. Northcross, president, a former broadcast executive with Wm. Esty Co. and Foote, Cone & Belding; William A. Sturgis, executive vice president, and Stephen R. Otis, vice president. Triad also will serve Teletape in TV program development.

Billings up for Y&R ■ Young & Rubicam International has increased its billing by \$6 million, bringing the total to

approximately \$179 million for 1971. Additions include more than 25 new clients in 21 overseas offices. Broadcast advertising will be used in those areas with commercial radio and TV outlets, according to Y&R.

Business briefly:

Burlington Industries Inc. (through Doyle Dane Bernbach), **Procter & Gamble Co.** (Tatham-Laird & Kudner), **Shell Oil Co.** (Kenyon & Eckhardt), **National Cash Register Co.** (McCann-Erickson), all New York, and **Eaton Inc.**, Cleveland, (J. Walter Thompson Co., New York) are among the sponsors for the October edition of NBC-TV's *Cronolog*, Friday, Oct. 22 (8:30-10:30 p.m. NYT). P&G, Shell and NCR were among the program's sponsors under its former title, *First Tuesday*.

The Hanes Corp., knitwear division, Winston-Salem, N.C., through Dancer-Fitzgerald-Sample Inc., New York, began a "back-to-school" advertising campaign on CBS Radio Thursday (Aug. 19). It will run through mid-September. Advertiser is using 60- and 30-second spots on various *News-on-the-Hour* broadcasts, *Mid-day Report* and *Profile*.

Rep appointments:

- WCCB-TV Charlotte, N.C.: HR Television Inc., New York.
- WINZ(AM) Miami: Robert E. Eastman Co., New York.
- WHCN(FM) Hartford, Conn.: ABC-FM Spot Sales Inc., New York.
- KOOO(AM) Omaha, KECK(AM) Lincoln, both Nebraska, and KFRM(AM) Salina, Kan.: Avery-Knodel Inc., New York.
- CJOR(AM) Vancouver, B.C., KIBE(AM)-KDFC(FM) Palo Alto-San Francisco and CSI commercial cablecasting division for San Diego State College football games: John A. Potter, Los Angeles.

Crestwood in sports venture

Crestwood Advertising, New York, has announced a joint syndication venture with Cappy Productions, also New York. The half-hour TV sports series, *The Big Moment*, featuring rare moments in sports history, began production Aug. 10 and is currently being cleared in the top 50 markets for an early 1972 start. Crestwood will retain about two minutes of time for sale to national advertisers and turn the remainder over to stations.

Crestwood is currently distributing the Dr. Joyce Brothers three-and-one-half-minute TV series scheduled to begin Sept. 20 in a morning or early afternoon time slot. Sponsor is Kohner Bros., toy division of General Foods.

Those high-stakes rollers in Boston

It's all or nothing at all as incumbent, WHDH-TV, and CP holder, WCVB-TV, both act like winners

The Boston channel-5 contest took on the trappings of a melodrama last week, with both contenders going full tilt toward an uncertain deadline in what seemed to be the utmost confidence of victory although one must surely lose, perhaps soon.

WHDH-TV, which lost to Boston Broadcasters Inc. in an FCC decision the Supreme Court refused to review on appeal, still had the channel until further notice from the commission and was making its plans for fall—and for the future—as if no question existed. But BBI had its construction permit and was pushing ahead with building, staffing and planning in expectation of being ready for air by Sept. 12, the date—a bare three weeks away—on which it has asked the commission to let it commence regular operation on the channel.

The whole situation, without precedent in broadcasting, left millions of dollars at stake in a contest where there is no room for a dead heat and no pay-

off—only vast losses—for second place. (Estimates of the value of a channel-5 facility in the sixth television market run up to \$60 million.) And the FCC added to the cliff-hanger atmosphere by meeting on the subject last Wednesday (Aug. 18) but saying nothing on that day or the next about what, if anything, it had done.

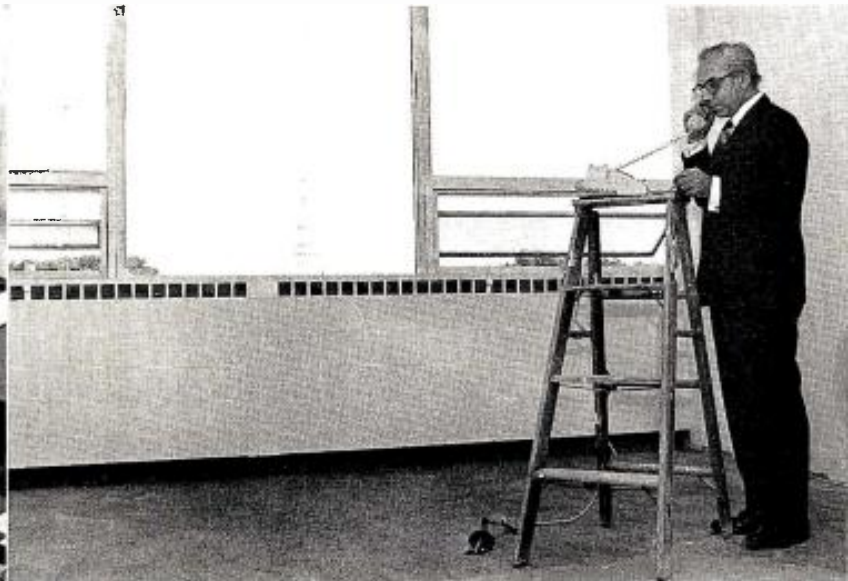
WHDH-TV officials were concentrating on programs and sales, seemingly oblivious to any possibility they might have nothing to program or sell. Their big annual sales presentation for agencies and advertisers is set for today (Aug. 23).

At BBI carpet layers followed painters who followed construction men getting the building into shape early in the week, and on the technical side the transmitter was installed Wednesday, video-tape machines were in, and the rest of the basic equipment was due to be in place Friday (Aug. 20).

There were problems, however. For

one, BBI, without a date certain for the start of its projected WCVB-TV, could do no serious selling. Advertising and promotion were similarly hindered. At WHDH-TV, salesmen were reported being kept busy calling on agencies and advertisers to "put out brush fires" caused by reports—generated in part, officials said, by unnamed competitors—that the station would soon be out of business.

There were other complications. CBS, now with WHDH-TV, has served notice that it will affiliate WNAC-TV, now with ABC, if WHDH-TV loses channel 5, and BBI is slated to go with ABC if that happens. Absent FCC action, then, WNAC-TV could not know for sure whether it would have, say, college football on Saturdays (ABC) or pro football on Sundays (CBS) as availabilities for its clients. And ABC and CBS had their own uncertainties, including, in case of a channel change, the question of ratings dislocations while viewers adjusted to new line-ups.



Two of the principals in the Boston channel-5 marathon at work last week. Harold Clancy (picture at left), president of Herald-Traveler and general manager of WHDH-TV, was in Washington's Madison Hotel awaiting word of the FCC's decision (expected Wednesday) on whether to rescind the construction permit for BBI. Leo Beranek, president of BBI,

was in what is now his office in WCVB-TV's rushing-to-completion studio building, awaiting the painters. (Dr. Beranek's wait was less in vain; the painters came, the rescission had not as of last Thursday.) Faintly discernible in the background: the television towers of WHDH-TV (left) and WNAC-TV. WCVB-TV plans to share a tower with WBZ-TV.



What is, what may be the structural envelope for channel 5. *The Boston Herald-Traveler Corp.'s WHDH-TV has operated for 10 years from the broadcast plant pictured at left above,*



at 50 Morrissey Boulevard in Boston. BBI's WCVB-TV hopes to operate from its converted tractor plant in Needham should it win an eventual green light from the FCC.

WBZ-TV, an NBC affiliate, and the market's two U's, WSBK-TV and WKBG-TV, were seemingly unhampered by the uncertainty, and WBZ-TV, at least, was not letting it go unnoticed. In *TV Guide* ads and reportedly on the air WBZ-TV was asking viewers: "With all the changes in Boston television this fall, isn't it nice to have someone to depend on?"

The challenger

BBI headquarters, a former Caterpillar tractor parts and repair building in Needham, Mass., on the western outskirts of Boston, was the center early last week of quiet, confident planning surrounded by hectic construction activity.

More than 100 workmen were putting in overtime to finish and equip both this building, bought by BBI for approximately \$1 million shortly after the Supreme Court refused to hear WHDH-TV's appeal, and a new transmitter building a few miles away at the base of the tower WCVB-TV expects to share with Westinghouse Broadcasting's WBZ-TV. Outside the main building, preliminary landscaping was under way.

The workmen were on a tight schedule. In the section that will house top management and the finance, sales and community relations departments, walls were up and being painted, floors down and being carpeted, all scheduled for occupancy Thursday night (Aug. 19).

Construction and finishing in the other sections were at various stages but moving ahead, with one studio control room, a video-tape room and the transmitter building due to be ready to receive equipment Tuesday night (Aug. 17), and the rest of the building—including main studios, newsroom, programing and engineering department offices and viewing and storage rooms—scheduled for air-readiness by Sept. 1.

The equipment—"all pre-wired, so that you just need to plug it in"—was beginning to arrive. About half was said to be "in town," the rest due for delivery Friday (Aug. 20). The transmitter was on hand, the standby generator was in place and a truckload of Ampex video-tape equipment pulled up to the unloading area Monday (Aug. 16).

Away from the frenzy, in offices downstairs in an area due to become the company cafeteria, Leo L. Beranek, BBI president, and associates went about their business, answered questions—and gave every sign of confidence that they would be programing channel 5 in the near future. They said they expect to apply to the FCC for program test authority Sept. 1 and be ready to commence regular operations at 3 a.m. Sept. 12, the date—chosen because it coincides with the start of the new network season—that they have asked the commission to make the switch effective. If they had any reservation about their immediate futures, it seemed to do with when they would get the channel, not whether.

"Everybody's steamed up to do a fine job," Dr. Beranek said. "We hope there won't be any undue delay."

The delay thus far, going back to formation of the company following FCC's invitation for applications for the channel in September 1962, has cost BBI approximately \$1 million in lawyers' fees and other expenses, according to Dr. Beranek. He divides BBI's recent history into three stages, with Stage I extending from Jan. 23, 1969, when the FCC issued its decision to strip WHDH-TV of its license and award the facility—and a construction permit for it—to BBI, to Nov. 13, 1970, when the court of appeals in Washington upheld the commission action. (After WHDH filed its first appeal—on June 17, 1969

—the FCC—on July 23, 1969—stayed BBI's CP until 30 days after final judicial review.)

Stage I was for planning, with Dr. Beranek and two associates in particular—Richard S. Burdick, who in 1963-65 was in on the original planning and presentation to the FCC and now is vice president and general manager of creative services, and Larry Pickard, also in at the beginning and now director of news and public affairs—reviewing and updating program plans originally drafted in 1963, going over departmental budgets, titles and the like.

In mid-1970 BBI officials started interviewing national sales reps—a process that encompassed six "serious" contenders, according to Dr. Beranek, and wasn't completed until mid-July 1971, in Stage III (with the selection of Harrington, Richter & Parsons).

In the latter part of 1970 they started looking for a new studio site, their original choice, in Cambridge, having been outgrown by its surroundings and creating a need for better parking and what Dr. Beranek called "auto communications."

In 1970, too, Dr. Beranek and William J. Poorvu, a stockholder and director, following an itinerary developed with the aid of Messrs. Burdick and Pickard, visited TV stations in New York, Atlanta, Miami, New Orleans, St. Louis, Chicago, San Diego and Los Angeles—and others later—to inspect physical plants, become familiar with problems, study news and editorial policies and community relations. They also managed to "pick up a little folklore" on such things as "how much a spot costs this week, or how business is."

Mrs. Eunice West, another original stockholder, had been assigned to study community needs and build a library of resources on city projects, minority groups, lists of community leaders and

the like. In 1970 she started interviewing leaders, compiling what became a book that Mr. Burdick uses in program planning.

In May 1970 an active search for a manager was begun. This involved a change of plans. Originally it had been thought that there would be a top team of about three men, with Dr. Beranek, a former professor of communication engineering at Harvard and MIT, serving as part-time president, and with Nathan David—the officer-stockholder whose probe by the Securities and Exchange Commission created the most recent cloud for BBI—as executive vice president and general counsel and also as substitute for Dr. Beranek when the president was away—and with Mr. Burdick as head of creative services.

Instead, it was decided that Mr. Beranek would be a full-time president and that Mr. Burdick, as vice president and general manager of creative services, would have a counterpart vice president and general manager for operations. For that post “a large number” of prospects were interviewed, many of whom did and still do want their names kept secret, Mr. Beranek said. The list was eventually slimmed down to three, each of whom had about three hours with the BBI board of directors, and in late March 1971—in Stage II of Dr. Beranek’s chronology—the nod went to Robert M. Bennett, vice president and general manager of Metromedia’s WNEW-TV New York and before that of its WTTG-TV Washington. Mr. Bennett signed aboard on April 8, 1971.

Earlier, during the latter part of 1970, BBI officers started looking at syndicated programing and consulting architects and experts on building and equipment, all of which, as envisioned in 1963, was out of date.

BBI’s Stage II ran from Nov. 13, 1970, when the court of appeals upheld the FCC’s ruling in the case, to June 14, 1971, when the Supreme Court refused to hear an appeal.

On Dec. 1, 1970, Mr. David, Mr. Poorvu and Dr. Beranek went on the payroll, Dr. Beranek having resigned from the Cambridge computer and acoustics research firm of Bolt Beranek & Newman five months earlier. Mrs. West was already on the payroll, for her community-leader interview assignment.

On Jan. 1, 1971, interim business offices were opened in Boston, and a short time later two engineers were hired: Willard Hauser, who had retired Dec. 31 as chief engineer of WBZ-TV, and who joined BBI as acting chief engineer, and David Allen, an equipment specialist who had been a regional sales manager for RCA.

They found the Caterpillar building in April 1971 and thought it ideal from

all points of view. It was big—47,000 square feet in the main building, about 7,500 more in one adjacent—and parts of it were tall, built to accommodate overhead cranes for the Caterpillar repair services and therefore readily adaptable to studios, and the rest had only steel racks to hold parts, no partitions, permitting the construction of offices and facilities without prior demolition. The Caterpillar people moved out the first of May and as of June 1 BBI took an option to buy, contingent upon favorable Supreme Court action in the channel-5 case, and architects were put to work.

In this stage BBI also arranged a \$4 million loan agreement with the First National Bank of Boston, and started looking hard for equipment.

Dr. Beranek said BBI had submitted written offers to buy WHDH-TV’s equipment in 1963 and again in 1969, but got no replies except indications through attorneys that WHDH-TV was not interested. He said BBI attorneys tried in January 1971 to arrange a meeting between principals, but got nowhere.

“So we had to make our own plans,” Dr. Beranek said. BBI did so by asking half a dozen big suppliers to submit lists of equipment needs. They did, and during the National Association of Broadcasters convention in Chicago at the end of last March BBI had each one put on a private demonstration, before or after exhibition hours, for Dr. Beranek and engineers Hauser and Allen. After the convention, BBI let orders for \$2.6 million in equipment from three companies. List price was closer to \$3 million, Dr. Beranek said, but BBI got something off for quantity in a generally slow economy.

The principal contract went to Philips Broadcast Equipment Corp., the second largest went to Ampex Corp. for all video-tape equipment except the cartridge tape unit, and the third went to RCA for antenna, transmission lines and cartridge tape unit. The Philips contract covered the rest.

All orders were made cancelable if BBI failed to reclaim its CP.

Stage III started June 14 when the Supreme Court refused to hear WHDH-TV’s appeal. BBI’s CP remained under stay until July 23, but the tempo began to pick up.

On June 30, BBI bought the building, paying about \$1 million and planning to spend an additional \$750,000 on equipment.

Mr. Bennett reported for work July 1.

Mr. Burdick and Mr. Pickard gave notice to their employers and also reported in July. (Mr. Burdick had been vice president of Visual Information Systems, New York, since leaving BBI in 1965, and Mr. Pickard had been news editor for the ABC-TV Smith-Reasoner

evening news and anchor editor for the ABC News special events unit.)

BBI started cleaning up the building in anticipation of release of its CP, notifying FCC of its plan to do so. The base for the transmitter building at the WBZ-TV tower site was poured. A local advertising agency, Humphrey Browning Macdougall, had been selected in June, and a few weeks later the New York firm of Wyman & Cannon, whose credits included the graphics and visuals at the Olympic games in Mexico and a number of postage stamps for the Mexican government, was chosen to design WCVB-TV’s graphics.

The FCC lifted its stay on July 23, and BBI started moving into the building—and also started taking down its bank-loan money.

Before that, on June 21, CBS had notified BBI that its Boston affiliation would go to WNAC-TV if WHDH-TV lost channel 5. BBI officials had called on CBS-TV President Robert D. Wood and associates to get acquainted but there had been no negotiations and CBS did not invite BBI to make a presentation, Dr. Beranek said. Finally, ABC-TV undertook negotiations with BBI and Dr. Beranek said last week these had been completed, although the contract remained to be signed.

As of last Monday, Dr. Beranek said, BBI had 45 people on the payroll or en route. Among them: Thomas G. Maney, former vice president and general manager of Metromedia’s WTTG-TV Washington, who is assistant general manager and director of sales; John P. Twaddle, former TV creative supervisor for Van Sant, Dugdale Co., Baltimore, who is program manager; Joseph A. Ryan, public affairs director of the University of Massachusetts, who for 11 years was director of press and public relations for WBZ-TV and before that was business news editor for NBC in New York, who will be WCVB-TV’s assistant vice president and director of community services.

Others already set also include James P. Miller, moving into the post of business manager and controller from a similar one at WNEW-TV New York; Valdo Conte, vice president and commercial operations manager of Metromedia’s KTTV-TV Los Angeles, to be commercial operations manager of WCVB-TV; Steve De Satnick, engineering vice president of noncommercial WNET-TV New York, to be director of engineering; William Mockbee, former sales promotion and national sales co-ordinator for WTTG-TV, sales promotion and research director, and George E. Moore, former manager of WPHL-TV Philadelphia and before that with WFIL-TV Philadelphia, to be production manager.

Of the 45 people on staff last Monday, 14 were in news and public affairs,

WGN
reaches almost twice
as many adults
as any other radio
station in Chicago.

How do you like them odds?

We're Chicago  **Radio 720**

Source: ARB Apr.—May, 1971. Average quarter-hour Metro estimates, 18+, Mon. to Sun., 6:00 AM to Midnight. Data subject to qualifications listed in report.



The reality of WHDH-TV's ongoing operations is demonstrated in these three pictures. At top: master control. At left: the television station newsroom, headquarters for about 45 newsmen now covering the Boston area for the station. Below: another exterior view of the existing channel-5 building, showing a lineup of the station's rolling stock. Included: two color mobile units each costing close to \$1 million.



including director Larry Pickard, who said his department is targeted for a start-up staff of 42.

Key people set thus far include Herb Bloom, who most recently conducted a news program on noncommercial WQED(TV) Pittsburgh and before that was with ABC, who will be news editor; Mathew Boxer, former business manager of ABC network news, who will be newsroom manager, and two full-time directors of news: Dick Pittenger, most recently a director of the ABC-TV Smith-Reasoner newscast, and Bruce Drucker, former associate director at ABC and before that production assistant for graphics in the ABC special events unit.

"The newsroom is what you'd dream of," Mr. Pickard said. Aside from the people, he said, "I know of no other station starting off with the complete services of all news agencies. The equipment is the latest, including one of the newest high-speed color processors, and management's backing is total."

Mr. Burdick, vice president and gen-

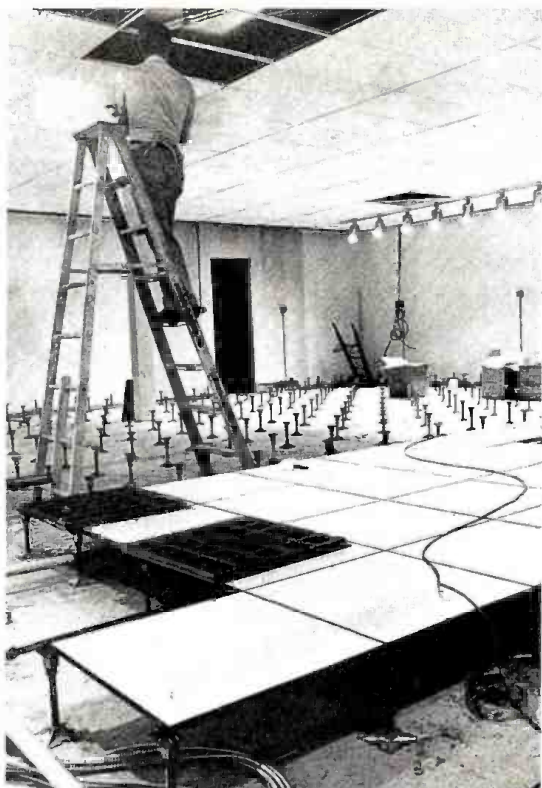
eral manager of creative services, wasn't revealing WCVB-TV's full program schedule, for competitive reasons, but he said it will reflect the "broad-gauge commitments" BBI made to the FCC. "We'll start with a good representation of the programs we promised the FCC, handicapped somewhat by our uncertain air date, and in a matter of weeks we'll round out our commitments," he said. WCVB-TV, he said, feels that children's programming should reach both preschool children and young students and its schedule will recognize the complaint of Action for Children's Television that there now is nothing for teen-agers in late afternoon.

One of BBI's major FCC commitments, Mr. Burdick said, calls for programming that gives viewers an opportunity to tell station management what they "would like to see us do more of or better" and also provides a forum for comment on media generally. BBI, he said, is hiring an independent research expert to administer both the sample and the resultant findings.

Several public-affairs programs for minority groups—not necessarily ethnic groups but those with opposing or minority views—are also being developed, he said, and a full-time special program unit has been created, with five members already on the job and one to three others to be added, to develop "BBI specials" on a wide range of subjects, from health to public affairs and perhaps including entertainment, as well as to develop new programs based on commitments to FCC.

One local program for which BBI has high hopes has been tentatively titled *Kid's News* and would be a weekly half-hour, probably at 2 p.m. Saturday, undertaking to interpret the news for children aged approximately 5 to 12. This one, officials said, would be ready to go by Sept. 12.

Dr. Beranek said other Boston affiliates tend to pre-empt about two hours of network programming a week and that WCVB-TV, in time, probably would, too, or perhaps a little less, but at first he didn't expect to do much pre-empt-



A different kind of activity is apparent at WCVB-TV—the rush to be ready for Sept. 12, the on-air date it still had in sight last week. At top right: interior of the transmitter building, which was ready to accept its hardware last Wednesday. Above: what will be master control, with raised floors to permit cabling underneath. At right (l to r): Richard S. Burdick, general manager of creative services; Robert M. Bennett, general manager for operations, and Dr. Beranek taking delivery on a truckload of Ampex equipment last Monday. Most of the major elements in WCVB-TV's facilities-equipment package are now on hand.



ing because BBI has not had time to develop all its projected local programs.

He and Mr. Burdick also noted that ABC-TV doesn't start its network feeds until 11:30 a.m., giving BBI an opportunity to present a strong morning block, and that the FCC's prime-time access rule would make additional evening periods available for local programming.

BBI has bought some syndicated programs currently on WHDH-TV—*Perry Mason*, *What's My Line?* and *To Tell the Truth*—and is negotiating for the National Geographic specials, ABC's *Discovery* (probably for stripping in late afternoon) and *Story Theater*, among others. It has also bought rights to *Mission: Impossible* for presentation when that CBS-TV series goes into syndication and has bought about 150 MGM and Paramount feature films and 45 Janus films featuring Alec Guinness.

Mr. Bennett said WCVB-TV intends to be a 24-hour-a-day operation "as soon as we can get there," which in turn depends on "our ability to do all the other

things promptly." At the outset, he said, the station would sign on at 6:45 a.m. and off about 15 minutes after the ABC *Dick Cavett Show* ends at 1 a.m., with somewhat later sign-offs Saturday and Sunday, when feature films would be scheduled at 11:30 p.m.

The incumbent

The air at WHDH-TV early last week was one of total confidence.

The vice president and program director was mildly upset—about how best to accommodate CBS-TV's last-minute changes in the new network schedule that will be introduced about the same time BBI has asked the FCC to give it WHDH Inc.'s license.

The news director was concerned—about how best to cover the city's election "shakedown" in September and the final balloting in November.

Harold E. Clancy, president of the parent Herald-Traveler Corp. and general manager of the station, was in Washington, awaiting word of what-

ever action the FCC might be taking, but he has consistently been the most outspoken apostle of the creed that WHDH-TV's cause is just and that justice will eventually prevail. That creed was heard often, in varying forms, around WHDH-TV last week. Disciples abounded. If any key executive had even a remote doubt about its validity, he successfully concealed it. At every turn, the word was business as usual.

Uncertainty—if there was any sense of uncertainty about the future—would not be a stranger at WHDH-TV. After all, the station and its people have been through some 14 years of litigation that have produced a succession of adverse decisions and one—involving the SEC investigation of activities of BBI officer-stockholder Nathan David—that was somewhat more encouraging than WHDH-TV had been accustomed to.

Officials refused to say that news of the SEC investigation made them any more basically confident of the ultimate outcome than they had been before. For Mr. Clancy and a small group of

insiders, officials said, there was never any loss of confidence to be restored. They were making their own investigation, and while news of a parallel probe by the SEC did not heighten their own confidence, they said, "the confidence this small group of us felt became more pervasive."

There was, however, one period when WHDH-TV operators were in what one executive described as "a kind of holding pattern." That occurred, roughly, between the Supreme Court's June 14 refusal to hear WHDH-TV's appeal—though officials say they were not really shocked by that refusal—and the SEC's July 29 filing against Mr. David.

"Now we're back to business as usual," one executive said last week. "We're buying or replacing whatever is needed. We're getting back to talking about plans for fall, thinking about the business we're supposed to be in."

"A lot of our guys have been offered jobs by BBI," he said.

"All but one of our senior newsmen have come to us and told us they've been approached, and that's not to say the other one hasn't been approached too. I imagine some guys are hedging their bets, which is perfectly logical. If anybody assumed it will end here, he would have to listen. But all things being equal, I think they would prefer to stay here."

Another executive said he had checked personnel records and found that 13 employees—out of approximately 300—had left since the first of the year, more than half of them women leaving because of pregnancies. "Normally," he said, "you'd expect bigger turnover than that."

Local sales, officials said, are as good as last year—and national business is not great anywhere.

Joseph Levine, vice president and program director, who in the absence of sales manager Richard J. Butterfield discussed sales generally as well as programming specifically, reported that sales were "worrisome" on two levels:

First, people in the trade read about the Supreme Court ruling and "regarded it as a death sentence." The ruling was "disappointing but not a shock to us—we never regarded it as terminal," but some agencies did "and we had to educate them to the fact that it was not terminal."

In the second place, he said, "we have been the victim of some over-enthusiasm among some of our competitors." He would not identify them but indicated the apparent objective was to give advertisers and agencies the impression that WHDH-TV was done for. He couldn't say whether WHDH-TV had lost business as a result, because fall selling was just getting started and "it will probably be a few weeks before

we know how much we may have lost." But he said WHDH-TV would keep careful accounts of any lost business because "there may be some way to recapture it."

In any case, he said, "our sales people have had to fly all over the country putting out brush fires when this should have been the easiest selling in history."

Lee Hanna, Herald-Traveler vice president and special assistant to the president, felt that as a result of all this, a kind of "underdog syndrome" was building up in the trade, to WHDH-TV's benefit.

Mr. Levine said he and his colleagues had been especially heartened when one major advertiser telephoned to express concern that his agency had omitted WHDH-TV from his spot-buy list and had told him that WHDH-TV was going off the air and it would be pointless to buy the station. The advertiser had used WHDH-TV successfully for many years and wanted a first-hand explanation, Mr. Levine said, and on getting it was satisfied that WHDH-TV should be kept on his list.

The reason this fall's "should have been the easiest selling in history," Mr. Levine said, is that last season's local programming "worked superbly and most of it is returning." In the 4:30-7:30 p.m. period, he said, some programs had higher shares than all other Boston stations combined, minimizing the need to introduce new shows this fall.

But where new programming was deemed desirable or options needed to be picked up on existing programs, WHDH-TV bought and renewed—more than \$725,000 worth in all, according to Mr. Levine. He said this included about \$300,000 for feature films, mostly the Warner 16 package, and some \$425,000 for the *Truth or Consequences* strip and for renewals—for 52 weeks—of *To Tell the Truth*, *Perry Mason* and *What's My Line*?

Did the contracts contain escape clauses against the possibility that WHDH-TV may lose its license? Not at WHDH-TV's request, Mr. Levine replied. In one case, he said, a program supplier asked what would happen if the station went off the air and was told that "we don't expect to, but you will get paid in any case." The supplier still wanted a clause giving him the right to buy back the programming and WHDH-TV agreed to consider one, which he said is being drafted for the station's approval.

"It is not our policy to seek contingent contracts," Mr. Levine said. "We have always felt that if we do a good job we will stay on the air. We feel we have done a good job."

The station has also renewed five talent contracts and hired a new meteorologist.

Robert Caulfield, news director, said

he was more concerned about getting the best possible coverage of the fall elections by his staff of approximately 45 than about anything else at the moment. He said his people had probably shown a let-down feeling "for a day or two" after adverse decisions in the channel-5 case, but that at no time had he experienced griping, insubordination or hands thrown up in resignation. "I would be attuned to that sort of thing," he said. "Morale has been good."

Mr. Caulfield was obviously proud of his staff and its performance—the station says its combination of local and CBS news at 6-7 p.m., for instance, has been number one in average quarter-hour homes against competing news in all of the seven American Research Bureau reports since October 1970 (WBZ-TV offers local news at 6-7, while WHDH-TV and WNAC-TV are head-to-head with local, then network news). He and his associates were especially proud of a one-hour weekend roundup, *Weekend's Here*, presented at 6:30 Saturdays, with General Foods currently the full sponsor.

The newsroom is housed in a new wing and was "built from the ground up" with news needs in mind, Mr. Caulfield said. Top management, he reported, told him to build it the way it should be built and approved the department's moving in with all new equipment "except maybe some paper clips" from the old newsroom. That move occurred less than a year and a half ago—after the FCC's decision to take away the station's license.

The station refused to negotiate with BBI on the acquisition of WHDH-TV facilities for a number of reasons, other officials reported. Foremost, WHDH-TV was confident it would eventually win. Second, there was no reason to "help them," and in addition WHDH-TV by not agreeing to sell was probably buying some time for itself.

If it does in fact lose, what will happen to the building (shared with WHDH-AM-FM), tower and other facilities? "If that does happen, we have a plan" for other uses, one executive said, although he wouldn't say what it was.

He and his associates were still confident: so much so that, they said, the station plans to repaint its tower—directly across the road from BBI's building—later this month at a cost of \$8,500. And its big annual sales presentation to advertisers and agencies today (Aug. 23) was slated to close with a reproduction of these words from a WBZ-TV ad in *TV Guide*:

"With all the changes in Boston television this fall, isn't it nice to have someone to depend on."

(This special report was written by Rufus Crater, chief correspondent.)

Will Mr. Wells or won't Mr. Wells?

The commissioner is being politically coy about his intentions to run for Kansas governor

FCC Commissioner Robert Wells appears likely to resign from the commission soon, possibly next month, in an effort to satisfy an old longing by seeking the Republican nomination for governor of Kansas.

Speculation along that line has been increasingly strong in recent weeks, fed not only by press reports but by the commissioner's own actions. Mr. Wells does not confirm the speculation, but neither does he give questioners the impression he has reached the summit of his ambition as a member of the FCC.

Commissioner Wells, who has never made any secret of his interest in running for governor, was reported by the *Wichita (Kan.) Eagle* last week as likely to resign from the commission "within the next few weeks" to begin his campaign. The story was based on an interview with the commissioner.

Mr. Wells, however, says that the "situation is the same as it has been for some time," that he is "still considering" making the race, that "no firm decision" has been reached. But he also says that "time may prove them [the *Eagle*] right." And he acknowledges that he would have to make a decision by the fall, about a year in advance of the general election. The Kansas primaries will be held next August, but Mr. Wells would need considerable lead time to establish an organization and line up financial backers.

Mr. Wells, whose term at the FCC runs until 1977, has not been acting like a man ready to settle in for that long a run. When his legal assistant, Dean Salter, resigned last month to return to private law practice, Mr. Wells did not pick a successor; he is relying on the part-time services of a lawyer from the general counsel's office. And during most of the long hot month of July, while his colleagues were struggling to write basic CATV regulatory policy—one of the most important and difficult tasks the commission has confronted in years—Commissioner Wells was in Kansas. He says he was seeing old friends; others suggest he was taking political soundings.

However, Mr. Wells flatly denies published reports that he has asked anyone to serve as his manager in a campaign for governor. Nor, he says, has

he asked anyone for political support. Such activities while a member of the commission, he says, would be "unseemly."

Despite his unabashed interest in seeking the governorship—an ambition he communicated to the White House last year before he was appointed to his present seven-year term (BROADCASTING, May 11, 1970)—there are negative factors he would have to consider



All indications are that FCC Commissioner Robert Wells, shown here in a public speaking pose, may be doing more of the same in the next year—campaigning for the Kansas state house.

before finally making the race. His wife is said to be against his running for governor, as is his friend and political patron, Senator Robert Dole (R-Kan.), chairman of the Republican National Committee. There is uncertainty as to whether he could win the nomination; Lieutenant Governor Reynolds Shultz is said to be the leading contender in a large field of hopefuls. (The field would be expected to shrink, however, if the present governor, Robert Docking, who is very popular even though he is a Democrat in a Republican state, decides to seek a fourth term.)

On the other hand, Mr. Wells has been encouraged to make the race by

former Kansas Governor Alf Landon, the Republican presidential candidate in 1936, who is also a Kansas broadcaster (KSCB[AM] Liberal, KEDD[AM] Dodge City and WREN[AM] Topeka). And he has received some newspaper support.

If Mr. Wells does make the break, President Nixon will have two commission vacancies to fill within the next year, if not three. The term of Robert T. Bartley, a Democrat, expires next June, and Mr. Bartley, who is the commission's senior member (he joined the agency in 1952), will be 63 next May and is not interested in reappointment. In addition, there is continuing speculation that Chairman Dean Burch will leave the commission before the end of the year. However, Mr. Burch, unlike Mr. Wells, has done nothing to encourage such talk.

(Chairman Burch's plans constitute another complicating factor in the Wells equation. If Mr. Burch did resign, a White House offer of the chairmanship would, in the opinion of some who know Mr. Wells, be enough to persuade him to remain on the commission.)

President Nixon has already made one appointment to the commission this year—Representative Charlotte Reid (R-Ill.), who is scheduled to replace Commissioner Thomas J. Houser early in October. And it is Commissioner Houser who is probably following speculation over Mr. Wells's future with more than casual interest, for he was odd man out in the elaborate strategy plotted by the White House to place a woman—specifically, Mrs. Reid—on the commission.

Mr. Wells's original appointment, in September 1969, satisfied a campaign pledge of President Nixon to name a broadcaster to the FCC; Mr. Wells was general manager of the Harris Radio Group, which has interests in Kansas, Iowa, Illinois and Colorado.

He had been named to fill out the term of former Commissioner James J. Wadsworth which ended June 30. However, last December he was appointed to a full seven-year term, succeeding Democrat Kenneth A. Cox, whose term had expired on June 30, 1970. And Mr. Houser was named to fill out the re-

maining six months of the Wadsworth-Wells term, though with the understanding that he was to be replaced by Mrs. Reid when the term expired. A constitutional provision barring the appointment of a member of Congress to a position whose salary was increased during the session to which he was elected was all that stood in the way of an earlier appointment.

Despite his understanding of the situation, Mr. Houser made it clear he liked serving on the commission, dug into his job with enthusiasm and let the White House know he would appreciate reappointment.

However, it now appears he will be leaving the commission at about the same time as the man who was given the full term—assuming Mr. Wells finally decides to try to fulfill his political yearnings.

Keep tight hand on cable—NAB

Association restates views in response to OTP request for guidance on CATV policy

The Office of Telecommunications Policy, which asked several communications-oriented groups "concise written statements" of their positions on long-term cable policy, has received from the National Association of Broadcasters a concise written reiteration of what the industry has been saying for years: that cable's first and truest value is as a reception-enhancing supplement to conventional broadcasting.

NAB President Vincent T. Wasilewski told OTP last week that cable's "traditional service of improving reception of local broadcast stations is valuable; that locally oriented origination "could be valuable to those who can afford and are willing to pay for CATV," and that "someday, some exotic services could become economically feasible for at least some segments of the public."

He added, however, that the industry must be strongly regulated—and he left no doubt that the FCC's letter of intent on cable policy is not regarded by NAB as "appropriate," because of its liberalized distant-signal provisions, its lack of copyright provisions, and the risk that it might lead to "a loss to the public of existing and potential free broadcast service . . . and a situation in which the public would be forced to pay for many programs they now receive free of charge."

NAB also questioned the FCC's jurisdiction over the nonbroadcast aspects of CATV—which the commission's let-

ter of intent dealt with in great detail. Unless there is a reversal of the court decision overturning the FCC's attempt to require mandatory origination on larger systems (BROADCASTING, May 24), it would appear "that the FCC has little or no regulatory authority over nonbroadcast channels on CATV," Mr. Wasilewski said.

NAB was one of several organizations whose views were sought by OTP for the benefit of the President's Cabinet-level committee on cable policy (BROADCASTING, Aug. 16), which is expected to issue its report in October. Among the other groups expected to submit views are the National Cable Television Association and copyright owners.

Among the other positions set forth by Mr. Wasilewski in his letter were these:

- On access: "It 'should be available to all responsible groups. But wide-open access by any or all potential users raises some serious problems—especially since the television medium is uniquely available to children. We do not have an answer to these problems, and we know of no one who does have a satisfactory answer."

- On copyright: Full liability: "should apply to all imported signals and to all originated programs. A compulsory license should be issued only for signals required to be carried by FCC rules."

- On importation: "Distant-signal importation should not be authorized merely to subsidize artificially the growth of cable. Yet that is precisely what the FCC is proposing to do. . . . Appropriate legislation should be adopted to prevent siphoning of popular

CATV: tomorrow's theater?

Cable television can provide a potential audience of 260 million for theater owners who want to lease channels for first run films. The estimate was made by Geoffrey M. Nathanson, president of Optical Systems Corp., Los Angeles, a developer of CATV hardware that provides up to 52 channels to CATV subscribers.

Speaking before the National Association of Theater Owners in Milwaukee Wednesday (Aug. 18), Mr. Nathanson suggested that NATO members apply for CATV franchises in their cities, buy systems if possible, or lease channels to create electronic movie houses.

"These people want to see those movies," Mr. Nathanson said, "and they'll pay for the privilege if you will bring the films into their living rooms. If you don't," he added, "someone else will."

mass-appeal entertainment programs from the broadcast service to pay cable operations."

- On regulatory framework: The FCC should establish, under congressional guidelines, basic policy on such fundamentals as importation, nonduplication, obscenity; state public utility commissions "may wish appropriately to establish franchise fee levels"; all other matters, including such non-broadcast applications as provision for a municipal channel, should be left to local authorities.

Mr. Wasilewski said that because of time limitations, his letter represented a consensus of NAB management "and does not necessarily reflect the views of our board of directors, although we believe our views reasonably do so."

Enter the Alianza in renewal attacks

New Mexico activists challenge Albuquerque TV's including a noncommercial

A chicano organization based in Albuquerque, N.M., and claiming a membership of almost 3,000 families has petitioned the FCC to deny the renewal applications of three of the city's television stations, including the educational outlet.

The organization, the Alianza Federal de Pueblos Libres, has two stated aims: to eliminate discrimination against Mexican-Americans and to restore to their ownership about half the land area of New Mexico which the Alianza says was guaranteed them by treaty but taken away illegally over the last 123 years.

The stations named in the petitions are KOB-TV, KGGM-TV and educational KNME-TV. The Alianza's principal complaint is that the stations have carried few if any programs dealing with either the discrimination or land-grants issue.

The petitions filed against the commercial stations allege that they have ignored those issues in spite of surveys showing them to be of critical importance.

In connection with its alleged failure to deal with the discrimination and land-grants questions, the educational station is accused of serving as a forum for the propaganda of the Albuquerque Public School System. Alianza said the station, which is licensed to the APS and the University of New Mexico, has given time to school officials to propagandize in their own behalf but has denied Alianza says it is one of the community's "strongest critics" of APS.

It also says, in its petitions, that the

"failure" of each of the stations "to responsibly program for the Mexican-American community" has led to a number of adverse consequences in Albuquerque, including the creation of conditions that led to the civil disturbances that wracked the city between June 13 and 16.

Alianza said that the "massive rioting" was "directed at the police, at the seat of city government, at the business community, and especially at the news media," and added: "It was obvious that the discrimination against the Mexican-American was no longer to be tolerated."

In a related development last week, Alianza renewed its request for permission to inspect the financial reports for KOV-TV and KGGM-TV as well as KOAT-TV Albuquerque for the years 1968, 1969 and 1970 (BROADCASTING, July 26). Alianza, in response to the stations' opposition to its request, said the stations' renewal applications reveal an "utter paucity of programing designed to meet the needs and problems of their Mexican-American audience." But, it said, it cannot make a judgment as to the adequacy of performance until it knows the stations' revenues and profits—"in a word," their "programing potential."

TCC to make mass buy of Continental's CATV

Television Communications Corp., which already owns and operates 23 cable television systems serving more than 100,000 U.S. subscribers, has agreed in principle to pick up an additional 70,000 subscribers from Continental Telephone Corp.

Under terms of the agreement, which is subject to corporate and regulatory approval, New York-based Television Communications will purchase substantially all of Continental's existing CATV properties for 1,625,000 shares of its stock (traded over the counter) and \$2.5 million in cash. The deal, if completed, would be one of the biggest in CATV history, with the acquisition of systems expected to bring Television Communications' total subscribers to more than 172,000, making the company one of the largest in the industry.

Continental Telephone, with headquarters in St. Louis, owns CATV systems in Arkansas, California, Georgia, Illinois, Indiana, Louisiana, Maine, Minnesota, Missouri, New Jersey, New York, North Dakota, Tennessee, Texas, and Vermont. Beyond CATV operations, the company operates an independent telephone system, serving 1.7-million phones in 42 states, Canada and the Caribbean. It is also a manufacturer of telecommunications equipment.

'New York Times' buy of WREC-TV approved

The transfer of Cowles Communications Inc.'s WREC-TV Memphis to the New York Times Co. was approved last week by the FCC.

The buyer, publisher of the *New York Times* and owner of WQXR-AM-FM New York, is paying Cowles 562,380 shares of its class A stock for the channel-3 CBS-TV affiliate.

The commission set the grant fee at \$219,328.20, based on the price of the stock on October 28, 1970, the day the

parties signed the agreement in principle.

Since the grant fee is 2% of the price, the indicated value of WREC-TV is \$10,966,410.

The transaction is part of a package deal announced last year (BROADCASTING, Nov. 2) under which the *Times* is acquiring a number of Cowles properties in addition to WREC-TV. These include *Family Circle* magazine; Cambridge Book Co., which specializes in educational reading materials; the Modern Medicine Group of magazines serving the medical and dental fields, and three Florida newspapers—the *Lake-*

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land Ledger, the Gainesville Sun and the Ocala Star-Banner. Cowles will receive 2.6-million shares of the Times's class A common stock for the package.

The Cowles stations are WESH-TV Daytona Beach-Orlando, Fla.; KRNT-AM-FM-TV Des Moines, Iowa, and WRRC-AM-FM Memphis. Its other properties include Look and Venture magazines; Cowles Book Co.; Xograph, three-dimensional printing process; publication sales subsidiaries, and Creative Marketing Services Division.

The commission made the transfer of WREC-TV subject to the outcome of a number of legal proceedings involving both parties. State and federal proceedings, involving the magazine subscription activities of Cowles subsidiaries, are being considered in connection with the license renewals of WESH-TV and KRNT-AM-FM-TV. There is also a private antitrust action being brought against the Times and others, charging conspiracy and combination to restrain train or monopolize the sale of new automobiles by granting discounts or commissions to advertising agencies in violation of the Sherman and Clayton Acts.

In addition, the Justice Department has brought a civil antitrust suit against the Times and Field Enterprises alleging that their agreement to share a single wire and sales agent for their

supplemental news services violates the Sherman Act.

Vote on the WREC-TV transfer was 5-to-1, with Commissioner Nicholas Johnson dissenting. Commissioner H. Rex Lee did not participate.

Changing Hands

Announced:

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

■ WCFL-TV Chicago: Sold by Chicago Federation of Labor to Zenith Radio Corp. for sum not to exceed \$2 million (see page 31).

■ WMKR(AM) Millinocket, Me.: Sold by Robert E. Smith to John M. Keys for \$90,000. Mr. Smith owns WQDY(AM) Calais and WHOU(AM) Houlton, both Maine. Mr. Keys is manager of WKNE(AM) Keene, N.H. WMKR is on 1240 khz with 1 kw day and 250 w night. Broker: Blackburn & Co.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 57).

■ WREC-TV Memphis: Sold by Cowles

Communications Inc. to New York Times Co. for estimated \$10,966,410 (see page 35).

■ WEBR(AM) Buffalo, N.Y.: Sold by Buffalo Courier-Express to Queen City Radio Corp. for \$1.75 million. The Courier-Express owns WEBR-FM and a CATV system in Buffalo. Queen City's principal stockholder is Bill McKibben (34%). Mr. McKibben was formerly manager of WBEN(AM) Buffalo, and is presently secretary of the New York State Broadcasters Association. There are 26 minority owners, including Edward Kavinoky, formerly general counsel of WKBW-AM-FM-TV Buffalo. WEBR is on 930 khz with 5 kw full time.

■ KVEG-AM-FM Las Vegas: Sold by George M. Mardikian, B. Floyd Farr and George D. Snell to Robert Bernstein and others for \$416,500. Cellers own KEEN(AM) and KBAY(FM), both San Jose, and KCVR(AM) Lodi, all California. Mr. Bernstein is president and majority stockholder of Specialty Premiums Inc., a Kansas City, Mo., merchandising and premiums firm. He is also a principal of the Kansas City advertising agency of Bernstein, Rein and Boasberg. KVEG is on 970 khz with 500 w day. KVEG-FM operates on 92.3 mhz with 27 kw horizontal and 9.2 kw vertical, and an antenna 180 feet above average terrain.

■ KPLX(FM) San Jose, Calif.: Sold by John F. Malloy, Georgienn A. Malloy and Leslie M. Price to PSA Broadcasting Inc. for \$330,000. PSA, a subsidiary of publicly owned Pacific Southwest Airlines, is the licensee of KBBI-FM Los Angeles, KBBW-FM San Diego and KSFM-FM Sacramento, Calif. J. Floyd Andrews is president of the parent company. KPLX is on 106.5 mhz with 14.5 kw and an antenna 330 feet above average terrain.

■ WMEN(AM) Tallahassee, Fla.: Sold by Tom Gibbins and others to Plantation Radio Inc. for \$225,000 Mr. Gibbins is president of station. Principals of Plantation Radio are Cecil H. Grider, president; John H. Chastain; Alton R. Woolbright, and Owen W. Parnacott. Mr. Grider owns WIMO(AM) Winder, Ga., and has a 21% interest in WFFA(AM) Pensacola, Fla. Mr. Chastain has a 20% interest in WFFA. Mr. Woolbright and Mr. Parnacott has a 3% and 5.8% interest, respectively, in WFFA, and Mr. Parnacott also has an interest in WBBX(AM) Blakely, Ga. WMEN operates daytime only on 1330 khz with 5 kw.

■ WCKS(FM) Cocoa Beach, Fla.: Sold by Radio Fitchburg to Pauline Metcalf, Esther E. M. Mauran and others for \$220,000. Norman Knight is president of Radio Fitchburg. Miss Metcalf and



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Miss Mauran have minority interests in the licensee of WEAN(AM)-WPJB-FM Providence, R.I. WCKS operates on 100.1 mhz with 100 kw and an antenna 440 feet above average terrain.

■ WBLU(AM) Salem, Va.: Sold by Richard A. Moran and others to Pioneer Airlines for \$170,000. Pioneer, a Washington helicopter service, is owned by Ralph T. Grover, Irving Braun, A. L. Wheeler and others. Through a subsidiary, it owns WAYX(AM) Waycross, Ga., and is the permittee for a new FM in that city. WBLU is a daytimer on 1480 khz with 5 kw.

■ WFLY(FM) Troy, N.Y.: Sold by Troy Record Co. to Functional Broadcasting Inc. for \$150,000. Troy Record Co. publishes the *Troy Record* and *Troy Times-Record*. Albert Wertheimer is president of Functional Broadcasting, which is the licensee of WDOS-FM Syracuse, WBUF-FM Buffalo and WYOR-FM Rochester, all New York. WFLY operates on 92.3 mhz with 10 kw and an antenna 810 feet above average terrain.

Taverner leaves NCTA ahead of schedule

National Cable Television Association President Donald V. Taverner has been named president of the Greater Washington Educational Television Association, licensee of WETA-FM-TV Washington.

Mr. Taverner, who resigned his NCTA post under pressure two months ago (BROADCASTING, June 14), was to have left the association at the end of this year, when his contract expired. He will assume his new duties Sept. 6.

Mr. Taverner is no stranger to public broadcasting, having been president of noncommercial WQED(TV) and WQEX(TV) Pittsburgh for six years when named in 1969 to the NCTA presidency. Previously, he had assisted in developing a statewide network of VHF educational stations in his native Maine.

His salary with WETA was not disclosed. At NCTA, Mr. Taverner was in the \$60,000 range.

NCTA administrative duties will be handled by the association's chairman, John Gwin, until the selection of a new president.

Meanwhile, NCTA has named several new committee chairmen. Bruce Lovett of American Television & Communications Corp. has been named chairman of the legislative committee; Amos B. Hostetter, Continental Cablevision, chairman of the public-relations committee; Joel Smith, Television Communications Corp., of the Election Procedures committee, and William Karnes, National TransVideo, of the Engineering committee.

Zenith now eyeing Chicago for pay TV

Firm asks FCC approval to buy UHF WCFL-TV, hopes to establish STV there

Zenith Radio Corp., a pioneer in the development of subscription television, has moved to procure an outlet for its Phonevision STV system. The company has requested FCC authorization of its acquisition of WCFL-TV (ch. 38) Chicago from the Chicago Federation of Labor. And it has simultaneously applied for an authorization to operate the still uncompleted station as an STV unit, contingent on the commission's grant of the transfer.

Subject to the commission's approval, WCFL-TV will become the second television station acquired by Zenith for pay-TV operation. Last March it contracted for the purchase of KWHY-TV (ch. 22) Los Angeles (BROADCASTING, March 8), although it did not apply for STV authority for that station. It is still awaiting FCC action on that transfer. Zenith has also expressed interest in a similar acquisition in New York.

In return for the permit for WCFL-TV, Zenith will reimburse the union all the expenses it has incurred in the con-

struction of the station up until the consummation of the sale—or \$2 million, whichever is greater. CFL has already installed a \$560,000 RCA transmitter on Chicago's 100-story John Hancock Building. It has also erected a \$227,000 antenna and has contracted for an RCA service package for the transmitter which is expected to cost \$105,000.

Zenith innovated Phonevision, a system utilizing encoding equipment to transmit a signal that can only be received by subscribers provided with visual and aural decoding devices, some 20 years ago. The FCC approved the system in August 1970. A second authorization was awarded to Blonder-Tongue Laboratories several weeks ago (BROADCASTING, Aug. 16). Teco Inc., Chicago, is Zenith's licensee for the commercial development of Phonevision in North America.

Presently, there is no operating pay-TV station in the United States. RKO General conducted experiments with Phonevision at its WHCT(TV) Hartford, Conn., for several years, but was forced to abandon the project, claiming "technically inadequate facilities."

The Chicago Federation of Labor, headed by William Lee, also operates WCFL(AM) Chicago. Zenith, a publicly owned company is the licensee of WEFM(FM) Chicago. Sam Kaplan is the company's president and general manager.

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OTP, CPB clash over funding bill

Measure is withdrawn from OMB following heavy criticism from left-out-feeling corporation

The Office of Telecommunications Policy's effort to draft the first long-range financing bill for the Corporation for Public Broadcasting has produced harsh feelings between OTP and CPB, but as yet no bill.

OTP withdrew the measure it had submitted to the Office of Management and Budget for final clearance to Congress after it was subjected to sharp criticism from CPB, as well as the Department of Health Education and Welfare. The bill also provides for HEW facilities grants.

Antonin Scalia, OTP general counsel, wrote OMB that OTP had prepared the measure "in close consultation with both CPB and HEW" and thought it was "substantially acceptable to all parties immediately concerned." Since that does not seem to be the case, he added, OTP has decided not to proceed with the measure.

At OTP, CPB's criticisms were seen as an effort to obtain from OMB changes in the legislation CPB could not get from OTP. In withdrawing the bill, OTP was, in effect, forcing CPB to deal with it, not OMB.

"We don't think these activities on CPB's part after the legislation was submitted were proper," Mr. Scalia said last week. He saw CPB as attempting to back off from an agreement that had been reached.

But at CPB, it was OTP that was pictured as the villain of the piece. Bill Duke, director of public affairs, denied that CPB had ever agreed to the language or substance of the OTP bill. He said CPB representatives last talked to OTP staffers in "March or April," at a time, he said, when "things will still in flux."

But he said CPB was not pleased by OTP's action abandoning the measure. He called it "precipitate."

Even though HEW submitted a facilities-grant bill of its own to OMB as well as criticizing OTP's proposal, it was not taking as much heat from OTP as was CPB. OTP officials feel HEW will support their proposal, in the "final crunch."

And HEW officials engaged in the effort to produce legislation were staying out of the controversy. Albert Horley, director of HEW's own office of telecommunications policy, declined to discuss the OTP action in order to avoid damaging "prospects of coming to some sensible solution."

Mr. Scalia said OTP, which began working in the bill early in the year, is prepared "to start all over again," and indicated he would be prepared to resume "soon," possibly next week. He is presently heavily engaged in OTP's efforts to bring broadcasters, CATV operators and copyright owners into agreement on CATV regulatory policy.

Mr. Duke said CPB would like to get back to work on the bill earlier—this week—but would prefer dealing with the top man, Clay T. (Tom) Whitehead, OTP director. Mr. Duke said Mr. Whitehead has not attended any of the working sessions on the bill.

The OTP bill would have provided for \$100 million being set aside for CPB each fiscal year for five years. But CPB was dissatisfied both with the amount and the manner in which the funds would be distributed.

OTP orders study

Can some of the heralded new cable-delivered services be offered on an experimental basis to determine their "social benefits, public acceptance and economic viability"? If so, which services should be offered?

A three-month study designed to answer those questions will be conducted by the Washington consulting firm of Malarkey, Taylor & Associates under a contract awarded last week by the Office of Telecommunications Policy.

Walter Hinchman, OTP assistant director for cable and broadcast programs, explained the study in this way:

"No single public or private organization has yet seen the way clear to mount the large-scale hardware and software effort required to evaluate such services in a live situations. For this reason, the OTP feels a joint demonstration program, involving both public and private participants as well as federal and local officials, may be needed."

For example, he said, several different communities and rural areas might be wired with interactive two-way broad-band capabilities and used as "test beds" for evaluation of services in fields such as education, recreation and health.

If the study indicates that such a test is feasible, Mr. Hinchman said, OTP would function as "catalyst and coordinator," leaving experiments to other agencies and to interested entrepreneurs.

The CPB bill would have guaranteed CPB \$35 million annually. In addition, the fund would pay out \$1 for every \$3 raised from nonfederal sources, with half of the amount going to CPB; the remainder direct to educational stations and other nonbroadcast sources, including CATV, engaged in educational programming. This reflected OTP's view that stations should be given the degree of autonomy some direct funding would make possible.

In a letter accompanying CPB's comments to OMB, John Macy Jr., CPB president, said the OTP bill "abandons the carefully studied and analyzed decisions of Congress in 1967 by indicating that the public broadcasting movement is not one enterprise to be strengthened and expanded with the assistance of a unique corporation designed specifically for that purpose, but at least two separate and distinct entities, the corporation and the local distributors." CPB now makes all station support grants.

Another disagreement was over provisions in the OTP bill that would have restricted CPB and HEW to certain types of programming—it would have kept CPB out of the classroom and HEW in it. But Mr. Macy said that although elimination of replication of effort is necessary, such matters can be resolved by better coordination between HEW and CPB than by "artificial division of responsibility."

OTP also felt its bill had a desirable flexibility in providing for assistance to some nonbroadcast services, such as CATV. But, again, Mr. Macy was critical. He said it would be "impossible to identify the number and character of the entities that would be eligible for grants." But if assistance is not limited to licensees, he said, two bills should be adopted, one to provide for CPB financing, the other to permit HEW expansion in the field of educational telecommunications.

These are among the rough spots that will have to be planed down if President Nixon's promise to propose an "improved" method of CPB financing is to be kept. But time will soon start running out—CPB's present financing authorization expires next June 30, at the end of the fiscal year.

Helicopter crash kills WGN(AM) traffic crew

A veteran traffic reporter for WGN(AM) Chicago and his pilot were killed when their helicopter went out of control and exploded on the ground in a Chicago suburb.

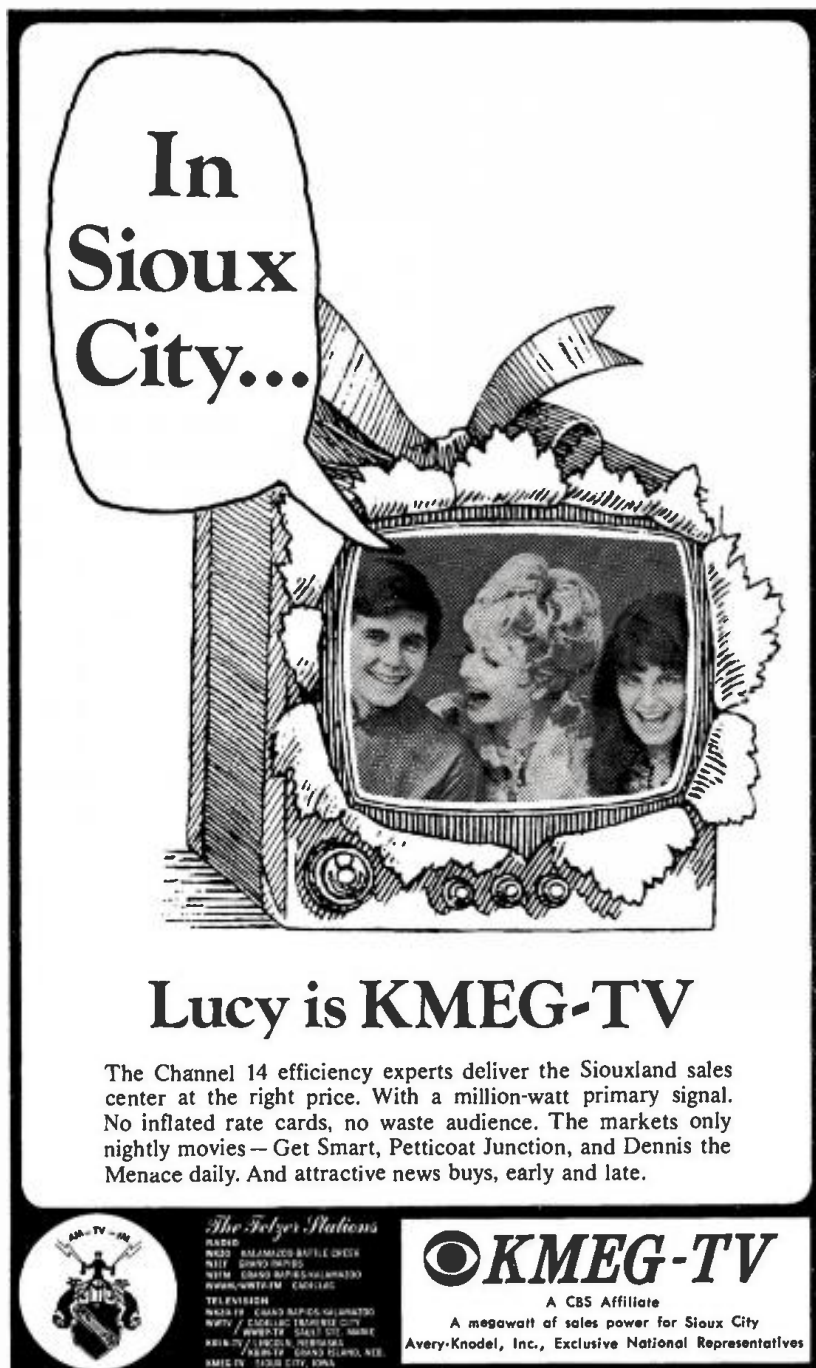
Killed in the crash Aug. 10 were Patrolman Irwin Hayden and David Demarest. Mr. Hayden, of the Chicago

The accident was the second in WGN's traffic copter history. In May 1960 a patrolman and his pilot were killed when their helicopter threw a main rotor blade and plunged into a railroad embankment.

Ervin wants hearings on First Amendment

Judiciary subcommittee begins by soliciting information from media

The survey letter, under Senator Ervin's signature, states that the study is being undertaken because of "recent developments, including the subpoenaing of journalists by grand juries and congressional committees, efforts to secure injunctions against certain newspapers, the use of assumed press credentials for investigative covers, and new fears about the use of broadcast licensing for intimidation and censorship."



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Service still key to renewal policy

FCC broadens pending inquiry along that line as work starts on criteria for comparative hearings

The FCC has begun the task of rebuilding its policy governing comparative hearings involving renewal applicants from the wreckage of the policy that had been designed to afford incumbents a measure of protection at renewal time.

It has taken a notice of inquiry generated by its Jan. 15, 1970, policy statement and broadened it to accommodate the court decision that had declared the statement illegal. And in the process, the commission appears to have construed the opinion in a manner that permits it considerable leeway in establishing new policy.

The old policy had held that applications of license-renewal challengers would be dismissed once the incumbent demonstrated he had provided "substantial service." The U.S. Court of Appeals in June held that the policy violated the Communications Act provision assuring qualified applicants a full hearing (BROADCASTING, June 14).

But the court also said that licensees should be judged on the basis of their past performance—that insubstantial performance should preclude a renewal grant while "superior performance should be a plus of major significance in renewal proceedings." And the commission has focused on that.

In February, the commission had issued a notice of inquiry aimed at helping it to define "substantial service." The notice listed specific percentages of time devoted to local programming, news and public affairs that might be construed as constituting such service (BROADCASTING, Feb. 22).

And the commission last week, in broadening that inquiry, said the need for it was reinforced by the court's decision. It noted that the court urged it to clarify the standards for determining superior performance. The commission also said it did not believe the court intended to "undercut the purpose of the present proceeding to seek out and quantify, at least in part," what constitutes "a plus of major significance."

Accordingly, it said it was continuing to seek comments on the percentage guidelines. "It appears to us they would prima facie indicate" that degree of performance, the commission said.

At the same time, the commission sought to make clear it is "a quantum of service to the public—not a comparison—" with which it is concerned. It noted that even if every licensee improved its performance in the various

categories as much as 300%, "only the top would continue to warrant the 'plus'" under a comparative approach.

Furthermore, the commission said, although it is essential for licensees to provide "strong" or "solid" or "superior" or "meritorious" service, "it does not serve the public interest artificially to require ever-advancing amounts, to the detriment of what the public reasonably wants in light of other interests."

The notice also invited comments on other possible guidelines for judging comparative-renewal hearings, including two suggested by the court—the extent

Change for nine hearings

The designation orders in nine FCC comparative hearings involving radio and television renewal applicants have been amended in compliance with a court decision that had ruled the policy under which they were being held illegal.

The U.S. Court of Appeals in Washington, in its opinion, had said the policy, adopted on Jan. 15, 1970, was not to be applied "in any pending or future comparative renewal hearings." It also directed the commission to redesignate all hearings in which the policy statement was considered applicable to make them reflect the court's opinion.

The commission on Friday (Aug. 20) announced it was implementing those orders, and directed examiners and the review board to take whatever other steps were necessary to conform the conduct of the hearings to the court opinion.

The hearings affected are those involving KTLE(TV) (ch. 6) Pocatello, Idaho, and Eastern Idaho Television, the challenger; WOOK(AM) Washington and Washington Broadcasting Co.; WPIX(TV) (ch. 11) New York and Forum Communications Inc.; WNAC-TV (ch. 7) Boston and Community Broadcasting of Boston and The Dudley Station Corp.; WTAR-TV (ch. 3) Norfolk, Va., and Hampton Roads Television Co.; WHCN-FM Hartford-Berlin, Conn., and Communicom Media; WGHP-TV (ch. 8) High Point, N.C., and Furniture City Television Co.; WIFE(AM) Indianapolis and Indianapolis Broadcasting Co.; and WESH-TV (ch. 2) Daytona Beach, Fla., and Central Florida Enterprises Inc.

to which an incumbent has reinvested his profits "to the service of the viewing and listening public" and diversification of control of mass media.

Both suggestions had caused considerable uneasiness among broadcasters who felt they might be placed at a disadvantage if they were adopted, particularly the one dealing with diversification of media ownership. But in discussing the suggestions, the commission indicated it had doubts about fashioning them into hard-and-fast guidelines. "The issue is whether in any proposed area a guideline is appropriate or whether the matter is one best left to the full hearing, where its significance can be adjudged in the particular circumstances."

It said it had considered the use of a guideline dealing with the relationship between revenues and program expenditures "but had tentatively concluded" that the matter was best left to exploration "as appropriate in the hearing process."

The commission also noted that the court, in suggesting the diversification factor, had said it was one to be considered along with "other important" matters, including the renewal applicant's prior record. For its part, the commission said it would be "impossible" to establish a general standard.

It also took pains to reassure broadcasters that it had not changed its view that the ownership pattern of the industry should not be restructured through the renewal process. It said it did not read the court's opinion as calling for such a restructuring, and added: "This would be chaotic in the extreme and administratively a horror."

If there is to be an over-all restructuring, the commission added, it should be in the context of an appropriate rule-making, with interested parties given an opportunity to comment. A rulemaking aimed at breaking up multimedia ownerships in individual communities is now pending (see page 41).

The commission adopted the further notice by vote of 6-to-0, with Commissioners Robert T. Bartley and Nicholas Johnson concurring. Commissioner H. Rex Lee was absent.

Comments in the further inquiry are due by Nov. 1, and reply comments by Dec. 1.

Media notes:

Campaign package ■ NBC Educational Enterprises will make available to schools and organizations on a subscription basis *Campaign '72*, series of 10 educational sound filmstrips produced by NBC News. Aimed mainly at junior and senior high-school age groups, series will offer an analysis of political events in the U.S. from the earliest primaries

through the November elections. Initial release is set for February 1972.

New affiliate ■ WIRE(AM) Indianapolis has become an affiliate of ABC Radio's American Entertainment network. Owned by Mid-America Radio Inc., WIRE operates full time with 5 kw on 1430 khz.

New acquisition ■ Thomas J. Deegan Co., New York, public affairs and management counselors in the communications field, has been acquired by Weis, Voisin & Co. Inc., New York, brokerage firm and investment banker, in an exchange of stock, it was reported.

Syracuse students earn producer-salesman stripes

A group of 12 graduate students, participating in a class in studio management at Syracuse University, has produced and sold a program for commercial television. The students, all masters candidates in radio-television, were offered two prime-time half-hours on WNYT-TV Syracuse, N.Y., by John McArdle, station general manager.

They persuaded him to schedule a half-hour color special on the Syracuse Chiefs baseball team, which they then wrote, produced and filmed. The students canvassed the local advertising market, eventually selling sponsorship on half of the special to West End Brewery, Utica, N.Y., maker of Utica Club Beer. The other half of the program was sold on a spot-participation basis.

Entitled *More than a Team*, the program was presented at 8:30 p.m. on Aug. 11, and with a rerun at 7:30 p.m. on Sunday (Aug. 15) on the ABC affiliate.

Another for San Juan Racing

WPNA(FM) Philadelphia, which has been off the air for several months, will commence operations today (Aug. 23), with new call letters, WYSP(FM), and new owners. The announcement was made by San Juan Racing Association, in reporting that it has completed the sale of WPNA from group owner Storer Broadcasting Corp., following FCC approval.

San Juan Racing, which acquired the station through its subsidiary, SJR Communications, paid Storer, \$700,000. SJR at the same time bought Storer's WCJW(FM) (now WQAL[F]) Cleveland, for which it also paid \$700,000.

San Juan Racing Association is headed by H. N. Glickstein, president and board chairman. Company also owns WJMD(FM) Bethesda, Md., WUST(AM) Washington, WKLS(FM) Atlanta and WTMJ(FM) Miami.

Crossownership garners support

Justice Department target of FCC reply comments filed by broadcasters, CATV and publishers

A newspaper's venture into the electronic media is warranted, justified, even essential—and any attempt to preclude such ownership is discriminatory, senseless and in violation of the newspaper's basic rights under the First Amendment. That, in a nutshell, was the word from broadcasters, publishing interests and CATV operators in response to FCC proposals that, if implemented, would ban the crossownership of multimedia holdings in co-located markets.

These overwhelmingly negative reactions came in reply comments on two FCC rulemaking proceedings. One proposal would limit the holdings of a single body in one market to one television station, one AM-FM combination or one or more daily newspapers. Divestiture would be required within five years. A second proposal would ban the crossownership of newspapers and CATV in the same market.

The filings last week followed a round of initial comments—also opposing the two proposals—filed last May (BROADCASTING, May 24). The two principal foes—The National Association of Broadcasters and the American Newspaper Publishers Association—submitted thinner briefs this time around: NAB's, about half as long as the 125-page document it filed last April (BROADCASTING, April 12) and ANPA's a mere 59-pages compared to the three-volume document it filed earlier (BROADCASTING, April 5). The reply comments were brief, because there just wasn't that much to reply to.

In the first round, there were only five supporters of the proposals, while scores condemned them. Most of those filing last week chose to disregard four of the supporters and concentrate their attack solely on the Department of Justice. It was at the urging of the department's Antitrust Division that these proceedings were initiated.

In its comment last May, Justice expressed apprehension that multimedia holdings in one market discourage competition and create a monopoly of advertising sources in the community. Opponents of the proposals last week were quick to jump on this attitude, calling it an "erroneous conclusion" which attests to the fact that Justice "has failed to supply adequate evidence to support its assertions." The commission's intention in proposing the rules, they said, was to break up "unhealthy concentrations of control" and thus

supply a market with "new media voices." But Justice has relied on an economically founded argument against what it has called the "concentrated nature of many advertising markets."

Justice, the McClatchy newspapers said, has asked the commission to "act as its advocate and to enforce what the department may regard as a disfavorable policy, but one which even if proper, is far removed from the commission's function and certainly removed from the legitimate concerns of these rulemaking proceedings."

Further, charged the National Newspaper Association, Justice's arguments "seem to be little more than unsubstantiated personal opinion by the authors of the department's comments." Justice "seems not to want to realize," NNA said, "that in many smaller communities the owner of the weekly or daily newspaper is often the only person interested in providing CATV or broadcast services."

ANPA and NAB, in championing the media's opposition to the proposals, relied on two principal arguments. First, they said, the commission is simply not authorized to implement such regulation. And even if it were, they said, such regulation would be discriminatory against newspapers and an obvious constitutional violation.

ANPA dealt individually with the two proposals. On the CATV issue, it said initially that such a proposal is illegal, and then added that the commission should not pursue the matter further until Congress and the Office of Telecommunications Policy "have the opportunity to develop policy recommendations in this area." In any event, ANPA argued, the commission has "much more pressing CATV matters" before it at this time, and "there is no reason" for the commission to "reverse its priorities" for a proposal that has "attracted meager support and for which no necessity has been shown." ANPA noted that even the Justice Department questioned whether it is within the FCC's bounds to implement such controls.

On the broadcast-print divestiture motion, ANPA asserted that "even if the cumulative, dispositive effect of the long history of related administrative, Congressional and Judicial interpretation of the commission's authority could be ignored, the unprecedented nature of the commission's proposals as well as its potential impact on the exercise of First Amendment rights would pro-

hibit the commission from adopting the antincwspaper rule in the absence of a compelling showing of public benefit based on a thorough factual demonstration of the specific aspects in which the public interest would be abetted by the proposed rule." Justice's comments, as well as the comments of the other organizations supporting the proposal, ANPA said, "have not even come close to satisfying this burden."

Similarly, NAB adopted a "where is the evidence?" attitude. Addressing its remarks to the broadcast-newspaper issue, it contended that none of the proposal's supporters has provided "persuasive evidence" that it should be implemented. "If the crossownership at which the proposed rules are aimed involves any evils or abuses," NAB said, "there would certainly be some evidence of such evils and abuses arising from the existence of such crossownership in hundreds of cases over a period of many years." If there had been such evidence, it said, "it is certain that it would be

noted and reported by one or another of the strong partisans and supporters of the proposed rules." But the FCC records themselves, NAB said, "bear witness that there are no general abuses arising out of cross-media affiliations."

The principal argument of the few who favor the proposals and who filed last week (the Justice Department was notably absent) was that those who contend that the FCC is without authority to implement such regulations have misread the wording of the Communications Act. Stephen R. Barnett, acting professor of law at the University of California at Berkeley, concluded that the commission is empowered to exercise such controls over broadcasters, although he did not touch on the CATV-divestiture question. He argued that the courts, have upheld the commission in past decisions involving divestiture, notably in the commission's multiple ownership and chain broadcasting rules.

The City Club of New York, a Man-

hattan professional organization, supported this position. And, on a general scale, it argued that "to allow cross-ownership of diverse media will inevitably lead to monopolization of editorial programming and services, and an anti-competitive policy of purchasing, products, distribution and finance. "It requested that broadcasters with holdings in other media either be required to divest themselves of these interests or "be given a five-year notice of license termination."

Station survey

A survey to determine how radio stations across the country are equipped to promote themselves, both from sales and public-relations viewpoints, is being sponsored by the Broadcasters Promotion Association and the Radio Advertising Bureau. Survey will be supervised by Andrew C. Erish, director of advertising-promotion for ABC owned radio stations and a member of BPA's board of directors.

Programing

Another scare thrown into underground radio

FCC's hard view of free-form radio in KFMG decision unsettles some progressive rockers

If there is such a thing as a "typical" free-form radio station, KFMG(FM) Des Moines, Iowa, was a stereotype. With the exception of the cat that sometimes lived in the station's air studio, there was little going on at KFMG that couldn't be claimed at several stations around the country with similar formats. KFMG survived for several years without stirring up too much controversy. While some of the more establishmentarian citizens in the Midwestern community objected to the station's progressive-rock programing, KFMG had a healthy following. But it lost money—perhaps due to its reluctance to carry "inappropriate" advertising—and last June, it was sold. Then things began to happen.

The KFMG case was the object three weeks ago of an FCC ruling that could conceivably threaten the existence of radio stations in which the primary decision of what is going on the air is left to the announcer on duty. In passing on the merits of a petition for stay of the transfer grant for KFMG to Stoner Broadcasting Co. by a group of local citizens that objected to the new owner's alleged abandonment of KFMG's format, the commission said that a free-form radio format "gives the announcer

such control over the records to be played that it is inconsistent with the strict controls that the licensee must exercise to avoid questionable practices" (BROADCASTING, Aug. 9). The commission did not elaborate on this issue, thus leaving the door open for speculation from wary broadcasters.

The implications of the commission's wording in KFMG remain to be seen. Tracy Westen, the attorney representing

Thom Trunnell, program director, KFMC-FM Denver:

"An announcer who's doing it right is offering a medium by which the people who are listening can experience the music they in essence created . . . Our big thing is to play quality music . . . the jocks are the ones who are doing the communicating."

the petitioners in this case, has stated that he will seek a clarification from the agency, just as he did—with no success on the commission level—on the FCC's March 5 public notice concerning licensee responsibility in the playing of drug-oriented music. Mr. Westen, for one, feels that the commission has spelled out "the end of free-form underground stations." Mr. Westen's sentiments were echoed by some, but not all, of the progressive-rock stations contacted by BROADCASTING last week.

Essentially, the broadcasters queried felt that the impact of the commission's statement rests on one's interpretation of its language. If the commission has stated its intention to look unfavorably at license-renewal time on these stations, some felt, it has committed an act of suppression. Few disputed the commission's mandate that licensees have the ultimate responsibility for what their stations transmit, but it was evident at more than one station that the licensees are concerned about what latitude should be given the announcer, and what programing decisions should be withheld from him. It was also evident that many progressives are scared.

Arnie Ginsberg, station manager of

WBCN(FM) Boston, declined to comment on the commission's statement "until we have a chance to examine some of the documents in the KFMG case." Mr. Ginsberg said he was not sure if the KFMG issue was applicable to WBCN, but said that the station is investigating the matter.

Al Jeweler, manager of WHFS(FM) Bethesda, Md., a Washington suburb, was more confident. "I don't anticipate any problems," Mr. Jeweler said, expressing the belief that the commission is "just reaffirming its belief that the licensee has the ultimate responsibility for what's going on the air." But, he said, "it scares me if it's anything else." Mr. Jeweler said he would like to see the commission come out with an affirmative statement of its position not only on the KFMG ruling, but also on drug lyrics. Although WHFS's announcers are given relative freedom as to what they do and say on the air, Mr. Jeweler said, management takes precautions to insure that the station's programming is within the confines of the law. Records are prescreened to "keep the trash off the air," he noted, and the open exploitation of drugs or obscenity is prohibited.

But Mr. Jeweler's attitudes towards the ruling were not shared by Thom Trunnell, program director of KFMC-FM Denver. "It's suppression," Mr. Trunnell said. If the commission is saying that "giving jocks control of what is being played leads to questionable practices, then it is saying that the people on the air have questionable intentions," he said. Mr. Trunnell felt the KFMG decision was directly related to the commission's drug-lyrics stance. "It's an effort by that mysterious somebody to get the music off the air," he said, emphasizing that KFMC-FM would not relent in its policy of playing anything the listeners want to hear. "Our big thing is to play quality music," he said. "We won't let an obscenity stand in the way."

Bruce Soloway of WBAI(FM) New York had a similar reaction. "There's a real place in radio for humanity," he said. An FCC edict mandating constant control of programming "from a top management level," he said, "would remove human beings from the air." Under such conditions, Mr. Soloway argued, a realistic communication with the audience would be "just impossible."

And Les Carter, program director of KPCC(FM) Pasadena, Calif., said that the commission's action in the KFMG case was an addition to "the unrealistic problem the commission ignited" in program and lyrics control. "Play lists take away the whole purpose of this kind of radio," he said. Although announcers are given latitude in what they play on KPCC, Mr. Carter said, all new releases

*Allen B. Shaw Jr.,
vice president, ABC owned
FM stations:*

"I agree in full with the FCC's ruling that free-form stations are not desirable. We have always exercised control of our programming and are constantly tightening up. We are out of the free-form thing entirely."

are prescreened and "we can document our air play . . . and justify it."

ABC and Metromedia, both of which operate several FM stations playing progressive-rock music, apparently are not troubled by the commission's statement. By their own definition, their progressive stations are not, at the same time, "free form."

According to Allen B. Shaw Jr., vice president in charge of the ABC-owned FM stations, the network "is constantly tightening up" on its controls over the announcer. "We used to give them a lot more freedom," he said, but now "we are out of the free-form thing entirely." While the announcer is given the prerogative of selecting the order in which the records are played each hour, he said, each record scheduled for air play is predetermined by station officials. A disk jockey, he said, "may not be as scientific" as the station's music director in determining what records evoke the most popularity. Mr. Shaw added that "I agree in full with the FCC that free-form stations are not desirable."

Announcers at Metromedia's progressive stations have "enormous leeway" in what they play, said Willis Duff, manager of Metromedia's KSAN(FM) San Francisco. But at the same time, Mr. Duff added, "we have many checks and balances and he [the announcer] is subject to continuous review" of what he plays. Mr. Duff does not consider the Metromedia stations to be "free form." "There are several stations in this country," he said, "calling themselves free form or progressive that do not exercise adequate control. We do not fit into this category."

But what, specifically, is a free-form station? What material characteristics separate the "progressive-rock station" from the "free-form" station? None of those polled last week was able to define this medium, although Ron Sorenson, former program director at KFMG, has indicated what he feels it isn't. Mr. Sorenson resigned from KFMG over the air shortly after Stoner commenced operations. In explaining his action to KFMG listeners, he stated: "This morn-

ing, instead of having 20,000 songs to play, I have 49. Instead of 54 minutes of music per hour I have 39. I'm running commercials for products that people don't need, and in which I don't believe. . . . We are being censored in our choice of music and commercial matter. And things promise only to get worse." He then signed the station off the air.

Contacted last week, Mr. Sorenson emphasized that "it is ridiculous" for an announcer to be precluded from playing the records he thinks his audience wants to hear. He, after all, knows more about the music he plays than the licensee, he said. But he emphasized that "certain controls" should be exercised by the licensee. "A free-form station," he said, "is one that operates within these controls. . . . Personally, I think anything should be allowed to go over the air," he said, "but realistically, you should operate within the controls."

Ironically, KFMG had returned to relative normalcy last week. Mr. Weston dropped his petition to deny Stoner's transfer after Stoner abandoned the play list it had implemented. But Glenn Bell, KFMG's manager, said that the station's readjustment in programming "is not a victory for Sorensen or the Committee to Free KFMG [the petitioners against the transfer]. We determined that there was an interest in this type of programming in Des Moines," he said, "and we responded to it."

L.A. production firm latest buy for Tomorrow

Tomorrow Entertainment Inc., New York, which since its formation in January has made two major acquisitions, last week acquired Alan Landsburg Productions, Los Angeles. An independent television maker, Landsburg Productions was formed 16 months ago and is headed by Alan Landsburg, formerly in charge of production for Metromedia Productions Corp. Principals along with Mr. Landsburg are Laurence Savadove, Howard Lipstone and Herb Yager. The Landsburg company will retain its name and present function.

Scheduled for production under the Landsburg banner are a series of hour specials, *The New Explorers*, based on the current research work of scientists throughout the world, and an hour special about animals, *It Takes a Lot of Love*, promised for CBS next April. Landsburg Productions also is responsible for *The Blue Edge*, a Saturday-morning special for children that NBC is scheduled to present in the fall.

Tomorrow Entertainment Inc., a subsidiary of General Electric, previously acquired Hurok Concerts Inc. and Videocraft International Ltd.

Here come (three of) the automaters

FM's star is on the rise and one thing putting it up there is automation (see BROADCASTING's "Special Report: Radio '71," June 21). Call automation robot radio or the wave of the future, it is going to be around for a while. Here are the stories of three firms and what they've loaded onto the growing automation bandwagon.

1: The 'oldies' sound by the latest method

"We started thinking about an oldies music program as long ago as last October," said Ken Draper of Programming db, "but we also wanted to offer more than an announcer and some records. We saw some holes in the product that was available for automated FM stations and felt we could fill them." He was talking about his firm's new syndicated FM program, *Olde Golde*.

The next step was to become affiliated with International Good Music, the automation equipment company in Bellingham, Wash. IGM distributes the *Olde Golde* format in addition to its own music services. Mr. Draper said that his firm would be creating other program concepts for automated radio stations which IGM would also distribute.

"Automation doesn't have to be solely an alternative," Mr. Draper says. Automated stations could have a "service," meaning his, that went beyond just record introductions. His features are one way of expanding the sound of the five FM's that have already purchased *Olde Golde*.

The first two features incorporated into the "service" are "Think Back" and "Olde Golde Retold." The former is a two-part question-and-answer spot based on historical names and voices. The question is asked of the listener about 15 minutes into the hour and the answer is given 30 minutes later. "Olde Golde Retold" features interviews with recording artists about their million sellers. Some 60 records are included in the spots.

Among the trends Ken Draper is bucking with his syndicated show is a larger number of commercial positions than are now available in other shows or on some stations. *Olde Golde* allows for 12 minutes of advertising or public service spots, compared with eight used by many stations. Assuming the format will be successful, Mr. Draper said this would permit the station to sell more time, thus getting a larger return on his investment in the show.

News can be scheduled at any time

during the hour, so the program is adaptable to any network affiliation schedule.

Also a part of *Olde Golde* are singing jingles. They are lengthy by present standards, but Mr. Draper said it was a part of establishing the image of the station and the program and then tying the two together.

The music, basis for the entertainment service, is made up of records certified as million sellers by the Record Industry Association of America. The initial library consists of 1,600 selections on 24 tapes. Records span the so-called top-40 music era from the mid-1950's to the present. Four new tapes and 60 features—30 of both "Think Back" and "Olde Golde Retold"—are sent to stations each month. Eight customized jingles, 10 public-service announcements, four advance promos and the quarterly *Olde Golde* sales guide also are included. Programming db is offering a thrice yearly tie-in record promotion with albums containing some of the songs serviced to the stations. Optional extras on the new model include Programming db-produced commercials, time and temperature checks.

"FM is the coming thing in radio and that includes automated FM," Mr. Draper said. "We believe we get audiences involved with our format and won't settle for only two or three percent of the audience. That's why we'll be adding new features regularly and why we call it an entertainment service."

Programming db is also aiming at the college radio market with a newly announced service especially designed for those outlets. Six hours of weekly taped entertainment programs including music format shows, youth commentary and jingles are expected to be ready by the start of the school year, 1973.

News analysis and informational features are to be in syndication within six months. Eventually, Mr. Draper anticipates a live network with major college outlets serving as the feeder stations.

2: Getting at the women with matched flow

There's a form of elevator music that goes "up" only. At least that's what the creator of the format, Jim Schulke, president of Stereo Radio Productions Ltd., New York, claims. After listening to him quote the "after" ratings on the 28 stations he now consults, it's easy to understand his contentions.

Many are, he claims, number-one stations with women in the various mar-

kets. None is worse than sixth over-all, and it is the most recent additions, stations that have only had the format a few months, that are doing the best. His specific target audience is the 18-49-year-old woman, either in or out of home. Mr. Schulke notes that 40% of his stations' audiences are out of home. He contends this can be interpreted as several businesses piping in his stations or a lot of transistor radios being taken to work.

"We're bottom-line oriented," Mr. Schulke says, "so we go after the most desired demographic in the book. We're more concerned about the rating we get than having what could be called a lovely sound."

The music, he claims, is very carefully selected. In fact, the entire premise for the service is that it's designed solely for syndication. Mr. Schulke notes that the format is an original for that field and not the merchandising of a specific station sound. SRP's creative vice president, Phil Stout, spends as long as two days selecting the music and arranging it for a single one-hour tape.

"The specific sound we seek is what we called a matched flow," Mr. Schulke says. "Songs that carry through a definite theme, mood, tempo or feeling. This continues through the entire tape, not just the four segments that make it up."

The music is also analyzed in terms of what appeals to the female or male listener. Mr. Schulke notes that there might be an equal balance in appeal for morning drive, but that the music takes on a heavy female track for the 10 a.m.-3 p.m. hours.

The cost of the service varies depending on the market, from a minimum of \$700 per month to \$2,500 per month. SRP contracts to deliver at least 120 one-hour tapes, but according to Mr. Schulke, the number is usually between 130-150 for the nonvocal schedule and up to 190 hours initially in the vocal. Replacement tapes number 120 per year but are distributed on a seasonal rather than on a monthly basis.

Also a bit on the strange side, SRP does not provide any promotional or sales aides with the service. SRP monitors the stations to insure they are getting the best execution with the assets they possess, Mr. Schulke claims, but the concentration is on the music. Each market gets a different package from SRP, along with a suggested order of rotation for the tapes. Because of the "matched flow," SRP claims it can subtly change the sound of the station without making new tapes—and says it often does.

How successful is the format? The SRP president claims that WEAT-FM West Palm Beach, Fla., one of his sta-

tions, has the highest share of any FM. He says the station registered a 21.5 share among all persons 12-plus from 6 a.m.-12 midnight, Monday to Sunday, in the April/May ARB, the highest, he says, of any FM station anywhere.

3: Love, radio style, for FM automation

Radio is more specialized than ever. Just ask Ed Peters, president of Peters Productions Inc., San Diego. He'll tell you all about his new format for automated FM stations called "music only for a woman." He'll mention the 13 stations already using it, most recently KPXA(FM) Los Angeles. Then he'll say that the format is really a man's reflection of himself in the woman he holds dear.

"Basically, the music is a one-to-one communication process, creating an intimacy that hasn't existed in radio before," Mr. Peters says "We try to project a single emotion—love." This is accomplished, he claims, by using very lush instrumentals and only male vocalists. There are no waltzes, country-western music or organ selections. Nothing, he says, with a semblance of age. Only the current sounds.

Added to the music, which is broken into three-hour segments with such titles as "Far Away," "Alone by the Sea," "Escape," "Soft Whispers" and "Silent Stars," are the poems of Jacques Wilson. He was the staff poet for KFMB-FM San Diego when Mr. Peters was programming the station. Thirty-five of Mr. Wilson's poems are broadcast each day as part of the format.

Recognizing the need for promotion, Mr. Peters has also built what he calls a full programming concept—providing everything but the news. In addition to the music and poems there are voice tracks and I.D.'s, commercial audio tapes for advance announcements, video tapes for local TV stations, billboard layouts, direct mail pieces and news releases.

The reason for all this effort, according to Mr. Peters, is that stations are geared either to selling or programming but usually not both. He contends that his format has all the ingredients for success in both areas. All promotional pieces are designed, he says, to psychologically motivate and stimulate the emotions.

The music is sent to stations on 10 ½-inch reels. Sixty-four reels make up the initial library with rotation of about six reels each month. Poetry booklets for distribution via station promotion and a record album which can be sold to listeners are available at slight extra cost. Sent with the music are jingles, voice tracks, time checks, poetry, the promotion package, a complete sales

presentation for use with local and national clients and four-color printed program schedules with station call letters and coverage map.

"The entire concept is geared for only one purpose," Mr. Peters says, "getting high ratings and high dollars."

Three repositioned in CBS-TV fall line-up

With the 1971-72 entries all but in the starting gate for a new season, CBS-TV has made three changes in the time periods of returning series in the network's prime-time schedule for the fall. *All in the Family* goes out of Monday evenings, 10:30-11, and into Saturday night at 8-8:30. *My Three Sons* moves from Saturday, 8-8:30, to Monday at 10. *Arnie*, originally scheduled for Mondays at 10, switches to 10:30, on the same night.

The changes put *All in the Family* in the *My Three Sons* slot, *My Three Sons* in the *Arnie* slot, and *Arnie* in the *All in the Family* slot. Reportedly the purpose of the moves is to give the network sequential family programming on Monday nights, with *Gunsmoke*, *Here's Lucy*, and *Doris Day* leading into *My Three Sons* and *Arnie*. The biting, satirical *All in the Family* presumably would inject a jarring break in this sequence of programming.

Bakersfield minorities reject cable time

A coalition of minority groups that threatened to challenge the license renewals of broadcast stations in Bakersfield, Calif., was offered regular program time earlier this month by an area cable system. The coalition has now responded with "thanks but no thanks."

The Kern (Calif.) Council for Civic Unity told Kern Cable TV in a letter of response that the offer was "quite generous, especially since [it] was made on your own initiative," but that "we do not wish to begin with a system of peonage or indebtedness. In other words, we want our people to be paid for their efforts."

The cable system had offered free use of its facilities for production of a daily newsmagazine program giving minorities an opportunity to express their views. The programs would then have been offered to other media free of charge (BROADCASTING, Aug. 16).

The offer followed an announcement by the coalition that it would seek negotiation with Bakersfield television and radio stations on programming, news and hiring practices. Among the groups represented on the coalition are the American Civil Liberties Union, the National Association for the Advancement of Colored People as well as the Mexi-



Morning, Noon and Evening—ALL DAY LONG—WSMB reaches Metro Area ADULTS. WSMB is #1 in A.M. Drive TOTAL ADULTS, including MEN 25-49 and WOMEN 25-49. 10 A.M. to 3 P.M. WSMB is #1 with the 18 PLUS group. 3 P.M. to 7 P.M. WSMB is #2 with the 12 PLUS group. NEW ORLEANS ARB METRO AREA—AVERAGE ¼ HOUR DELIVERY OCT. NOV. 1970 WSMB New Orleans • 5,000 watts • 1350 kc • Represented by METRO RADIO SALES.

can-American Political Association.

The Kern system—manager by multiple CATV owner Cypress Communications Corp., which plans to purchase it—conceived the plan as a “complement” to broadcast service, according to Cypress President Burt Harris, and had drawn no objections from local broadcasters as of last week. However, the minority coalition expressed some reservation about the plan:

“It would be impossible to sustain a daily program while depending on volunteer help from our own people. Though their intentions are honorable and they can be counted on for a great deal of work, it is not reasonable to ask that they do such continuous work without remuneration. I’m sure that you can also appreciate the fact that we would hesitate to undertake such a program without paid minority personnel to develop the program. Quite frankly, volunteer help in any organization is not that dependable.”

The coalition is expected to step up its efforts to reach agreement with Bakersfield stations after their renewal applications are filed early in September.

MCA TV grounds its ‘Doomsday Flight’

A Federal Aviation Administration spokesman said last week that MCA TV has withdrawn the controversial film “Doomsday Flight” from its syndication package.

MCA TV officials were still unavailable for comment late last week.

One source reported that many of the 151 stations that have the film agreed not to show it, as was requested in a July letter from FAA Administrator John H. Shaffer (BROADCASTING, Aug. 16).

The FAA reported that more than 20 of the 500 stations contacted had answered by last week that they would not show the Rod Serling film, although no response was requested by the FAA.

The film, depicting an attempt to

extort money from an airline through the threat of a bomb on board one of its planes, was said by FAA officials to be the caused increases in extortion and bomb hoax attempts along lines of the story plot.

N.J.’s Gallagher hits ban of lottery results

Representative Cornelius E. Gallagher (D-N.J.) has protested the FCC ruling that prohibits the broadcasting of lottery information, even if it is presented as news material.

The commission’s ruling came late last month at the request of WCMC-AM-FM-TV Wildwood, N.J., which had wanted to carry the winning numbers in the New Jersey state lottery in newscasts. After conferring with the Justice Department, the FCC said broadcast of such material would violate the commission’s rules and federal criminal statutes because it is helpful to lottery promoters (BROADCASTING, July 26).

In a letter to FCC Chairman Dean Burch, the New Jersey congressman asked the commission to reconsider its ruling.

“There are more than five million tickets purchased each week in the New Jersey lottery and to impose such a restriction on the broadcast media, as the FCC’s ruling certainly does, amounts to a ban on legitimate news,” Mr. Gallagher wrote. He noted that New Jersey residents “voted for the lottery by a wide margin” and are being “denied prompt access to the weekly results” because of the FCC ruling.

In a statement last week Mr. Gallagher said that Dr. Thomas E. Maggio, chairman of the New Jersey State Lottery Commission, who is in the process of appealing the FCC’s decision, claims the ban restricts the state commission’s ability to keep the public informed and inhibits the successful operation of the lottery.

Mr. Gallagher also suggested that Congress move ahead on a pending bill

to circumvent the FCC if it refuses to reconsider the decision. The measure (H.R. 2374), introduced Jan. 26 by Mr. Gallagher and 11 other New Jersey House members, would permit the mailing of lottery tickets, the broadcast of lottery information and transportation and advertising of lottery tickets in interstate commerce if the lottery is conducted by a state agency.

Cross-plugging planned on two major networks

Calling it a tandem teleplay, ABC is playing off the success of *Marcus Welby, M.D.* in hopes of boosting the stock of *Owen Marshall, Counselor at Law*, one of the network’s new Thursday night entries this fall. Arthur Hill, who plays Owen Marshall, will guest on the premiere episode of *Marcus Welby*, which is to be the first half of the two-hour drama. Robert Young, as the doctor, returns the favor on Thursday night when the drama concludes on *Owen Marshall*.

Not to be outdone, NBC is planning a similar move with two of its shows. *Adam-12* and *The D.A.* exchange leading players in guest star roles for the other show. Robert Conrad guests on the Wednesday night *Adam-12* in the first half of the story, while Martin Milner and Kent McCord appear on *The D.A.* on Friday in the show’s concluding half.

All four shows are filmed at Universal Studios.

CCTV ‘Oh! Calcutta!’ group fined oh! \$4,000

Colormedia Communications Corp., New York, was fined \$4,000 by a federal district court in Corpus Christi, Tex., last week after pleading guilty to obscenity charges in connection with its closed-circuit telecast of the controversial Broadway musical “Oh! Calcutta!” last Sept. 28 (BROADCASTING, Oct. 5, 1970).

The company, which handled the taping and transmission of the telecast to cities across the country, was indicted last May by Attorney General John Mitchell. The indictment charged Colormedia with violation of a law forbidding the interstate transportation of obscene matter via common carrier.

The attorney general had characterized the play of sex and nudity as “obscene, lewd, lascivious and filthy.”

In issuing the fine last week, U.S. District Judge Owen Cox dismissed charges against the president of the company and three other Colormedia officials who were named in the indictment.

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Another ABC movie, this one for children

ABC-TV, which in the 1971-72 television season will program a *Movie of the Week*, *Movie of the Weekend* and *Sunday Night Movie*, is planning a fourth weekly movie presentation for the 1972-73 season. The new series of motion picture-style productions, tentatively titled *Saturday Morning at the Movies*, will be designed for children. These presentations will feature both animated and live-action films which were made specifically for presentation on television.

Various film-makers, independents as well as major studios, will provide material for the series. Hanna-Barbara Productions, Hollywood, a wholly-owned subsidiary of Taft Broadcasting Co., has agreed to produce what was termed "a sizable block" of the productions. Development of the project is under the supervision of Michael D. Eisner, vice president, daytime programming, for ABC-TV.

SAG members OK contract

Members of the Screen Actors Guild have voted approval of the new contract with the Association of Motion Picture and Television Producers (BROADCASTING, July 19) by a better than two-to-one margin. The vote, according to the guild, was 5,580 in favor, 2,006 against and 128 invalid. Although a clarification will be sought, SAG is of the opinion that the wage increases contained in the contract will not be subject to the recently announced wage-price freezes because of the July 1 effective date. The newly negotiated contract will run for three years.

Program notes:

Brisk pre-sale ■ *Monty Nash*, a new series of 26 color half hours produced by Almada Productions and distributed by Four Star Entertainment Corp., New York, has been pre-sold in 27 domestic TV markets for presentation in the fall. The action series, based on a popular novel by Richard Jessup, is being filmed in major locations throughout the U.S. It features Harry Guardino in the title role as a special investigator.

To the showers? ■ ABC-TV football announcer Howard Cosell turns the tables for an episode of the network's *Nanny and the Professor*. The erudite sportscaster suits up to portray a zealous weekend playground quarterback with the dreams of grandeur of a 19-year old. The caustic commentator noted that when the show airs during the upcoming season, every member of the National

Football League would have the opportunity to get their licks in on him, for a change.

Syndicated speed ■ Radio coverage for the \$750,000 California 500 auto race from Ontario Motor Speedway Sept. 5 has been set for distribution by Motor Racing Network, Daytona Beach, Fla., and Robert Wold Co., Los Angeles. The two companies will syndicate the live broadcast in eastern and western halves of the country, respectively. Network and local sponsorship is open in the four-hour broadcast beginning at 1:45 p.m. NYT.

Pro private enterprise ■ Slated for October release are three series of public-service announcements by the Chamber of Commerce of the U.S., Washington. Series titles are "Competitive Enterprise System," "Consumer is Boss" and "Profit System." Color-TV versions are being produced by Hanna-Barbera, Hollywood; radio versions by Rodel Productions, Washington. All three series are to be offered free to networks and stations.

Ryder rides on Hughes ■ Hughes Sports Network's telecast of the 1971 Ryder Cup matches, Saturday, Sept. 18, will be carried by 146 stations, it has been announced. The tournament, which matches the best professional golfers from the U.S. and Britain, will be held

at the Old Warson Country Club, St. Louis, Sept. 16-18. Sponsorship has been two-thirds sold to Anheuser Busch, through D'Arcy, McManus, Intermarco, and American Telephone and Telegraph, through N. W. Ayer & Son.

How to fish on cable TV ■ Teleprompter Cable TV is originating a series of 13 one-hour programs designed to give viewers a primer course in *Salt Water Game Fishing*. The instruction series, which started on Aug. 12, is being carried on Teleprompter's Manhattan system program-origination channel three times a week. Outdoorsman Arnold Rotsman produced the program and is host.

ABC throws daytime switches

ABC-TV, looking to heighten its daytime audience flow, is changing time periods for *Password* and *Love, American Style*. Beginning Sept. 6, *Password*, a half-hour game show currently stripped in the afternoon at 4-4:30, will be seen weekdays, 12:30-1. The daytime edition of *Love, American Style*, which now occupies the 12:30-1 time slot Monday through Friday, will move to *Password*'s 4-4:30 period. The program switches are designed to attract additional women viewers for *Password*, while allowing ABC-TV to counter-program the other networks in the later afternoon with *Love, American Style*.



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AMST, NAB oppose NCTA set proposal

They ask FCC to deny petition that seeks changes in receivers

The Association of Maximum Service telecasters and the National Association of Broadcasters last week launched twin attacks against proposals by the National Cable Television Association that manufacturers alter television receivers to make them better equipped to handle CATV.

In a petition last June (BROADCASTING, June 21) NCTA had asked the FCC to institute a rulemaking proceeding on its suggestions that (1) manufacturers be required to build TV receivers that would overcome technical difficulties that now cause problems for CATV reception on conventional sets and that (2) set makers be permitted to build CATV-only receivers that do not use UHF tuners (cable uses only the VHF tuners).

In a petition to the commission last Wednesday (Aug. 18), AMST said

NCTA's proposals amount to "a concession that after all the extravagant, glittering promises about the potential of cable television, the public will have to buy new television sets to enjoy cable's benefits."

AMST pointed out that an all-channel receiver would be expensive and amounts to a subsidy on the part of television buyers, "regardless of their interest in using cable, the availability of cable to them, or their ability to afford it."

Conversion to CATV is presently accomplished through the use of dual-cable systems, requiring switches at the customer's set, or by mounting a converter on top of the set.

"The more equitable and appropriate solution," AMST said, "would be to allow, but not require, those consumers who wish to buy specially equipped receivers at a premium price to do so, without placing a surcharge on otherwise adequate equipment. That of course would mean allowing, but not requiring, manufacturers to produce the special all-channel receivers without the CATV performance shortcomings."

Commenting on NCTA's second proposal, AMST said that a cable-only receiver would create "a captive audience

for each cable operator and, inevitably, a strong disincentive to minimize rates, maintain technical standards, and present innovative and diverse program origination and services, particularly in areas highly saturated by CATV."

AMST noted that all-channel sets would be more expensive than conventional sets, while cable-only sets would be cheaper. It charged NCTA with seeking "to whipsaw the public into purchasing cable-only sets that would ultimately insulate cable operators from the cost and discomfort of competing for viewer approval."

NAB told the FCC that it has no authority to require that all TV sets be specially designed to receive CATV.

Noting that NCTA wants CATV to be defined as "broadcasting" under the all-channel receiver law of the Communications Act, NAB pointed out that a 1962 federal court decision has held that cable is not engaged in broadcasting within the meaning of the act.

The all-channel receiver law requires that all TV sets be capable of receiving both VHF and UHF.

NAB said that "nowhere in the law or in the legislative history of the law is there any mention or concern with CATV. This is not surprising since Congress was dealing with 'broadcasting,' not CATV, and was attempting to make the reception of UHF broadcasting as readily available on sets as VHF."

Tape transferred to EVR cassette

CBS says technique works in real time, permits news recording

Through the use of a new color electron-beam recorder that operates on a real-time basis, the CBS Electronic Video Recording Division of CBS Inc. for the first time has the ability to transfer color video-tape programs to EVR cassettes. Previously (and as recently as Aug. 6), the CBS EVR Division did not have color-tape-to-color cassette capability. This new capability promises "to open the door" to EVR cassette production of any news actuality or important event.

What was claimed to be the first color video-tape program to be converted to EVR cassettes was previewed at a news conference in New York last week. The 25-minute program, *A Ride*



By late September, all TV stations in Minneapolis-St. Paul expect to be broadcasting from the new antenna farm for that market, located at Shoreview, Minn. The move has been hastened by the construction of the 57-story Investors Diversified Service building in downtown Minneapolis that threatened to dwarf the three stations' antenna mast which is located atop Foshay tower (see left photo).

Last June the stations received FCC approval to move to an antenna farm that will have two candelabra-type tow-

ers. One already completed is being used now by KMSP-TV (ch. 9), and noncommercial stations KCTA-TV (ch. 2) and KTCT-TV (ch. 17). The other, when completed late in September, will be occupied by WCCO-TV (ch. 4), WTCN-TV (ch. 11) and KSTP-TV (ch. 5). In meantime WCCO-TV and WTCN-TV have temporarily placed their antennas on sides and corners of the incomplete tower (see right photo). KSTP is still at its original site mid-way between Minneapolis and St. Paul, not suffering from IDS building.

on the Moon: *Flight of Apollo 15*, was produced by CBS News for EVR cassette presentation from edited footage of actual news coverage of the nation's latest space venture. The conversion from color video tape to EVR was made possible by a new color beam recorder developed by CBS Laboratories. The new recorder is an advance on an interim color beam recorder that the CBS EVR Division had been using and that is restricted to color film transfers only and operated on a slower than real-time basis.

According to CBS EVR President Robert E. Brockway, the new color-beam recorder produces cassettes that have a "live television look." He cited EVR's added flexibility "to provide the most economical means for the mass distribution of audio-visual programs regardless of material on which those programs were originally produced."

CBS News had advance notice that it was to produce a moon special for EVR use and the program supposedly was edited and completed "before the returning astronauts splashed down." The EVR cassette of the program will be made available at a cost of \$34.95 to public libraries and other potential customers and has been added to CBS

EVR's previously announced library package of 100 titles on cassettes. A total of 500 copies of the program have been printed.

Attending the news conference, along with Mr. Brockway, were the CBS News executives responsible for the production of the moon cassette program: Bill Leonard, vice president and director of CBS News programming; Robert J. Wussler, director of special events; and Joseph P. Bellon, director of research, development and production. It was indicated that CBS News is likely to produce special programs for EVR cassettes in the future of "anything important that happens."

Technical topics:

New audio console ■ An eight-channel stereo mixing console, model AS-40B, has been placed on the market by Sparta Electronics Corp., Sacramento, Calif. The unit incorporates left and right program amplifiers in both the audition and program outputs. A selector switch under the VU meters permits the operator to monitor audition and program sources. All mixing channels on the stereo console have a cue position and self-contained cue amplifier. The

head phone has a separate gain control. Model AS-40B, including external power supply, lists for \$1,770. Model AB-40B-1 includes a 50-w stereo monitor amplifier with plug-in muting relay and costs \$1,995.

New distributor ■ Formation of Camex Corp., Hollywood, has been announced by the firm's president and founder, Don W. Clark. Camex is the national distributor for the Cybrix line of automation, logging and broadcast cassette equipment. The company also represents Alto Fonic Programming Inc., there, an AM and FM music programming service. Camex continues as the distributor of the Bauer line of broadcast transmitting towers, previously handled by Mr. Clark. Address of the new company is 6362 Hollywood Boulevard, Hollywood 90028. Telephone is (213) 464-0174.

New zooms ■ A new line of f/1.8 TV camera zoom lenses and related equipment has been developed by Wollensak Inc., Rochester, N.Y. Included are 10-to-1 and 6-to-1 ratio lenses in both motorized and manual configurations. Company claims "exceptional resolution and extreme wide angle coverage." For complete specifications, contact Department 10, Wollensak Inc., 850 Hudson Ave., Rochester, N.Y. 14629.

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Typical U can see break-even point

NAB survey for 1970 reports an 18.6% increase in time sales drastically pared average outlet's losses

UHF TV stations are still losing money, but there is cause for some encouragement. Nationally, UHF operations lost more than three times less in 1970 than in 1969.

A survey of financial data on UHF stations, released last Wednesday by the National Association of Broadcasters, indicates that the UHF industry's profit margin losses were reduced from 34% to 5.9%. In dollar profits, the typical UHF station operated at a loss of \$54,800 in 1970, compared to the 1969 total of \$175,100, both figures before federal income tax.

Station revenues increased 28.2%, from \$729,400 in 1969 to \$935,000 in 1970, and time sales jumped 18.6% to \$978,000.

Station operating expenses also rose in this period, up 9.4%, or \$898,800 in 1970.

NAB reports that UHF operators are

predicting revenues exceeding \$1 million for 1971.

The accompanying table is a break-

down of the revenue and expense items for the typical UHF station in 1969 and 1970:

Revenue and Expense Items	1970		1969	
	Typical dollar figures	Typical percent figures	Typical dollar figures	Typical percent figures
PROFIT MARGIN ¹		(-5.86%)		(-24.00%)
TOTAL BROADCAST REVENUE ²	\$935,000		\$729,400	
TOTAL TIME SALES FROM	\$978,000	100.0%	\$824,800	100.0%
Networks	75,300	7.7	65,700	7.8
National and regional advertisers	340,300	34.8	274,800	32.6
Local advertisers	562,400	57.5	502,300	59.6
TOTAL BROADCAST EXPENSE FROM	\$989,800	100.0%	\$904,500	100.0%
Technical	155,400	15.7	137,500	15.2
Program	357,300	36.1	324,700	35.9
Selling ³	122,700	12.4	118,500	13.1
General and administrative	354,400	35.8	323,800	35.8
Selected Expense Items				
TOTAL SALARIES FROM ⁴	\$360,500	100.0%	\$349,900	100.0%
Technical	86,200	23.9	83,300	23.8
Program	134,100	37.2	133,300	38.1
Selling	76,400	21.2	75,600	21.6
General and administrative	63,800	17.7	57,700	16.5
Depreciation and amortization	\$110,400		\$108,700	
Film and tape expense	\$ 74,000		\$ 68,200	
PROFIT (before federal income tax)	(-\$ 54,800)		(-\$175,100)	

¹ Derived from each station's gross profit divided by total revenue.

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

³ Includes all promotion; excludes agency and rep. commission.

⁴ Includes salaries, wages, and bonuses of officers and employees.

Company reports:

■ **Starr Broadcasting Group Inc.**, Omaha, engaged in ownership and operation of eight AM-FM-TV stations (with additional four stations acquired subject to FCC approval), reported substantially increased results for the year ended June 30:

	1971	1970
Earned per share	\$ 0.97	\$ 0.61
Revenues	7,082,997	6,294,743
Net income	518,188	313,815

Note: Share earnings on a primary basis.

■ **Universal Communications Inc.**, New York, media service and marketing firm and distributor of *Mantrap* TV series on barter basis, reported earnings for the fiscal year more than doubled over results of the previous year.

For the year ended April 30:

	1971	1970
Earned per share	\$ 0.19	\$ 0.10
Revenues	4,440,539	3,716,805
Shares outstanding	539,250	480,500

■ **Post Corp.**, Appleton, Wis., news-

paper publisher and broadcaster, reported sharply increased first-half earnings. Net sales of Post's broadcast division were up 5%.

For the six months ended June 30, 1971:

	1971	1970
Earned per share	\$ 0.74	\$ 0.35
Revenues	6,436,636	5,803,030
Net income	553,817	266,736

Note: 1970 first-half results restated.

■ **Pacific and Southern Broadcasting Co.**, New York, group broadcaster, reported increased gross revenues but

The Broadcasting Stock Index

A weekly summary of market activity in the shares of 111 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Aug. 18	Closing Aug. 11	Net change in week	High 1971	Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting									
ABC	ABC	N	44½	41	+ 3¼	48	25	7,089	\$317,233
ASI Communications	ASIC	O	37½	33½	+ ¼	4½	2½	1,789	6,262
Capital Cities	CCB	N	45½	40½	+ 5½	48½	29	6,236	300,887
CBS	CBS	N	48½	44½	+ 3¼	49½	30½	27,086	1,228,892
Cox	COX	N	28½	26½	+ 2¼	31	17½	5,802	171,855
Gross Telecasting	GGG	A	14½	13½	+ 1½	16	10½	800	10,000
LIN	LINB	O	15½	13½	+ 1¼	15½	6¼	2,294	32,690
Mooney	MOON	O	7½	7½	+ ¼	7½	4	250	1,500
Pacific & Southern	PSOU	O	13	12½	+ ½	17½	12½	1,637	24,555
Rahall Communications	RAHL	O	11	9½	+ 1½	29	8½	1,037	11,407
Scripps-Howard	SCRH	O	23	21½	+ 1½	25	18	2,589	60,842
Sonderling	SDB	A	25	23½	+ 1¼	34	22	997	28,664
Starr	SBG	M	20½	20	+ ½	20½	8½	496	8,804
Taft	TFB	N	39½	37½	+ 2½	44½	23½	3,707	149,652
Total								61,809	\$2,353,243
Broadcasting with other major interests									
Avco	AV	N	13½	13½	+ ½	18	12½	11,470	\$159,354
Bartell Media	BMC	A	4½	4½	+ ½	8	3½	2,254	10,413
Boston Herald-Traveler	BHLO	O	23	23	—	28	19	577	10,963
Chris-Craft	CCN	N	5½	5½	+ ½	9½	5½	3,901	28,750
Combined Communications	CCOM	O	19½	17½	+ 1½	20½	10½	2,048	42,498
Cowles Communications	CWL	N	10	9½	+ ½	12½	8	3,969	41,675
Fuqua	FQA	N	23½	21½	+ 2½	26½	13½	6,700	163,279
Gannett	GCI	N	54½	50½	+ 3½	54½	32½	7,515	355,084
General Tire	GY	N	26½	23½	+ 3	27½	21½	18,713	507,497
Gray Communications		O	5½	5½	— ½	8	5½	475	2,969
ISC Industries	ISC	A	5½	5½	+ ¾	8	4½	1,959	10,775
Lamb Communications		O	2½	2½	—	2½	2½	475	1,188
Lee Enterprises	LNT	A	19½	—	—	19½	18½	1,957	58,221
Liberty Corp.	LC	N	22	21½	+ ¾	24	17½	6,744	155,921
Meredith Corp.	MDP	N	24½	23½	+ 1½	29½	19½	2,754	71,934
Metromedia	MET	N	28½	26	+ 2½	30½	17½	5,758	166,924
Multimedia Inc.		O	33	31	+ 2	34½	25	2,406	82,406
Outlet Co	OTU	N	18½	16½	+ 2½	22	14½	1,332	25,148
Post Corp.	POST	O	—	—	—	14½	9½	734	10,093
Publishers Broadcasting Corp.	PUBB	O	3	2½	+ ¼	4½	1½	916	2,748
Reeves Telecom	RBT	A	2½	2½	+ ¾	3½	2	2,292	5,157
Ridder Publications	RIDD	O	24½	22½	+ 1½	27½	18	8,236	197,664
Rollins	ROL	N	39	38	+ 1	43½	25½	8,065	331,633
Rust Craft	RUS	A	41½	38½	+ 2½	48½	28½	1,159	50,706
Schering-Plough	PLO	N	79½	77½	+ 1½	87½	60½	25,174	2,064,268
Storer	SBK	N	28½	26½	+ 1½	33½	19	4,223	131,420
Time Inc.	TL	N	53½	47½	+ 5½	62½	40½	7,257	380,049
Trans-National Communications		O	¾	¾	—	1¼	¾	1,000	620
Turner Communications		O	3½	2½	+ ¼	4	2	1,328	3,320
Wometco	WOM	N	19½	19½	+ ½	23½	17½	6,037	122,249
Total								147,426	\$5,188,924
CATV									
American Electronic Labs.	AELBA	O	7½	5½	+ 1½	10	3	1,636	\$11,648
American TV & Communications	AMTV	O	19½	18	+ 1½	26½	17½	2,042	43,638
Burnup & Sims	BSIM	O	27½	24½	+ 3¼	37½	20½	2,962	77,012
Cablecom-General	CCG	A	12½	12½	+ ½	17½	11½	2,485	34,169
Cable Information Systems		O	2½	2½	—	4½	2½	955	2,388
Citizens Financial Corp.	CPN	A	13	12½	+ ¾	15½	12½	1,527	22,142
Columbia Cable	CCAB	O	11½	11½	— ¼	15½	9½	900	12,150
Communications Properties	COMU	O	8½	8½	—	10½	7½	1,800	16,650
Cox Cable Communications	COXC	A	17½	18½	— 1	25½	16½	3,551	69,671
Cypress Communications	CYPR	O	8½	8½	+ ½	10½	7	2,384	23,554
Entron	ENT	A	3½	3½	— ¼	7½	3½	1,320	4,778
General Instrument Corp.	GRI	N	22½	20½	+ 1½	29½	16½	6,368	138,504
Sterling Communications	STER	O	5½	4½	+ ¾	6½	3½	1,100	5,082
Tele-Communications	TCOM	O	18	18½	— ½	20½	12	2,856	55,692
Teleprompter	TP	A	80½	74	+ 6½	88½	56½	3,077	242,314
Television Communications	TVCN	O	8½	7½	+ 1½	10½	7	3,804	34,692
Viacom	VIA	N	14½	13½	+ 1½	21	12½	3,760	54,971
Vikoa	VIK	A	6½	6½	—	14½	6½	2,339	18,431
Total								44,866	\$867,486

decreased net income for both the second quarter and first half of 1971. The 1971 revenue increase is largely a result of operating results of four radio stations acquired on April 14, 1971.

For the six months ended June 30:

	1971	1970
Earned per share	\$ 0.25	\$ 0.35
Revenues	7,747,513	6,472,223
Net income	414,875	572,661
Shares outstanding	1,659,829	1,626,514

Note: 1971 figures include results of operations of radio stations acquired April 14, 1971. 1970 results have been restated to reflect year-end accounting adjustments. Share earnings are on a primary basis.

Media General Inc., Richmond, Va., holding company which through subsidiaries is primarily engaged in newspaper publishing, broadcasting, CATV and commercial printing, reported improved net operating income and earnings per share in the second quarter, but decreases in these results for the first six months of this year. In a separate action, Media General introduced *Media General Financial Daily*, a daily financial newspaper printed in Richmond.

For the six months ended June 30:

	1971	1970
Earned per share	\$ 0.92	\$ 1.01
Revenues	64,817,545	63,741,476
Net income	3,287,068	3,424,856
Shares outstanding	3,574,111	3,370,249

Notes: 1970 figures restated to reflect a reduction of 11,255 shares of Class A stock and other adjustments. Share earnings based on weighted average number of shares outstanding and operating income.

Jefferson-Pilot Corp., Greensboro, N.C., parent of Jefferson Standard Broadcasting Co., group owner, re-

	Stock symbol	Ex-change	Closing Aug. 18	Closing Aug. 11	Net change In week	High 1971	Low	Approx. shares out (000)	Total market capitalization (000)
Programming									
Columbia Pictures	CPS	N	10 1/4	10	+ 3/4	17 3/4	10	6,342	\$69,001
Disney	DIS	N	106 3/4	103 3/4	+ 3 1/2	128 3/4	77	12,833	1,435,116
Filmways	FWY	A	6 1/2	5 3/4	+ 3/4	11 1/2	5 1/2	1,754	11,840
Four Star International		O	1 1/2	1 1/4	+ 1/4	1 1/2	1	666	746
Gulf & Western	GW	N	28 1/2	25 1/2	+ 2 1/2	31	19	14,964	411,510
Kinney Services	KNS	N	32	31 1/2	+ 1/2	39 1/2	28 1/2	11,230	388,783
MCA	MCA	N	23 1/2	23 1/2	+ 1/2	30	21 1/2	8,165	194,980
MGM	MGM	N	21 1/2	19 1/2	+ 2 1/2	26 1/2	15 1/2	5,886	122,135
Music Makers	MUSC	O	2 1/2	2 1/2	—	3 1/2	2 1/4	589	1,896
National General	NGC	N	27	24 1/2	+ 2 1/2	28 1/2	15 1/2	4,977	126,266
Tele-Tape Productions		O	2	1 1/2	+ 1/2	2	1	2,183	2,445
Transamerica	TA	N	17 1/2	15 1/2	+ 1 1/2	19	15 1/2	63,841	1,101,257
20th Century Fox	TF	N	10 1/2	10 1/2	+ 1/4	15 1/2	8 1/2	8,562	92,042
Walter Reade Organization	WALT	O	1 1/4	1 1/4	+ 1/4	3 1/2	1 1/4	2,414	4,538
Wrather Corp.	WCO	A	6 1/2	6 1/4	—	8 1/2	6 1/4	2,164	16,490
Total								146,570	\$3,978,845
Service									
John Blair	BJ	N	19 1/2	18 1/2	+ 1	24 1/2	16	2,584	\$54,264
ComSat	CQ	N	63 3/4	62 3/4	+ 1 1/2	84 1/2	49 1/2	10,000	720,000
Creative Management	CMA	A	9 1/4	8 1/2	+ 1 1/4	17 1/4	7 1/2	1,050	11,550
Doyle Dane Bernbach	DOYL	O	21 1/2	20 3/4	+ 3/4	26 1/2	21	1,929	42,438
Elkins Institute	ELKN	O	9 1/4	8 1/2	+ 3/4	16 1/2	8 1/2	1,664	18,104
Foote, Cone & Belding	FCB	N	11 1/2	10 1/2	+ 1	13 1/2	7 1/2	2,196	27,999
Grey Advertising	GREY	O	16	13 1/2	+ 2 1/2	16	9 1/4	1,209	18,582
Marvin Josephson Assoc.	MRVN	O	7 1/2	7 1/2	—	12	7 1/2	902	7,108
LaRoche, McCaffrey & McCall		O	11	11	—	16 1/2	9	585	5,265
Marketing Resources & Applications		O	—	6 1/4	—	18 1/2	2 1/2	504	4,410
Movielab	MOV	A	2 1/2	1 1/2	+ 1 1/2	4	1 1/4	1,407	2,983
MPO Videotronics	MPO	A	6	5 1/4	+ 3/4	8 1/2	5	557	3,966
Nielsen	NIELA	O	41	39	+ 2	49 1/4	39 1/4	5,299	227,857
Ogilvy & Mather	OGIL	O	33 1/2	29 1/2	+ 3 1/2	36	24	1,096	38,228
PKL Co.	PKL	A	7 1/4	4 1/2	+ 3 1/2	7 1/2	3 1/2	742	2,783
J. Walter Thompson	JWT	N	47 1/2	42 3/4	+ 4 3/4	60	34 1/2	2,721	140,458
Transmedia International		O	1/2	1/2	—	3 1/2	1/2	535	134
Wells, Rich, Greene	WRG	N	22 1/2	18 1/2	+ 3 1/2	25 1/2	15 1/2	1,601	31,500
Total								36,581	\$1,357,629
Manufacturing									
Admiral	ADL	N	17 1/2	15 1/2	+ 2	21	8	5,163	\$96,135
Ampex	APX	N	16 1/4	14 3/4	+ 1 1/2	25 1/2	13 1/2	10,875	191,618
CCA Electronics	CCAE	O	3 1/4	3 1/4	—	4 1/4	2 1/4	897	3,480
Collins Radio	CRI	N	12 1/2	13 1/2	—	20 1/2	11 1/2	2,968	37,842
Computer Equipment	CEC	A	4	4 1/4	—	7 1/4	3 1/2	2,434	10,345
Conrac	CAX	N	22 1/2	20 1/2	+ 2 1/2	29	15 1/2	1,259	29,587
General Electric	GE	N	60 1/2	55 1/2	+ 5 1/2	62 1/2	52 1/2	181,626	10,670,528
Harris-Intertype	HI	N	56 1/2	55	+ 1 1/2	69 1/2	49 1/2	6,333	373,647
Magnavox	MAG	N	51 1/2	44	+ 6 1/2	53 1/2	37 1/2	17,283	911,678
3M	MMM	N	120 3/4	117	+ 3 3/4	123 3/4	95 1/2	56,099	6,689,806
Motorola	MOT	N	85 1/2	76	+ 9 1/2	89 1/2	61 1/2	13,370	1,029,490
RCA	RCA	N	35 1/2	31 1/4	+ 4 1/4	40 1/2	26	74,437	2,539,790
Reeves Industries	RSC	A	—	3 1/2	—	6 1/2	2 1/2	3,458	12,968
Telemation	TIMT	O	9 1/4	9 1/4	+ 1/2	13 1/4	8 1/2	14,040	138,715
Westinghouse	WX	N	92 1/2	83	+ 9 1/2	94 1/2	65 1/2	41,431	3,759,863
Zenith	ZE	N	50 1/4	42 1/2	+ 8 1/2	54 1/2	36 1/2	19,021	917,763
Total								450,694	\$27,766,902
Grand total								687,046	\$41,533,029
Standard & Poor Industrial Average			108.84	104.29	+ 4.55				

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 July 14.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

Insure with Employers against Broadcasters Liability losses

You'll probably want to insure yourself against libel, slander, piracy, invasion of privacy or copyright violation...up to a maximum. Beyond that, the risk may be more than you'll want to take. That's where we come in. We'll handle the excess. Call us for assistance in setting up a program. You'll get quick action from the one of our 5 U. S. offices which is nearest you. Write

Employers Reinsurance Corp.,
21 West 10th, Kansas City,
Missouri 64105. Other U. S.
offices: New York, San
Francisco, Chicago, Atlanta.



Tape Cartridges



All lengths and sizes stocked — fast service — highest quality

Series	Type	Time at 7½ ips	Unit Price
300	20 sec. (13')		\$ 2.00
300	40 sec. (25')		2.05
300	70 sec. (44')		2.10
300	100 sec. (63')		2.25
300	140 sec. (88')		2.35
300	3½ min. (132')		2.50
300	5½ min. (207')		2.90
300	8½ min. (320')		3.70
300	10½ min. (394')		3.90
300	empty cart.		1.60
600	16 min. (600')		6.25
600	empty cart.		2.80
1200	31 min. (1163')		10.45

Also: DL cartridges (for Spotmaster delay machines), bulk tape, tape-tags and other accessories.

ANY ASSORTMENT—NO MINIMUM ORDER

BROADCAST ELECTRONICS, INC.
A Filmways Company
8810 Brookville Rd., Silver Spring, Md. 20910

ported higher consolidated net income for the six months ended June 30. The company also declared a quarterly cash dividend of 22 cents per share on its outstanding common shares, payable Sept. 3 to shareholders of record on Aug. 13.

For the six months ended June 30:

	1971	1970
Earned per share	\$ 1.05	\$ 0.76
Revenues	577,725,000	510,868
Net income	12,579,050	9,151,836
Shares outstanding	11,990,812	12,114,547

Note: Consolidated net income excluding net gain from sale of investments and income taxes. 1971 net gain from sale of investments less income taxes for the period was \$286,839 or 2 cents per share of capital stock, compared with \$1,984,203 or 16 cents for same period in 1970.

■ **Ogilvy & Mather International Inc.,** New York-based holding company and advertising agency, reported net income down for the first half of 1971.

For the six month period ended June 30:

	1971	1970
Earned per share	\$ 0.99	\$ 1.14
Capitalized billings	137,550,000	131,250,000
Fees & commissions	20,622,139	19,677,819
Net income	1,139,087	1,249,740

■ **Columbia Cable Systems Inc.,** Westport, Conn., which owns and operates CATV systems, reported increased revenues and earnings for the nine-month period ended June 30.

For the nine month period ended June 30:

	1971	1970
Earned per share	\$ 0.34	\$ 0.27
Revenues	2,988,000	2,472,000
Net income	345,000	254,000
Shares outstanding	1,008,372	945,193

■ **Kinney Service Inc.,** New York, parent company of Warner Bros., achieved record revenues and earnings in the third quarter and nine months ended June 30. Net income for the nine-month period was up 15% over last year's comparable period.

For the nine month period ended June 30:

	1971	1970
Earned per share	\$ 1.60	\$ 1.47
Revenues	440,560,000	371,189,000
Net income	29,930,000	26,113,000
Shares outstanding	17,964,126	16,854,982

Note: Per-share earnings based on average common shares and common share equivalents. Assuming full dilution, per-share earnings were \$1.49 in nine months of 1971, compared with \$1.35 in like period of 1970.

■ **Adams-Russell Co.,** Waltham, Mass., involved in electronic equipment and broadcast and CATV activities, reported slightly decreased consolidated sales but substantially increased net income in the nine months ended July 4.

For the nine month period ended July 4:

	1971	1970
Earned per share	\$ 0.13	\$ 0.00
Revenues	5,829,000	5,875,000
Net income	161,000	(248,000)
Shares outstanding	1,271,000	1,219,000

Note: 1970 figures restated to include acquisition of WYTV Inc. and Stein Associates Inc. on pooling-of-interests basis. Net income figure for 1970 is a loss.

Noble offer

Edward John Noble Foundation, a New York-based charitable trust, places 300,000-share secondary offering of ABC Inc. common stock on the market at \$40.75 per share, with a total value of \$12,225,000. Block offering was announced two months ago (BROADCASTING, June 14). Shares reached the market through group of underwriters, the majority ones being Shearson, Hammill & Co. and Merrill Lynch, Pierce, Fenner & Smith Inc. The foundation's holdings in ABC were reduced to 39,334 shares, or 0.6% of ABC's outstanding stock. Previously the foundation held 5% of ABC. The purpose of the offering was said to be solely to permit the foundation to diversify its investment.

Financial notes:

■ **Gulf & Western Industries Inc.,** New York, diversified management company and parent of Paramount Pictures Corp., raised its quarterly dividend to 15 cents from 12½ cents per share, payable Oct. 1 to stockholders of record Aug. 27. The increase—said to be the sixth dividend increase in the past eight years—raises the company's regular annual dividend from 50 cents to 60 cents per common share.

■ **Grey Advertising Inc.,** New York-based advertising agency, declared a quarterly dividend of 12½ cents per share, payable Sept. 15 to shareholders of record Sept. 1.

■ **Cox Broadcasting Corp.,** Atlanta, diversified company and group owner, has added a ninth automobile-auction operation to its services division. Through a subsidiary, Manheim Services Corp., Cox acquired substantially all of the assets of Butler Auto Auction Inc., Gibsonia, Pa., for an undisclosed amount of cash and notes. Butler Auto Auction, also involved in the reconditioning of automobiles, primarily provides facilities for the buying and selling of used cars by dealers. Other Cox-owned auto auctions are in New Jersey, Virginia, Missouri, Indiana, Florida, Georgia and North Carolina.

■ **Gray Communications Systems Inc.,** Albany, Ga., has declared a dividend of 7½ cents per share, payable Aug. 13 to stockholders of record Aug. 2.

■ **CBS Inc.,** New York, has signed an agreement by which it is granted the option to complete acquisition of Pacific Electronics Inc., Emeryville, Calif., and its related companies by January 1972. The acquisition would be effected shortly thereafter under terms of an agreement in principle announced last March (BROADCASTING, April 5). Pacific Electronics, a privately owned retailer of high-fidelity component sys-

tems, operates nine stores in the Los Angeles and San Francisco areas under the name Pacific Stereo.

▪ Shareholders of Lee Enterprises Inc., Davenport, Iowa, group broadcaster and newspaper chain, approved Aug. 10 a three-for-two split in company's authorized common stock, from three million to five million shares. A quarterly dividend of seven cents per share was declared last month, payable Sept. 30 to shareholders of record Sept. 1. The

company currently has nearly two million shares outstanding.

▪ Wells, Rich, Greene Inc., New York-based advertising agency formerly listed on the American Stock Exchange, became listed on the New York Stock Exchange effective Aug. 16 under the symbol WRG. The six-year-old advertising agency has offices in New York, Los Angeles, Detroit, London and Hong Kong. It is currently billing at an annual rate of \$120 million with a return

on equity of 27% and a profit margin of approximately 16%.

▪ Regular quarterly dividends have been declared by the Signal Companies, Los Angeles, on the firm's common and preferred stocks. Common stock dividend of 15 cents is payable Sept. 10 to shareholders of record Aug. 10. Dividends of 55 cents on \$2.20 preferred and 25 cents on \$1.00 preferred are payable Oct. 1 to stockholders of record Aug. 10.

International

A little bit of U.S.A. beamed to South Africa

Two commercial radio stations, now being constructed in the small African country of Swaziland, are expected to begin simulcasting an American contemporary-music sound into neighboring South Africa before the end of this year. That alone is unusual; what makes it even more so is that the guiding hand behind both stations is that of an American broadcaster.

Mark L. Wodlinger, president of group-owner Intermedia Inc., is building a 50-kw AM station and a short-wave station (there are, he notes, a large number of short-wave sets in that part of the world). Both will rely entirely on commercially sponsored music, with no news or political broadcasts of any kind.

The project is Mr. Wodlinger's, not Intermedia's. After traveling in South

Africa and discovering a potential market for more entertainment-type radio, he tried unsuccessfully to obtain a license from the government. However, he later won an "external" authorization from the government of Swaziland—to build in that country, for the sole purpose of broadcasting to its larger neighbor.

Both stations will be on the air 24 hours a day, and sales offices have already been opened, to find buyers for all that air time. Although the company is named Swaziland Commercial Radio (Pty.) Ltd., sales offices are in Johannesburg, capital of South Africa.

Mr. Wodlinger owns 80% of the company's stock. The other 20% is owned by the government of Swaziland.

Mr. Wodlinger's U.S. firm—Intermedia Inc., Kansas City, Mo.—is the licensee of KREA(AM) KREY(FM) Kansas City, Mo.; KQTV(TV) St. Joseph, Mo.; KGRV(FM) St. Louis, and KLYX(FM) Clear Lake City, Tex.

Canadians hunt formula for cable pick-ups from TV

Canadian cable operators have begun talks with broadcasters about the best method of payment for Canadian television programs carried by wire.

The talks followed issuance last month of a report on cable policy by the Canadian Radio Television Commission, in which the CRTC recommended that cable operators be required to pay for programs carried on their systems (BROADCASTING, July 19).

The talks so far are at the level of preliminary discussion. There has been no work on detailed proposals. Both groups, however, must bear in mind that CRTC has suggested a compensation plan in which cable systems could pay for the programs they receive over the air by buying additional programming from private broadcasters for play or replay on their systems.

Fates & Fortunes

Broadcast advertising

Michael G. Occhiogrosso, associate director of communications research, SSC&B, New York, elected VP.

Phillip V. Snyder and **Gerald A. Pfiffner**, creative directors, N. W. Ayer & Son, New York, and **Margaret A. Mr. Occhiogrosso Myers**, creative director, Ayer/Philadelphia, all elected VP's.

William P. Bee, VP & group sales manager, Edward Petry & Co., New York,



named senior VP, Petry Television, in addition to current post.

Edwards P. Noyes, division manager of advertiser and agency services, American Research Bureau, New York, joins Media Buyers, media buying service, Chicago, as media VP.

Ralph Winston, on special assignment for sales department, STP Corp., automotive supplies firm, Des Plaines, Ill., named VP for national account sales.

Marjorie Zolla, associate media director, A. Eicoff & Co., Chicago agency, named VP of direct marketing media. **Ron Zabka**, media director, named VP of retail media for agency.

Tom Turner, **Jerry Levy** and **Tony Fasolino**, all senior account executives,

McGavren-Guild-PGW Radio, station representative, New York, appointed assistant managers.

John C. T. Alexander, former president of Action Philadelphia, nonprofit organization to market urban area of that city, joins The Philadelphia Agency, there, as executive VP for business development.

James C. Ferrer, manager, RKO Radio Representatives, FM division, Chicago office, moves to newly opened Detroit RRR/FM branch in similar capacity. He is succeeded in Chicago by **Martin Hawke**, from Los Angeles branch.

Charles Dropkin, account executive, Meyer & Rosenthal Advertising, Chi-

cago, rejoins RRR/FM Los Angeles as manager. Mr. Dropkin, prior to his association with M&R managed RRR/FM's Chicago sales office.

Ira Pruzan, account executive, Grey-North, Chicago, joins Needham, Harper & Steers, there, in similar capacity.

Anthony Broy, financial PR specialist, Basford Inc., New York advertising and PR agency, joins Bozell & Jacobs, agency, there, in same capacity.

Stanley J. Cohen, account executive, Avco Radio/TV Sales, New York, joins ABC-FM Spot Sales, same city, as Eastern sales manager.

Reginald H. Satterwhite, senior VP, Clyne Maxon Inc., New York, elected director of client and marketing services.

Mary M. Sheeler, media buyer, Noble-Dury & Associates, Memphis office of agency, joins Ward Archer & Associates, similar firm there, as media director.

Billy Ray Smith, with Fourth of July Productions, program producer, Los Angeles, joins Tracy-Locke, Dallas, as TV producer. Mr. Smith will also direct activities of agency's broadcast department.

Richard W. North, account executive, John Rockwell & Associates, New York agency, joins Gardner Advertising, St. Louis.

Robert Schneider, VP and co-founder, Telerep, station representative, New York, appointed regional and assistant national sales manager, WTVJ(TV) Miami.

Dietrich Ginzler, sales supervisor, WPIX-TV New York, appointed national sales manager.

Paul L. Bures Jr., with sales staff, ABC Spot Sales, New York, appointed general sales manager, KTRK-TV Houston.

Grant K. Norlin, Eastern sales manager, ABC Television Spot Sales, New York, joins KHOU-TV Houston, as general sales manager.

Frank C. Beazley Jr., general sales manager, WCAU-TV Philadelphia, appointed to newly created position of director of sales.

J. Harrison Hartley, local and regional sales manager, WLCY-TV Largo, Fla., joins WXLN-TV Sarasota, Fla., as sales manager.

Theodore M. Wrobel, general manager, WAVY-TV Norfolk, Va., joins WTOP-AM-FM Washington, as sales manager.

David Bell, sales manager, WKBS-TV Philadelphia, joins WPEN-AM-FM there as general sales manager.

Harold P. Abney, with sales staff, WHBC-

AM-FM Canton, Ohio, joins WFIR(AM) Roanoke, Va., as sales manager.

Bob Skinner, sales manager, KIOI(FM) San Francisco, joins KSAN(FM) there, in similar capacity.

William F. Howard III, with sales staff, WASH(FM) Washington, joins WJMD(FM) Bethesda, Md., as sales manager.

Edwin J. Garrett, account executive, KSRF(FM) Santa Monica, Calif., appointed local sales manager.

Media

W. Donald Roberts Jr., executive VP, Heath Communications, formerly Northwoods Enterprises, Minocqua, Wis., named president. He succeeds **Charles K. Heath**, who becomes board chairman. Heath firm is licensee of WXMT-AM-FM Merrill, Wis., and parent of Peninsula Broadcasting, licensee of WJMS(AM) Ironwood, Mich., and holder of CP for WJMS-FM.

Howard G. Malley, unit manager, WNBC-TV New York, promoted to unit manager of NBC-TV, also New York.

John Scarpa, president, National Cable TV Systems, Avalon, N.J., elected president, New Jersey Community Antenna Association. Mr. Scarpa succeeds **Robert McGinty**, general manager, Atlantic Coast CATV, Atlantic City; **Ed Hepp**, general manager, South Jersey TV Cable Co. Cape May, N.J., elected VP; **Fred Wood**, owner and president, Holly City Cable TV, Millville, N.J., elected secretary-treasurer.

Kenneth R. Croes, VP and general manager, KERO-TV Bakersfield, Calif., elected chairman, California Broadcasters Association. **Don Curran**, VP and general manager, KGO-TV San Francisco, elected vice chairman; **Gordon Davis**, area VP, Westinghouse Broadcasting Co., Los Angeles, elected vice chairman, radio, and **Roger Rice**, VP and general manager, KTVU-TV Oakland-San Francisco, elected vice chairman, TV.

H. Tim Crow, VP, PR, Rollins Inc., Atlanta, group owner, elected to additional office of secretary for company.

Arthur D. Glenn, VP and general sales manager, KTAR-TV Phoenix, join KOCO-TV Oklahoma City, as VP and general manager.

Alberta Hackett, director, business affairs, KNXT(TV) Los Angeles, appointed to newly created post of director, planning and administration.

Wally Dunham, operations manager, KTEW(TV) Tulsa, Okla., appointed assistant general manager.

Carl A. Cook, VP and general manager, 5 KW Inc., licensee, WBRJ(AM) Mari-

etta, Ohio, and WMWM(AM) Wilmington, Ohio, leaves to become general manager, WMGS Inc., licensee, WMGS(AM) Bowling Green, Ohio.

Parker M. Humes, general manager, KVIC(AM) Victoria, Tex., appointed to similar position with KCRS(AM) Midland, Tex. Mr. Humes is succeeded at KVIC by **Bob Woodman**, sales manager, KNOW(AM) Austin, Tex. All are Wendell Mayes Stations.

Programing

Larry Leshansky, coordinator of field sales activities for Warner Bros. Distributing Corp., New York, elected VP in charge of sales administration.

Alan Morris, manager of information services for *The Mike Douglas Show*, Philadelphia, appointed to new position of assistant manager of creative services with Group W Productions, New York.

Paul A. Birmingham, director, financial administration, Paramount Pictures Corp., Hollywood, appointed VP and controller, West Coast.

Richard J. Kelliher, president, Mutual Transit Advertising, New York, Metro-media company, joins Metromedia Producers Corp., there, as VP-sales development.

Harris Dudelson, Western division sales manager, Buena Vista, wholly-owned distribution subsidiary of Walt Disney Productions, Burbank, Calif., appointed domestic sales manager.

Tony Converse, producer of *The Dick Cavett Show*, appointed general program executive in daytime area for CBS-TV Network program department.

Pat Pantonini, advertising and sales promotion manager for Westinghouse-owned KDKA-AM-FM Pittsburgh, succeeds Mr. Morris.

Doug Dopkins, Chicago branch manager for Allied Artists Corp., New York, appointed Southwest division manager with headquarters in Dallas.

Gary S. Greene, Western sales representative for Western Video Industries, program producer, Hollywood, appointed Western sales representative for Tomorrow Syndication Inc., subsidiary of Tomorrow Entertainment Inc., New York.

Pat West, free-lance college broadcast consultant, joins Programing db, Hollywood, as director for college syndication.

George Lum, staff director, KTVU(TV) San Francisco, appointed production manager.

Robert C. Dudley, assistant director of

broadcasting, noncommercial WPSX-TV Clearfield, Pa., appointed to newly created position of assistant director of broadcasting for program development.

Thom O'Hair, station manager, KZEL-FM Eugene, Ore., joins KSAN(FM) San Francisco, as program director.

Leonard Silberg, operations manager, WMAJ-FM State College, Pa., joins WSPA-FM Spartanburg, N.C., as program director.

Bill Ward, VP and general manager, KBBQ(AM) Burbank, Calif., joins KLAC(AM) Los Angeles, as operations director.

Broadcast journalism

Charlotte Morris, independent public affairs consultant and former director of community affairs, WNEW-TV New York, rejoins station in newly created position of director of public affairs.

Jerry Lawrence, with PR staff, Playboy Enterprises, Chicago, joins ABC-TV News, Midwest bureau, there, as writer-producer.

Jack McCarthy, newscaster, WJBK-TV Detroit, joins WXYZ-TV there as co-anchorman.

Jim Harriott, morning newscaster, WNBC-TV New York, joins KING-TV Seattle, as evening anchorman.

Barton M. Eckert, formerly with news staff, WIP(AM) Philadelphia, Metro-media station, joins Metromedia Radio News, Washington bureau, as correspondent.

Bob Kur, news director, WTKO(AM) Ithaca, N.Y., joins Eastern Educational TV Network, Boston-based, as news reporter assigned to *Martin Agronsky's Evening Edition*, working out of Washington.

Michael N. Horowitz, with ABC News, Chicago, appointed to news staff, WBBM-TV there.

Ciji Ware Billett, writer-producer of documentaries and public TV programs, joins KNBC(TV) Los Angeles as consumer affairs reporter.

Patti Beebe and Gloria Greer, with KPLM-TV Palm Springs, Calif., join news staff, KMIR-TV there.

Ron McCoy, newsman, KFI(AM) Los Angeles, appointed environmental editor.

Thomas Wright, reporter with *Forward Times*, Houston, and part-time public affairs producer, KXYZ-AM-FM there, joins stations' staff full time as investigative reporter.

Jim Bowlin, with KFDI(AM) Wichita, Kan., joins news staff, KCKN-AM-FM Kansas City, Kan.

Oscar Rose, newscaster, WMCA(AM) New York, joins WPAT-AM-FM Paterson, N.J., as morning newscaster.

Lee Sommers, correspondent, Metro-media News, Washington bureau, joins WOR-FM New York as newscaster.

Arthur Alpert, managing editor, WBS-TV New York, appointed news director, WRVR(FM) there.

Allin Slate, sports director, KABC(AM) Los Angeles, joins KNX(AM) there in similar capacity.

Promotion



Mr. Cohlmlia

promotion and advertising.

Casey Cohlmlia, senior VP, Phillips Advertising, Dallas agency, and former national president, Broadcasters Promotion Association, joins KDFW-TV Dallas as corporate director of

Walter C. Liss Jr., associate creative director, John Blair & Co., broadcast sales representative, New York, joins WPVI-TV Philadelphia, as station's advertising and promotion director.

Ann Berk, free-lance writer of advertis-

WFTV abc

NEW #1 IN ORLANDO!

	METRO	ADI	TOTAL	TOTAL	ADULTS	WOMEN				HOUSEWIVES		MEN			TEENS		CHILDREN		CUME
	SHARE	RTG	TV HH	PERSONS	18 +	TOTAL	18-49	18-34	25-49	TOTAL	-50	TOTAL	18-49	18-34	TOTAL	GIRLS	TOTAL	6-11	HH
WFTV	34	19	67	127	98	57	35	19	29	48	31	41	26	14	15	7	14	10	326
STA. A	32	19	67	123	96	58	33	17	28	48	28	38	22	11	13	6	14	10	315
STA. B	34	19	65	118	94	55	31	16	26	47	27	39	23	12	11	5	13	9	317

(Source: Orlando-Daytona Beach ARB, Feb.-Mar. 1971. Above table for 7:30-11 P.M. Estimates only, subject to qualifications outlined in report).
TSA Figures in Thousands

- Sign-on to Sign-off, WFTV leads in Women 18-34, Women 18-49, Women 25-49, Housewives under 50, men 18-34, men 18-49, teens, kids, and cume households.
- For the new fall season — WFTV returns 35 of 50 prime-time half-hours from its 1970-71 schedule — 25 of them in the same time-periods.
- 23 of these 35 returning attractions were #1 in their time-periods in 1970-71.

YOUR BLAIR MAN IS READY TO GUIDE YOU TO CHOICE POSITIONS ON NUMBER ONE IN THE 49TH MARKET



ing and promotion, joins WNBC-TV New York, as manager of advertising and promotion.

Rochelle Sherman, promotion assistant, KCOP(TV) Los Angeles, appointed promotion coordinator.

Sam Benson, director of community affairs, KLAC(AM) Los Angeles, appointed promotion director.

Equipment & engineering

Albert K. Mieg, VP for manufacturing, engineering and construction, Telesis Corp., CATV group owner, Evansville, Ind., joins Cypress Communications Corp., also CATV group, as VP for engineering, Midwest, based in Evansville.

James W. McNabb, director of engineering, Philco-Ford Corp.'s communications and services division, manufacturer of telecommunications networks, Willow Grove, Pa., named VP, MCI Communications Corp., formerly Microwave Communications of America, Washington-headquartered consulting firm.

Eric Winston, director of engineering, Jacobs Machine Corp., West Conshohocken, Pa., joins Jerrold Electronics, CATV systems equipment manufactur-

er, Philadelphia, as director of system product development.

Jacques J. Lesgards, who joined ABC in 1966 in Paris as manager of European engineering operations for network, appointed director. He continues in Paris.

Stan Walker, VP for PR and sales promotion, Famous Artists School, Westport, Conn., appointed director of communications, Videorecord Corp. of America, tape program producer, there.

Richard Stover, formerly with tape duplicating division, Superscope, Sun Valley, Calif., distributor of Sony tape recorders and magnetic tape in U.S., rejoins firm as general manager of newly formed educational products division.

Richard D. Boucher, VP, Memorex Corp., Santa Clara, Calif.-based equipment manufacturer, appointed general manager, information media group.

Allied fields

Arch Parsons, executive editor, *National Journal*, Washington-based weekly which analyzes policy developments in federal government, appointed associate director, Washington Journalism Center. Mr. Parsons will direct cen-

ter's minority fellowships and internship program.

Margot Polivy, acting chief of administrative law and treaties division, FCC, Washington, joins staff of Rep. Bella Abzug (D-N.Y.) as administrative assistant.

Deaths



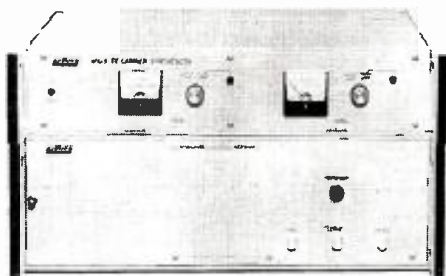
Mr. Kettler entered radio field in 1937 as part of sales staff WWVA(AM) Wheeling, W. Va. After managerial positions with WHIZ(AM) Zanesville, Ohio, and WMMN(AM) Fairmont, W. Va., he joined WGBS(AM) Miami, Storer station, in 1946. Two years later Mr. Kettler was named VP of that station. In 1951 he was elected to Storer board. He became VP in charge of operations for Storer in 1955, executive VP for operations in 1958, and in 1961, executive VP. Mr. Kettler became president of Storer in 1965 and vice chairman in 1967. He is survived by his wife, Penny, one daughter and one son.

Spyros P. Skouras, 78, pioneer film industry executive, died Aug. 16 in Mamaroneck, N.Y., of apparent heart attack. Mr. Skouras was president of 20th Century-Fox Film Corp. for 20 years, from 1942-1962. It was under Mr. Skouras that film company became engaged in TV production and syndication. He also was primarily responsible for development of invention of Cinemascope, wide-angle filming process. In March 1969, Mr. Skouras severed his association with 20th Century-Fox, resigning from board of directors of company. At time of his death he was head of Prudential-Grace Shipping Lines Inc. Mr. Skouras is survived by his wife, Saroula, two daughters, and two sons.

Florence Trenner, 63, VP-secretary of Dimarc Broadcasting Co., owners of KCKC(AM) San Bernardino, Calif., died Aug. 17 of cancer there. She is survived by her husband, Harry Trenner, president of KCKC and former VP in charge of radio and TV, RKO General, Los Angeles, and one son.

Joseph Santley, 82, movie and TV director, writer and actor, died Aug. 8 after brief illness, at his home in Los Angeles. Mr. Santley had directed Jim-

the Tracor 6500 Carrier Generator System



stops "grade B" coverage loss

Co-channel interference is essentially eliminated adding solid audience to your coverage.

With a TRACOR 6500 Carrier Generator System driving each transmitter, co-channel carriers are held so constant (within 0.05 Hz) that visibility of the beat pattern is reduced 16 db. The inherent stability of atomic frequency standards also eliminates the need

for constant adjustment... making the 6500 ideal for remote-site operations.

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my Durante and Ethel Merman TV shows. He is survived by his wife, actress Ivy Sawyer, one daughter and two sons.

Edward Anthony, 76, writer and former publisher of *Colliers* and *Woman's Home Companion* magazines, died Aug. 17 in Gloucester, Mass., of heart attack. Mr. Anthony was co-author with A. A. Schecter, of "I Live On Air,"

account of how Mr. Schecter developed news gathering organization for NBC in early 1930's. During World War II, Mr. Anthony served as director of PR for The War Advertisement Council. He is survived by his wife and one son.

Horace McMahon, 64, veteran stage, movie, radio and TV character actor, died Aug. 17 in Norwalk, Conn., with death attributed to kidney complica-

tions. Mr. McMahon played continuing role as detective on ABC-TV's *Naked City* series for four seasons. His acting assignments during 40-year career, many as gangster in movies that eventually were shown on TV, made Mr. McMahon's hard-boiled, broken-nosed features familiar to TV viewers. He is survived by his wife, Louise, one daughter and two sons.

ForTheRecord

As compiled by BROADCASTING, Aug. 11 through Aug. 17 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—direction antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Actions on motions

■ Chief, Office of Opinions and Review, in Los Angeles (Los Angeles Unified School District and Viewer Sponsored Television Foundation), TV proceeding, granted petition by Los Angeles Unified School District, and extended through Aug. 11 time to file reply pleadings to oppositions (Docs. 19100-1). Action Aug. 10.

■ Chief, Office of Opinions and Review, in Los Angeles (Los Angeles Unified School District and Viewer Sponsored Television Foundation), TV proceedings, granted petition by Los Angeles Unified School District, and extended through Aug. 30 time to file reply pleadings to oppositions (Docs. 19100-1). Action Aug. 12.

Rulemaking petitions

■ San Bernardino, Calif.—NorCal Telecasters. Requests amendment of rules to assign TV ch. 66 to Vallejo-Fairfield, Calif. Ann. Aug. 6.

■ Newport, Neb.—Cornhusker Television Corp. Requests institution of rulemaking proceedings looking toward assignment of TV ch. 24 to Newport. Ann. Aug. 6.

Existing TV stations

Application

■ *WQED(TV) and *WQEX(TV), both Pittsburgh—Seeks authorization to change name of licensee from Metropolitan Pittsburgh Educational Television to Pittsburgh Public Broadcasting Inc. Ann. Aug. 13.

Final actions

■ WFTV(TV) Orlando, Fla.—Broadcast Bureau granted licenses covering new station and aux. trans. Action Aug. 11.

■ KPLC-TV Lake Charles, La.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 11, 1972. Action Aug. 11.

■ KBLL-TV Helena, Mont.—Broadcast Bureau granted mod. of license covering change of studio location to Colonial Motor Inn, 9th Avenue and Stanley Street, Helena. Action Aug. 10.

■ KOB-TV Albuquerque, N.M.—Broadcast Bureau granted CP to make change in transmission line. Action Aug. 10.

Action on motion

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, granted request by Hampton Roads Television Corp., and rescheduled hearing from Sept. 14 to Nov. 30, 1971 (Docs. 18791-2). Action Aug. 10.

Review board

■ Review Board in Charleston, S.C., TV proceeding, granted petition by State Telecasting Co. to amend Reeves Telecom Corp. (WUSN-TV) application to substitute State Telecasting as applicant in proceeding involving facilities change requests of four Charleston VHF licensees (Docs. 18569-72). Action Aug. 11.

Call letter application

■ KLZ-TV, McGraw-Hill Inc. (applicant to buy), Denver—Requests KMGH-TV.

New AM stations

Final actions

■ Ironton, Mo.—Iron County Broadcasting Co. Broadcast Bureau granted 1,510 khz, 250 w-D. P.O. address: P.O. Box 334, Piedmont, Mo. 63957. Estimated construction cost \$30,552, first year operating cost \$36,000. Revenue \$48,000. Principals: Gaylon Watson (51%), president, and Robert Jacquot Lee (49%), director. Mr. Watson is president and general manager of KPWB(AM) Piedmont, Mo. Mr. Lee is stock market analyst and investor. Action June 2.

■ KIKZ(AM) Seminole, Tex.—Broadcast Bureau granted assignment of license from Accent Radio Corp. to KIKZ Inc. for \$65,000. Sellers: Lon H. Williams, et al. Buyers: Michael Horne (50.99%) and Guy Patrick Russell (49%). Mr. Horne is president and general manager of Horne Industries Inc., licensee of KWCB(AM) Searcy and KRAV(AM) Russellville, both Arkansas. He also owns boat dock. Mr. Russell is sales manager of KRAV. Action July 30.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstell and Circleville Broadcasting Co.), AM proceeding, granted petition by George E. Worstell for leave to amend his application with respect to financial data and changed ant. location; and denied motion by Post-Newsweek Stations, Florida Inc. for postponement of procedural dates (Docs. 18856, 18858). Action Aug. 11.

■ Chief Hearing Examiner Arthur A. Gladstone in Eureka, Calif. (Phil D. Jackson, W. H. Hansen and Carroll R. Hauser), AM proceeding, designated Hearing Examiner David I. Kraushaar as presiding officer and scheduled prehearing conference for Sept. 23, and hearing for Oct. 27 (Docs. 19294-6). Action Aug. 5.

19294-6). Action Aug. 5.

■ Hearing Examiner Jay A. Kyle in Hawesville, Ky. (Hancock County Broadcasters), AM proceeding, granted petition by Hancock County Broadcasters for leave to amend its application to include additional supplemental financial data, and on request by applicant rescheduled hearing from Aug. 11 to Aug. 12 (Doc. 19070). Action Aug. 10.

■ Hearing Examiner Jay A. Kyle in Ponce, Puerto Rico (Radio Antilles Inc. and Zaba Radio Corp.), AM proceeding, ordered hearing conference for Aug. 24 on joint petition for approval of agreement (Docs. 18564, 18566). Action Aug. 10.

■ Hearing Examiner Jay A. Kyle in Humble, Houston and Nassau Bay, all Texas (Albert L. Crain et al.), AM proceeding, granted request by Arltite Broadcasting Co., cancelled all procedural dates, and ordered hearing conference for Aug. 26. Action July 10. Granted petition by Houston Radio Inc., dismissed its application with prejudice and retained in hearing status applications of Albert L. Crain, Arltite Broadcasting Co., Jester Broadcasting Co. and Space City Broadcasting Co. (Docs. 19186-90). Action Aug. 11.

Other action

■ Review Board in Carthage-Jackson, Miss., AM proceeding, scheduled oral argument for Sept. 23 on applications of Meredith Colon Johnston to change facilities of WECP Carthage, and of Ford Broadcasting Co. for new AM at Jackson, Miss. (Docs. 18487-8). Action Aug. 9.

Call letter applications

■ The Waseca-Owatonna Broadcasting Co., Waseca, Minn.—Requests KWAO.

■ K&M Broadcasting Inc., Stirling, N.J.—Requests WKMB.

Existing AM stations

Applications

■ KATO Safford, Ariz.—Seeks CP to increase D power to 1 kw and install new trans., Gates BC-1G. Ann. Aug. 13.

■ WVOH Hazelhurst, Ga.—Seeks CP to change ant.-trans. and main studio locations to 1.5 miles southeast of city limits on U.S. 341, Hazelhurst. Ann. Aug. 12.

■ WRMN Elgin, Ill.—Seeks CP to increase ant. height to 253 ft. Ann. Aug. 12.

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017

212-687-4242

West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950

408-375-3164



Summary of broadcasting

Compiled by FCC, Aug. 1, 1971

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,328 ¹	4	12	4,344 ¹	52	4,396 ¹
Commercial FM	2,220	1	37	2,258	116	2,374
Commercial TV-VHF	501	2	9	512 ²	13	526 ²
Commercial TV-UHF	169	0	16	185 ²	71	268 ^{2†}
Total commercial TV	670	2	25	697	84	794
Educational FM	453	0	7	460	64	524
Educational TV-VHF	81	0	6	87	4	91
Educational TV-UHF	103	0	11	114	17	131
Total educational TV	184	0	17	201	21	222

* 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.

- WRTL Rantoul, Ill.—Seeks CP to increase height of number-two tower to accommodate FM ant. Ann. Aug. 12.
- WTRY Troy, N.Y.—Seeks CP to change D operation to nondirectional ant. Ann. Aug. 11.

Final actions

- KSRM Soldotna, Alaska—Broadcast Bureau granted CP for new remote pickup base station to be used with KSRM. Action Aug. 10.
- WFEB Sylvauga, Ala.—Broadcast Bureau granted license covering changes; trans.-studio location redesignated 1209 Millerville Road. Action Aug. 13.
- WTAI Eau Gallie, Fla.—Broadcast Bureau granted mod. of license covering change of station location to Melbourne, Fla. Action Aug. 12.
- KJRG Newton, Kan.—Broadcast Bureau granted license covering changes of main and aux. trans. Action Aug. 12.
- WRNO(FM) New Orleans—Broadcast Bureau granted CP to change studio location to 3200 North Causeway Boulevard, Metairie, La.; operate by remote control from proposed studio location; install trans. and ant.; make changes in ant. system; ERP 59 kw; ant. height 255 ft. Action Aug. 3.
- WKZO Kalamazoo, Mich.—Broadcast Bureau granted license covering use of former main trans. for alt.-main only. Action Aug. 13.
- KAYQ Kansas City, Mo.—Broadcast Bureau permitted remote control. Action Aug. 10.
- WBT Charlotte, N.C.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from WBTV trans. site, Spencer Mountain, Route 2, Gastonia, N.C. Action Aug. 5.
- WFBG Altoona, Pa.—Broadcast Bureau granted CP to change D operation from DA to non-DA; condition. Action Aug. 9.
- WHEX Columbia, Pa. and WDMV Pocomoke City, Md.—Broadcast Bureau granted mod. of licenses covering change of corporate name to The Agintour Corp. Action Aug. 13.
- WDEF Chattanooga, Tenn.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 220 Hampton Road, Signal Mountain, Tenn.; conditions. Action Aug. 12.
- KPOS Post, Tex.—Broadcast Bureau notified licensee that it has incurred apparent liability of \$200 for willful or repeated violation of rules from Sept. 11 to Dec. 31, 1970, by failing to provide equipment performance measurements for calendar year 1970. Licensee has 30 days to pay or contest forfeiture. Action Aug. 11.
- WKVT Brattleboro, Vt.—Broadcast Bureau permitted remote control. Action Aug. 6.
- WIVE Ashland, Va.—Broadcast Bureau granted CP to increase ant. height and install FM ant. on side of tower; station location, Ashland; trans. location, Ashcake Road one mile southwest of city; ant. 280 ft.; conditions. Action Aug. 13.
- WIBA-FM Madison Wis.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 50 kw; ant. height 450 ft.; remote control permitted. Action Aug. 4.

Action on motion

- Acting Deputy Chief, Office of Opinions and Review, in Gaithersburg, Md. (Nick J. Chaconas), renewal of license of WHMC, on motion by Nick J. Chaconas, extended through Aug. 30 time to file reply to opposition to petition to record by Broadcast Bureau (Doc. 18391). Action Aug. 9.

Call letter applications

- WKJG, Northeastern Indiana Radio Inc., Ft. Wayne, Ind.—Requests WMEE.
- KBYM, KBYM Broadcasting Co., Billings, Mont.—Requests KUUL.

New FM stations

Final action

- Hot Springs, Ark. Christian Broadcasting Co.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz for new FM. Action Aug. 10.

Actions on motions

- Chief, Office of Opinions and Review, in Anderson, Ind. (Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson), FM proceeding, granted request by Broadcasting Inc. of Anderson, and extended through Aug. 18 time to file application for review of review board's order of July 14 (Docs. 19018-9). Action Aug. 9.
- Hearing Examiner Basil P. Cooper in Donaldsonville, La. (Lafourche Valley Enterprises Inc.), FM proceeding, granted petition by applicant for leave to amend its application to reflect certain revisions in its cost estimates and revised plan of financing (Doc. 19004). Action Aug. 10.
- Hearing Examiner Basil P. Cooper in Albuquerque, N.M. (Zia Tele-Communications Inc. and Alvin L. Korngold), FM proceeding, granted petition by Alvin L. Korngold for leave to amend his application to reflect change in trans. site; increase in hours of live operation and corresponding decrease in automated operation; increased costs to be incurred; revised plan of financing, and changes in four applications being prosecuted before commission (docs. 19178-9). Action Aug. 11.
- Hearing Examiner Charles J. Frederick in Lake Havasu City, Ariz. (Lee R. Shoblom and Charles D. Langerveld), FM proceeding, granted motion by applicants, set certain procedural dates and ordered hearing for Nov. 30 (Docs. 19196-7). Action Aug. 10.
- Hearing Examiner Charles J. Frederick in Battle Creek, Mich. (WVOC Inc. and Michigan Broadcasting Co.), FM proceeding, set certain procedural dates, and scheduled hearing for Sept. 14 (Docs. 19272-3). Action Aug. 12.
- Hearing Examiner Jay A. Kyle in Mobile, Ala. (WABB Inc. et al.), FM proceeding, granted petition by Trio Broadcasters Inc. for leave to amend its application to supply updated information concerning ownership of other broadcast interests of its principals (Docs. 19226, 19228-9). Action Aug. 11.
- Hearing Examiner Jay A. Kyle in Leisure City and Goulds, both Florida (Resort Broadcasting Co. and Fine Arts Broadcasting Co.), FM proceeding, granted request by Resort Broadcasting Co. and ordered proposed findings of fact and conclusions of law to be filed by Aug. 27 and replies by Sept. 10 (Docs. 18956 18958). Action Aug. 11.
- Acting Chief Hearing Examiner Jay A. Kyle in Anderson, Ind. (Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson), FM proceeding, by separate actions, in absence of hearing examiner Lenore G. Ehrig, granted requests by applicants, and extended through Aug. 23 time to respond to motion for production of documents, and granted request by Broadcasting Inc. of Anderson and extended through Aug. 23 time to respond to interrogatories of Eastern Broadcasting

Corp. (Docs. 19018-9). Action Aug. 12.

- Hearing Examiner Forest L. McClenning in Sarasota, Fla. (Christian Fellowship Mission Inc.), FM proceeding, continued hearing from Aug. 24 to Sept. 23 (Doc. 18971). Action Aug. 12.

Other action

- Review board in Williamson, W. Va., FM proceeding, granted request by Three States Broadcasting Co. for extension of time to Aug. 16 to file responsive pleadings to Broadcast Bureau's petition to enlarge issues. Action Aug. 10.

Rulemaking petition

- KKTN(AM) Aitkin, Minn.—Broadcast Bureau dismissed request for amendment of rules to assign FM ch. 248 in lieu of FM ch. 232A to Aitkin. Ann. Aug. 6.

Call letter applications

- Stereo Broadcasting Co., Savannah, Ga.—Requests WSGF-FM.
- Bridgewater State College, Bridgewater, Mass.—Requests *WBIM-FM.
- Central Carolina Technical Institute, Sanford, N.C.—Requests *WDCC-FM.
- Sheboygan Public Schools, Sheboygan, Wis.—Requests *WSBS(FM).

Call letter actions

- Christian Broadcasting Co., Hot Springs, Ark.—Granted KXOW-FM.
- Radio Inc., Charles, City, Iowa — Granted KCHA-FM.
- Sheldon Broadcasting Co., Sheldon, Iowa — Granted KIWA-FM.
- Lock City Broadcasting Co., Sault Ste. Marie, Mich.—Granted WSMF(FM).
- Midwest Radio Corp., Winner, S.D.—Granted KWYR-FM.
- Sun Broadcasting Inc., Sun Prairie, Wis.—WYXE(FM).

Existing FM stations

Final actions

- WULA-FM Eufaula, Ala.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 79 ft. Action Aug. 12.
- *KDVS(FM) Davis, Calif.—Broadcast Bureau granted CP to install new ant. Action Aug. 10.
- KUDE-FM Oceanside, Calif.—Broadcast Bureau granted license covering changes; ERP 10 kw; ant. height 950 ft. Action Aug. 12.
- WKSS(FM) Hartford-Meriden, Conn.—Broadcast Bureau granted mod. of SCA to make changes in programming. Action Aug. 6.
- WQXI-FM Smyrna, Ga.—Broadcast Bureau granted request for SCA on 67 khz. Action Aug. 12.
- WFMF(FM) Chicago—Broadcast Bureau granted license covering changes; studio and remote control, 875 North Michigan Avenue, 32d floor, Chicago. Action Aug. 13.
- WWEL(FM) Chicago—Broadcast Bureau granted licenses covering changes; use former main trans. for aux. trans. Action Aug. 12.
- KJAN-FM Atlantic, Iowa—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 240 ft. Action Aug. 12.
- WM1K-FM Middlesboro, Ky.—Broadcast Bureau granted license covering new FM; 3 kw; ant. height minus 190 ft. Action Aug. 12.
- KFNV-FM Ferriday, La.—Broadcast Bureau granted CP to replace expired permit. Action Aug. 12.
- WDSC(FM) Portland, Me.—Broadcast Bureau granted license covering changes; ERP 30 kw; ant. height 500 ft. Action Aug. 12.
- WCRB-FM Waltham, Mass.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 11 kw; ant. height 920 ft. Action Aug. 10.
- WCHD(FM) Detroit—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only; ERP 9.45 kw; ant. height 300 ft. Action Aug. 13.
- WM1C-FM Sandusky, Mich.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 140 ft. Action Aug. 12.
- *KXCV(FM) Maryville, Mo.—Broadcast Bureau granted license covering new educational FM; ERP 100 kw; ant. height 510 ft. Action Aug. 12.
- KTQM-FM Clovis, N.M.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 300 ft. Action Aug. 12.
- WEZO(FM) Rochester, N.Y.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 390 ft. Action Aug. 12.
- WCTO(FM) Smithtown, N.Y.—Broadcast Bureau granted CP to install new trans. and ant.;

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ant. height 300 ft.; conditions. Action Aug. 10.

■ **WGNC-FM** Gastonia, N.C.—Broadcast Bureau notified Catherine T. McSwain, licensee, that she has incurred apparent liability for forfeiture of \$250 for willful or repeated violation of rules for period in excess of 10 days prior to Dec. 8, 1970, by failing to make maintenance logs available for inspection. Licensee has 30 days to pay or contest forfeiture. Action Aug. 11.

■ **WWEZ(FM)** Cincinnati — Broadcast Bureau granted license covering changes; ERP 11 kw; ant. height 910 ft. Action Aug. 12.

■ **WMNI-FM** Columbus, Ohio—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; ERP 50 kw maximum horiz.; 36 kw maximum vert.; ant. height 500 ft.; remote control permitted; conditions. Action Aug. 6.

■ **WGPA-FM** Bethlehem, Pa.—Broadcast Bureau granted license covering changes; ERP 10 kw; ant. height 630 ft. Action Aug. 13.

■ **WPBS(FM)** Philadelphia — Broadcast Bureau granted license covering changes; ERP 29 kw; ant. height 120 ft. Action 12.

■ **WZAR(FM)** Ponce, Puerto Rico—Broadcast Bureau granted license covering changes for main trans.; ERP 11.5 kw; ant. height 2,580 ft.; granted license covering changes for aux. trans.; ant.; ERP 6.8 kw; ant. height 2,580 ft. Action Aug. 13.

■ **WAGY-FM** Gaffney, S.C.—Broadcast Bureau granted license covering new aux. trans. and ant.; ERP 3.3 kw; ant. height 150 ft. Action Aug. 13.

■ **WESC-FM** Greenville, S.C.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 340 ft. Action Aug. 12.

■ **KHER(FM)** Longview, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 10, 1972. Action Aug. 10.

■ ***KUER(FM)** Salt Lake City—Broadcast Bureau granted license covering changes; ERP 4.4 kw; ant. height 2,940 ft. Action Aug. 12.

■ **WIVE-FM** Ashland, Va.—Broadcast Bureau granted CP to make changes in ant. system; ERP 3 kw; ant. height 300 ft.; condition. Action Aug. 10.

■ ***KASB(FM)** Bellevue, Wash.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; condition. Action Aug. 10.

Call letter applications

■ **KBIG-FM**, Bonneville International Corp., Los Angeles—Requests KXTZ(FM).

■ ***KFPR(FM)**, Poor People's Radio Inc., San Francisco—Requests *KPOO(FM).

■ **WKJG-FM**, Northeastern Indiana Radio Inc., Fort Wayne, Ind.—Requests WMEF(FM).

Call letter actions

■ **WSRC-FM**, WDBS Inc., Durham, N.C. — Granted WDBS(FM).

■ **KFMJ-FM**, KFMJ Inc., Tulsa, Okla.—Granted KRAV(FM).

■ **WPNA(FM)**, SJR Communications Inc., Philadelphia—Granted WYSP(FM).

■ **KNDX(FM)**, Marinar Broadcasting Co., Yakima, Wash.—Granted KAAR(FM).

Renewal of licenses, all stations

■ **KTSL** Burnet, Tex.—Broadcast Bureau granted renewal of license. Action Aug. 9.

■ Broadcast Bureau granted renewal of licenses to following and co-pending aux.: **KBAT(AM)** San Antonio, **KBRZ(AM)** Freeport, **KFYN(AM)** Bonham, **KFYO(AM)** Lubbock, **KIII-TV** Corpus Christi, **KLBK-AM-FM-TV** Lubbock, **KLJT(FM)** Lake Jackson, **KMUL-AM-FM** Muleshoe, **KNEL(AM)** Brady, **KRLD-FM** Dallas, **KRME(AM)** Honoda, **KTRH(AM)** Houston, **KWGH(AM)** Big Lake, **KWHI-FM** Brenham, **KWRD(AM)** Henderson, all Texas, and **KELO-AM-FM** Sioux Falls, S.D. Actions Aug. 13.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending aux.: **KBUY-AM-FM** Ft. Worth, **KFRD-AM-FM** Rosenberg-Richmond, **KGNB(AM)** New Braunfels, **KIKZ(AM)** Seminole, **KJET(AM)** Beaumont, **KLVT(AM)** Levelland, **KNBO(AM)** New Boston, **KPAN-AM-FM** Hereford, **KRYS(AM)** Corpus lori, **KTBB(AM)** Tyler, **KTLU(AM)** Rusk, **KTRM-AM-FM** Beaumont, **KVLG(AM)** LaGrange, **KBUZ-FM** Terrell Hills, **KDIW-FM** Amarillo, **KEEZ(FM)** San Antonio, **KNBT(FM)** New Braunfels, **KTON-FM** Belton, **KAUZ-TV** Wichita Falls, **KCBD-TV**, **KMXN-TV**, and **KSEL-TV**, all Lubbock, all Texas. Action July 30.

Translator actions

■ **Dillingham**, Alaska. City of Dillingham—Broadcast Bureau granted CP for new VHF translator to serve Dillingham on ch. 2 by rebroadcasting ch. 8, King Salmon AFB, Alaska. Action Aug. 6.

■ **Lewis Point**, Alaska. City of Dillingham—

Broadcast Bureau granted CP for new VHF translator to serve Lewis Point on ch. 10 by rebroadcasting ch. 8, King Salmon AFB, Alaska. Action Aug. 6.

■ **Naknek Village**, Alaska. City of Dillingham—Broadcast Bureau granted CP for new VHF translator to serve Naknek and South Naknek, both Alaska, on ch. 11 by rebroadcasting ch. 8, King Salmon AFB, Alaska. Action Aug. 6.

■ **Portage Creek**, Alaska. City of Dillingham—Broadcast Bureau granted CP for new VHF translator to serve Portage Creek on ch. 13 by rebroadcasting ch. 8, King Salmon AFB, Alaska. Action Aug. 6.

■ **K68AH** Lagrande, Elgine, Union and Baker, all Oregon—Broadcast Bureau granted license covering new UHF translator. Action Aug. 9.

■ **K13KO** Prospect, Ore.—Broadcast Bureau granted CP of VHF translator to change type trans. and amplifier; increase output power. Action Aug. 9.

■ **Greenfield**, Va. Central Virginia ETV Corp.—Broadcast Bureau granted CP for new UHF translator to serve Rockfish Valley, Va., on ch. 74 by rebroadcasting WCVE-TV Richmond, Va. Action Aug. 5.

■ **W07BC** Big Stone Gap, Little Italy Bottom, Little Big Stone Gap and East Stone Gap, all Virginia—Broadcast Bureau granted license covering new VHF translator station. Action Aug. 9.

Modification of CP's, all stations

■ **KADL-FM** Pine Bluff, Ark.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 17. Action Aug. 12.

■ **KMPH(TV)** Tulare, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 5, 1972. Action Aug. 5.

■ **WSST** Largo, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 12, 1972. Action Aug. 13.

■ **WGRT** Chicago — Broadcast Bureau granted mod. of CP to change ant.-trans. location to 1500 South Western Ave., Chicago; change type trans.; conditions. Action Aug. 13.

■ ***WRSE-FM** Elmhurst, Ill.—Broadcast Bureau granted mod. of CP to change trans. and studio location to College Union Building, Elmhurst; make changes in ant. system. Action Aug. 6.

■ ***KSJR-FM** Collegeville, Minn.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 29, 1972. Action Aug. 12.

■ **KTIS-FM** Minneapolis — Broadcast Bureau granted mod. of CP to extend completion date to Jan. 1, 1972. Action Aug. 12.

■ **WKXI(FM)** Jackson, Miss.—Broadcast Bureau granted mod. of CP. to make changes in transmission line. Action Aug. 6.

■ **W76AL** Limestone, N.Y.—Broadcast Bureau granted mod. of CP for UHF translator to specify name as Board of Cooperative Educational Services in Cattaraugus, Erie and Wyoming counties (N.Y.); change frequency; change trans. location to approximately 1 mile northeast of Killbuck, N.Y.; change type trans.; make changes in ant. system; change call sign to W82AP. Action Aug. 6.

■ **WBUX** Doylestown, Pa. — Broadcast Bureau granted mod. of CP to extend completion date to Feb. 28, 1972. Action Aug. 12.

■ **WEGA** Vega Baja, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 15. Action Aug. 12.

■ **WINH-FM** Georgetown, S.C.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; ERP 3 kw; ant. height 180 ft. Action Aug. 10.

■ **KHER(FM)** Longview, Tex.—Broadcast Bureau granted mod. of CP to change type ant.; ERP 57 kw vert.; ant. height 260 ft. Action Aug. 10.

■ **WISM** Madison, Wis.—Broadcast Bureau granted mod. of CP to add MEOV's to presently authorized daytime directional pattern; station location, Madison; trans. location, Sync Road and Nine Springs Road. Action Aug. 13.

Ownership changes

Actions

■ **WONN(AM)** Lakeland, Fla.—Broadcast Bureau granted transfer of control of WONN Inc. from Duane F. McConnell, Martha V. McConnell and John W. Gilman to Tellafan Inc. Consideration: \$627,600. Tellafan Inc. is owned by Joseph H. Garagiola, radio-television personality. Action July 30.

■ **KIBL(AM)** Beeville, Tex.—Broadcast Bureau granted assignment of license from Bee Broadcasting Co. to Bee Broadcasting Inc. for \$200,000. Seller: John D. Rossi, sole owner. Buyers: Donald K. Funkhouser (60%), president; I. Clinton Miller (20%), secretary, and W. L. Myers (20%), vice

president and treasurer. Mr. Funkhouser has 75% interest in KPSSO(AM) Falfurrias, Tex., and is general manager of WSGI(AM) Mt. Jackson, Va. Mr. Miller has 25% interest in KPSSO, and is attorney. Action July 30.

■ **KTXJ-AM-FM** Jasper, Tex.—Broadcast Bureau granted assignment of license from Jasper Broadcasting Service to Harold Spurlock, Lynda H. Bell, Roger C. Hall and Floyd W. Addington, dba Jasper Broadcasting Service, for \$123,000. Seller: Jessie C. Howard, sole owner. Buyers: Harold Spurlock (25%); Lynda H. Bell (25%); Roger C. Hall (25%); and Floyd W. Addington (25%). Mr. Spurlock is sales manager of KOCA(AM) Kilgore, Tex. Mrs. Bell is housewife. Mr. Hall is employed by Visador Company of Jasper, manufacturer of wood products. Mr. Addington is attorney. Action June 28.

■ **WNAM(AM)** Neenah-Menasha, Wis.—Broadcast Bureau granted assignment of license from Kimball Broadcasting Inc. to Cummings Communications Corp. for \$800,000. Sellers: Ted Leyhe, vice president, et al. Buyers: Alan H. Cummings (83.33%), chairman of board and treasurer, et al. Cummings Communications is licensee of WLTD(AM) Evanston, Ill., and Mr. Cummings is sole owner of WRRR(AM) Rockford, Ill. Action July 22.

CATV

Applications

■ **Broomfield** and **Louisville**, both Colorado—Mountain States Video Inc. seeks distant signals of KTTV(TV) Oakland; KOED(TV) San Francisco; KTLA(TV), KTTV(TV), KCOP(TV), KCET(TV), KMEX-TV and KWHY-TV, all Los Angeles, and KLXA-TV Fontana and KMTW-TV Corona, both California (Denver ARB 41). Ann. Aug. 16.

■ **Essexville**, Mich. — Gerity Broadcasting Co. seeks distant signals of WKBD-TV and WXON-TV, both Detroit; WJMY(TV) Allen Park, Detroit, and CKLW(TV) Windsor, Ont., Canada. (Flint-Saginaw-Bay City, Mich., ARB 46). Ann. Aug. 16.

■ **Wilmington**, Ohio—Clinton County Cable Corp. seeks distant signals of WOSU-TV Columbus, WMUB-TV Oxford, WCET(TV) Cincinnati and WCVN(TV) Covington, all Ohio (Dayton, Ohio, ARB 27). Ann. Aug. 16.

Final actions

■ **Haverstraw**, N.Y. Rockland Cablevision Inc.—Cable Television Bureau dismissed CP for new community ant. relay studio to head-end link station to be used with CATV in Haverstraw. Action Aug. 10.

■ **Peekskill**, N.Y. Continental CATV of New York—Cable Television Bureau dismissed CPs for new community ant. relay studios to head-end link station to be used with CATV in Peekskill. Action Aug. 12.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Aug. 17. Reports ports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants.

Franchise grants are shown in *italics*.

■ **Jacksonville**, Ark.—City council has granted a 25-year franchise to Arkansas Cable Television Inc.

■ **Bell Gardens**, Calif.—Three firms have applied to city council for a franchise: Nation Wide Cablevision Inc. (multiple-CATV owner), Los Angeles; Telecommunications Inc. (multiple-CATV owner), Denver; and Theta Cable of California, a subsidiary of Teleprompter Corp. (multiple-CATV owner), New York.

■ **Wayne county**, Ind.—County commissioners have granted a 15-year nonexclusive franchise to Clearview Cable Television.

■ **Danville**, Kan.—City commission has granted a nonexclusive franchise to Jim Robb. Mr. Robb will pay the city three per cent of gross revenue.

■ **Auburn**, Mass.—Three companies have applied for a franchise: Video Link of Massachusetts, Auburn; Parker Cablevision of Worcester, and Charles River Cable Television Inc., Cambridge, Mass.

■ **Beachwood**, N.J.—Borough council has granted Clear Television Cable Corp., Berkeley township, N.J., a nonexclusive franchise. The firm will charge a \$5 monthly fee for one outlet.

■ **West Milford**, W. Va.—Bettersvision Systems Inc., Charlestown, W. Va., has been granted a 25-year franchise.

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Aggressive sales-minded station manager for southern AM facility. Sales ability, leadership and ambition leading qualities desired. Stock option, bonuses, salary. Replies confidential. Golden opportunity. Reply Box H-174, BROADCASTING.

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Radio sales for Houston with track record. Managing now or capable of. Top opportunity. Unique situation. Good starting salary. Box H-87, BROADCASTING.

Salesman. \$500 reward for information leading to apprehension and development of successful salesman. Candidate must have minimum of 3 years on-the-street radio time selling and be able to document sales progress. Person accepted will, in addition, be processed through most successful radio sales training program in industry and will earn in excess of \$20,000 first year. Candidate may turn self in and collect reward if other qualifications are met. E.O.E. Women welcome. Box H-109, BROADCASTING.

Young, aggressive and ambitious salesman for Metropolitan radio station. Opportunity to grow as corporation expanding into other markets. Box H-243, BROADCASTING.

Long Island radio station wants outstanding salesman with ability and ambition to become station manager. Unusual opportunity. Send resume to Box H-269, BROADCASTING.

Is there a young, energetic, hungry, salesman available in the southeast for AM-FM, big Florida market? If you can sell radio creatively we should talk. Excellent opportunity. Box H-306, BROADCASTING.

Aggressive stereo FM in small market with proven ability needs mature salesman. Must be from the plains states. Conservative format, full community involvement. Consider any race or sex with radio or TV experience. No phone calls or personal interviews without prior appointment. No drifters. Good guarantee. KLOQ, Lyons, Kansas.

Opportunity with America's great suburban radio station: WVIP AM/FM, Mt. Kisco, N.Y., needs professional career-minded man to take over and improve existing accounts, create new ones. Superior facilities, staff, conditions. Immediate opening—send complete info, incl. track record, salary, at once to WVIP, Box 608, Radio Circle, Mt. Kisco, N.Y. 10549. Equal opportunity employer.

Broadcast group to participate in equity of Bermuda Radio & TV station. Also to supply sales oriented station manager. Write Radio & TV, P.O. Box 1511, Hamilton, Bermuda.

Announcers

Florida, experienced D.J. personality for expanding staff in top MOR station located near Disney World. Send air check, resume, references Box G-242, BROADCASTING.

Top money . . . for top jock . . . must be strong in production 1st phone . . . #1 station in S.E. . . . If you're good send tape & resume at once. . . . Box H-130, BROADCASTING.

Experienced announcer with first class license for western Pennsylvania MOR. Above average pay. Send resume and recent 7 1/2 ips tape. Box H-143, BROADCASTING.

Announcers continued

Announcer-salesman. If you want a job where the livin's good, the pay right, and working conditions excellent—if you have a quality commercial voice and production know-how, you should get in touch with this South Carolina station. Send resume, audition tape and snapshot. Box H-188, BROADCASTING.

Carolina single market has opening for combination men due to expanding facility. Salesman-announcer . . . copywriter-announcer . . . announcer-engineer. Good pay, insurance, nice community. Replies confidential. Write Box H-193, BROADCASTING.

Virginia station is filling its first vacant position in several years. We seek the talents of an experienced announcer who is interested in stability, above average earnings and other benefits in exchange for professional work. A personal interview will be arranged at our expense. Send tape and resume in confidence to Box H-195, BROADCASTING.

Bright, alert jock for medium-paced midwest contemporary in top 15 market. First phone preferred. Security, opportunity, excellent benefits. Rush tape to: Box H-210, BROADCASTING.

A bright contemporary (not top 40) 5KW Connecticut station in need of experienced first phone personality. On air adult approach. Box H-217, BROADCASTING.

Washington, D.C.—need part-time announcer/producer for recorded classical music series. Audition must accompany resume. Box H-258, BROADCASTING.

In New Mexico and nearby area we have openings for announcers. Even more valuable if you do play-by-play sports. Tell about yourself. No tape, I'll call. Most beautiful community in west. Box H-299, BROADCASTING.

Immediate opening for bright, morning radio personality in top market of southern Florida. Send tape and complete resume immediately to Box H-307, BROADCASTING.

Maryland MOR has position available for experienced announcer with third endorsed. Send tape and resume soonest to WASA, Havre de Grace, Maryland.

Do you have a good voice, a first class license, and a desire to live in Florida and work for a good music station? Send tape, resume, references to WAYK, Lehigh Acres, Florida.

Full time announcer needed at up tempo MOR daytimer. Send complete resume and air check to program director, WDOX Radio, Oneonta, New York 12810.

WEZS-FM needs experienced announcer with third phone. Rush tape and resume to Box 2961, Richmond, Virginia 23235.

Exceptional personality announcer wanted for number one station in fast growing Florida coastal area. We're looking for a man who wants to combine above average pay with delightful living, who is strong on M.O.R. pop standard format, news and production and yet has that gift of gab which will hold the lead in this three county market. If you think we can't afford you, at least try us. Shift 6-9 AM and 11-1:30 PM Mon. thru Sat. with balance on production. No floater. Prefer family man with steady work record who seeks Florida living by the sea. Send resume, salary needs and tape to Hudson Millar, WIRA, Ft. Pierce, Florida, an Airmedia Station, equal opportunity employer.

Morning personality wanted for leading Wisconsin FM station. Must have personality to match "brite and bouncy" morning theme. Production work involved. Experience helpful. Send tape and resume to WLH, New London, Wisconsin 54961.

Need versatile 1st phone announcer. Experience helpful. No maintenance. Send complete info now. WKNE, Keene, N.H.

Pensacola, Florida, modern country station seeking bright, mature personality to capture housewives. If you've got it, get a tape, resume and full particulars to Dennis O'Brien, WNVY Radio, P.O. Box 8098, now.

Announcers continued

South Carolina—night personality, 7 p.m. to 2 a.m., capable of "Top 40 Nashville Sound" (no hillbillies please) with swinging country format. Must be capable of handling show and taking from 75 to 100 telephone requests during this 7-hour shift, Monday through Saturday. \$2.50 per hour. No accents please! WPVR-FM, Box 458, Saint George, S.C. 29477 (803-563-4371). Clarence Jones, Manager.

Immediate opening for experienced announcer hundred miles from New York. Salary commensurate with quality performance call or write H. Borwick, WVOS, Liberty, N.Y. An equal opportunity employer.

Experienced personality for 50,000 watt clear channel. Afternoon slot needs imaginative, aware, intelligent presentation to complement contemporary MOR format. Send tape, resume, and character professional and credit references to WWL, New Orleans, La. 70116.

5000 watt Eastern powerhouse needs experienced announcer with ability to handle some play-by-play sports. Good salary. No screamers for this secondary market. If you are ready to sink roots in fine local community, call (215) 696-3690.

Newsmen to dig, write and air local news with plenty of beepers. Must have 1st phone and experience. \$160 to start. Call Herb Andrews 617-485-1470 . . . no collect calls . . . near Boston.

New Illinois station going on air around October 1. Need staff. Send tape, picture, resume and salary requirement to Box 941, Maquoketa, Iowa 52606.

Technical

Qualified, experienced chief engineer with good background in both transmitter and sound maintenance wanted by New England medium market station. Compensation in the \$10,000 area. Work nights and moonlight days for extra income. This is a permanent position. Station has modern equipment. Include full background and references in first letter. Box H-85, BROADCASTING.

Chief engineer—for high powered, major market midwestern FM stereo. Must have transmitter and production experience with first class license. Full department responsibilities, and FCC requirements. Company plans expansion and responsibilities will increase. Salary open. Send resume, photo and references to Box H-107, BROADCASTING.

Assistant chief. East. Excellent opportunity for advancement. No announcing, sales, etc.; just engineering. Excellent pay, benefits and living conditions. E.O.E. Women applicants welcome. Send resume, reference and current picture to Box H-110, BROADCASTING.

Buffalo AM/FM/area maintenance, proofs, complete charge, no announcing. Opportunity to make extra money for right man. Box H-274, BROADCASTING.

Chief engineer. \$16,000. Directional. Must be hard worker and able to direct men. An equal opportunity employer. Send resume, references and latest picture to Box H-311, BROADCASTING.

Positions available for both experienced and non-experienced engineers in New England, ranging from staff to chief. First phone with at least two years technical schooling a must. Send all details in letter to Box H-312, BROADCASTING. An equal opportunity employer.

Small market West Va. station needs chief engineer. Excellent working conditions, no announcing. Reply to General Mgr. stating salary requirements, experience, references, etc. first letter. WBTH, Box 261, Williamson, West Virginia 25661.

Regional salesman. Aggressive well-established manufacturer is seeking three regional factory salesmen (east-central-west) to assist sales rep firms in contacts with regular music and sound accounts and to call directly on broadcasters and OEM/national accounts. Sales knowledge and application experience on broadcast, commercial sound, SCA-multiplex products essential. Travel 50-60% and be willing to relocate if necessary. Openings offer salary plus compensation & expenses. Send resume and salary history to: McMartin Industries, Inc., 605 North 13th Street, Omaha, Nebraska 68102, Attn. Personnel Manager. All replies held in confidence.

Radio Help Wanted

News

Ready to move up in news . . . assistant news director—with chain operation Pennsylvania station. Must have strong on-air delivery and write. Send tape and resume immediately. Box H-244, BROADCASTING.

Need experienced, aggressive news director. Leader, organizer, with good, smooth, authoritative sound on the air. Top 50 market, Resort climate. Salary range 9K. Excellent opportunity with vibrant, growing multi-media corporation. Send tape and resume to Box H-271, BROADCASTING.

Unique combination: Newsman with 1st class license who can handle all but major engineering responsibilities. Job offers complete latitude in collection and presentation of news at small New England Group Station. Future for ambitious individual within the group. Send tape, resume, and salary requirements to Steve Dore, Program Director, WCVR Radio Station, Randolph, Vermont. 05060.

Need an experienced, versatile, mature newsman to take charge of news operation in AM-FM small market station. We have the tools—stringers throughout our area, correspondents in the state capital, a variety of tape recorders, monitors, ABC information net, UPI wire, NOAA weather wire—what is needed can be gotten. Our newsman must be able to deliver the news as well as write it. We'll pay well for a good man, hopefully one who likes small town life. Send resume and recent 7½ ips tape. WVSC, Box 231, Somerset, Pa. 15501.

WIMA AM-FM, Lima, Ohio, is building a Professional News Team. Openings for broadcast journalists. E.O.E. Tapes-resumes to: News Director, 223 N. Main St. 45802.

Programing, Production, Others

Program director wanted for full time contemporary/MOR in northeast major market. Must be self-starter. References checked thoroughly. Send resume in confidence to Box H-309, BROADCASTING.

Program director, tremendous opportunity at Mass. Three station market of 80,000 people. \$10,000 sterling salary plus profit sharing bonus plan, hospital and life insurance. We are a top rated modified contemporary station with heavy emphasis on promotion news and public service. Box H-313, BROADCASTING.

Florida coastal broadcaster wants experienced copy writer. Must be strong on imagination and ideas. Delightful place to live. Opportunity for advancement. Send resume, samples of copy and salary needs to Hudson Millar, WIRA, Ft. Pierce, an Airmidia station and equal opportunity employer.

Program director (plus shift, community services and music supervision) for WSRB, Worcester. Beautiful standards—pleasant contemporary stereo format. Expect similar experience, excellent voice. Desire to live in New England. Minority group applicants welcome. Reply by mail only with resume, minimum salary requirements, non-returnable tape to Program Coordinator, Knight Quality Stations, 400 Commonwealth Avenue, Boston, Massachusetts 02215.

Marketing Director. Must have unusual background, including: a proven ability to write, promote and sell in print and broadcast; knowledge of mail order merchandising and syndication experience in radio and newspaper—a must; a solid understanding of the occult and psychic fields; experience in graphic arts with a working knowledge of all processes; experience in the management of corporate finance and business administration; the ability to write shorthand. The successful candidate will be willing to join a new venture and settle in a small mid-western community. Salary \$10,000. Box 15, Decorah, Iowa 52101.

Very successful nationally-syndicated radio program needs representative in several areas. Straight commission basis will bring you large and continuing income. 1801 N.E. 6th Court, Fort Lauderdale, Florida.

Situations Wanted Management

Major market staffer looking for small/medium market needing operations director/program director. Well rounded, married, with 1st. Strong production. Box H-83, BROADCASTING.

V.P. and G.M. major market contemporary station desires change. Full knowledge of programing, promotion, engineering, and finance . . . local and national sales expert. Competitive aggressive and motivated. Known as a fair but strong administrator who gets the job done. Expect executive salary in major market in return for my total devotion and dedication. If high rating, sales records and profits make sense, and if you sincerely believe that winning is everything, please write. . . . Box H-161, BROADCASTING.

Management continued

Somewhere in the upstate New Yorks or Topeka, Kansas's, a station is willing to pay 15M plus bonus based on results to a professional who is currently group GM earning more but fed up with megalopolis smog and rat race. In return . . . complete knowledge in administration, programing, production, effective sales, FCC reas. budgets, cost control, etc. Box H-163, BROADCASTING.

General manager . . . 1st phone . . . top morning man . . . talk host . . . creative Production . . . strong sales . . . doubled present station billings . . . community leader. Box H-242, BROADCASTING.

Successful general manager. 15 years broadcast experience, 34, budget minded, creative. Seeking medium or large market management. Skilled all phases. Box H-250, BROADCASTING.

Available: experienced manager/salesman. 39, married, family. 7 years present station. Dependable. Box H-251, BROADCASTING.

Currently program director in major market. Thoroughly experienced award-winning announcer in quality pops, fine arts and serious formats. Happily married. No drifter, as resume will show. Seeking stable operation where old-fashioned virtues appreciated. Box H-256, BROADCASTING.

Solid salesman, 32 years old, dependable family man, 12 years experience in midwest markets, 10 years present employer, seeking management responsibilities. Let me be your right hand man with chance to move up. Current earnings over \$12,000. Box H-278, BROADCASTING.

If eleven years personality and program director experience means something—let's talk it over! Ready for assistant manager-operations manager. Box H-302, BROADCASTING.

Attention station managers: broadcast journalist, employed. News (RINDA) sports (NSSA). Seek New England radio and/or TV . . . no rip read. Box H-305, BROADCASTING.

FM is on the move—its dynamic and growing combination AM and FM staffs are passe. With 19 years of management experience, thorough knowledge of programing and sales can make your FM operation go—best of references—20K minimum—available immediately 414-476-1611.

Sales

Sales and/or management 35, married and experienced in radio and TV, for past 11 years as salesman-rep-general mgr. You Pay When I Produce! Salary secondary to good commission arrangement at progressive station. Presently employed but desire greater opportunities. Excellent references on request. Will relocate in South or West. Call (404) 874-8532 or write Box H-238, BROADCASTING.

Midwest major market sales position wanted by an aggressive account executive with five years successful radio sales. College degree. Family. Excellent track record and references. Resume upon request. Write Box H-293, BROADCASTING.

Young award-winning sports director-salesman seeks similar position in southeast. 3½ years experience. Married. Draft free. Write Jeffrey Nichols, Box 220H, Stuarts Draft, Virginia or phone 703-337-2298.

Announcers

Graduate top NYC broadcasting school. Tight board. Authoritative news. Sales oriented. Third endorsed. Dependable. Box G-272, BROADCASTING.

Michigan . . . DJ, copy, production. Experienced, 3rd, good voiced . . . 1-313-881-9348. Box H-26, BROADCASTING.

Announcer with first phone, one ratings, ambition, family, looking for position with good medium or major market station. Will travel. Box H-28, BROADCASTING.

First phone morning man, experienced, mature sound, reliable, prefer northeast. Box H-168, BROADCASTING.

My qualifications fit in a couple of lines—but my broadcasting potential wouldn't fit on the page. First phone rock/MOR/top 40 personality with college degree, several years experience. Prefer West Coast. Box H-171, BROADCASTING.

Progressive rock jock 3rd endorsed, presently working for third year in top 10 market, min. \$120 week. Box H-175, BROADCASTING.

Announcer—some experience, fantastic deep voice, MOR personality diction. Relocate. Salary open. Box H-201, BROADCASTING.

Combo, DJ announcer authoritative newscaster. Family man. Third ticket. Experienced N.Y. Jazz, popular or gospel. Box H-202, BROADCASTING.

Announcers continued

Big voiced 1st phone announcer desires MOR station. 10 years radio & television experience, play-by-play sports, college grad, married. Box H-218, BROADCASTING.

Young announcer, school trained 3rd ticket endorsed. Veteran & Black. No experience but loads of enthusiasm. Seeks position in news dept. of any format station. Box H-224, BROADCASTING.

First ticket, 2 years, tight pro sound, MOR, C&W, or contemporary, young and dynamic. Box H-227, BROADCASTING.

Authoritative newscast, convincing commercials, personality D-J, can write, build programing. Box H-234, BROADCASTING.

Country jock; desire air work. First phone. Experience. Box H-235, BROADCASTING.

Available now! Progressive or contemporary, jock or news. Will adjust to your format. 4 years at one station. Dependable, professional work and attitude. Central east coast preferred. Call (301) 939-5984 or write Box H-255, BROADCASTING.

First phone, top-40 contemporary. 2 years experience. \$125.00 gets an aggressive, 21-year-old pro. Box H-260, BROADCASTING.

Experienced announcer, copy-writer, sales lady, tight board, dependable. Box H-261, BROADCASTING.

Disc jockey/sportscaster, two years experience, third endorsed, available immediately. Box H-264, BROADCASTING.

Midwest rocker looking for an experienced personality jock with a first phone???? . . . I'm it. Box H-265, BROADCASTING.

One non-screaming rock or country announcer available after I give notice after you hire me. Rock oldies my bag, have 1st phone and 5 years exp. Box H-267, BROADCASTING.

Experienced, dependable, Black newscaster—disc jockey seeks position—authoritative, creative, versatile, unique voice—salesman. Third endorsed. Box H-273, BROADCASTING.

Currently employed part time, but looking for full-time small or medium market announcing position . . . any format. Tape available upon request. Third ticket with two years medium-market experience. Box H-276, BROADCASTING.

Shhh! This is strictly a classified ad—15 years top 3 markets—country, contemporary, MOR. First phone. Box H-286, BROADCASTING.

First ticket, 2 years, tight pro sound, MOR, C&W, or contemporary, young and dynamic. Box H-287, BROADCASTING.

Fact: To have good business, you need good people. Six broadcasting years ready to work for you. Box H-288, BROADCASTING.

Disc jockey-newscaster-salesman dependable experienced-creative-tight board-third endorsed authoritative news. Box H-289, BROADCASTING.

Experience R&B announcer 1st phone 4 years at present location 2½ years program director. Ready to relocate. Box H-290, BROADCASTING.

Disc-jockey: presently working morning drive at medium market station. Have #1 ratings according to latest Pulse—am seeking position with major market station. 5 years experience in commercial. Box H-304, BROADCASTING.

Top 40 jock, 3 years experience. Available after Sept. 15. Single. Military complete. 3rd endorsed. Phone 215-368-1292.

Young announcer, 23, with experience, available 15th August, seeking challenging opportunity. 3rd class ticket, 2 years college, broadcast major. Background in MOR, R&R, and progressive format. Tape, photo, resume available and will come for personal interview. Dan Von Jenef, 1240 Burr Oak, Barrington, Ill. 60010.

3rd phone openminded female can handle any staff position well. S. Battaglia, 3421 Library Rd., Pgh., Pa. 15234 (Call: (412) 884-0364).

Dependable with experience, 24, 3rd, hard worker, will relocate, Howard Kane, 15 Catherine Street, Portland, Maine 04102, 207-772-7839.

Creative young DJ with first phone and college radio experience . . . anxious to start my broadcasting career. Tony Dodd (Chief Engineer) KALX, 500 Eshelman Hall, Berkeley, Calif. 94720.

Experienced personality rock jock . . . first . . . P.D. . . . copy . . . production . . . presently employed . . . avail. Sept. . . . will relocate . . . phone 617-256-5736.

Announcers continued

Experienced University grad with 1st class. Progressive/underground freak. I talk to—not at people; I rip equal captive audience. Wayne Phillips, 211 51st St., Western Springs, Ill. 60558. (312) 246-6832.

Heavyweight PD-DJ with first ticket seeks a challenging, complete responsibility situation in competitive market. 312-227-5523 evenings.

First, nine years radio, DJ, production engineer or board operator. Don Heumann (504) 482-2230. 428 South Genios St., New Orleans, La.

Engineer-announcer . . . maintenance, programming, optional selling . . . prefer small Texas . . . not afraid of work . . . \$135 weekly, \$675 month, if paid twice monthly . . . capable management . . . phone chief engineer 806-266-5545.

First phone, experienced top forty announcer, heavy voice, draft exempt, (513) 891-6084.

Big-voiced contemp jock going rock—about time! 2 years plus, 3rd, married. Consider anywhere. Now. Medium-large market. Ken Sebring, 2915 Mayflower, Lynchburg, Va. 24501 (703) 846-8763.

Vibrant personality—available immediately. Beginner with a lot of potential if given the opportunity. DJ, 3rd endorsed, loves top 40, tight board, can and will do news. Will relocate anywhere. Give me a chance and we'll both benefit. For tape, resume, and other information call or write Tony Venturoli, 106 Ladner Avenue, Buffalo, New York 14220. 716-822-4720.

WLIO, Mobile goes country . . . "Marv Ellis" goes looking . . . 25 . . . married and ready to cook for ya . . . Top 40 . . . progressive . . . hurry.

Beginner-DJ/announcer, looking for break, 26, married, 3rd, end., will travel. Bob Cooper, 1736 Archison, Whiting, Ind. 46394. 219-659-1582.

Situations Wanted Technical

Experienced. Chief engineer, announcer & installation AM directional C&W. 32 yrs. old, married, mature and reliable. Prefer Florida. Box H-155, BROADCASTING.

Experienced 1st phone engineer directional. Willing to relocate. Box H-236, BROADCASTING.

Boston-Worcester Area . . . first class . . . maintenance . . . good work . . . reasonable. Box H-240, BROADCASTING.

Engineer-announcer for 12 years. Prefer small friendly community in Iowa or surrounding states. Box H-284, BROADCASTING.

First phone. Transmitter watch, maintenance. Plenty experience radio, television, Middle fifties. Wages secondary. Anywhere. Box H-296, BROADCASTING.

Engineer-announcer, BSEE, 1st phone, no experience, age 55, (301) 277-8110, Bill Moody.

FCC 1st phone, radar 7 years electronics experience. Heavy R&D and maintenance background. Will relocate. Leo Torrezao, 139-29 34th Rd., Flushing, New York 11354.

Chief eng. wants a job central and north states. 1180 Pleasant St., Noblesville, Ind.

News

Newsman—professional—14 years experience—excellent reader/writer—money talks but security and long term benefits more important. Box H-61, BROADCASTING.

Sports play-by-play; experienced-willing to relocate for right opportunity. Box H-170, BROADCASTING.

Sportscaster, experience includes New York air exposure, leading harness track caller, can do basketball color, production, writing ability. Box H-221, BROADCASTING.

Experienced man seek position as news reporter/broadcaster. Can do the job for you . . . and bring dynamic attention to news segments. 212-874-3668. Box H-241, BROADCASTING.

Seeking position in news medium sized market. College degree in radio/TV production—2 additional years experience digging, writing, announcing local news in small market. First class license. Enjoy all phases of radio. Box H-270, BROADCASTING.

News-sports-public affairs pro. Network veteran. Excellent writer, interviewer, "on-spot" and play-by-play man. Ending 3 year Government service. Seeks Florida or other East Coast permanent relocation. Can work long hours and combine talents and assignments for \$20-\$25,000 minimum. Box H-272, BROADCASTING.

News continued

Looking for a new girl who really puts out? Major market experience . . . excellent references. Try a news girl who puts out . . . a really great sound. Box H-282, BROADCASTING.

DJ/newscaster . . . heavy on continuity . . . good voice & delivery . . . experienced . . . medium market in Penna. or surrounding states. Box H-283, BROADCASTING.

Pick a pair . . . holding a losing hand? Ace news director and production king interested in reshuffle. Either or both will give your operation a full house. Serious players can cash in. Box H-298, BROADCASTING.

Newsman: Seeking opportunity in major market operation. Presently working in medium market station. 3 years experience with excellent references. Box H-303, BROADCASTING.

Ambitious reporter-writer, 25, anxious for first full-time newsbeat. Will go anywhere. Newsman, DJ: commercial radio (part-time) N.D., Talk-host: College radio, M.S.J., B.A., Pol. Sci., 1 yr. law school. Married. Military obligation just completed. Mark Wisan, c/o Bonyng, Wilton, N.H. 03086.

Newsman—4½ years in southeast Asia. Will return to report for responsible group owner. Analysis taped coverage a specialty. Mike Halloran—617-282-1792.

Newsman/DJ married/33 year AFRTS-commercial experience. Off 3 years. No tape. \$130 wk. 219-923-1960 Carl Rumps 4520 Ridge 225, Gary, 46408.

Programing, Production, Others

Experienced, degreed. 5 years announcing, news, copy, production, play-by-play. Currently in PR. Seek permanence in programing, public affairs, news, sports, or staff announcing, public affairs, news sports, or staff announcing; radio and/or TV. VTR available. 28, married, B.S. R-TV. Box H-189, BROADCASTING.

Producer-director, BA, experienced all phases TV, film, editing and sound. Looking for lots of production. Box H-237, BROADCASTING.

Major market rock program director is looking for new worlds to conquer. I believe that any facility can be number one! If you're committed to being a winner, let's talk. Box H-266, BROADCASTING.

Program director 10 years all phases country medium to major market. Married 38. Prefer medium market. Top references!! Jack Rodgers (606) 331-7328 or Box H-281, BROADCASTING.

Top rated PD/MD/first ticket in major southern market desires top 40-or-MOR programing challenge. Box H-291, BROADCASTING.

Top-rated PD/air personality. Name it . . . I've done it! Better than most—as good as any. MOR-talk-rock. 20 yrs. programing every phase, including TV, on and off air. Love the Biz . . . work hard to build yours. Box H-294, BROADCASTING.

Major market country P.D. desires position with aggressive country or rock station. All replies answered. Box H-297, BROADCASTING.

Top 40 Program Director available now. 8 yrs. experience. Over 5 years with last group. Also have ticket and proven record. For details write or call Jack Pride, 3115-A Central Ave., Charlotte, N.C. 704-536-7363.

Television Help Wanted

Management

TV sales manager. Large midwest—\$30,000 plus. Salesman with management potential considered. Box H-199, BROADCASTING.

Sales

Chicago TV station retail salesman wanted. Excellent opportunity at WCIU-TV, Channel 25. Send resume to John Bibbs care station.

Experienced salesman, right radio man could move to television. Excellent compensation plus talent fees for on-air work in clean air country. Divens 701-572-2345.

Technical

Chief engineer—UHF—southern California market. Experienced in full operations, VTR, microwave. Send resume, salary requirement, availability. First letter to Box H-245, BROADCASTING.

Transmitter engineer, first phone required, experience not necessary. Excellent fringe benefits, top salary, with an equal opportunity employer. Box H-248, BROADCASTING.

Technical continued

Opening for assistant chief engineer with an equal opportunity employer. Fully modernized colorized equipment. A-1 working conditions with full benefits. Box H-249, BROADCASTING.

Staff engineer for southeastern university operated TV production center. Studio engineering with strong maintenance experience. Emphasis on Video. Color experience required. Box H-263, BROADCASTING.

Chief engineer for Virginia UHF ETV station. Must be knowledgeable and experienced in maintaining modern day electronic studio and master control equipment. Heavy emphasis on General Electric Transmitter experience. Six figured salary commensurate with experience and ability. References required. Send resume to: R. S. Brent, General Manager, WHRO-TV, Norfolk, Virginia 23508.

Maintenance engineer, first phone. Strong electronic background desirable. Military electronics training accepted. Expanding to color. Send resume, and salary: Reid Wilson, CE WSRF-TV, Pensacola, Fla. 32504. Equal Opportunity Employer.

News

Professional sportscaster—sports director for major market V. Successful applicant must have big league play-by-play experience and desire to do complete job for station on and off the air. Box H-57, BROADCASTING.

Professional newscaster/anchorman with capabilities to organize and administrate complete department into a top flight news operation. Applicant must have strong on and off the air personality and become an intricate part of the community. This is a challenging position in a major market V. Please send complete resume with photo and tape. Box H-209, BROADCASTING.

Newsman—compact, professional, radio-TV department, mid-Atlantic. Will train light experienced with good potential. Resume, non-returnable audiotape, photo, salary requirements to Box H-275, BROADCASTING. Equal Opportunity Employer.

Programing, Production, Others

Small SW market VHF seeking two qualified directors. Direct-on air and produce result getting commercials. Send resume, references, salary expectations and recent snapshot. Box H-160, BROADCASTING.

Television Situations Wanted

Management

Dedicated professional. Program/operations manager. 11 years TV. Two employers, top 45. Strong in programing, administrative leadership, film buying, community involvement and service. Seeks medium to small station with goals, commitments and professional pride to benefit from my experience, knowledge and initiative. College graduate, veteran, family. Box H-182, BROADCASTING.

Black Account Executive in major independent television station in southern city desires to move to northern city. Box H-254, BROADCASTING.

Program/operations manager. Presently top-thirty market. Resume. Box H-292, BROADCASTING.

General manager. Do you need a strong manager for all phases of your operation? Eighteen year success record. Award winning community involvement. Check my record and references. Write Box H-308, BROADCASTING.

Sales

Unemployed. University of Missouri Masters degree, 26 single, news/sports promotion background. Phil Miller, 1908A Creasy Springs Road, Columbia, Missouri 65201.

Announcers

TV-personality. Host-M.C. top pro, master ad-libber. Humorous-literate-witty-topical-bright friendly-smart-cheerful-crafty—and modest! Become involved with area and people. Really good, with track record. Now radio want back video. Tapes-brochure . . . (813) 360-7320.

Technical

First phone, experienced TV transmitter final control. Reliable, mature. Box H-169, BROADCASTING.

Attention stations! Currently working as summer-relief technician. Will be available for permanent employment beginning September 27th. Call or write: Charles Rohr, 1022 Taylor, Topeka, Kansas 66612. Phone 913-232-2765.

Television Situations Wanted

News

Award-winning reporter (Los Angeles Press Club; American Political Science Association). . . 32, M.J., w/news director-anchorman-production exp., seeks TV-news, field-reporting challenge. Single will relocate. Box H-158, BROADCASTING.

Sports or News Film cameraman looking for a good reliable position. Eight years experience, mainly in sports filming. Yes, I've won awards both in news and sports. Family man. Box H-247, BROADCASTING.

Mass comm graduate, 27, year TV web news experience, grad school, cameraman reporter top 13 market, free lance photo, seeking challenging responsibility in sizeable market. Call collect 212-362-2787 anytime. Box H-262, BROADCASTING.

12 years experience in news, sports and production; radio and TV; large and small markets; available Now! 1-414-421-5129.

Imaginative, personable professional meteorologist. Second man on two man staff needs new challenge. 24 years professional experience, including 3 years in television. AMS Television Seal of Approval. Bill Zelfi, 5601 Tampico Rd., Jacksonville, Fla. 32210.

Programing, Production, Others

Hardworking BA in communications searching for challenging position in production. Trained extensively in writing, performing, visual creation, set design, audio tape editing, lighting all types of programing-news, interviews, children's shows, commercials, documentaries, general entertainment. Inquire Box H-122, BROADCASTING.

June graduate. Director and all around for small CATV. Looking for opening in any television operation. Will relocate. Box H-154, BROADCASTING.

Bright, ambitious, attractive young woman seeks challenging job! Two years experience major TV show. Box H-162, BROADCASTING.

Producer, director, writer-4 years color experience. Masters degree. 28. Veteran. Will relocate. Box H-176, BROADCASTING.

How will you fill prime time? Ambitious, creative producer/director/writer with BA in production; commercial, educational, government, top twenty experience desires change with creative opportunity. Proficient in news, documentaries, editorials, interviews, commercials, graphics, audio lighting, editing. Military complete, family man, free to relocate. Write Box H-178, BROADCASTING.

Public affairs programs don't have to be dull. Producer of Peabody Award winning news show now looking for position building or starting creative public affairs division. Box H-253, BROADCASTING.

Producer-director, young, very quick, seeks new challenge in top twenty markets. Presently employed at top ten network affiliate. Strong in news production, and creative enough to have won awards for commercials. Gets along well with people. Married, degree, stable. Salary open. All replies answered. Box H-257, BROADCASTING.

Get "Rich" . . . hire creative P.D. for your MOR station. Box H-279, BROADCASTING.

Producer-director, experienced, creative, hard working, married, veteran. Box H-285, BROADCASTING.

CATV program producer/director/performer. Articulate, creative, practical. Six years experience: TV-radio-theatre. University education, 28, married, will relocate. Mornings before 10:30 a.m. 614-474-6454. Box H-295, BROADCASTING.

Commercial artist. 38. Tops in lettering. 14 years in television. Illustration, design, finished graphics, photography (no animation). Responsible position. \$200. weekly will relocate. Box H-300, BROADCASTING.

Female Girl Friday. Background includes: Investment analysis, art, television, radio, traffic, commercial copy. Want to hear from cable television and television stations. Carmel Clarke, 550 Fell Street, Apt. 14, San Francisco. Phone: 864-0941.

Producer/director, 20 years experience in television directing live and taped shows, commercials, sports and sales. Resume and VTRs. Will relocate. Ed Steiner, 2608 Willowbranch Drive, Nashville, Tennessee 37217. Phone (615) 883-8142.

Experienced-15 yrs. production and engineering knowhow. 414-499-2373.

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.

For Sale Equipment

Heliast-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.

3-RCA TK41 color camera chains, precision yokes, solid state power supply, etc. Box H-62, BROADCASTING.

Late model General Radio 916AL RF bridge with three reference standards, excellent condition, certified June 1971, \$325.00 Hewlett-Packard 3308 Distortion Analyzer, in mint condition, excellent for AM audio proofs, certified July 1971, \$310.00. Box H-277, BROADCASTING.

FM Antenna-ten bay circularly polarized CCA FM antenna type 6811. Antenna matching transformer included. Only 18 months old and part of present system producing best multiplex sound and finest stereo separation. Can be tuned from present frequency 100.7 MHz. Station going to higher power. Contact John Kreiger, KASE, 705 N. Lamar, Austin, Texas 78703. (512) 478-8521.

Two complete Schafer automation systems. One system nearly new, contains four 440 music decks, complete audio clock, Random select spotter, make up unit, network switcher with roll fill deck, control unit. All in excellent condition. Right party may take up lease purchase agreement. The other system we have for sale uses AG 351 decks, is in good condition and contains all of the above mentioned equipment except the network switcher and make up unit. \$11,900.00. Contact Dave Higginbotham, KEBE Radio, P.O. Box 1648, Jacksonville, Texas 75766. PH. 214-586-2211.

Schafer random select spotters, one nearly new with amplex 440 deck. Other uses AG 351, will take best offer. Also have magnecord 1028 in good condition, \$500.00, metrotech slow speed logger model 552 only one year use \$900.00. Contact Dave Higginbotham, KEBE Radio, P.O. Box 1648, Jacksonville, Texas 75766, 214-586-2211.

For sale-2 DCU's, \$150; Gates 55 unit, \$500; silence sensor, \$50; system programmer, \$200; Time selector, \$25; fade-start unit, \$25; master audio control switcher, \$200. Available for sale due to new installation. WGHQ, Kingston, N.Y. 12401.

For Sale: Grass Valley routing switcher. Audio follow video. 12 X 10. 10 Control Panels with cables. Presently used Network operations. New 15.5K sell for 9K. Call KCET (213) 466-4212 Ext. 307.

Two (2) RCA TK-43 Cameras complete with TD-98C pedestal Varotal V zoom lens. 100 foot cables. Tektronix/RCA monitors, \$15,000.00 each. Call 803-253-6431.

Sale Federal 192 3kw FM xmtr. complete \$2500.00. Call Bill Ward 301-530-5927 evs. or 301-587-6116 days or write 9918 Mayfield Dr., Bethesda, Md. 20034.

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BOX H-268, BROADCASTING

Miscellaneous

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Stations

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265-3430

FOR SALE Stations

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BOX H-314, BROADCASTING

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NE	metro	daytime	525M	29%	NW	medium	profitable	97.5M	25M
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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the one journal that reports the complete business week of broadcasting ... edited and departmentalized for readers who need to know ... but fast.

FM can't miss for CBS. It's now a sleeping asset and soon it will be a lively success. Robert Cole says so. He also says FM is the medium of the '70's, the Pied Piper of the young.

What are Mr. Cole's credentials as an analyst and prognosticator? They are not simon-pure and utterly objective. He's charged with putting the seven CBS-owned FM stations on a profitable basis. Yet don't necessarily discount Bob Cole's evaluation. It's not only self-interest that speaks for him. FM was his first love in the communications field and he's always been true to it in a fashion. Back in 1958, when his bread was coming from television, Bob Cole invested in a custom FM tuner for his car. He cites that investment now as evidence of his enduring faith in the coming of the medium.

It wasn't always easy to believe. As recently as 1966, the CBS FM stations were little more than deadweights, merely simulcasting the programming of their associated CBS-owned AM stations. Then the FCC declared that all FM's in cities of 100,000 people or more that had AM sister stations in the same market should run separate programming at least 50% of the time.

CBS Radio's answer to the FCC's nonduplication rule was a syndicated FM program service conceived by William D. Greene, who became director of a new department that specialized in FM broadcasting. The idea was to set up the FM group as a viable, going operation but the program service, called *The Young Sound* and consisting of music aimed primarily at the 20-to-35-year-old audience, was no magic wand. More was needed to turn the FM pumpkin into a successful vehicle.

Into the job in 1969 came Bob Cole, erstwhile TV-sales account executive. Succeeding Bill Greene, he was named vice president of the CBS FM group—WCBS-FM New York, WBBM-FM Chicago, KNX-FM Los Angeles, KCBS-FM San Francisco, WCAU-FM Philadelphia, KMOX-FM St. Louis, WEEI-FM Boston—responsible not only for the stations but for CBS-FM National Sales, and *The Young Sound* program service.

There was only a nucleus of an operation. It was not a matter of reshaping. Instead the mandate was for total construction since all the stations were automated, all were programming *The Young Sound* and there were no separate FM facilities.

Now the FM facilities in New York and Chicago are separate. WCBS-FM went on the air as a separate, fully-programmed, live operation Oct. 20, 1969, nine months after Bob Cole was on the job. WBBM-FM went on the air in its new form in November 1970.

Mr. Cole is working on the San Francisco station. According to current

High on the medium, Bob Cole is redoing CBS's FM operation

projections, it will go on in the fall of this year. KNX-FM Los Angeles should be next, in the spring of 1972. By the spring of 1973, all seven CBS FM's may be on the air as separate, full-fledged stations.

New York could be the prototype. The first thing Mr. Cole did there was to try to determine the FM audience. He found it was upper income, college-educated, between the ages of 18-34. Examining the marketplace, looking for a hole that was not being covered, he decided on a modern, popular-music format. Then he hired contemporary people. The station manager in New York was 26 when assigned; the manager in Chicago only a few years older. "Do what you think is right," they were told in effect. Bob Cole doesn't have

CBS Radio President Sam Cook Digges—the man he ultimately answers to—breathing heavy on the back of his neck. In turn he delegates considerable authority to his station people; believes the guy on the scene, who knows the market, should make decisions, particularly programming ones.

A firm commercial policy was set. Bob Cole doesn't allow more than eight minutes per hour of commercial content. In New York, he presents sort of bonus music periods for listeners—101 minutes of music without commercials (the station's dial position is 101). WCBS-FM has at least one such straight music period each day.

The Chicago music format is similar to New York but more tailored to Midwest tastes, with the beat of the music not quite as hard. Five voices introduce the music in Chicago, six in New York. There's less talk at the Midwest station.

The FM operation seems to have grown under Bob Cole's supervision. He mentions vague "marked increase in audience" in Chicago and a New York gross that is half again last year's as evidence of growth patterns. His projections are better outlined. He feels the FM group may turn the profit corner by 1975. The New York station could break even this time next year. Mr. Cole thinks that technology is going to help out. He expects that all automobiles will soon have AM-FM capability. He's convinced that quadraphonic sound—sound from four channels instead of the current stereophonic, or two-channel sources—is the recording of the future and that FM is likely to get a spectacular ride with this new entry.

"I'm home," Bob Cole says in talking about the FM medium. "I'm back to what I always wanted to do. It took me 18 years to get here."

It really wasn't a circuitous route. Mr. Cole hasn't worked professionally for anyone but CBS, joining the company in 1953. He got his big break as a sales trainee at KNXT (TV) Los Angeles under Robert D. Wood, then sales manager of the CBS-owned TV station and now CBS-TV president (Clark B. George, later CBS Radio president, was then KNXT's station manager).

But despite a career that was sell, not sound, oriented, Bob Cole was not such a far-out choice to put CBS in the money-making FM business. He knows music. A jazz musician in college, he still plays in a 17-piece band for fun.

He also jogs daily as much as two miles in a midtown Manhattan athletic club during his lunch hour. Does Bob Cole suffer the loneliness and despair of the long distance runner? When he thinks about FM, at least, his steps seem to resound with confidence.

Week's Profile



Robert Cole—vice president, CBS-Owned FM Stations, CBS Radio, New York; b. April 2, 1927, Meridian, Miss.; U.S. Navy, 1945-47; B.S., Glendale College, Glendale, Calif., and University of Southern California, Los Angeles, 1948-53; tour guide, CBS Television City, Hollywood, 1953-54; sales trainee and account executive, CBS's KNXT (TV) Los Angeles, 1954-1961; account executive, CBS-TV National Sales, 1962-69; VP, CBS Radio, CBS-Owned FM Stations, 1969-present; m. Nancy Osborne of Albion, Mich., Nov. 29, 1958; children—David, 11; Amy, 8; James II, 5; hobbies—jogging, jazz piano.

Absolutely open mike

The corruption of the broadcasting system from communications force to public soapbox was advanced last week by another decision of the U.S. Court of Appeals in Washington. The court ruled that the principles invoked by the FCC four years ago in applying its fairness doctrine to cigarette advertising apply equally to the advertising of other products. This may have dropped the last barrier to intolerable babel on the air.

Here the court has decided that commercials for automobiles and gasoline are also arguments for air pollution. It has agreed with the Friends of the Earth, an environmental-protection organization, that broadcasters who carry such commercials must also carry messages taking a position on the other side.

All by itself this decision is chilling in its implications: The range of product messages to which it can be argued that there is "another side" is probably endless. But this decision, coupled with another by the same court three weeks ago (BROADCASTING, Aug. 9), renders the broadcaster all but helpless to control the advertising and commentary on his air. In that earlier ruling the court held that broadcasters could not reject advertising that takes a position on matters of controversy. It added that the fairness doctrine would apply to the advertising that the broadcasters, by this very fiat, were required to accept.

These two decisions just about wrap it up. As now interpreted, the fairness doctrine is at work when advertising of any kind is put on the air. Not only that, the broadcaster is forbidden to stay clear of the one kind that is most likely to raise fairness questions.

The problem was clear enough before the latest decision. As FCC Chairman Dean Burch said, in an interview on WTOP-TV Washington the week before (BROADCASTING, Aug. 16), broadcasters interpret the fairness doctrine "at their peril." The peril doubled last week.

The first hope for a restoration of reasonable editorial discretion lies in a prompt and rational resolution of the fairness-doctrine review that the FCC has undertaken on its own motion. Two weeks ago the National Association of Broadcasters requested an extension of the deadline for comments from Sept. 10 to Dec. 10. Maybe the extra time is needed for the preparation of as persuasive a filing as is urgently required.

End of the exercise

As reported elsewhere in this issue, reply comments were filed last week in the FCC's one-to-a-market rulemaking. The commission now has more information than it needs to reach the decision it should have reached before issuing its proposal: that there is utterly no need for an across-the-board exclusion of common ownerships of media within the same communities.

The National Association of Broadcasters and American Newspaper Publishers Association, carrying the heaviest part of resistance to the adoption of the rule, have spent hundreds of thousands of dollars on economic analyses that show a profusion of competition among media in most parts of the country. No contrary evidence of substance has been adduced. On the other side, the record contains more emotion than reason, more speculation than fact.

The fact is, as the NAB and ANPA research demonstrated, that most Americans are all but overpowered by the

constant stream of messages directed at them by all media. There is no escape, except into the wilderness.

This condition has been achieved under present rules of multiple ownership. It can be maintained under a continuation of present rules. If dangerous concentrations of media control begin appearing, they can be managed case by case according to the specific circumstances.

Hold your hats!

President Nixon's electrifying economic program means many things to people and industry throughout the nation and the world. Its full impact is not yet discernible.

To broadcasters, their customers and their staffs it could mean the greatest boon since the demoralization of broadcasting business following the loss of \$230 million in cigarette business. There are bound to be minuses too by virtue of price freezes during the preliminary 90-day period, and probably thereafter.

Ahead should be surges in all kinds of broadcast business. Repeal of the 7% excise tax on automobiles, plus the 10% duty on such volume-import items as automobiles and electronic equipment, are gains that will more than offset any losses in domestic advertising of the imports. The investment credit of 10% and personal tax credits will increase spendable income and should reduce unemployment.

As recounted elsewhere in this issue, there are many aspects affecting broadcasters, advertisers, advertising agencies, station representatives and suppliers that need elucidation and perhaps adjustment. Gradually these will surface from the suddenly overworked Office of Emergency Preparedness. Major portions of the program need implementation through legislation. Repercussions in Congress can be expected but hopefully without pure partisan politics.

All concerned would be wise to avoid cutting corners or attempting to circumvent the intent of the all-inclusive economic program. This, as the administration has made clear, is a national emergency. Aside from the factors of patriotism and good citizenship there are severe penalties. Broadcasters and advertisers, who are taking the impact of consumerism run riot, can play the new economic game straight and emerge with new prestige and colors flying.

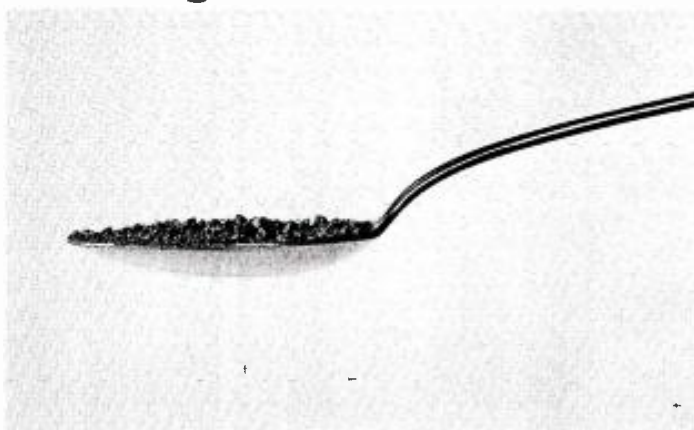


Drawn for BROADCASTING, by Sid Hix

"Shouldn't we write her out of this night club scene? You know we can't sell those on TV!"

THE STATION

We want you to use more KPRC-TV.



Courtesy: Maxim Freeze-Dried Coffee

The Station is concentrated in Houston. It's real sales-power concentrated into result-packed spot announcements. And each spot has so much flavor that less than one sixty will seem like a whole campaign. So sell more.

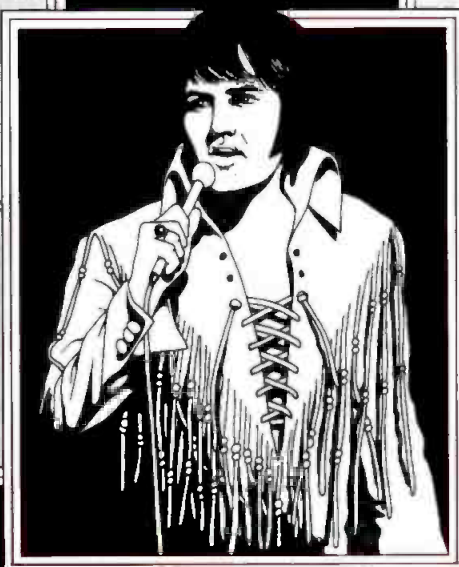
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EDWARD PETRY & COMPANY

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A 12-hour radio documentary
on the most spectacular figure in the history of rock and roll.

Until 1971, The Elvis Presley story has gone untold, cloaked in legend and mystery. But now Elvis's life, his music and his impact have been documented in 12 hour-long taped chapters for exclusive radio broadcast rights.

In this radio biography you'll hear over 70 voices—the people who know Elvis best, from his childhood to the present. You'll hear dozens of rare tapes. You'll hear the music that made him... and nearly 150 of the songs he made. You'll hear the legend and how it was created and sustained. You'll know Elvis Presley. The King... and the man.

Jerry Hopkins devoted two years to research and write his forthcoming Simon & Schuster book, "Elvis." He has now completed this radio version. Watermark's Ron Jacobs is putting the finishing touches on the project after five months of field and studio production. Narrator Wink Martindale has told the 12th chapter of the story he's known since his early radio days in Memphis.

It's ready. And it's available in many markets. (Stations which carry Watermark's weekly American Top 40 program were given first refusal options in July.

As of August 5, 99 stations had reserved the program for their markets.) For availability and presentation tape, please call or write:

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Producer/Director: Ron Jacobs
Writer: Jerry Hopkins
Narrator: Wink Martindale
Production Co-Ordinator: Sandy Gibson
Continuity: Ellen Johnson
Mastering Engineer: Bill Herganson
Remix Engineer: John Horton
Executive Producer: Tom Rounds

THE
ELVIS
PRESLEY
STORY

