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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

In perspective: D.C. court's take-charge role in broadcast regulation
Industry resumes normal business beat despite lack of clues on freeze
Broadcaster buy-outs of citizen-group challenges under scrutiny
FCC details \$15 million in fee collections from first year's receipts

KGMS

Beautiful Music

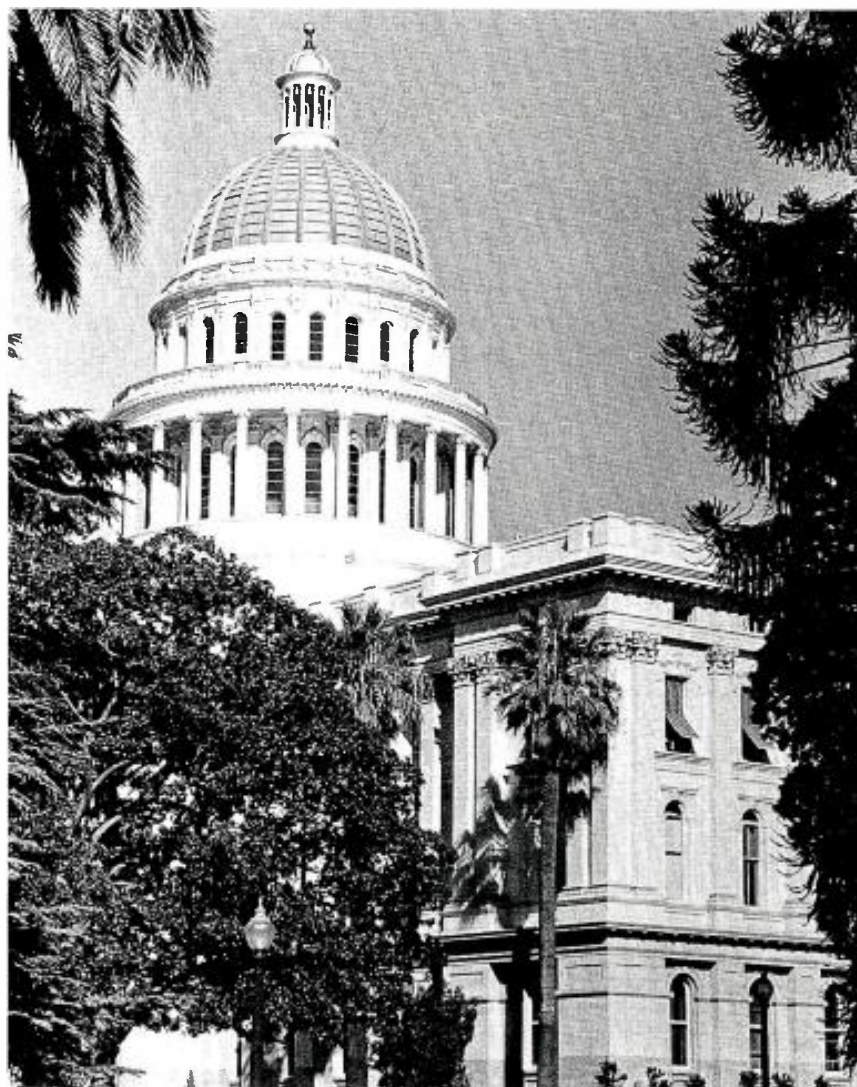
for California's Capital City

KGMS' Beautiful Music and award-winning news are uniquely matched to the interests of Sacramento to earn exceptional adult ratings in both Pulse and ARB.

KGMS serves well, the Capital City of California . . . Sacramento. Among the *nations* of the world, California, that truly amazing state, ranks as follows:

- *6th in Gross Product
- 1st in per Capita Income
- 2nd in Agricultural Products
- 2nd in the number of cars
- 2nd in the number of telephones

California is a state so productive that if separate from the U.S., it would be one of the world's leading nations.



represented by



Alan Torbet Associates, Inc.

New York	Chicago	Detroit	Atlanta
Los Angeles	San Francisco	Denver	
Memphis	Dallas		

*For the list of Nations that out-rank California in Gross Product, write KGMS. For the way to reach the people of affluent Sacramento, use the reach of KGMS.

We're proud of the Four ABC Demo They're such good sports.

Howard Cosell, American Contemporary Radio Network
Skeptical... tough minded. Howard started in 1951 as a sports minded attorney to help organize the New York Little League. Twenty years later he became the most respected name in sports reporting by telling it like it is. There's no pulling of punches when Howard goes after his news.

We cover almost every major market in the country with our four networks because we have so many affiliated stations.

And naturally we couldn't have gotten so many affiliates to join us without having a lot more to offer. Like the most—and the best—sports coverage on radio.

Our all-star team covers sports better because they know it better. Because they've been there.

For example, we give our listeners the inside-the-dugout story on baseball from the man who played second base for the World Champion New York Yankees.

And the ringside story on boxing from the man who has interviewed more champions than any man alive.

And now Frank Gifford comes to ABC Radio bringing an insight on football that could only come from the man who made all-pro on both offense and defense.

This is the all-star team of radio. No question about it. In fact, so many more people like us, we have 27% more advertisers than we did a year ago.

It seems like everybody likes you when you're a good sport.

Frank Gifford, American Information Radio Network
Frank needs no introduction to sports fans. All-American at Southern Cal, the NFL's most valuable player in 1956, All-Pro with the Giants, and today an all-star in the world of sports broadcasting.

Lou Bada, American Information Radio Network
Native of South Bend, Indiana—"sports city"—a natural for a sports reporter. He did play-by-play reporting for NCAA and AFL Football. On weekends, he's the voice of "Information Radio's World of Sports"—22 programs covering auto racing, golf, tennis, bowling—all the major happenings wherever sports news is being made.



graphic Radio Networks.

Jack Drees, American Information Radio Network

This former All Big Ten basketball center has broadcast world's championship events in virtually every major sport, including the Triple Crown of Racing, The Super Bowl and the famed 73-0 championship game between the Chicago Bears and Washington Redskins.

Jerry Coleman, American Entertainment Radio Network

No rookie here. The ex-New York Yankee great turns a double-play into a score. As both player and play-by-play announcer, Jerry adds new insight to the weekend sports.

Keith Jackson, American Entertainment Radio Network

Keith has covered the Olympics, the play-by-play for the National Football League and the first direct radio broadcast of sports events from the Soviet Union. Always first to get his coverage across the finish line.



american
information
radio network



american
entertainment
radio network

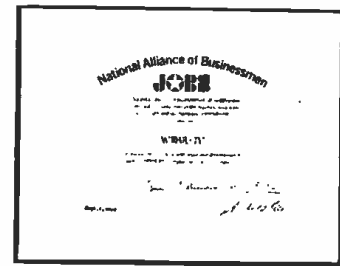
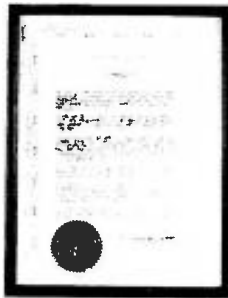
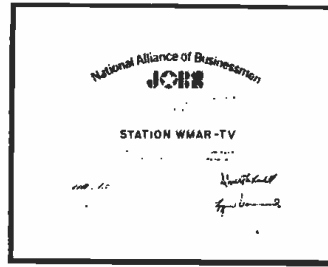


american
football
radio network



american
football
radio network

The Four ABC Demographic Radio Networks.
Any resemblance to traditional radio networks is purely coincidental.



AWARD WINNER!

"JOB FINDER"...to help people find jobs

... if they're unemployed ... to help employers find workers ... and to provide a continuing review of employment in Maryland.

Since 1968 the WMAR-TV "Job Finder" series has won 8 local, state and national awards. The latest was a national American Political Science Association award presented to WMAR-TV producer Peter Ballard for "distinguished reporting of public affairs." As a result of the series he has been appointed by Maryland Governor Marvin Mandel to the Committee to Promote Employment of the Handicapped.

QUOTES:

"Please accept my thanks on behalf of the people of Maryland and for myself personally for all that you have accomplished."
Marvin Mandel, Governor of Maryland

"I want to thank you for the outstanding effort which you have made on behalf of summer youth employment in Baltimore." Thomas J. D'Alesandro, III, Mayor of Baltimore

"This type of cooperation is vital in keeping the community informed."
Marion W. Pines, Project Director, Job Corps



Peter Ballard

WMAR-TV 
CHANNEL 2, Baltimore, Maryland

To many observers, the principal architects of broadcast policy today are the judges of the U.S. Court of Appeals for the District of Columbia Circuit. A 'Perspective on the News' assesses the court and its impact. See . . .

Broadcasting's pre-emptive court . . . 17

A total of \$15,948,180 in fees was collected by the FCC during fiscal 1971—the first year of operation under the commission's new fee schedules. That figure falls far short of the agency's \$24.9-million budget allocation. See . . .

FCC take-in fees: \$15.9 million . . . 23

The ramifications of the President's wage/price freeze upon the broadcast industry remained cloaked in uncertainty last week, as Cost of Living Council's clarifications fail to address broadcasters' specific questions. See . . .

A price for all seasons? . . . 27

The FCC indicates it will investigate practice of licensees reimbursing citizen groups in return for nullification of renewal and transfer challenges. Notice of inquiry will be forthcoming, commission says. See . . .

FCC cuts in on citizen compensation . . . 32

Office of Telecommunications Policy discontinues attempt to bring about accord among cable, broadcast and copy-right interests on CATV issues, following NCTA rejection of restrictions in excess of those proposed by FCC. See . . .

OTP drops interim cable quest . . . 33

Federal Trade Commission, in continuation of policy to crack down on deceptive advertising, orders 11 air conditioner and four electric shaver manufacturers to document claims made in ads, including broadcast spots. See . . .

FTC's latest documentation targets . . . 40

White House—through the voice of Director of Communications Herbert G. Klein—expresses apprehensions about attacks on TV advertising. He criticizes Wright decision, warns that attacks might spread to print media. See . . .

A White House ally for advertising . . . 41

U.S. Court of Appeals in Richmond, Va., defends FCC decision that licensees are not required to present pro-smoking messages in reply to antismoking spots. It rejects appeal of commission's verdict by tobacco industry. See . . .

Court backs FCC on smoking spots . . . 43

Tracy Westen, Washington attorney who led campaign against FCC's controversial drug-lyrics notice, again petitions commission for clarification of free-form radio decision. KFMG case is catalyst this time around. See . . .

FCC prodded on free-form radio edict . . . 45

Survey of network-TV affiliates in top-50 markets, commissioned by Screen Gems, indicates that stations feel FCC's prime-time access rule 'is a mistake and will not accomplish its intentions.' See . . .

Dire predictions for prime-time ruling . . . 47

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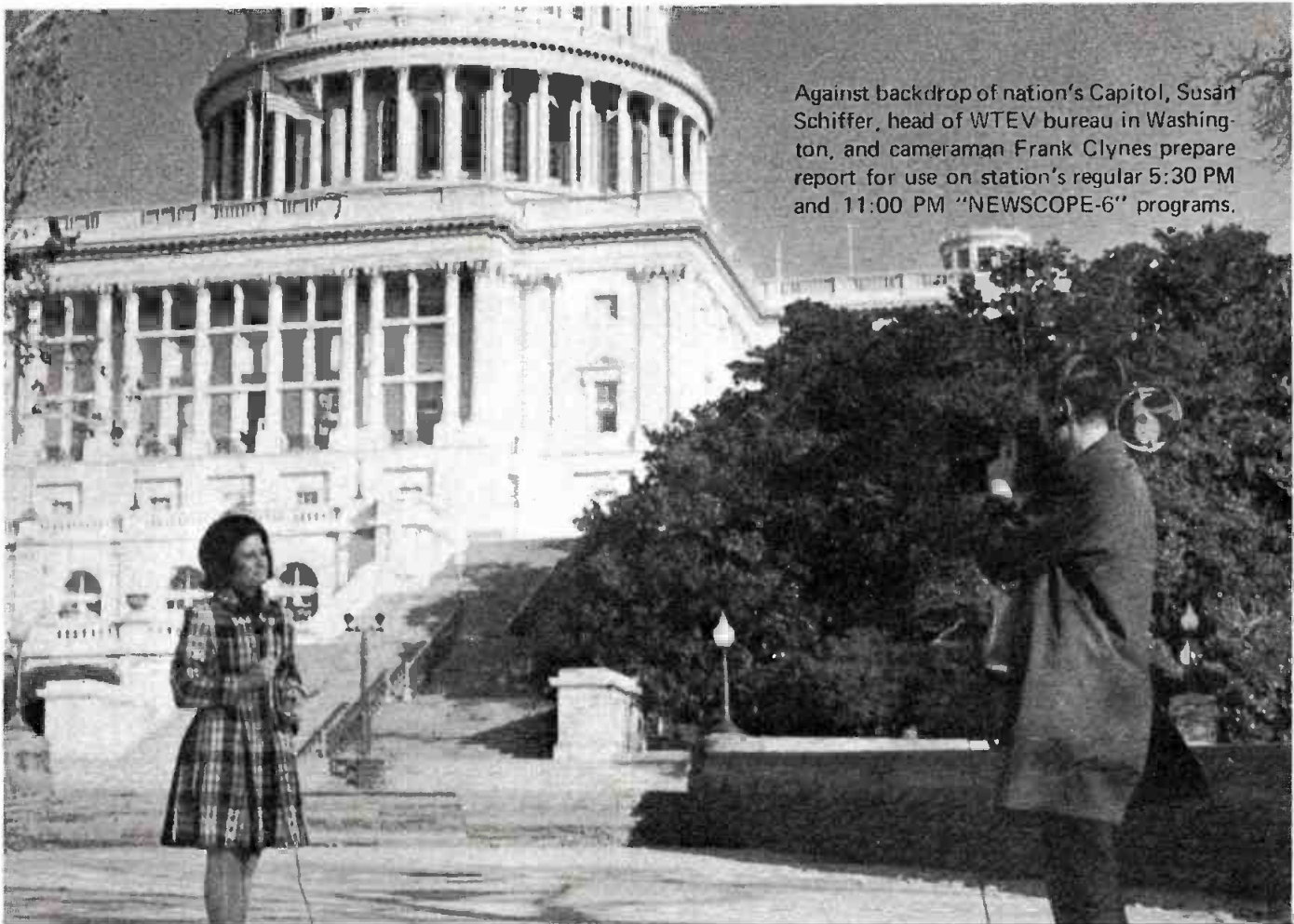
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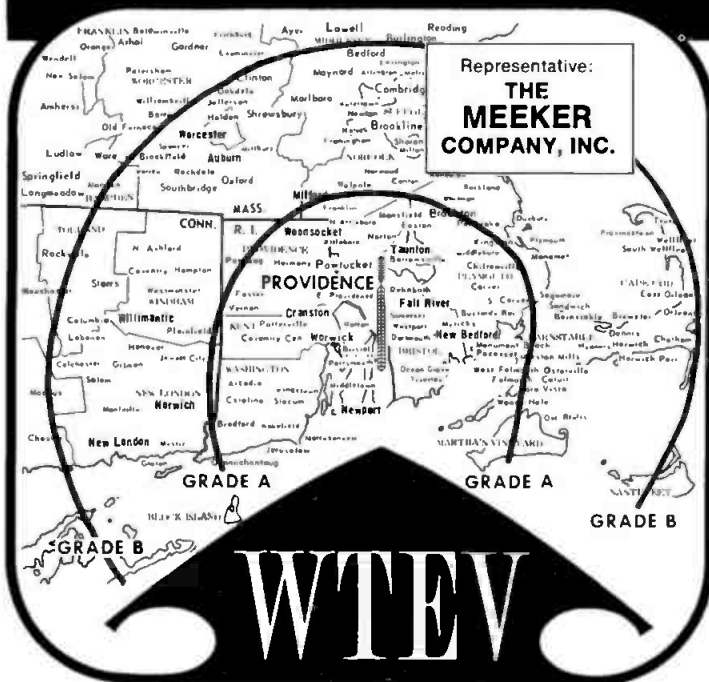
Subscription prices: one year \$14, two years \$27, three years \$35. Add \$4 a year for Canada and \$6 a year for all other countries. Subscriber's occupation required. Regular issues \$1 a copy. BROADCASTING YEARBOOK published each January, \$13.50 a copy; CATV SOURCEBOOK annually, \$8.50 a copy.

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



Against backdrop of nation's Capitol, Susan Schiffer, head of WTEV bureau in Washington, and cameraman Frank Clynes prepare report for use on station's regular 5:30 PM and 11:00 PM "NEWSCOPE-6" programs.

WTEV highlights news coverage with full-time Washington bureau



To better serve its tri-state area, WTEV makes exceptional efforts in gathering news and information. For example, Channel 6 maintains four full-time news bureaus in Providence, New Bedford, New London and Washington, D. C., to serve its area not with just news, but the latest news, accurately presented.

WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel



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

Rescue parties

Next week's return of Congress from vacation is expected to spur broadcasters into attempts to get legislative clarification of license-renewal policy, now in disarray as consequence of appellate-court reversal of FCC's version. It's bound to be principal matter for tactical planning at meeting of executive committee of National Association of Broadcasters this week (Sept. 2).

Washington experts see little chance for revival of bill like one submitted in 1969 by Senator John O. Pastore (D-R.I.), which would require FCC to find incumbent disqualified before opening his facility to rival applications. Some think there's better outlook for bill drafted on behalf of several Texas broadcasters who are now under challenge (BROADCASTING, Aug. 16). That bill would require all competing applicants to be qualified for character, finances and basic operating abilities. Those qualified would then compete on programming alone, with newcomer to win only by proving he had both resources and plans for demonstrably better service than incumbent had provided. There are also some signs of rising interest in bill submitted by Senator Carl Curtis (R-Neb.) to extend broadcast license terms from three years to five.

Sudden movement

Radio emerges, at least temporarily, as beneficiary of new automobile billings as Detroit tries to adjust to President's new economic policy. Buick, through McCann-Erickson, starts today (Aug. 30) three-week spot-radio "clean-up" campaign to move dealers' inventory of 1971 models. Late order from General Motors, through MacManus, John & Adams, is for one-week nationwide spot-radio drive, also starting today, to explain auto excise-tax situation. United Delco, through Campbell-Ewald, approved 17-week spot-radio buy to begin Sept. 6, part of 52-week plan.

Earlier last week both spot and network radio got commitment from Ford Motor Credit Co., through Kenyon & Eckhardt, for company's first major consumer-advertising campaign (see page 41). Television is still expected to get major budgets. Lincoln-Mercury (K&E), for example, is heavying up on all three TV networks on night of Sept. 16 to advertise display of new models next day. Dodge, on other hand, is delaying spot-TV phase of new-model

introduction because of pricing uncertainties and dealer inventories of 1971 cars.

Legacy

When Francis Walsh ended his 11-month tenure as chief of FCC Broadcast Bureau in mid-August he dispatched memo to Chairman Dean Burch on progress made in processing station transfers. Mr. Burch had labeled long delays as bottleneck. In September 1970, reported Mr. Walsh, average time for clearing sale was seven months. Average time as of Aug. 1, was cited as three months and in some cases processing has been completed in as little as 45 days.

Mr. Walsh reported that on Sept. 1, 1970, there were 268 applications pending as against 143 on Aug. 1, 1971. In period he reported that 801 transfers were disposed of. Bureau also handled "one to a market rule" and new grant-fee provision as well as such big deals as Corinthian-Dun & Bradstreet, and Triangle-Capital Cities. Mr. Walsh, for personal reasons, returned to West Coast, presumably to resume position of dean at San Francisco State College, was succeeded by Wallace E. Johnson (BROADCASTING, Aug. 9).

Air hazard

New engineering studies have turned up "substantial interference" to television from New York Port Authority's 1,360-foot World Trade Center building. Now that aluminum skin is in place on north tower of two-tower structure, Jules Cohen & Associates, Washington consulting engineering firm, has rechecked reception in 71 locations surveyed last March when skinless frame of building was up. For example, study found that ch. 2 WCBS-TV, which got interference in 80% of locations last March, now gets it in 94%. WCBS-TV is regarded as prime channel. Ratio of WCBS-TV interference last March was maximum of 5%; now maximum is 18%. Engineers consider 8% objectionable. Other network stations are similarly bothered.

Study, conducted for sponsoring Television Broadcasters All Industry Committee, found ch. 9 WOR-TV and ch. 11 WPIX(TV) least affected by interference, ch. 31 WNYC-TV and ch. 47 WXTV(TV) Paterson, N.J., hardest hit. Most of measured sites are in Westchester county, in six-degree northerly arc from building.

Dry spell

Program distributors anticipate short supply of new off-network movies flowing into station marketplace during 1971-72 season. Word at this time is that only Screen Gems, Metro-Goldwyn-Mayer Television and Paramount Television are planning to release packages of features not shown before on stations. Scarcity is said to reflect decrease in motion-picture production in recent years and unsuitability of many newer films for TV.

Western front

San Francisco offshoot of Boston-based Action for Children's Television will file with FCC this week report highly critical of children's programming on five Bay Area commercial television stations. Report, based on monitoring of stations and discussions with station managers, will assert that more than 75% of programs aimed at children on weekdays are reruns of old cartoons, adventures or situation comedies.

In San Francisco it's called Committee for Children's Television. Report will also charge that San Francisco network affiliates which 10 years ago aired total of 29½ hours each week of locally produced programming for children will have total of only hour and a half of such programs in fall schedules coming up. Report will be filed in same week stations' license-renewal applications are due.

Ganging up

KGGM-TV Albuquerque, N.M., is expected to be hit with second petition to deny renewal of its license. Leaders of Albuquerque-based coalition of Mexican-American groups — with advice from Earle K. Moore, New York lawyer retained by United Church of Christ as expert in broadcast interventions — last week were preparing petitions against that station and KDEF(AM) Albuquerque. KGGM-TV, along with KOB-TV and noncommercial KNME-TV, was target of another petition to deny filed by Alianza Federal de Pueblos Libres, chicano group, two weeks ago (BROADCASTING, Aug. 23).

New petition will come from Coalition for the Enforcement of Equality in Television and Radio Utilization, claiming to represent number of chicano organizations. President of coalition, Max Carmona, asserts target stations stalled in negotiating his group's demands in attempt to get past Sept. 1 deadline for petitions to deny.

DNC now wants time to answer economy message

Democratic National Committee has demanded "comparable prime evening time" from three networks to answer President Nixon's nationally televised address on economic policy Aug. 15.

In telegrams Friday (Aug. 27) to presidents of ABC, CBS and NBC, DNC said President "injected partisan issues into the debate" over inflation and "sought to place the blame for this inflation on the policies of the previous Democratic administrations. . . ."

Charging that President's wage/price freeze is unfair to working people, DNC pointed out that for past year Democrats have urged administration to institute policy that would spread burden evenly among all segments of society.

"To set the record straight on the causes of the tragic inflation in our economy and to allow the presentation of the Democratic Party's program for combatting the economic ills of this nation, the FCC's fairness doctrine obligates your network to provide comparable time. . . ." DNC said.

CBS said Friday it has received and is studying DNC's request, but will have no reply until this week. ABC and NBC, who had not as yet received the telegram, had no immediate comment.

Equal-time demand follows DNC's filing with Washington appeals court seeking to overturn FCC's dismissal of DNC fairness complaints involving other TV appearances by President (see page 39).

BBi wants WHDH out, asks FCC to do it

Boston Broadcasters Inc., apparently undaunted by FCC's request to U.S. Court of Appeals two weeks ago for remand of Boston channel-5 case (BROADCASTING, Aug. 23), has asked commission to withdraw its authorization to WHDH Inc. to operate WHDH-TV on channel "until further order of the commission."

BBi, whose WCVB-TV studios and staff are ready to commence broadcasting at any time, is obviously feeling pressure as Sept. 12—date it has requested commission to specify for termination of WHDH-TV, and which it has indicated it would like to commence operations—approaches.

BBi contended that commission's "indefinite" authorization for continued operation is illegal, since proceeding was automatically ended when Court of Ap-

peals notified agency of affirmation of commission's 1969 action denying license renewal for WHDH-TV. Court affirmed FCC action on June 23, following Supreme Court's refusal to hear case. Commission granted authorization to WHDH-TV on July 27.

BBi said it "has not overlooked the fact" that commission has asked court for remand, in light of civil suit against Nathan David, BBi principal, but it added that "until the court grants [remand], the commission—no less than the other parties in that litigation—are bound by" court's June mandate.

FCC's authorization to WHDH-TV, BBi charged, "has no valid statutory basis; moreover, when coupled with the commission's observation that 'WHDH Inc. should be permitted a reasonable time within which to wind up its affairs,' the indefinite authorization leads to the ineluctable conclusion that BBi is to be left waiting at the church on Sept. 12, 1971."

Jacobs alters predictions after CBS alters line-up

Telcom Inc., New York, program buying and consulting firm headed by veteran TV-network handicapper Herb Jacobs, has issued revised share estimates for prime-time periods affected by CBS-TV schedule changes. Estimated effect on networks' over-all ratings for season: No change whatever for CBS-TV (18.9), one-tenth point improvement for ABC-TV (to 17.1), one-tenth point drop for NBC-TV (to 19.0).

Individual changes were assessed by Telcom as follows:

Monday, 10 p.m.: Replacement of *Arnie* with *My Three Sons* is expected to improve CBS-TV share from 26 to 28, without denting shares of competing programs, ABC-TV's Monday night professional football game (31) and movie on NBC-TV (32).

Monday, 10:30 p.m.: *Arnie* replaces *All in the Family*, but change is expected to leave all three network shares unchanged: 24 for CBS-TV, 32 for ABC-TV football, 33 for NBC-TV movie.

Saturday, 8 p.m.: *All in the Family* is expected to match 34 share predicted for its predecessor in time slot, *My Three Sons*. This change is also expected to improve share for ABC-TV's new *Bobby Sherman Show* (26 to 28), with corresponding drop for new NBC-TV entry, *Partners* (28 to 26).

Biggest boost for individual program goes to *All in the Family*, which by

moving into Saturday night competition with two new programs is assigned predicted share increase of 10 points, from 24 to 34.

Original Telcom predictions were made by Mr. Jacobs at National Association of Broadcasters convention, as has become annual custom (BROADCASTING, April 5). CBS-TV schedule changes were announced earlier this month (BROADCASTING, Aug. 16).

Doubleday and chicanos get less than nowhere

Mexican-American citizen group involved in renewal challenge to three Texas stations licensed to Doubleday Broadcasting Co. walked out of scheduled meeting with Doubleday representatives after only four minutes of exchange.

Meeting in El Paso had been scheduled for last month but was postponed after Chicano Citizens in Broadcasting filed petitions to deny renewal of Doubleday's KROD-TV El Paso, KOSA-TV Odessa and KITE(AM) San Antonio, all Texas, with FCC. Meeting was rescheduled for last Monday (Aug. 23).

Petitioners left meeting last week when they discovered that Mike Bader, Doubleday's attorney, was not present and that no representative of Doubleday Publishing Co., Doubleday Broadcasting's parent, was on premises. Juan Rocha, moderator for chicano negotiating team, said later "we had no choice but to not proceed with the scheduled meeting when the Doubleday communications attorney failed to appear, since legal ethics prohibit our attorneys from meeting with unrepresented opponents in litigation." Chicanos also expressed disappointment that Nelson Doubleday, parent company's president, did not attend. Highest ranking Doubleday official at meeting was David G. Scribner, Doubleday Broadcasting president. Chicanos had five attorneys present.

But Mr. Scribner said that petitioners had been advised prior to meeting that neither Mr. Bader nor Mr. Doubleday would attend. Chicanos' El Paso attorney, Ruben Sandoval, denied that group had been led to believe this.

Doubleday contended at meeting that purpose of dialogue was to afford opportunity to discuss "ways of improving our service to the public." Chicanos, however, said that their purpose in meeting was to discuss litigation. Doubleday refused to accept this explanation, pointing out that FCC's

Broadcast Bureau has already dismissed KOSA-TV and KROD-TV petitions on grounds that petitions were "legally defective" in that they were filed past deadline. It contended that there was no litigation to discuss. Only petition now standing at FCC, it said, is that concerning KITE, and all pleadings have been filed in that case. But petitioners asserted that they would appeal commission's rejection of KROD-TV and KOSA-TV rejections, and added that they also intend to file against Doubleday's KDEF-AM-FM Albuquerque, N.M.

Several members of petitioner group said last Friday (Aug. 27) that there would be another meeting with Doubleday within two weeks, in which Mr. Doubleday would be present. Sources at Doubleday, however, said they had no knowledge of such meeting.

Code dues increase not likely

Implementation of the National Association of Broadcasters TV code dues increase, scheduled to become effective Oct. 1, 1971, was termed "unlikely" last Friday (Aug. 27) by NAB Vice President James Hulbert, because of the wage/price freeze.

No final decision had been reached, Mr. Hulbert said, but discussion was continuing (see story, page 27). Rate increase, to seven times highest published 30-second spot rate, was expected to add nearly \$100,000 to current code budget of \$480,000 annually (BROADCASTING, June 28, 1971).

Ideal Toy shifts ad strategy

Ideal Toy Co., New York, is discontinuing sponsorship of network TV children's programs on Saturday and Sunday morning next fall and concentrating its advertising on family-oriented night-time series and programs.

Ideal announced its fall advertising plans last Friday (Aug. 27). Herbert R. Sand, executive vice president-marketing, said reason for move was weekend network children's programs contain "enormous clutter and scant product protection." He added Ideal had begun to move away from sponsorship in network's children series several years ago and has found all-family network series satisfactory vehicles, reaching both youngsters and their parents and providing less clutter and suitable product protection.

Mr. Sand would not divulge Ideal's fall TV advertising expenditures but said investment would cover messages on Oct. 13 World Series game on NBC-TV; on seven ABC-TV night-time series; on professional football on NBC-TV, and on college football on ABC-TV. Network sponsorship will be supplemented by spot-TV buys in 80 markets on weekday children's shows,

which Ideal feels contains less clutter than weekend network programs. Agency is Helfgott & Partners, New York.

Further troubles of KPFT

American Legion late last week refused initial request by noncommercial KPFT-(FM) Houston for press credentials for organization's annual convention, claiming station could not provide straight news coverage. Credentials eventually were given however.

Gary Thiher, reporter for Pacifica Foundation station, was told by American Legion publicity man Matt Irvin that he would not receive credentials for convention that begins tomorrow (Aug. 31) in Houston.

"We are looking for straight news coverage only and doubt you can furnish that," Mr. Irvin told him.

Tim Mabree, manager of station, said press credentials were finally obtained when Legion officials decided that anyone with police credentials should qual-

ify to cover convention. KPFT is considered to be too far to political left by some people in Houston, Mr. Mabree said. Station was victim of bombings twice last year (BROADCASTING, May 18, 1970; Oct. 12, 1970).

Code cautions on tampon ads

Memo from National Association of Broadcasters Code Authority to all television code subscribers reports that commercial schedules for Playtex Tampons are being sought on TV stations.

Stockton Helffrich, Code Authority director, wrote memo Friday (Aug. 27) to remind subscribers: "Neither the Television Code Review Board nor the NAB TV board of directors has approved the tampon product or sanitary napkin product categories for advertising under television code standards."

Officials of Grey Advertising, which handles Playtex advertising, were unavailable late Friday for confirmation of reports.

Week's Headliners



Mr. Lee



Mr. Karayn



Mr. Fuchs

Joseph F. Zias, veteran Washington lawyer, named chief of renewal and transfer division of FCC's Broadcast Bureau. He has been assistant for review in agency's Office of Opinions and Review. Before joining FCC in 1963, Mr. Zias practiced communications law with former Washington firm of Loucks, Zias, Young & Jansky.

Hugh Wallace, general manager, RKO-owned KHJ(AM) Los Angeles, named VP and general manager, RKO Radio Representatives, New York. He succeeds James O'Grady, who has purchased WALL-AM-FM Middletown, N.Y. Mr. Wallace is succeeded at KHJ by Paul J. Cassidy, general sales manager.

Jim Karayn, chief of the Washington bureau, National Educational Television, named VP and general manager of the newly created National Public Affairs Broadcast Center there (see story page 46).

Jack Wendell Lee, executive VP, LIN Broadcasting Corp., New York, resigns to form J. W. Lee & Co. there. Firm will operate as broker in field of radio and television stations, CATV systems and newspapers. Headquarters will be at 777 Third Avenue and Washington office will be opened shortly. Before joining LIN, Mr. Lee was VP and general manager of Capital Cities Broadcasting's WSAZ(TV) Huntington-Charleston, W. Va., and WPRO(AM) Providence, R.I.

Hanno Fuchs, formerly president and director of creative services, Richard K. Manoff Inc., New York, appointed VP-creative director of Grey Advertising Inc., New York. His responsibilities will include major portion of new Ford business acquired by Grey. Earlier, Mr. Fuchs had been with Young & Rubicam, New York, in various creative management posts.

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

Seeing is believing—on radio

In one of our more pedantic past attempts to canonize our agency we wrote:

"To understand what a great creative medium radio is, and to make radio go off like dynamite, is to just understand that the ear and the imagination get along very well without the eye."

How about that!

Our affair with radio began once upon a time several years ago when we were a new agency fresh out of the egg. We were watching with great enjoyment and some apprehension, while a writing/producing team tore up a studio with kids, track stars, name actors, music and everything from shooting the rapids on a tray to hunting nationwide for a gypsy violinist. These commercials were done for a client of ours, a cafeteria chain. The end result was some fleeting fame for us, a lot of customers for our client, a gypsy violinist on our payroll (the nose still recalls his perfume) and a sudden consuming interest for radio.

Wow! We had found a new thing called radio. And with that we took off with some copy ideas, a long Saturday morning and afternoon, \$1,000 we couldn't afford, and WE tore up a studio making OUR kind of radio. Our client was an imaginary pants manufacturer, and our copy line was: "They hang together." To prove that point we spent the day firing imaginary people such as Howlin' Howard Donatelli and his drag racer through the quarter mile, hay bales and a lake . . . all in five seconds. (SFX: eight engines overdubbed with three sticks of dynamite to help on the take-off.) And through all this people like Howard and Bettin' Freddy Foy looked great in pants such as Checked Flags—"they hang together!"

Lying in bed that night, stone deaf from the thunder of the Ampexes, they were still there. . . . I could imagine . . . I could *see* Donatelli's car . . . red and chrome and shining with flames and strips of rubber and pieces of fence flying as it disappears into the distance. And Gini Fellini's magnificent four-engine Pratt & Whitney, turbo-jet, 8,000 horsepower hydroplane, the "Roma Special"—all shining, and three feet longer than a 747, disintegrating before my very eyes at 800 miles per hour on Lake Como. All this just to prove the point that Flannel Continentals "hang together"? That's something.

Right? And you couldn't film all that for a million bucks. But you can see it on radio.*

All that was years ago, but even today the melody lingers on.

Since that time on radio we have sold Stenocord dictating machines with "Tommy Swift and Her Magnificent Talking Machine" and the Original House of Pies by dashing Jack, Doc and Weggie into such adventures as being tied to the frozen controls of the thundering, out-of-control "Nome Express." Doc always says: "Now, here's my plan," and the adventures always begin: "It's 10:10 in the valley of the vampires."

And there were other ways to go besides adventure series, pure visual trips such as a flurry of light snowflakes fluttering down in a storm of flowers . . . pretty flowers, soft clouds, billowy sunshine . . . a flower is bright and soft, a girl is soft and bright, a star is bright and light, a color is bright.

And on to whimsy for restaurants "Hi! I'm Jeff Rogers. I'm 10 years old and I'm a deep-sea diver. . . ." (Hard to believe, isn't it? Well, it's a hard-to-believe world—full of exciting surprises!)

Obviously, radio plays in the best picture house in the world—your head.

Which brings us to what's next for us in the pursuit of radio. Well, it is 3 o'clock in the morning in a sound studio. Everyone is standing around with raspberry eyes and cotton tongues. And what are we making now? Call them

zap dramas—five-minute adventures designed to wheel from one to another—condensed James Bonds—or whatever. Over there is a scientist, scholar and engineer, "Johnathan Dance," who with his funky sidekick and a saloon-owning chick named Flo, unravel adventures of international intrigue (ably aided by Johnathan's pocket computer and knowledge of such things as Tibetan trivia and Arctic char). And next to him is sophisticated expatriot, Parisian Ted Chesterfield. He and his lovely English girl friend, Hadley Lime, are hard put to escape the web of the International Crime Cartel cast to crush them both in the never-ending drama. "What a nice day it is!" Will they get away? Will they? Probably. As long as they continue to note such things as that the depths of the wheel marks of the gypsy wagon indicate that it is obviously an armored vehicle.

And what do you do with these? Probably nothing—except play them. After all, radio plays in the best picture house in the world—your head. So, tune in tomorrow—as long as there are those people around who enjoy and understand the *visual* power of radio, you'll keep getting those wonderful little spots and things that jump out from the duds and announcer-read garbage and grab you. Do you know the ones I mean? Sure you do.

You probably saw one on radio this morning.

*We never sold that set of commercials.



Gary Hudson is vice president and creative director of Sorkin/Hudson Inc., a Los Angeles-based advertising agency billing approximately \$1.6 million. Mr. Hudson is also president of Rinkled Raisin Inc., a graphics design firm; an officer of Diamond Fork Land and Cattle Co. of Cedar City, Utah; a restaurateur; a partner in a Colorado land development firm and co-author of the screenplay "Don't Forget to Feed the Burglar," scheduled for production in September. He lives in Pasadena, Calif., with two dogs, cat, a dove, a wife and a son, Sherman.



“What have you done about it?”

Pollution is more than ugly. It's about to murder us. WSYR-TV's anti-pollution spot campaign, recently recipient of the New York State Broadcasters award for Outstanding Public Service Programming (July 1971) took that theme all the

way. Enlisting public support and action, it featured positive work being done along with local pollution dangers. Viewers of all ages responded to WSYR's challenge.

Televising community service programs and stressing local action campaigns such as its award-winning '71 anti-pollution spot series, does more than win awards for WSYR-TV. It makes for a greater Central New York community.

**We'd better
clean-up
this pad
before
we all**

CROAK

!



A COMMUNITY SERVICE OF WSYR RADIO-TV

WSYR-TV

Channel 3
NBC in Syracuse, N. Y.

INTERNATIONAL FILM TV-FILM AND DOCUMENTARY MARKET

24th CINE-MEETING
MILAN 22 - 30 OCTOBER 1971

2 GRAND AWARDS
FOR TV-FILMS

The International Film, TVfilm and Documentary Market (MIFED) is an international centre where feature, TV and documentary films are traded on a worldwide scale. Contacts are made there for negotiating agreements in any branch of film production, co-production, financing and the issue of import and export licences. Its comfortable quarters are provided with all modern facilities and include numerous studios for the projection of cinema and TV films. International telephone, cable, telex and telephoto services are available. Conference rooms and offices. All forms of business and secretarial assistance. Legal and notarial consultants. Medical advice. Dining rooms and bars. Advance bookings should be made to MIFED by letter or cable before 25 September.

For information and bookings write to: MIFED - Largo Domodossola 1 - 20145 Milano (Italy)
Telegrams: MIFED - Milano ☎ 495.495 - Telex 33660 Fieramil
Delegation in Los Angeles: 1900 Avenue of the Stars - 90067 Los Angeles, Cal.
Delegation in London: 31 Old Burlington Street - London W1X 2DQ
Delegation in Paris: 90 Champs Elysées - 75 Paris 8^e - Telex 29642 Inconta
Delegation in Rome: Via del Corso 184 - 00186 Roma

Please send

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name Position

Company

☐ Business Address
☐ Home Address

City State Zip

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036

SUBSCRIBER SERVICE

- ☐ 1 year \$14
- ☐ 2 years \$27
- ☐ 3 years \$35

Canada Add \$4 Per Year
Foreign Add \$6 Per Year

- ☐ 1971 Yearbook \$13.50
- ☐ 1972 Yearbook \$14.50
(If payment with
order: \$13.)

- ☐ Payment enclosed
- ☐ Bill me

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing; mailing labels are addressed one or two issues in advance.

OpenMike

Concurring opinion

EDITOR: Applause for the point, loud and clear, in your "Bummer from the Bench" editorial [BROADCASTING, Aug. 9]. I detect ideological, rather than legal, findings in many of J. Skelly Wright's recent decisions. If the justice decrees that the broadcaster is all but powerless to reject individual advertisements, however objectionable the content, what of the new FCC staff proposal that stations would have to see that advertisers present nothing objectionable or untruthful?

I note that the safety standards estab-

Datebook

This week:

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

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.

September

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

Sept. 15—Newsmaker Luncheon, sponsored by *International Radio and Television Society*. Speaker will be FCC Chairman Dean Burch. Waldorf-Astoria hotel, New York.

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, *Canadian Radio-Television Commission*. Inn on the Park, Toronto. Applications by CBC and private firm for Toronto channels 25 and 79.

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*

lished by the Atomic Energy Commission are at odds with warnings of some scientific brethren and ecologists. I take it that each broadcaster should establish his own AEC before accepting advertising from the local gas and electric company.—*D. P. Campbell, vice president and general manager, WMAR-TV Baltimore.*

(Mr. Campbell refers to a decision of the U.S. Court of Appeals for the District of Columbia that broadcasters may not reject "editorial," as opposed to commercial, advertising. For more on that court, see page 17.)

Accent on journalism

EDITOR: I was pleased, professionally, to see a new section in the issue of Aug. 16—a section headed "Broadcast Journalism." I think the new section is added recognition of this area of broad-

casting in relation to the total broadcast service.—*Robert D. Manewith, editorial director, WGN Continental Broadcasting Co., Chicago.*

Spreading the blame

EDITOR: The headline "Buyers warned on ARB May sweep" [BROADCASTING, Aug. 23] singles out ARB. Our analysis, which points out that March viewing levels are closer to fall, included both American Research Bureau and Nielsen. Since neither service was mentioned in the body of the story, it puzzles us that only one was identified in the headline.—*Cris Rashbaum, vice president for research, Harrington, Righter & Parsons, New York.*

(It puzzles us too. The error is hereby corrected, if not explained.)

Broadcasters. The Villager motel, Lincoln.

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

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. 6—Newsmaker Luncheon, sponsored by *International Radio and Television Society*. Waldorf-Astoria, New York.

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.

Oct. 12—Sales clinic, sponsored by *Radio Advertising Bureau*. San Francisco Hilton inn, San Francisco.

Oct. 12-14—Fall convention, *Illinois Broadcasters Association*. O'Hare Marriott hotel, Chicago.

Oct. 14—Sales clinic, sponsored by *Radio Advertising Bureau*. Wilshire Hyatt House, Los Angeles.

Oct. 14-15—First fall conference, *National Association of Broadcasters*. Regency Hyatt House, Atlanta.

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

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

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

Oct. 18—Sales clinic, sponsored by *Radio Advertising Bureau*. Statler Hilton, Boston.

Oct. 18—Sales clinic, sponsored by *Radio Advertising Bureau*. Sheraton Inn (airport), Denver.

Oct. 18-19—Regional meeting, *National Association of Broadcasters*. Pick Congress hotel, Chicago.

Oct. 19—Sales clinic, sponsored by *Radio Advertising Bureau*. Hilton hotel, Kansas City, Mo.

Oct. 19—Sales clinic, sponsored by *Radio Advertising Bureau*. Warwick hotel, Philadelphia.

Oct. 20—Sales clinic, sponsored by *Radio Advertising Bureau*. Howard Johnson motor inn, Oklahoma City.

Oct. 20—Sales clinic, sponsored by *Radio Advertising Bureau*. Horizon House, Washington.

Oct. 20-22—Meeting, *Pennsylvania Community Antenna Television Association*. Host farm, Lancaster, Pa.

Oct. 21—Sales clinic, sponsored by *Radio Advertising Bureau*. Hollenden house, Cleveland.

Oct. 21—Sales clinic, sponsored by *Radio Advertising Bureau*. Shamrock Hilton, Houston.

Oct. 21-22—Annual fall meeting, *Indiana Broadcasters Association*. Ramada Inn, Nashville, Ind.

Oct. 21-22—Regional meeting, *National Association of Broadcasters*. Statler Hilton hotel, Boston.

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

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

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NEW YORK: 7 West 51st Street, 10019.
Phone: 212-757-3260.
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Morris Gelman, senior correspondent.
David Berlyn, Rocco Famighetti, senior editors.
Helen Manasian, Cynthia Valentino, staff writers.

Robert L. Hutton, sales manager; Eleanor R. Manning, institutional sales manager; Greg Masefield, Eastern sales manager; Georgina Quinn, Harriette Weinberg, advertising assistants.

HOLLYWOOD: 1680 North Vine Street, 90028. Phone: 213-463-3148.
Stephen Glassman, staff writer.

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

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

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*Reg. U.S. Patent Office.

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The Answers To The Great TV Movie Contest

We know how irritating it is to do a contest, and then never find out where you went wrong.

So for the thousands of you who sent in entries—and for those of you who read through the questions and decided you didn't know as much about movies as you should—here are all the correct answers.

(Winners will of course be notified by mail.)

We suspect there'll be a few surprises.

For instance, *marquess* is a masculine rather than a feminine title. (Were you thinking of *marquesa*?)

"Velvet" is Velvet Brown. A girl, not a horse.

And were you one of those who quickly checked off Lou Gehrig and went on to the next question?

For those of you who were stymied by question 6, the quotation is from the "Once more unto the breach" speech in Act III, Scene i.

And if you answered "Teach" to question 11, it will be scored correct. It's really not distinctive enough to be a nickname, but since the kids *do* call him that in the film, we've decided to allow it.

As you can see, some of the questions weren't easy.

But if you're involved in programming movies for television, you should have gotten most of them right.

If you didn't, may we suggest that you bone up at the library?
The MGM Library of Great Films.



MGM TELEVISION

1350 AVENUE OF THE AMERICAS (212) 262-2727

The MGM-TV Official Movie Contest Entry Form.



1. What is the name of the place these three people are searching for?

A: KING SOLOMON'S MINES

2. In what MGM film do James Mason, John Gielgud, and Edmond O'Brien gang up to kill Louis Calhern?

A: JULIUS CAESAR

3. Who plays the Marquess of Frinton, the first owner of *The Yellow Rolls-Royce* (MGM 1965)?

☐ Ingrid Bergman
☒ Rex Harrison ☐ George C. Scott

4. A hilarious MGM film concerns the invention of an amazing elasti-glass windshield by one of the screen's great comics. In the film, what is his occupation?

☐ Brush salesman
☐ Photographer ☒ Cab driver

(RED SKELTON IN "THE YELLOW CABMAN")



5. Blackie Norton, Duke Bradley, and Flint Mitchell are characters played by this great MGM star. Who is he?

A: CLARK GABLE

6. Sean Connery and Van Johnson star in MGM's 1958 adventure drama, *Action of the Tiger*. The title is a quotation from Shakespeare's:

☐ Richard III
☒ Henry V
☐ Macbeth

7. *The Magnificent Yankee* (1951) is about what famous American?

☐ Mark Twain
☒ Oliver Wendell Holmes, Jr.
☐ Lou Gehrig

8. Margarita Carmen Cansino is the original name of:

☐ Anne Bancroft
☐ Rita Gam ☒ Rita Hayworth

9. Emyln Williams appears in an MGM film about one of the most celebrated trials in history. Whom does he play?

☒ Émile Zola
☐ William Jennings Bryan
☐ Cardinal Wolsey

10. Who played the original Young Dr. Kildare (MGM 1938)?

☒ Lew Ayres ☐ Lionel Barrymore



11. In this important MGM film, Glenn Ford plays a school teacher. What nickname do the kids give him?

A: "DADDY-O"

12. What Oscar-winning MGM movie drew the largest single television audience of any film ever shown on TV?

A: BEN HUR

13. *The Outrage* (MGM 1964), starring Paul Newman, Laurence Harvey, Claire Bloom, and Edward G. Robinson, is based on:

☒ *Rashomon*
☐ *The Seven Samurai*
☐ *Hiroshima*

14. What famous theatrical family accounts for all three leads in MGM's 1932 classic about the Russian Imperial Court?

A: BARRYMORE



15. A film legend. Here she is playing:

☐ Anna Christie
☐ Susan Lenox
☒ Mata Hari



16. What movie is this scene from?

A: NORTH BY NORTHWEST

17. What is the title of the 1956 MGM film biography that tells the story of a singer's successful fight against alcoholism?

A: ILL CRY TOMORROW

18. Which of these MGM films is not based on a book by Shirley Jackson?

☒ *Julie* (1956)
☐ *Lizzie* (1957)
☐ *The Haunting* (1964)

19. In 1932 Clark Gable made *Red Dust*. Years later, he starred in the remake, which is titled:

☐ *Across the Wide Missouri* (MGM 1951)
☒ *Mogambo* (MGM 1953)
☐ *Betrayed* (MGM 1954)



20. Who plays the title role in this heart-warming 1943 MGM film?

☐ Mickey Rooney
☒ Elizabeth Taylor
☐ The Horse

Name EVERYBODY

Company SOFT THIS ONE

Address _____

City _____ State _____ Zip _____

Anyone is eligible to enter except employees of MGM; Hecht, Vidmer Advertising; D.L. Blair, an independent judging organization; and their families. Correctly spelled answers must be printed or typed on the official entry form, only one entry per contestant. All entries must be postmarked not later than August 5, 1971, and be received by August 12, 1971.

Mail to The Great TV Movie Contest, P.O. Box 1200, Blair, Nebraska 68009

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Broadcasting's pre-emptive court

More and more, Washington appellate body is laying down the law of the land for broadcasting and its regulators

The judiciary has no influence over either the sword or the purse; no direction either of the strength or the wealth of the society; and can take no active resolution whatever. It may truly be said to have neither force nor will, but merely judgment. . . ."

ALEXANDER HAMILTON

That has been the traditional view. Today, it may also be said that the judgments of courts, expressed as will, do constitute a kind of force. In few areas is this fact more apparent than in the making of broadcast policy.

In the eyes of many, the principal architects of that policy in 1971 are not the FCC commissioners, not the White House or its agencies, not the members of Congress or of any congressional committee, but the judges of the U.S. Court of Appeals for the District of Columbia Circuit. That court has appellate jurisdiction over the actions of all administrative agencies, including the FCC. And that court, with dizzying regularity, has reversed the commission on most issues of importance to come before it in recent years.

In the process, the court has effected two basic, related transformations in the regulation of broadcasting:

- It has completely reversed the old-school notion of "standing" in agency proceedings. Five years ago, only those with a demonstrable economic stake in the outcome of a case were permitted to do legal battle before the FCC. Today, the intervention of public-interest representatives in cases of every description is a routine fact of life.

- It has widened, to the point of uncomfortable ambiguity, the traditional notion of "fairness" in broadcasting. At one time, a licensee could expect to enjoy almost unlimited discretion in his handling of controversial issues, provided only that his entire broadcast schedule contained a flavor of varied opinion. Today, that situation is undergoing drastic reversal. The licensee's

obligation to be "fair" has not yet evolved into a public right of access to the air, but the decisions of the court of appeals have swung the pendulum far in that direction.

These two categories do not span all significant decisions of this court, but they delineate its principal realm of influence. Implicit in the direction taken by this court is a gradual redefinition of the "public"—which, if it used to mean anything at all, meant faceless mass—as "publics," or groups with definable, legitimate, noneconomic interest in what goes on the air.

The difference is profound. To speak of "public" and "public interest" is to suggest single, broad solutions; to speak of "publics" is to suggest a multitude of solutions for a multitude of groups, to

the FCC and many communications attorneys wondering how a broadcaster would be able legitimately to discriminate among possible advertisers—or whether he would try. Third, it ruled that automobile and gasoline advertisements raise a controversial issue of public importance, just as cigarette commercials did—again leaving the commission to wonder whether a far wider range of commercials might also be found to fall under the fairness doctrine, thereby jeopardizing the industry's traditional commercial structure.

The FCC, still uncertain of the meaning of these latest decisions, has been left with the herculean task of constructing new guidelines in the broad areas of fairness and license renewals. Broadcasters, as often as not, are caught in the middle as onlookers while the commission and the court tangle.

Yet, for all the uncertainty surrounding the court's decisions, and the apparently revolutionary quality of some, the court continues to play a traditional role. It stretches, shapes, reinterprets existing laws, but creates no new ones and so far has abolished none; it has acquired no newly "liberal" cast of characters (whatever that word means when applied to judges); it rarely invades what could legitimately be called areas of agency "expertise"; it normally tells the commission not so much what to do as how to do it and what voices to heed. If the U.S. Court of Appeals is a "super FCC," it is so in no new sense whatever—except that, as public-interest lawyer Albert Kramer says, "an awful lot of questions that were never raised before are being raised," and the resultant decisions are of correspondingly greater import.

What the appellate court is doing now was described 20 years ago, by the U.S. Supreme Court, in terms that still apply: "Ours is not the duty of reviewing determinations of 'fact' in the narrow, colloquial sense of that concept. Congress has charged the courts with

PerspectiveOnTheNews

elevate radical diversity over mass appeal, to indicate that there may not always be a single public interest, except diversity itself. Moreover, the "public" is fundamentally passive; "publics," at least potentially, are active—as the FCC's workload now attests.

The court's three most recent decisions, all handed down this summer, add up to the most drastic leap yet taken in this long process. First, it overturned the commission's 1970 statement on license-renewal policy, which had held that no competing applications for a broadcast facility would be accepted if the incumbent licensee could demonstrate that he had performed "substantial service"; according to the court, that decision violated the Communications Act by denying a hearing to qualified applicants. Second, it ruled that broadcasters who sell time for commercials may not, as a matter of policy, refuse to sell time for the broadcast of opinion; in so doing, the decision left

The men with
the muscle
in broadcast
law: nine
judges of
Washington's
appeals court



Bazelon



Wright



McGowan



Tamm

Chief Judge David L. Bazelon, 62, was appointed to the U.S. Court of Appeals for the District of Columbia Circuit by President Truman in 1949, after serving with the Justice Department as assistant attorney general in charge of alien property; became chief judge in 1962; has the reputation of being tough with the FCC on procedural matters; wrote the decision upholding the commission's 1967 application of the fairness doctrine to cigarette advertising; "promoting the sale of a product," he said then, "is not normally associated with any of the interests the First Amendment seeks to protect." Judge J. Skelly Wright, 60, was appointed by President Kennedy in 1962; is first in line of succession to the position of chief judge; served for 13 years as U.S. District Judge for the Eastern District of Louisiana; wrote decisions reversing the commission in the BEM-DNC editorial advertising case and in the case of the FCC policy statement on license-renewal procedures; was in the majority on the unsigned opinion reversing the commission's grant of transfer of WMT Chicago without a hearing—a decision held to advance the concept of standing first set forth in the WLBT case; said in the BEM-DNC case: "In the end, it may unsettle some of us to see an anti-war message or a political party message in the accustomed place of a soap or beer commercial. But we must not equate

what is habitual with what is right—or what is constitutional." Judge Carl McGowan, 60, was appointed by President Kennedy in 1963; was in private practice for 27 years before his appointment; wrote the decision reversing the commission and ruling that the fairness doctrine applies to automobile and gasoline commercials; dissented to the BEM-DNC decision; wrote the decision reversing the commission and ruling that a hearing should have been held on the protests of a citizen group against the transfer of WGKA-AM-FM Atlanta; was in majority in both WLBT decisions; said in *Friends of the Earth* case: "Commercials which continue to insinuate that the human personality finds greater fulfillment in the large car with the quick getaway 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 cigarette advertising is exact and the relevance of [the cigarette ruling] inescapable." Judge Edward Allen Tamm, 65, was appointed by President Johnson in 1965; was U.S. District Court judge for 17 years prior to his appointment; previously with Federal Bureau of Investigation; in the majority in both WLBT cases,

the responsibility of saying whether the commission has fairly exercised its discretion within the vaguish, penumbral bounds expressed by the standard of 'public interest.' It is our responsibility to say whether the commission has been guided by proper considerations in bringing the deposit of its experience, the disciplined feel of the expert, to bear . . . in the public interest."

The court's concern, in other words, is not principally with what it perceives to be inexpert, but with what it perceives to be arbitrary.

It is easier to generalize about what the court has done than about the court itself. There are nine judges, appointed by Presidents from Truman to Nixon, but only three hear a case on appeal from the commission. When two concur, "the court" has spoken; when one introduces flourishes of prose into his opinion, as Judge J. Skelly Wright did in writing the recent decisions throwing out the FCC's 1970 renewal policy and throwing open the broadcasters' air to "editorial" advertising, another kind of tremor is generated. Lawyers always hear today's language as tomorrow's precedent.

Yet the court's handling of the FCC over the years has been the work of many judges. The year-by-year evolution of policy has been the work of the entire court.

That evolution has been broad and deep—although, in nearly all cases, the court has simply told the commission to hold a hearing, to consider a neglected area or group, to hear further evidence. These tools of the court are more than sufficient to make policy.

These are among the significant cases in that evolution:

▪ March 1966: A three-judge panel comprising Judges Warren Burger (now, of course, the Chief Justice of the United States), Carl McGowan and Edward Allen Tamm opened the door for members of the public to participate in FCC proceedings by ruling that the FCC should have granted standing to the Office of Communication of the United Church of Christ, which had led a challenge by minority groups to the license renewal of WLBT(TV) Jackson, Miss. "This much seems essential," Judge Burger wrote, "to insure that the holders of broadcasting licenses be responsive to the needs of the audience

without which the broadcaster could not now exist."

▪ November 1968: Judges David L. Bazelon (the chief judge) and J. Skelly Wright (with Senior Circuit Judge Wilbur K. Miller dissenting) upheld the FCC in one of its bolder moves: the ruling that broadcasters who carry cigarette commercials must permit a significant amount of reply time for anti-smoking messages. The ruling, they said, did not contravene the First Amendment or existing law. Wrote Judge Bazelon: When one party "has a financial clout and a compelling economic interest" unmatched by its opponent, and "when the public stake in the argument is no less than life itself, we think the purpose of rugged debate is served, not hindered, by an attempt to redress the balance." In any event, he said, "promoting the sale of a product is not normally associated with any of the interests the First Amendment seeks to protect."

▪ June 1969: Judges Burger, McGowan and Tamm revisited the WLBT case and wrote an angry finale. Although the commission's Broadcast Bureau, the hearing examiner in the case



Leventhal



Robinson



MacKinnon



Robb



Wilkey

in affirmation of commission's action in WHDH-TV case and in the WGKA-AM-FM Atlanta case. **Judge Harold Leventhal**, 56, was appointed by President Johnson in 1965; had previously been in private practice, served with the Office of Price Stabilization; wrote the opinion upholding the commission in the WHDH-TV case; was in the majority on the WFMT transfer case; in the WHDH-TV decision, he offered a comment that effectively defined the court's function in all agency cases: "Its supervisory function calls on the court to intervene not merely in case of procedural inadequacies, or bypassing of the mandate in the legislative charter, but more broadly if the court becomes aware, especially from a combination of danger signals, that the agency has not really taken a 'hard look' at the salient problems, and has not genuinely engaged in reasoned decision-making. If the agency has not shirked this fundamental task, however, the court exercises restraint even though the court would on its own account have made different findings or adopted different standards." In the specific case of WHDH-TV he found that the record, "while not without problems, reveals in essence that the commission has been diligent to take a hard look at the problem areas, and to set forth with clarity grounds of reasoned decision which we think permissible." **Judge Spottswood**

W. Robinson III, 55, was appointed by President Johnson in 1966; had been U.S. district court judge, dean of the school of law at Howard University, member of the U.S. Commission on Civil Rights; was in majority with Judge Wright in BEM-DNC. **Judge George E. MacKinnon**, 65, was appointed by President Nixon in 1969; was active Republican for years, serving as Minnesota state legislator for four terms and running as that party's candidate for governor of the state; served one term in U.S. Congress; prior to his appointment was general counsel of Investors Mutual, Minneapolis; wrote concurring opinion to Judge Wright's opinion declaring illegal the FCC's policy statement on license renewals; said in that case that the commission's criterion of "substantial" service was insufficient to encourage "best possible" service; was in majority in WHDH-TV. **Judge Roger Robb**, 64, was appointed by President Nixon in 1969; in private practice for 30 years; argued unsuccessfully before the Supreme Court in the Red Lion case that the FCC's editorializing and personal-attack rules were unconstitutional; in the majority in Friends of the Earth decision and WGKA-AM-FM. **Judge Malcolm R. Wilkey**, 52, was appointed by President Nixon in 1970; was general counsel of Kennecott Copper Corp.; in majority in the decision overturning FCC's renewal policy statement.

and a majority of the commissioners had seen fit to reject the claims of the public intervenors and grant renewal to WLBT, the judges found that inadequate weight had been given to the church group's arguments. They declared the license vacant and directed the commission to open the field to new applicants—although, in ruling that the incumbent licensee could apply, the court said in effect that it was declaring a new procedural ball game rather than actually passing judgment upon the license renewal. Wrote Judge Burger: "The examiner and the commission exhibited at best a reluctant tolerance of this court's mandate and at worst a profound hostility to the public-interest intervenors and their efforts . . . [and showed] a curious neutrality in favor of the existing licensee. The administrative conduct reflected in this record is beyond repair."

■ August 1968: An unsigned opinion by Judges Wright and Harold Leventhal said that the FCC should have granted standing to a citizen group seeking to block the sale of WFMT(FM) Chicago, and implied strongly that a hearing should have been granted, even though

the objections were not filed on time or in the proper form. "Such parties [as the intervenors]," the opinion said, "do not have the same sort of Washington representation to uncover threats to their interest, or deploy apparatus to combat them, as do parties whose interest is economic." The decision went beyond WLBT: Whereas in that case an established group with specific complaints was granted standing, the citizen group in WFMT was formed solely to block the transfer, for fear that the classical-music format might be abandoned.

■ October 1970: Judges McGowan, Tamm and Roger Robb ruled that the commission should have held hearing on protests of citizens' group against the transfer of classical-music stations WGKA-AM-FM Atlanta—again prompted by fear that the stations' format might be abandoned. Judge McGowan, for the majority: "The commission's judicial function [in deciding whether to approve station transfers] does not end simply upon a showing that a numerical majority [of the audience] prefer the Beatles to Beethoven, impressive as that fact may be in the eyes of the advertisers."

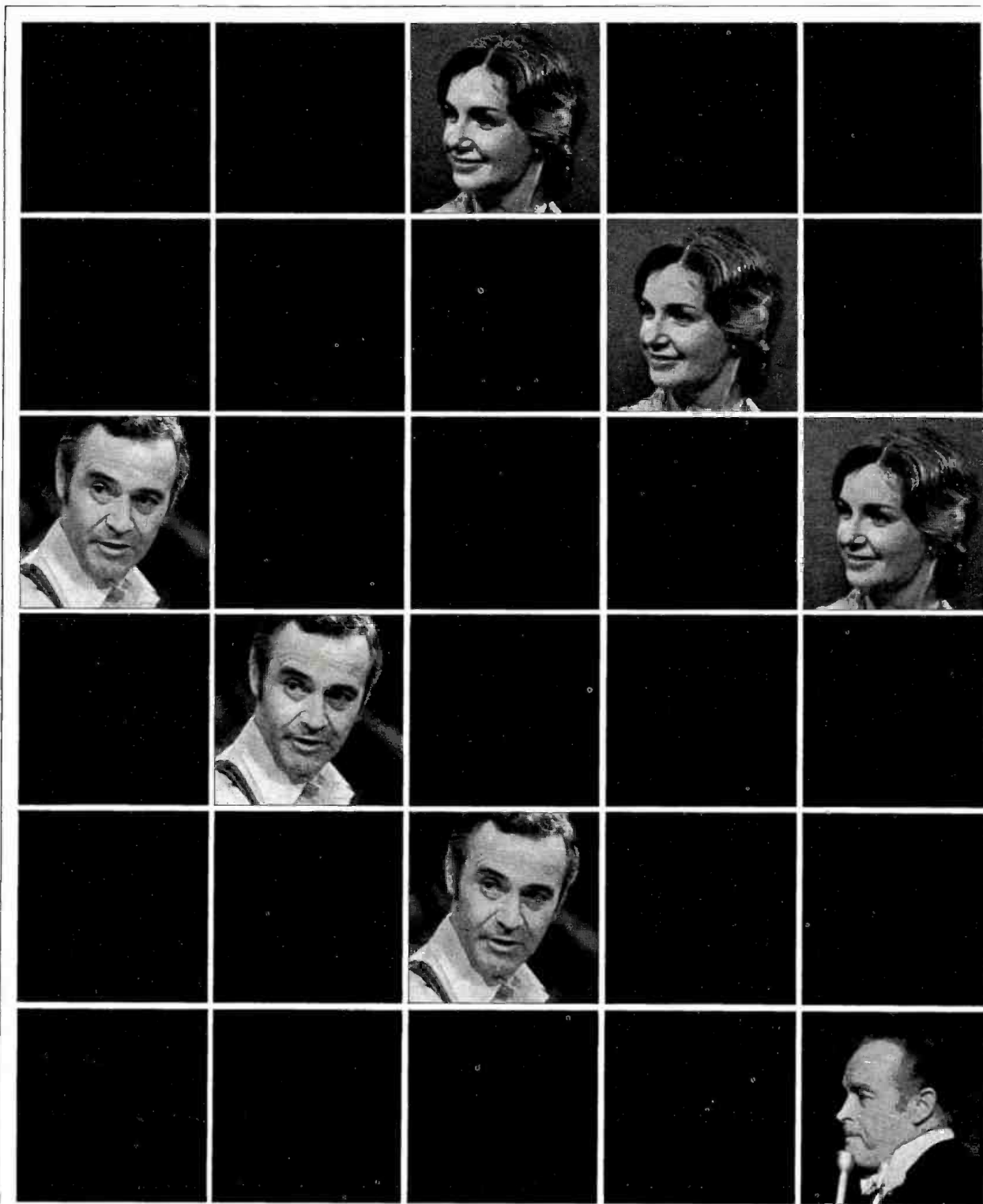
■ November 1970: Judges Harold Leventhal, Tamm and George MacKinnon upheld the commission's epochal 3-to-1 ruling in the Boston channel-5 case. The commission, applying standards normally used only in weighing new applicants, had taken the license of WHDH-TV Boston from the incumbent and awarded it to a competing applicant, Boston Broadcasters Inc. Judge Leventhal wrote that the commission's resolution of the 16-year-old case was "not without an element of novelty," but that the commission "soundly formulated" its position and that "there was no error."

■ May 1971: By this time, the court apparently had grown weary of haggling with the commission over the right of public groups to be heard. Yet another group concerned about losing its city's classical music station—in this case WONO(FM) Syracuse, N.Y.—filed to block the transfer. The FCC's denial of a hearing was reversed and remanded by the court in a brief, unsigned order, seven days after the filing of an appeal—before the submission of either detailed briefs or oral argument.

The true impact of these cases does

Specialty Of The House

Jack Lemmon, Fred Astaire and Ethel Merman in a tribute to Gershwin. Joanne Woodward in the Pulitzer Prize-winning "All the Way Home." A TV adaptation of "Dames at Sea" with Ann-Margret and Dick Shawn. Seven big ones from Bob Hope. And—as they say in the ads—more! more! more!

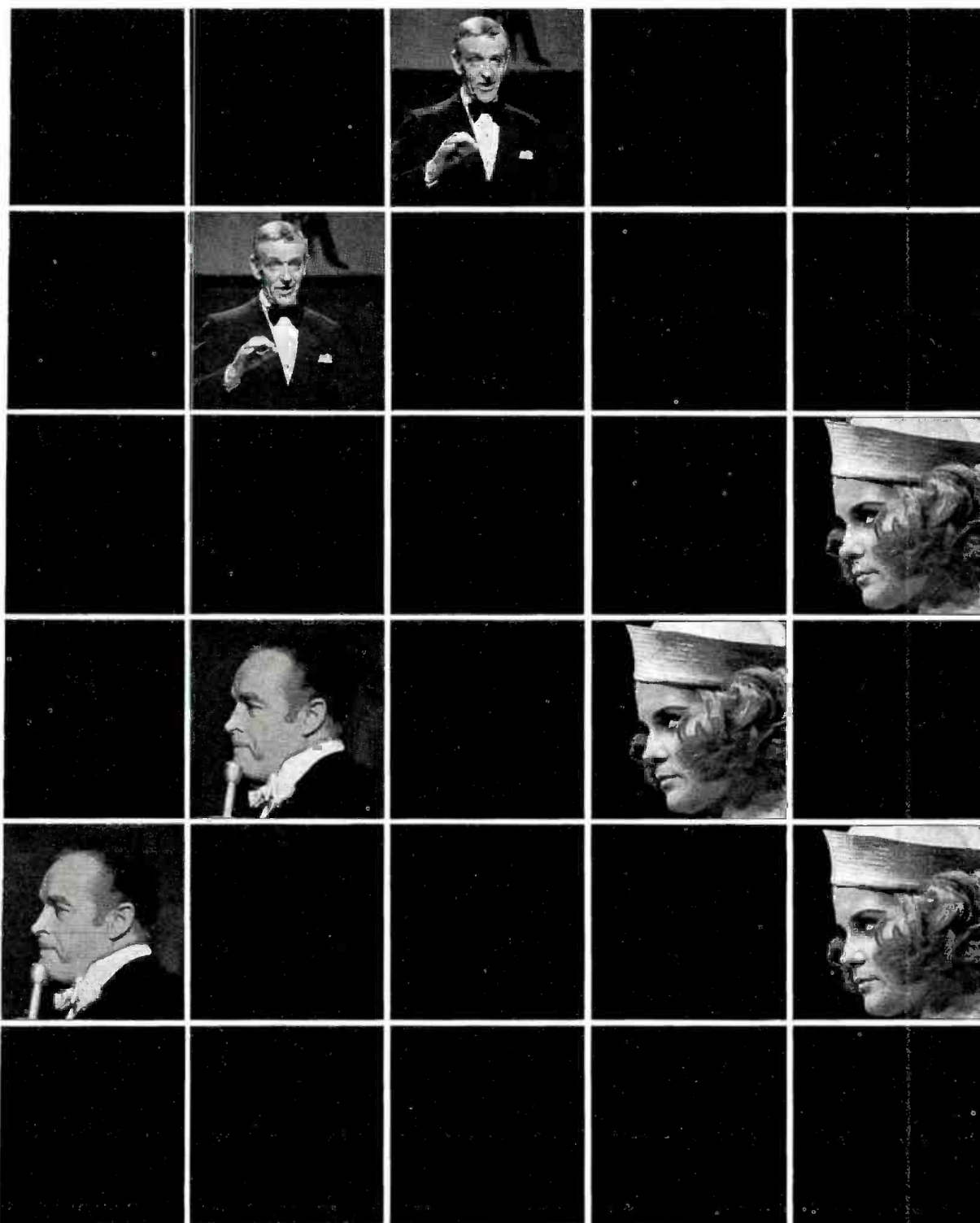


*Source: Nielsen Television Index, Sept. 1970-June 11, 1971. Audience data subject to qualifications available on request.

When all these are carried by one network (they're slated for NBC in the upcoming season) you might figure entertainment Specials to be the specialty of the house. And the record would back you up—eight of the ten most popular Specials of last season were seen on the NBC Television Network.*

But the fact is that one-of-a-kind programming is only one NBC specialty. The network continues to demonstrate its leadership in news, sports, children's programming and weekly entertainment as well.

Which makes NBC one-of-a-kind, too.



National Broadcasting Company

not necessarily emerge from a protracted FCC hearing. Merely by ordering a hearing on the allegations of public-interest intervenors, the court may change the course of an event. The WFMT case is typical: After two years of hearings, rehearings, threatened appeals and other legal maneuvers, the intended buyer and temporary operator—WGN Continental Broadcasting Co.—donated the station, with FCC approval, to a nonprofit group which retained the station's old format.

In the three decisions handed down this summer, the court's primacy in the formulation of broadcast policy was fully established. Yet at the same time, ironically, the specific nature of its mandate became less clear. In at least two of the decisions—those written by Judge Wright—there is genuine uncertainty as to what the court intended, and what the full implications of its rulings might be. However firmly the court may have asserted itself in the area of broadcast policy, it is not always perfectly clear what the policy is.

The decision on renewal policy came as the result of two disparate appeals—one by competing applicants for television facilities in Boston and Norfolk, Va., the other by the Citizens Communications Center and Black Efforts for Soul in Television. The decision, written by Judge Wright with the concurrence of Judges George E. MacKinnon and Malcolm Wilkey, contained enough ammunition to please appellants in both cases.

But what did it portend for the commission, which had attempted to calm the fears engendered by its WHDH decision by ruling that an incumbent licensee would be immune from competing applications if he could demonstrate that he had performed "substantial service"? In ruling that the statement violated the Communications Act because it did not assure qualified applicants a full hearing, Judge Wright seemed to some observers to be saying that renewal applicants are entitled to no special status at renewal time. In holding that an incumbent's "superior performance" (the definition of which he left to the commission) should be regarded as a "plus of major significance" in renewal proceedings, on the other hand, he indicated to others that the basic premise of the commission's policy statement—that a licensee should have the opportunity to "run on his record"—remains unchanged. Putting the two together, some would echo the words of an FCC attorney: "We simply don't know what it means."

The case of editorial advertising has caused even greater perplexity. In a ruling based on separate appeals by Business Executives Move for Peace and by

Parting salvo

The last decision that Chief Justice Warren E. Burger wrote as a member of the U.S. Court of Appeals for the District of Columbia was perhaps the harshest indictment of the FCC ever delivered by a court. In stripping the license from WLBT(TV) Jackson, Miss., Judge Burger and his two colleagues found that the commission had frustrated the efforts of the public intervenors in the case—the Office of Communication of the United Church of Christ—in violation of the court's previous instructions. Some excerpts from that decision:

"The public intervenors, who were performing a public service under mandate of this court, were entitled to a more hospitable reception in the performance of that function. As we view the record, the examiner tended to impede the exploration of the very issues which we would reasonably expect the commission itself would have initiated; an ally was regarded as an opponent."

And:

"The examiner and the commission exhibited at best a reluctant tolerance of his court's mandate and at worst a profound hostility to the participation of the public-interest intervenors and their efforts."

And:

"The impatience with the efforts of the public intervenors, hostility toward their effort to satisfy a surprisingly strict standard of proof, plain errors in rulings and findings lead us, albeit reluctantly, to the conclusion that it will serve no useful purpose to ask the commission to reconsider the examiner's actions and its own decision and order under a correct allocation of proof. The administrative conduct reflected in this record is beyond repair."

the Democratic National Committee, the same Judge Wright, with the concurrence of Judge Spottswood W. Robinson III (Judge McGowan dissented), ruled that a broadcaster who accepts paid commercial advertising cannot at the same time exclude, as a matter of policy, those who want to buy time for the presentation of opinion on a controversial issue.

If the decision means simply that broadcasters have an obligation to function as responsible communicators and may reject some but not all announcements, nothing may have changed that radically. (The commission seemed to be leaning toward that interpretation when, three days after the BEM-DNC decision, it upheld the decision of NBC-owned and CBS-owned stations to reject controversial spots prepared by the Communications Workers of America.

To one public-interest lawyer, that decision "bordered on contempt of court"; to the commission majority, it was apparently a plausible response based on a hurried reading of the decision.)

There was at least some support for this view in the Wright opinion. The judge acknowledged that some limits on editorial advertising were necessary and proper, and he called upon the FCC and the broadcasters to work out guidelines.

But the court explicitly justified its decision on First Amendment grounds. Judge Wright likened the broadcaster to a park superintendent who, having opened his gate to some public speakers, cannot close it to others. That metaphor raises a hard question for the FCC: How does a government agency, in the name of the First Amendment, provide guidelines for the acceptance of one opinion and the rejection of another?

It was the apparent difficulty of creating such guidelines that led to the McGowan dissent. "The commission," he said, "has, at the least, been set a task of heroic proportions and one whose very complexity may undermine the premise upon which it was founded."

The complexity of the issues raised in the most recently decided case, however, did not deter Judge McGowan from ruling, for himself and Judge Roger Robb, that the advertising of high-powered automobiles and gasolines raise a fairness-doctrine issue, just as cigarette commercials did. While recognizing the commission's "great difficulties in tracing a coherent pattern for the accommodation of product advertising to the fairness doctrine," Judge McGowan found no way under the doctrine in its present form to declare smoking-and-health a controversial issue while leaving automobiles-and-pollution untouched. (He did say that public-service programming rather than reply messages might be a proper way to discharge this fairness obligation.)

There is no way of knowing, as commission attorneys are quick to note, whether this decision opens the door to proclaiming advertisements of every description to be controversial in their implications. The issue was not really part of this case. In fact, the McGowan opinion as it stands is the least ambiguous of the last three; it simply makes a specific judgment on a specific kind of commercials, and directs the commission to hold further inquiry on the request by an environmentalist group, Friends of the Earth, for time to answer automobile and gasoline commercials on WNBC-TV New York.

There is no point in attempting to assess the full impact of the three decisions, taken together. No reliable judgment exists. At the very least, however,

it may be said that two conclusions emerged more clearly than ever from the court's hot summer. (1) The commission will have to think twice before it refuses to pay close attention—often in the form of a full hearing—to *anybody* with a serious complaint or opinion. (2) And while the commission need not assume, and assuredly will not assume, that opinion of all stripes must somehow be shoehorned onto the air, it must assume that—according to the mandate of this court—the days when licensees exercised, largely on their own, the power of decision over who may use the airwaves, are no more.

There has been prologue to the present. During a five-month period in 1965, the same U.S. Court of Appeals for the District of Columbia—although not the same nine men—issued 12 decisions on FCC matters. Nine of the 12 were reversals of the commission.

The language in several of those cases could fit easily into a 1971 decision. "When so many significant policy issues exist," the court said in one case, "it is plainly improper to grant an application without the full range of facts and

adversary views a hearing would provide." The crucial difference, of course, is in the magnitude of the issues. By today's standards, the cases of six years ago were mostly intramural squabbles. (The quote above was taken from a typical case, involving the proposed relocation of a television transmitter and the objections of two competing stations.) When only those with economic or technical grievances are permitted to appear before the commission, there is by definition nothing left *but* intramural squabbles.

What has happened in the intervening six years is less a commentary on the court than on the emergence of the public-interest voice in broadcast affairs. It was theoretically possible six or seven years ago for a group such as Friends of the Earth to raise the question of the applicability of the fairness doctrine to automobile and gasoline commercials, but it never happened; there was no real precedent for the raising of such questions, and no lawyers with the knowledge and inclination to bring the case. It was unheard of, although again theoretically possible, for a group of citi-

zens in Syracuse, N.Y., to participate in a hearing on the transfer of a classical-music station. There is a direct line from the WLBT decision of 1966 to the Friends of the Earth decision of 1971. There are a number of important cases in between that existed only because this third force was there, raising new questions. The court, after all, is passive; it responds only to what is brought before it.

As for the FCC, the problem is not one merely of whether it reaches "right" or "wrong" decisions. The problem has been, in case after case, that the commission simply has not grappled to the court's satisfaction with the issues raised by those who demand to be heard, whether at the commission itself or on the air. Whatever ambiguities may reside within the court's opinions, this much is clear: The court has installed the citizen—almost any citizen—as a party of primary interest in any case that may be before the FCC.

This "Perspective on the News" was written by Steve Millard, associate editor, Washington.

TheMedia

FCC's take in fees: \$15.9 million

**Total for fiscal '70 is less than expected;
broadcast services account for \$3.6 million**

The FCC announced last week that it collected a total of \$15,948,180 in fees during the first fiscal year of operation under its new fee schedule.

The schedule was designed to make the commission relatively self-sufficient by enabling it to take in revenues from the communications services under its domain equal to the agency's annual budget. However, such revenues in the period between Aug. 1, 1970, and June 30, 1971, fell short of the \$24.9 million budget appropriated for FCC expenses during fiscal 1971, which also ended June 30.

The new fee schedule was adopted on July 1, 1970, and became effective one month later (BROADCASTING, July 7, 1970).

The figures released by the commission last week reveal that the largest portion of fee revenues came from safety and special radio services, with \$5,113,637. These include amateur, citizen band, aviation, marine and earth satellite station services.

Common-carrier services, including

AT&T, Western Union, independent common carriers and nonindustrial microwave relay stations, were second, with \$4,390,087. Broadcast services were third, with \$3,631,088. Fees for all operators' licenses, handled through the commission's Field Engineering Bureau, totaled \$1,338,984. CATV operator fees amounted to \$611,406. The Office of the Chief Engineer, responsible for testing and granting type acceptances for industrial communications equipment, collected \$269,930.

There are several explanations for the inconsistency between the budget and the fiscal 1971 intake. For one thing, fees collected during July 1970 were not subject to the new fee schedule, which did not take effect until Aug. 1, 1970. (\$593,048 was collected in that month under the old rates. That sum was included in the fiscal 1971 total, however.) And the commission's intake of annual broadcast license fees during fiscal 1971 fell short of the total the agency expects to collect in years to come. The broadcast license fees were

pro-rated last year: licensees scheduled to pay in September 1970 were required to pay only one-twelfth of the total sum it would ordinarily be charged; those scheduled to pay October 1970 were billed one-sixth of the total; November, one-fourth, December, one-third, etc. This condition was to be in effect only during fiscal 1971. From now on, licensees will be required to pay the full amount.

In any event, sources at the commission last week were confident that fee revenues will increase in the coming fiscal year, at the same time the numerous variables experienced in the first year under the new schedules begin to disappear.

One fee that escaped the new schedule was that that might have been associated with the monumental Capcities-Triangle stations sale. That transfer, the largest in history, was granted in March 1971, but was grandfathered under the old fees since the sale applications were filed prior to July 1, 1970. Under the new fees for broadcast-station transfers,

which amount to 2% of the total consideration of the sale, the \$147-million Capcities package would have brought the commission an additional \$2.94 million—80% of the total fee revenues collected from broadcast last year.

Another station transfer, involving the sale of Time Inc.'s five television stations to McGraw-Hill Inc., will bolster FCC coffers in the current fiscal year—if it is granted within this period. That sale has a total consideration of \$69.3 million, which would call for a grant fee of \$1,386,000.

While the new fee schedules in general evoked criticism from those under the commission's jurisdiction, the assignment fees have come under particular attack. Last April, Clay Broadcasting Corp. of Texas filed a notice of appeal of the transfer grant fee connected with its \$5.2-million acquisition of KFDX-TV Wichita Falls, Tex., with the U.S. Court of Appeals for the Fifth Circuit in San Antonio, Tex. (BROADCASTING, April 26).

Three broadcasters similarly affected by the transfer fees last week filed petitions in support of the Clay suit with the San Antonio court. As in the earlier case, they charged that the FCC did not give sufficient notice of the applicability of the new fees in the *Federal Register*, as required by federal and FCC law.

The stations entering into the San

Antonio litigation last week were: WPOK-AM-FM Pontiac, Ill., WHHO-AM-FM Hornell, and WBLI-FM Patchogue, all New York. All three were sold during the past fiscal FCC year and were subject to the 2% grant fee.

Sept. 15 court date set for Nathan David

The suit by the Boston office of the Securities and Exchange Commission against Nathan David, general counsel, 6.5% stockholders and officer of Boston Broadcasters Inc., will be heard in a Boston district court on Sept. 15. The suit, seeking a preliminary and permanent injunctions against stock activity by Mr. David and five other defendants, was filed last month (BROADCASTING, Aug. 2).

The defendants are charged with violations of the registration and antifraud provisions of the Securities Act of 1933, in connection with the alleged sale of unregistered no-par value stock in Synergistics Inc., a diversified investment firm. Mr. David is a former consultant to a Synergistics subsidiary; four of the other defendants are stockholders of Synergistics.

The charges against Mr. David were the basis two weeks ago of an FCC request to the U.S. Court of Appeals

for the District of Columbia for a remand of the Boston channel 5 proceeding for further consideration by the commission (BROADCASTING, Aug. 23). WHDH-TV, the present occupant of channels, has been authorized to continue operations on the channel "until further notice." While that authorization could be rescinded at any time, the commission has notified BBI that it proceeds with construction of its station "at your own risk . . ." BBI is nevertheless moving ahead with construction of its WCVB-TV with the intention of putting it on the air Sept. 12.

Changing Hands

Announced:

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

■ KWBB(AM) Wichita, Kan.: Sold by Richard C. Schmoker to KTOX Radio Inc. for \$425,000. William D. Schueler is president of the buying group, which owns KTOX(AM) Oklahoma City. KWBB is full time on 1410 khz with 5 kw day and 1 kw night. Broker: Chapman Associates.

■ KWIN(AM) Ashland, Ore.: Sold by Rogue Valley Broadcasters to C & W Broadcasters Inc. for \$105,000. Principals of C & W Broadcasters are Michael M. Lochrie, Walter A. Graff III, Thomas Howser and Ernest McKie. Messrs. Lochrie and Graff were formerly associated with KSHA(AM) Medford, Ore. Mr. Howser is a local attorney and Mr. McKie is a Portland, Ore., educator. KWIN operates full time on 580 khz with 1 kw. Broker: Hamilton-Landis & Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 56).

■ WAAB(AM) and WAAF(FM), both Worcester, Mass.: Sold by Ahmed M. Ertegun to George Gray for \$800,000. Mr. Ertegun owns WYAM(AM) Bessemer, Ala. Mr. Gray owns WGCY(FM) New Bedford, Mass. WAAB is full time on 1440 khz with 5 kw. WAAF is on 107.3 mhz with 1.4 kw and an antenna 780 feet above average terrain.

■ WHIM-AM-FM Providence, R.I.: Sold by Culligan Communications Corp. to John E. Franks for \$450,000. Matthew J. Culligan is principal stockholder and president of Culligan Communications. Mr. Culligan was formerly head of NBC Radio and Mutual Broadcasting, and was recently appointed president and chief executive officer of Teletape Pro-



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71-36

ductions, New York-based production firm (BROADCASTING, Aug. 9). Culligan Communications, which is liquidating its assets, is also selling KRNO(FM) Houston. In granting the sale, the FCC waived its three-year holding requirements, stating that Culligan Communications had been operating at a loss, would not profit from the sale and that there is no evidence of trafficking. The grant is conditional on the fact that Mr. Franks divest himself of his 0.2% interest in Poole Broadcasting Co., whose station holdings include WPRI-TV Providence, of which he is presently sales manager. Mr. Franks's divestiture is necessary, the commission said, in order to prevent him from having an interest in an AM, FM and TV in the same market. WHIM(AM) operates on 1110 khz with 1 kw day; WHIM-FM is on 94.1 mhz with 50 kw and an antenna 430 feet above average terrain.

■ WKNT-AM-FM Kent, Ohio: Sold by Kent Ravenna Broadcasting Co. to Media-Com Inc. for \$275,000. Sellers, Robert Dix and family, own WWST-AM-FM Wooster, Ohio; WRAD-AM-FM Radford, Va., and several newspapers. President of Media-Com is Dick Klaus, formerly associated with WERE-AM-FM Cleveland; WUAB(TV) Cleveland (Lorain), and Major Market Radio, New York, station representative. WKNT is a daytimer on 1520 khz with 1 kw. WKNT-FM is on 100.1 mhz with 3 kw and an antenna height of 300 feet above average terrain.

More people are listening more to radio

Preliminary figures issued last week by Brand Rating Research Audience Studies, New York, show that almost 146 million people listen to radio during a week and they listen an average of three hours and three minutes per day.

These figures are incorporated in a new RADAR (Radio's All Dimension Audience Research) study to be released soon. They compare with two hours and 45 minutes of daily listening by 141 million weekly radio users revealed in the previous RADAR study conducted in the spring of 1970.

Other findings in the new RADAR study: The average quarter-hour radio audience throughout the week is almost 25 million, as against 21.7 million in the 1970 study, and in an 18-hour day (6 a.m. to 12 midnight), 77.3% of all people listen to radio, compared with 74.3% last spring.

The seventh nationwide RADAR study was conducted through 27,000 successive daily phone interviews of a sample of 3,942 persons aged 12 and older. The field work took place during two consecutive weeks in March 1971.

Yes, but on new ARB diary format

That's tentative finding of research review commissioned by TVB

The Television Bureau of Advertising reported last week on an audit of an American Research Bureau single-area test of its new diary versus its old one. But it withheld judgment on the new technique until it could be evaluated later this fall on the basis of national ARB measurement results.

TVB noted that it had long been concerned over the reporting of local television audiences by Nielsen, and particularly ARB. It said that, with ARB's permission, it commissioned an audit of a test of ARB's new time-formatted diary and its open-ended diary (the old one). ARB's test was held in June in an area outside of Washington, and the review was made for TVB by Statistical Research Inc., Westfield, N.J. (the new diary has time periods imprinted by quarter-hours; the old one relies upon the respondent to list the time periods in which he watched TV).

The SRI review said that the time-formatted diary "is a better structured

reporting form than the open-ended diary, and, as such, should lead to more accurate reporting by diary-keepers." The ARB pretest of the new diary led to numbers showing higher homes-viewing levels than the older diary form, SRI pointed out, but added "there is, in our judgment, little if any basis for projecting the results one obtains in such a test to the entire country, or to a specific market, or to a different time of year."

SRI also said there were two parts of the new diary requiring additional attention. The research firm said the ARB procedure in handling multiset homes appears "susceptible to underreporting of television audiences," in that these households tend to fill out or return less than one diary per set. The other problem, SRI said, involved "unidentified viewers." The company explained these viewers may be those whose diaries indicate the home is watching but fail to report the station or program, or fail to say who in the family is watching.

ARB responded to the SRI findings by saying the time-formatted diary does produce fuller reporting of the audience viewing than the open-end diary and replied to the points raised by SRI.

ARB acknowledged that the differences found in the test may not be reproduced in the same magnitude nationally or in individual markets, but said that a more accurate comparison

25

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will be available in the fall. During its October survey, 10% of the sample will be the open-end diary.

ARB said its June test was not intended to deal with the problem of multiscreen households. But it claimed it has introduced improvements in its procedures to mitigate the problem.

"To point three," ARB continued, "in our initial discussions with SRI, we made clear we plan to compensate for unidentified viewers in the editing and computer system which will process the local market reports beginning October 1971."

TVB offered this observation: "The final measure of any change in research methodology must be the product it produces. From ARB, that measure won't be known until the October report—probably available in late November."

In the black against all odds

How a 5-month-old UHF bucks heavy competition to break profit barrier

A UHF independent on the air only five months and out of the red for the last three? In competition with three network affiliates, two of them V's? And in a soft economy, to boot?

WDRB-TV Louisville, Ky., is precisely such a station, according to Elmer F. Jaspan, its executive vice president and general manager.

"We went on the air last Feb. 28," says Mr. Jaspan, "and were in the black in May. Business slipped off in June and July but we broke even those months,

and going into August we already have more than enough business looked for August to make this a profitable month too."

Mr. Jaspan puts the operating budget for the channel 41 station and its staff of 25 people at about \$35,000 a month. He says that in its first month WDRB-TV took in \$8,000 and in April did twice as well, going to \$17,000, and in May moved into the black with \$48,000 in revenues. Sales dropped to about \$35,000 in June and again in July, and we got into August with \$47,000 on the books and should reach \$60,000."

WDRB-TV broadcasts approximately 10 hours a day on weekdays, starting at 3 p.m., and a few hours more on weekend days, starting at 12:30 p.m. on Saturdays and 11:30 a.m. on Sundays. For the hours it's on the air, the American Research Bureau's April-May report gave it a 15 ADI share and an 18 metro share.

These statistics, while fourth in the market (WAVE-TV had a 36 ADI and 34 metro share, WHAS-TV 33 and 33 and WLKY-TV, a UHF, 15 and 18) were enough to send Mr. Jaspan off to Chicago to check ARB reports for other independents. He went back to Louisville claiming that WDRB's sign-on-to-sign-off shares, both metro and area of dominant influence, were the highest of all independent U's in the country; that its metro share is third highest among all independents in the top 40 markets—exceeded only by two independent V's, WGN-TV Chicago and WTTG(TV) Washington—and that its ADI share ranks eighth among all top-40 market independents.

WDRB-TV's weekday programming opens with a four-hour children's block until 7 p.m., a live clown presiding over the first hour, and peaks at 5:30 with *The*

Munsters averaging a 35 ADI and 39 metro share in the ARB report. *Patty Duke* and *Flipper* wind up the children's block and then come *Movie Game*, *Laredo*, *David Frost Show*, *The Saint* and a movie under the umbrella title *Cinema 41*. Weekends run a little more heavily to movies, with a sports block also added on Saturday afternoon.

Mr. Jaspan cites several factors in explaining WDRB-TV's apparent move toward prompt profitability. One of the most important, he says, is Louisville's UHF set penetration—95% in the metro area, 89% in the ADI—and the fact that WDRB-TV is the second U, not the first, to go on the air there, WLKY-TV having started pioneering in 1961. He also credits signal quality, programming and aggressive salesmanship.

Rates currently range from \$40 a minute to \$90 a minute, with 30's priced at 50% of the 60, according to Mr. Jaspan. All business came from local advertisers at first, but the station got a national rep about six weeks ago, Adam Young Inc., and Mr. Jaspan estimated last week that about 25% of current billings are national.

Mr. Jaspan, a former agency man who was station manager of CKLW-TV Windsor-Detroit before he took the assignment of getting WDRB-TV on the air, thinks the station has benefitted from taking public pride in being an independent. WDRB-TV promotes itself as "channel 41—where independence is fun." Financial independence should be, too.

12,000 potential chicano employees

Broadcast executives searching for minority-group employees have a ready source in the Cabinet Committee on Opportunities for Spanish Speaking People.

An index of nearly 12,000 Spanish-American college graduates has been compiled by the committee, listing name, address, college or university, and degree or field of study. The report is free on request (1800 G Street, N.W.,

Although only 77 graduates are listed as communications majors, a multitude of others earned degrees in related fields such as English, business, engineering, the arts, and social sciences.

Clayton Willis of the committee's public-affairs office said the report could be used by nearly all employers, but the broadcast media in particular are a major target for the committee. "The key to incorporation of minorities into industry on a level equal to that of the white majority is communication," Mr. Willis said. Therefore, he added, the media must be opened up to minorities to give them the exposure they need on a national level.



Elmer F. Jaspan, general manager, WDRB-TV Louisville, Ky., uses a TV podium to extol the virtues of his new—and profitable—UHF operation.

A price for all seasons?

Questions on how fall rates will be affected by the economic freeze remain basically unanswered

The Cost of Living Council failed last week to illuminate the darkness of confusion that descended on broadcasting Aug. 15 when President Nixon announced his wage/price freeze.

Question-and-answer sheets were issued from the council throughout the week, but none of the clarifications were directly related to questions being asked by the industry.

However, some council guidelines could be construed as limiting to broadcasters.

In Q & A list number six, issued Aug. 25, one question is: "May prices be changed so long as the rate structure on which they are based is not changed?"

"A. Yes. During the 90-day freeze, customers may be charged in accordance with rate or price schedules established in the base period prior to August 15, 1971, but [businesses] may not increase charges applicable to various categories of rates or prices set out in effective schedules."

How that relates to broadcasting advertising rates is yet to be clarified. An Office of Emergency Preparedness spokesman said last Wednesday (Aug. 25) that the base period is the determining factor and that prices charged for goods or services delivered in the 30-day period prior to Aug. 15 (in 10% or more of transactions) is the freeze price that must be adhered to.

Another question (in list two) is: "What is the selling price for a material if there has been a published price and a discounted price at which actual transactions were made?"

The council: "Sales must be made at the highest price at which a substantial volume [10%] of actual transactions were made during [the base period]. If products have been selling at a discounted price . . . the maximum price would be the highest discounted price at which substantial transactions were made."

If applied to broadcasting the above interpretations would freeze broadcast advertising prices at the highest average price paid for spots *delivered* during the base period.

OEP has said that businesses which, although selling products or services before the freeze, would deliver the goods during the freeze period, must not charge prices higher than those paid for the same goods and services sold during the base period. In this case, the date on which a sale becomes effective (for example, a one-minute spot sold in

July, but not delivered and paid for until October) is the determining factor. OEP used teachers' wages as an example. Those with contracts calling for raises, and who had already received a paycheck at the higher rate before the freeze went into effect, although they had not taught any classes, will be allowed the raise. Those who had contracted for raises, but hadn't been paid at the higher rate before Aug. 15 would be denied the raise. "The effective date of the contract is the significant determining factor," OEP said.

In other words, a one-minute prime time fall position sold, but not paid for before the freeze, could command only the price actually paid for a similar spot during the base period.

Another question related to pricing of new products. Businessmen are supposed to determine what close competitors are charging for similar products, and charge accordingly. The broadcast-related question still unanswered is, "Can a first-run episode of a continuing series (e.g. *Flip Wilson* or *Bonanza*) be considered a new product, and if so, how do you determine the price?" One industry spokesman said it would be impossible to compare what, for example, NBC is charging for a "new product" to the price of a new CBS program since both will be trying to establish prices for their new products.

Among the major unanswered questions that are bound to have profound effect on the media (as well as other major industries) is one of seasonality. All the pertinent questions on seasonal variations in prices have been asked of the council, and if it follows the pattern of last week, the answers will be no increases. Seven requests from various industries and individuals for exceptions to the wage/price freeze and permission to raise prices were flatly denied by the OEP, charged with the administration and enforcement of the President's order. There have been no exceptions to the freeze as yet, according to OEP, and only three exemptions: prisoners of war, wounded military personnel and military personnel in combat zones.

Expectations rose, however, late last week when newsmen were allowed to question a major cog in the enforcement machinery for the freeze.

OEP Executive Director George A. Lincoln hinted at the ultimate ruling on broadcast advertising rates during an appearance Wednesday (Aug. 25) at the National Press Club as its "News-

Time is money.



Now is the hour to save time and improve your station operation. Only Cox Data Systems can give you that ability with BIS.



Cox Data Systems
A Business Service of
Cox Broadcasting Corporation

maker." When asked how OEP would administer the wage/price freeze for seasonal industries, Mr. Lincoln replied that he refused to discuss policy questions. However, asked if businesses which normally raised their rates in the fall (a category into which broadcasting stations fall, according to OEP) could raise their rates to the level in effect for Sept. 1, 1970, Mr. Lincoln replied, "That's pretty close. Did you say Sept. 1, 1970? That's pretty close."

He added that discussion was continuing within the Cost of Living Council (of which he is a member) regarding seasonal rates. Lou Neeb, a council staff member, said broadcast advertising price changes were on the council's agenda for Thursday (Aug. 26). By Friday, no action had been taken by the council on this issue.

At mid-week, confusion still reigned within the broadcast industry. A spokesman for CBS's owned-and-operated stations said he had nothing to say since everything was "still very much up in the air."

An NBC spokesman said the network was following a "common sense approach." ABC-owned radio stations were selling advertising on the basis of rate cards in effect before the freeze. An ABC spokesman said new rate cards for the network's radio stations would not be published. At the network level, spokesmen indicated that there are too many questions left unanswered by the President's order for them to make policy decisions.

It was learned, however, that most selling was continuing on a status-quo basis—that is, networks were selling fall space at the same rates for which they sold fall space before the freeze, at least until the Cost of Living Council clarifies its earlier statement that, regardless of the contract date, the determining factor is when the service or product is delivered.

Whether that meant prices would be those announced before the freeze, or those actually paid for services delivered before the freeze was still unclear to many broadcasters last week.

One price rise affected by the freeze was the National Association of Broadcasters' subscription increase for membership in the NAB TV code, scheduled to go into effect Oct. 1 (BROADCASTING, June 28).

The increase in dues was expected to enlarge to \$625,000 yearly the code authority's coffers, to allow expansion of activities, new jobs and increased functions which were being overlooked at that time, NAB said.

Discussions of the impact of the freeze upon this increase in dues were scheduled Friday (Aug. 27) when TV code director Stockton Helffrich was

scheduled to stop over in Washington.

In the meantime, NAB procedures for classifying stations for membership in the association itself were continuing in their usual manner. An NAB spokesman said since the dues are fixed according to an established schedule, in effect well before the freeze, there is no increase in price, although the cost to an individual station may increase.

The Television Information Office will follow a procedure similar to NAB. A TIO spokesman said dues will be determined in the usual manner, based on base evening hour rates according to a schedule in effect since 1959.

"A station would have to raise its rates to have any effect on our charges," the spokesman said, "so if a station is allowed price increases. I would imagine we would be permitted to do the same."

TIO has scheduled a rate increase—about 10%—to be effective Jan. 1, 1972. "The wage/price freeze should be lifted by then," the spokesman added, "so we don't anticipate any problems."

Advertising agencies had no definitive answers last week to the 90-day wage/price freeze. Felix H. Kent, a member of the legal committee of the American Association of Advertising Agencies, said that more and more questions are coming from agencies, and fewer and fewer answers are available. The association was advising agencies to insert with all orders to media, talent and packagers the following statement:

"The fees, compensation or other charges payable or paid to you (supplier) hereunder, will be subject to review and any appropriate reduction or refund, if all or any part of the materials or services supplied by you hereunder are ascertained to be subject to price limitations under the Economic Stabilization Order issued by President Nixon on August 15, 1971, or under any subsequent pertaining additional orders or regulations.

The intent, Mr. Kent said, is to notify the media that there is some uncertainty about the amount to be paid them, not so much to protect the agency. The law would probably protect the agency in any event, he said.

Harve Miller sentenced

Former KHJ(AM) Los Angeles disk jockey, Harvey Miller, 36, was sentenced to five years to life Aug. 19th in superior court there. Mr. Miller had changed his guilty plea in the shooting death of his wife, Mary, to innocent Aug. 16, changed again to guilty two days later, after firing then rehiring his lawyer. Judge Arthur L. Alarcon recommended that Mr. Miller be considered for parole after a minimum three-and-a-half year term.

The OEP answer men and where they are

Broadcasters seeking exemption from the price/wage freeze or rent ceilings must submit written requests in duplicate to the director of the Office of Emergency Preparedness regional center in their area.

All requests should include: name, address, telephone number, nature of business, manner in which the wage/price freeze is believed to be grossly inequitable, the specific relief sought, and whether the individual or anyone affiliated with him has previously been granted an exception, exemption, or adjustment.

If unanswerable at the regional level, queries will be forwarded to OEP national headquarters in Washington. Following is a list of the 10 OEP regional service centers and the states served by them:

Location

Region I

JFK Federal Building
Room 2003 L, Boston 02203
(617) 223-2490 or 4053
Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.

Region II

26 Federal Plaza
Room 1355, New York 10007
(212) 466-8450
New Jersey, New York, Puerto Rico, Virgin Islands.

Region III

Industrial Valley Bank Building, Suite 1600
1700 Market Street, Philadelphia 19103
(215) 524-2435
Delaware, Maryland, Pennsylvania, Virginia, West Virginia, District of Columbia.

Region IV

Continental Ins. Bldg., Suites 514, 518, 520
161 Peachtree Street, N.E., Atlanta 30303
(404) 526-4401 or 4545
Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee.

Region V

33 E. Congress Parkway
Room 204 A, Chicago 60604
(312) 591-5111
Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin.

Region VI

Federal Building, Room 4C-38
1100 Commerce Street, Dallas 75202
(214) 749-1112
Arkansas, Louisiana, Oklahoma, New Mexico, Texas.

Region VII

New Federal Office Building, Room 142
601 E. 12th Street, Kansas City, Mo. 64106
(816) 374-5831
Iowa, Kansas, Missouri, Nebraska.

Region VIII

Federal Regional Office Building 710
Denver 80225
(303) 837-4981; Rent 837-3981; Price 837-4856; Wage 837-3876; Admin. 837-3827
Colorado, Montana, North Dakota, South Dakota, Utah, Wyoming.

Region IX

450 Golden Gate Avenue, Room 2029
San Francisco 94102
(415) 556-7746; Wages 556-2452; Prices 556-6260; Rent 556-7027
Arizona, California, Hawaii, American Samoa, Guam.

Region X

Federal Office Building, Room 1095
909 1st Avenue, Seattle 98104
(206) 442-4552
Alaska, Idaho, Oregon, Washington.

IN MEMORIAM



Stanton P. (Pete) Kettler

1907-1971

The obituaries say that Pete Kettler was born in Wheeling, West Virginia, November 18, 1907, died August 18, 1971 in Miami, and spent thirty four of those years in various ascending capacities with the Storer Broadcasting Company, being Vice Chairman of the Board at his passing. All quite true, and good enough as it goes, but even the best intended and best written obituaries can't possibly tell the story of the man behind the facts, and Pete deserved better.

Those of us at Storer Broadcasting Company and others outside who have been his friends and associates these many years have been the fortunate ones, and those of you who did not have the good fortune to know Pete Kettler missed one of God's noblemen. You missed the personal warmth that he not only projected, but honestly felt toward all human beings; you missed the glow and stimulation that he transmitted as he made you feel that you were important to him, and therefore to yourself, so you tightened your belt in periods of discouragement and went back to work; you missed the countless daily acts of thoughtfulness and generosity, earning him the well deserved reputation of being "the world's softest touch"; you missed his unwavering defense of a deserving individual, whether high executive or a guy named Joe; you missed the opportunity to get your hide ripped off if you were "dogging it" or disloyal to the company, or worse yet, performed some unjust or unkind act toward a fellow worker or subordinate; you missed a guy whose dedication and

loyalty to his company, his associates and this hectic industry were second only to the same devotion to his family; and you missed a guy who somehow managed to find the time to make hundreds of friends outside the company in church, civic or Orange Bowl work—in short, with whoever needed him.

Don't get the wrong idea. Pete was no saint, no goodie-goodie. Here was a real man's man who could beat your brains out physically if he were so inclined, but who chose to dedicate his life to gentleness and helping others. Here was a regular guy who enjoyed a drink or two, who loved to beat you out of ten dollars betting on his favorite football team or drop a quid or two at the race track. Here was a guy who made it perfectly plain that if you were going to hire girls around the office, why not hire girls that you enjoyed looking at? Here was a guy with the same proclivities as you or I, yet one who practiced Christian Doctrine so steadfastly toward his fellowman that new acquaintances would often ask: "Is this guy for real?". They found out he was.

Pete was in declining health with a major circulatory problem for quite some time before his passing, and medically we were all reconciled to the inevitability of his early demise for many weeks. But the personal void is no less large, that booming voice and hearty handshake missed no less. He was a real friend, a great guy. We just want you and him and his family to know how we feel.

All of Us

at

STORER BROADCASTING COMPANY

Plug into \$63,000 savings...

with a Norelco
color camera that uses
triaxial cable.



Savings with the new Norelco triax cable cameras are immediate and substantial. Our \$63,000 figure is a *conservative* estimate, calculated by determining such normal (and inevitable) costs as initial outlay for cable, set-up and strike, cable repair and storage, and depreciation, and extending the good news over a five year period. We repeat, \$63,000 is conservatively estimated. In checking our cost figures against your own, it is almost a certainty that you will arrive at an even greater saving. For the down-to-earth facts, send for our paper, "The Economics of Triaxial Cable Color Television Cameras." It will allow you to define *your* savings in detail.

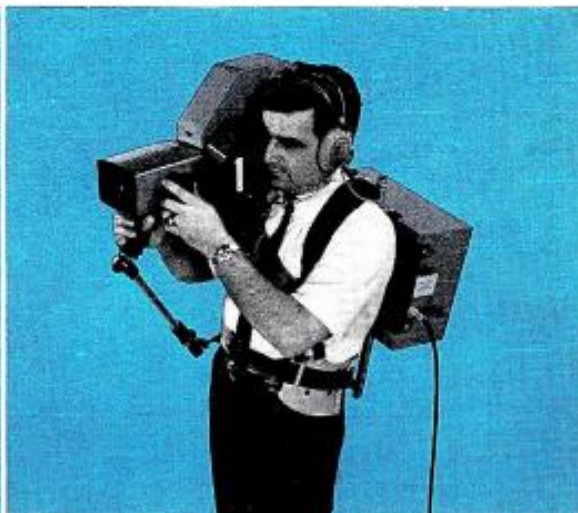


Norelco PC-100A...the only camera with A.C.T. Plumbicon* tubes ... solve high-contrast problems at the source.

Here's the camera that introduced two revolutions in color television. A cable revolution—using light, low-cost triaxial cable. And a tube revolution with the new Anti-Comet-Tail "A.C.T." Plumbicon.

A new gun design gives the A.C.T. Plumbicon tube an unprecedented dynamic range (inherent overbeaming capability equivalent to five or more f-stops overexposure) with no washout or loss of detail even in action scenes with brilliant highlights and deep shadows. It's standard in the PC-100A, and the contrast problem is defeated at the source ... not partially offset through complicated, costly, extra-option hardware. As a bonus, the A.C.T. tube handles low-light situations with matchless fidelity.

This is the camera that stunned every audience at NAB with its remarkable reliability ... with quick, easy assembly ... three and one-half minute cable butting ... and sparkling color pictures that were called "the best color television picture ever achieved."



Norelco PCP-90B...the only broadcast-quality portable. It operates ☐ RF fully system-integrated ☐ Triax system-integrated ☐ Backpack-to-VTR fully N.T.S.C.

This is the tried and proven hand-held color camera that is enabling broadcasters and production firms to go where they never went before, get pictures never before attainable.

Part and parcel of the Norelco camera revolution, the PCP-90B is adding daily to its illustrious record of getting the action—anywhere and anytime—and getting it in faithful, crisp Norelco color.

Best of all, the PCP-90B operates on triaxial cable to afford the same kind of day-in and day-out savings now possible with the PC-100A. When it isn't on a remote, the three-Plumbicon PCP-90B doubles as a studio camera. Truly far-out mobility comes with the camera's optional microwave link; great examples are the widely acclaimed helicopter applications of this unique broadcast-quality camera. It is the most versatile camera available, and can be fielded as a self-contained battery-operated camera with a portable video tape recorder to record the action. And remember, you get all these revolutionary advantages on top of tremendous operational dollar savings.



†Write on your letterhead for our detailed report, "The Economics of Triaxial Cable Color Television Cameras." Plug in your figures and compute your short- and long-term savings.

FCC cuts in on citizen-group compensation

Study will probe whether broadcasters may pay a price to settle challenges

The monetary and other compensations which several broadcasters have in recent months found to be the easiest way to appease citizen groups confronting them with challenges have been earmarked for an investigation by the FCC. The commission last week branded these payments of "out-of-pocket expenses" as "troublesome" and indicated that it will issue a notice of inquiry on the subject "to determine whether it should allow such expenses and if so, whether there should be any limitations on such allowances."

The disclosure was made in a letter sent last Wednesday (Aug. 25) by the commission to GCC Communications of Atlanta Inc., whose acquisition of WGKA-AM-FM Atlanta it authorized the same day. The commission conditioned its grant of the \$675,000 transfer from Strauss Broadcasting Co. of Atlanta, on the simultaneous denial of a joint motion by GCC and the Broadcast Good Music Committee, a citizen group that had sought to block the transfer, for approval of a compensation agreement. GCC had agreed to reimburse the petitioners up to \$2,000 a year for three years for expenses incurred in its opposition of the transfer.

The commission's announcement of its intention to investigate the reimbursement issue signifies the consummation of several months of hinted apprehension over the matter on the part of the agency. Earlier this month, the commission denied a request by black organizations in Sandersville, Ga., to require the licensee of WSNT(AM) there to pay the expenses they incurred in a renewal challenge made against the station (BROADCASTING, Aug. 9). The parties in Sandersville had reached an outside agreement that did not include financial compensation.

In its action last week the commission said there has been no showing that a grant of the WGKA reimbursement proposal will serve the public interest. "We recognize," the commission said, "that the entire question of payments in situations similar to [WGKA] is troublesome."

Reimbursements, financial or otherwise, have increasingly been used by licensees to settle petitions to deny renewal of licenses or transfers of stations. The practice has led to huge demands.

Last January, the Citizens Communications Center, Washington, dropped its challenge to the Triangle-Capital Cities

station-transfer deal after Capcities agreed to underwrite a \$1-million "Minority Program Project."

And just two months ago, Justicia, a Mexican-American organization, demanded \$10 million in "compensatory funds" from ABC "for demeaning chicanos and keeping them out of the industry for so long." (BROADCASTING, June 28). Justicia is threatening to challenge the license renewal of KABC-TV, the network's owned station in Los Angeles.

The WGKA case is itself an example of the pressures citizen groups can put to bear on licensees which they feel have done the community an injustice. Strauss acquired the stations in September 1968 following an FCC authorization without hearing, despite objections from BGMC that Strauss planned to abandon the stations' classical music format in favor of middle-of-the-road music. The WGKA stations are the only Atlanta broadcast outlets with such a format.

BGMC appealed the FCC's transfer grant to the U.S. Court of Appeals which, in October 1970, overturned the commission's decision and remanded the case for further consideration (BROADCASTING, Nov. 2, 1970). Robert S. Strauss, treasurer of the Democratic National Committee and president of Dallas-based Strauss Broadcasting, elected to give up the stations rather than proceed with further litigation. He

More time for fairness views

The FCC has extended the time for filing comments and reply comments on its notice of inquiry into the fairness doctrine and the public-interest obligations of licensees concerning public issue programming.

The respective issues and the new dates are: 1) The fairness doctrine generally, Dec. 10; 2) Access to the broadcast media as a result of carriage of product commercials, Oct. 11; 3) Access generally to the broadcast media for the discussion of public issues, Nov. 24, and 4) Application of the fairness doctrine to political broadcasts, Jan. 24, 1972.

The extension was in response to requests by the American Civil Liberties Union and the National Association of Broadcasters.

contracted for the sale to GCC last February (BROADCASTING, March 1). BGMC also contested this transaction, and compelled GCC to enter into an over-all agreement with it which, in addition to the \$6,000 reimbursement, included a pact by which GCC would immediately notify BGMC and the commission if it contemplates future significant changes in WGKA(AM)'s classical format. (GCC's programming proposal calls for 90% classical music on the AM and for a 90% "contemporary" format for the FM).

The compensation pact is not the only impasse in the WGKA case. GCC is a subsidiary of Boston-based General Cinema Corp., of which 3.9% is owned by the Morgan Guaranty Trust Co. and 7.5% is owned by Bankers Trust Co., both New York, which also hold small interests in corporations owning a larger cumulative total of stations than the FCC's multiple-ownership rules permit. Banks with such interests are limited to 2% interests in station-owning companies by present FCC rules, which are under reconsideration. The FCC conditioned its grant of the WGKA sale on the outcome of that rulemaking.

The commission also waived its three-year holding requirement to permit the sale. The rule, the commission noted, is intended to eliminate the possibility of trafficking, which, it said, does not appear evident in this case. Strauss has contended that it has lost money in its operation of WGKA-AM-FM and is taking a considerable loss in the sale.

Commissioner Nicholas Johnson dissented in the 4-to-1 decision. Mr. Johnson, while welcoming the inquiry into reimbursement procedures, contended that the compensation proposed by GCC and BGMC would be "adequate safeguards against the possibility of abuse."

And Commissioner Robert Wells, who dissented in part, called the commission's announcement regarding the inquiry "premature" and stated that such an endeavor "should be a matter for separate consideration after further study."

Faith Center rejects Hartford TV challenge

The religious organization to which RKO General Inc. is proposing to donate its now-inoperative WHCT(TV) Hartford, Conn., last week gave a local

group that is attempting to block the transfer a restrained pat on the head. Then it argued for the dismissal of the group's challenge.

While the group's petition to deny the transfer "was no doubt good-intentioned," California-based Faith Center told the commission in an opposition brief, it was "a somewhat attenuated document, seeking to magnify minor points and asserting rigid standards" that surpass FCC requirements. The

petition, filed last month (BROADCASTING, July 19), accused Faith Center of failing to ascertain community needs, establish adequate communication with community leaders and propose programming sufficient to the area's needs.

While it denied the accusations made in the petition, Faith Center last week submitted a 102-page amendment to its original transfer application providing what it claimed to be "extensive demographic and statistical informa-

tion" on the Hartford community. With the addition of this new data, which included a further ascertainment showing and programming analysis, Faith Center said its application now "meets, if not surpasses" the criteria demanded by the petitioners.

RKO acquired WHCT in 1962 and operated it as an experimental pay-TV outlet for seven years. It discontinued operation of the station in 1969 after discouraging financial returns.

OTP drops interim cable quest

NCTA reluctance to make concessions beyond FCC's letter prompts decision

The Office of Telecommunications Policy has suspended "indefinitely" its efforts to obtain a short-term agreement among broadcasters, cable operators and copyright owners on CATV issues.

The action followed a meeting with representatives of the National Cable Television Association, during which it became apparent that the industry will accept no compromise more restrictive than the FCC's letter of intent to Congress on cable policy (BROADCASTING, Aug. 6).

That feeling was confirmed last week in a speech given by NCTA Chairman John Gwin at the Rocky Mountain Cable Television Association meeting. "We can't negotiate downward from the FCC proposals," Mr. Gwin said.

The stand taken by cable spokesmen at the OTP meeting reflects the industry's feeling that it has already agreed to as many compromises over the past several years as it possibly can. Some of those compromises, industry leaders feel, have been detrimental to cable's best interests.

The matter is now entirely in the hands of Congress. Absent an effort by NCTA to reopen the talks, there will be no further discussions, according to OTP. It remains to be seen what action if any the Congress will choose to take on the FCC's cable letter, which was adopted in that form, rather than as a set of final rules, so that key legislators might have the opportunity they had requested to review the commission's planned rules.

The short-term talks were initiated last month by OTP in an attempt to smooth the way toward adoption of generally acceptable cable rules. Their discontinuation will have no effect upon a concurrent OTP project dealing with long-term cable policy. The agency is acting as co-ordinator of the activities of the President's cabinet-level committee on long-term cable policy, which is

expected to issue a report this October.

NCTA representatives attending the final meeting were NCTA Chairman Gwin and General Counsel Gary Christensen; Alfred Stern, president of Television Communications Corp.; Irving Kahn, chairman of the board of Teleprompter Corp.; Robert Beisswenger, president of Jerrold Corp.; Bruce Lovett, vice president of American Television and Communications Corp. and president of the NCTA legislative committee, and attorney Walter Schier.

Illinois ACLU hits FCC cable plan

Charges citizen access to channels neglected; claims networks protected

"We are exceedingly disappointed in the compromise plan the FCC devised for cable television. . . ."

That was the jist of a letter sent to FCC Chairman Dean Burch by Jerrold N. Oppenheim, staff attorney for the Illinois Division of the American Civil Liberties Union.

Mr. Oppenheim pointed out that the commission's plan for CATV, outlined in letters to Congress earlier this month (BROADCASTING, Aug. 9), fails to guarantee low-cost citizen access to CATV channels.

Mr. Oppenheim pointed out that none of the 11 nonbroadcast channels authorized for Chicago "would be required to be made available to the public on a common carriage, first-come, first-served, all-comers-accommodated basis."

The letter to the FCC chairman also noted that the commission proposes "to guarantee a two-way system only for

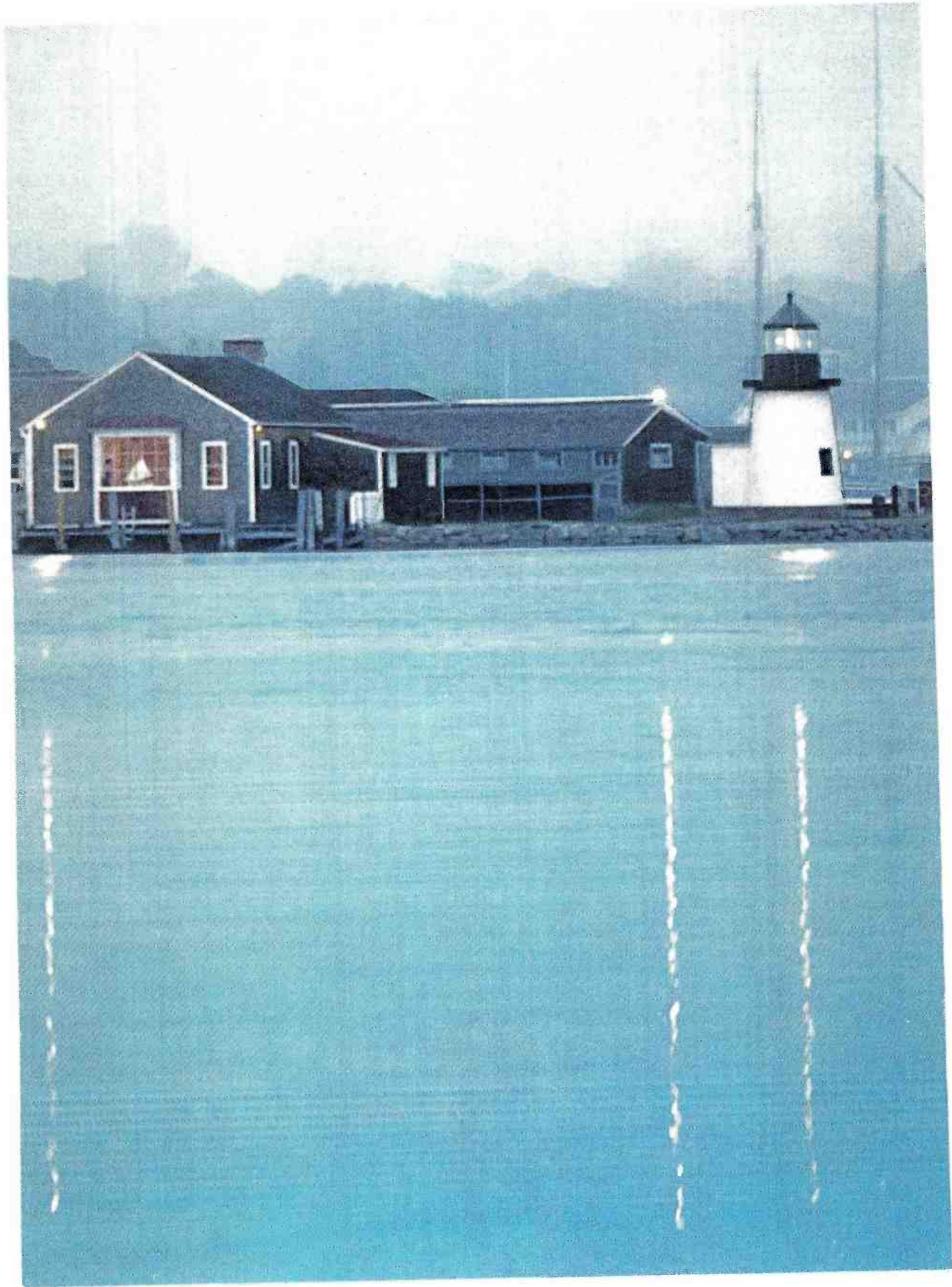
data, a policy which seems about as advanced and progressive as the telephone party line." Mr. Oppenheim further charged the commission with protecting "the oligopoly positions of ABC, CBS and NBC" by failing to provide for a fourth national network or for regional networks.

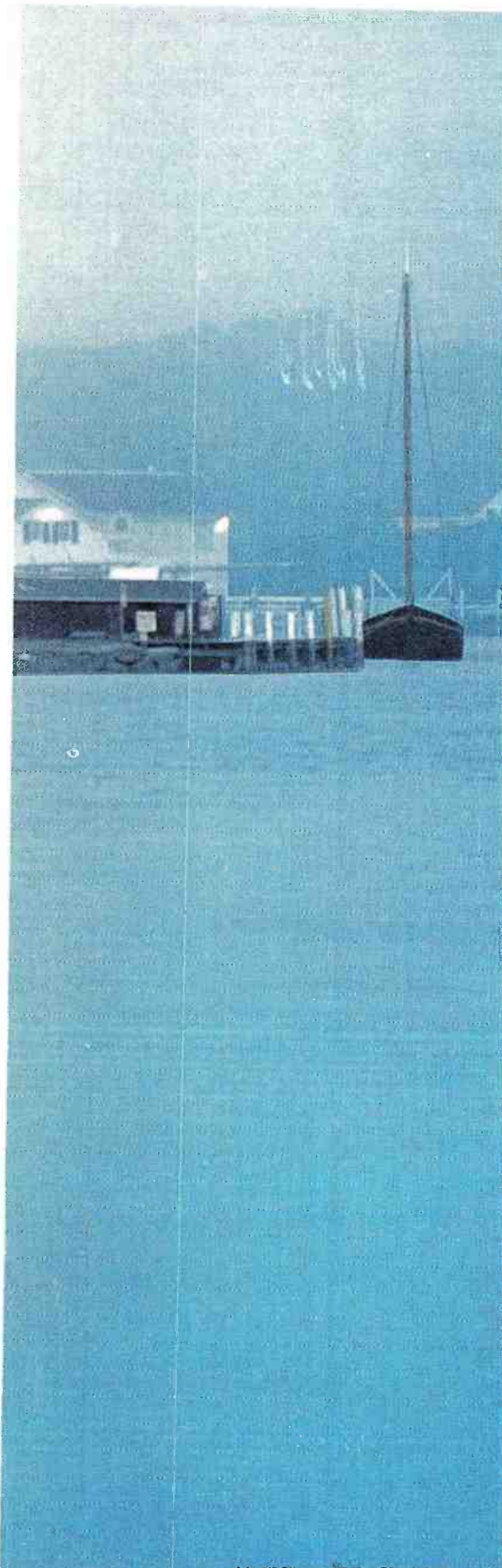
"The public protections in the FCC's latest plan . . . are not even illusory," he said. "The scheme bears every mark of having been cynically worked out to balance the interests of broadcasters and cable operators with as little regard as possible for the interests of the public at large."

Enclosed with the letter was a copy of ACLU's proposals for cable, which the organization has filed with the Illinois Commerce Commission. Principally, the proposals call for channel capability in excess of the demand to permit the public to lease channels and use them without censorship; public utility rate regulation; prohibition of program origination by operators; periodic franchise review; interconnection of system, and establishment of technical standards.

Crossownership pushes GE cable sale in N.Y.

Athena Communications Inc., a subsidiary of Gulf & Western Industries Inc., New York, has acquired six CATV franchises in upstate New York from General Electric Cablevision Corp., Schenectady, N.Y., a subsidiary of General Electric Co. The deal was for an undisclosed amount of cash amounting to a reimbursement of expenses incurred by GE in securing the franchises. Involved are franchises in the communities of Colonie, Glenville, Niskayuna, Rotterdam, Schenectady and Scotia. No construction of systems had





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been within any of the communities.

It was indicated that the franchises were reassigned to comply with an FCC ruling prohibiting ownership of TV stations and CATV systems in the same market. General Electric Broadcasting, also a General Electric Co. subsidiary, operates WRGB(TV) Albany-Schenectady, N.Y.

General Electric Cablevision continues to operate cable-TV systems in various regions of the U.S. Athena Communications operates CATV systems in 24 communities in six states and has franchises in a number of other markets. These systems currently serve 35,000 subscribers. The six acquired franchises have a subscriber potential of some 65,000 homes.

The community of Rotterdam is the first of the six communities involved to approve the franchise reassignment from General Electric to Athena. Plans call for Athena to begin preparations for immediate construction of a CATV system for Rotterdam.

Station transfers and employe rights

AFTRA seeks FCC protection for workers affected by ownership changes

The American Federation of Television and Radio Artists has asked the FCC to give the collective-bargaining agents of broadcast station employes a voice in the consideration of station sales.

In a petition last week, AFTRA requested that the FCC rules be amended to require the agency to:

1) Inform AFTRA "or any other labor organization concerned" of all station sales immediately upon the filing of transfer applications.

2) To declare that AFTRA and other broadcast-affiliated unions have "standing as a real party of interest" in these proceedings.

3) To allow the unions the right to intervene in the proceedings "when the matter will affect the employment of union members or the collective bargaining contracts" between the unions and the present licensee. The petition was authorized, and the resolutions included in it were adopted, at AFTRA's convention last July in Dallas.

The union said it is seeking the right to participate in transfer cases in which a change in ownership "might jeopardize the employment and livelihood of union members" and "imperil the position of AFTRA as their collective-bargaining representative."

The AFTRA resolution noted that in some station sales "the collective contract between AFTRA and the original licensee has not been assumed by the new licensee or owner of the facility."

AFTRA pointed out that railroad employes are afforded protection by law against such losses of contract in case of merger or transfer by the Interstate Commerce Commission Law.

Broadcast Journalism

McLuhan's back and ABC's got him

Media analyst says TV puts audience in picture to detriment of rivals

Marshall McLuhan compares television and print news in an essay commissioned by the ABC-owned television stations and reproduced, in part, in an advertising campaign that was launched last week in newspapers and business publications.

Though the communications commentator makes no explicit judgment as to which is the better medium, he describes newspapers in terms of documents that chronicle a past event for the detached reader, and television news as an outlet that "merges the public and the news in a new kind of figure-ground pattern."

He stresses that the television news public "is not a mere consumer of news in the manner of the newspaper public," and that TV news "is characterized by interaction and immediate confrontation, rather than observation."

The advertisements, which also were underwritten by the ABC-owned television stations, make available a copy of Mr. McLuhan's complete essay which is titled "Sharing the News—Friendly

Teamness: Teeming Friendness."

Mr. McLuhan gives a brief but warm salute to ABC News's "Teamness" approach, saying that ABC "has put to work the fact that TV is not just a visual medium," and the audience is "part of the action." He cites the "friendly teamness" format as one that recognizes the sharing of such an experience as going on a trip to remote places as a normal

feature of the new electric world."

An ABC spokesman said that Mr. McLuhan was paid for writing the essay, but he could not specify the amount. He volunteered that Mr. McLuhan was "given complete editorial freedom in writing this commentary."

Contrasting news in newspapers and on TV, Mr. McLuhan asserts that the reading public expects "hard, hot news," since the reader is detached and uninvolved, and adds:

"The ordinary components of printed news are much too violent and bizarre for TV use. . . . The new fact of TV is that 'you are there' and 'they are here.' It is ridiculous to suppose that any TV public would choose to involve itself in such situations. Yet, any reading public demands this kind of intensity of experience both for itself and others."

Other observations by Mr. McLuhan in his essay:

"The press is concerned with 'what has happened.' TV news is closer to what is happening—i.e., sort of instant replay of your own life, with resulting stress not on package but processes."

"The 'friendly teamness' approach is a recognition of the need in this new TV time to translate all the old 'hot' and 'hard' news into the low key, involving the banter of interplay and pattern recognition. The old hardware press news had stressed the personal point of view and emotions a la Ed Murrow. It was not necessary to share his emotions as

Memories of 'Selling'

An editorial in *The New York Times* last week pointed out what it called an "astonishing" incident in light of the controversy over *The Selling of the Pentagon*.

The article last Monday (Aug. 23) noted that Defense Department officials "went to great lengths" to deny allegations that military personnel shown on the program were violating regulations prohibiting officers from engaging in political propaganda.

But, the editorial said, "Army officers saw nothing wrong in their recent heavy-handed efforts to use the national convention of the Disabled American Veterans as an instrument for endorsing far-reaching and detailed military programs. Two politicians in uniform arrived at the Detroit meeting with 13 pages of prefabricated resolutions."

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June 29, 1971

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Oklahoma City, Oklahoma 73118

Attn: Bob Cooper

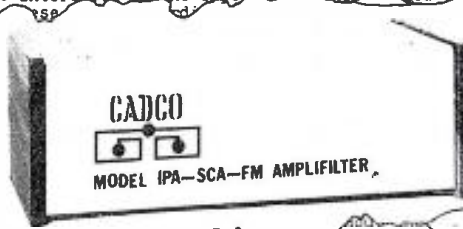
Dear Bob:

On the basis of the tests we have run with two of your CADCO Interdigital Pre-Amplifier SCA-FM models, we are ordering 50 additional units for our SCA operation.

As you know, and FM station is protected from adjacent channel interference within the primary service area by the FCC Allocations Table and minimum mileage separation rules, but when trying to operate SCA Background Music installations from 50 to 75 miles distant many locations suffer from that very problem. High gain antennas and ordinary wide band preamplifiers just can't hack the problem of lifting your own weak signal out at these distances when a closer station is operating on an adjacent or near adjacent frequency.

We have two SCA Background Music installations falling into this category: one at Centralia, Illinois; air line distance 63 miles and one at DuQuoin, Illinois; airline distance 72 miles. On an arc halfway between these two locations is WMIX in Mount Vernon, Illinois only 400 KHz above our frequency at an airline distance of 78 miles. We have unsuccessfully tried passive pre-selecting filters ahead of these receivers, but could not lick the noise problem. We installed a CADCO Interdigital Preamplifier at each of these two locations and both are functioning like "local" accounts.

You may be interested in the experience we've had here. We installed a CADCO Interdigital Preamplifier SCA-FM Model at our station KCFM. A Blondeped with in St. Louis. With the and the above KCFM. station peaked Interdigital SCA-FM Model. Stations with a use-



The next problem we are looking forward to solving with the CADCO Interdigital Preamplifier SCA-FM Model is a location 50 miles distant with a local station on the upper image that gives us fits from time to time.

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Best personal regards,

Radio Station KCFM

Edward B. Bench
Edward B. Bench
Chief Engineer

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plus
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Order one CADCO Model IPA-SCA-FM Amplifier, at the full list price of \$49.50. Put it ahead of your McMartin, Johnson or other SCA receivers in the field. In locations where SCA cross talk and weak signals have cost you SCA customers. Prove to yourself how much more profitable SCA operation can be . . . when you have strong, clear signals to sell. Then order 11 or more at special discounts (see box below) and go to work making SCA really pay!

MODEL IPA-SCA-FM SPECIFICATIONS

- (1) Operating range, any single FM channel 88.1 to 107.9 MHz.
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much as to admire his point of view. "One feature of TV that seems not to appear in the printed form is the rerun. Whether it be game or contest, a documentary or a movie, TV offers means of retrieval and discovery, both of event and of the public that went with the event. The print form provides access to those who wish to re-read or study, but these opportunities are only for the specialist, the archaeologist and the researcher."

Silent majority pickets CBS

Cluster of conservatives marches every Tuesday against 'liberal' slant

A small but vocal group of conservative activists, inspired by President Nixon's "silent majority" references and angered by public-affairs programs and newscasts shown on CBS, has been conducting persistent public demonstrations calling for a boycott of WCBS-TV New York, CBS and the advertisers "who make it financially possible for CBS to brainwash peoples' minds." The "Silent Majority for a United America" organization, formed in November, 1969, and using a post office box in Ozone Park, N.Y., as a mailing base, claims to have staged demonstrations in front of the CBS headquarters building at 51 West 52d Street in New York City weekly since last May 15.

The demonstrations are held every Tuesday evening from 5 to 7 p.m., with as many as 30 of the organization's members handing out boycott literature and vocally denouncing CBS. The public, through leaflets that are handed out, is asked to "hit CBS in the pocketbook." It is recommended that companies sponsoring offending CBS programs be boycotted. Included on this boycott list are Ford Motor Co., Lipton products, Texaco gasoline, Chock Full O'Nuts, Mennen products, Revlon products, Dutch Boy paints, Calgon products, Alka Seltzer, One-A-Day vitamins, Lysol products, Hendon Pools, Rheingold beer, Helene Curtis products and Colgate Palmolive Co. Budweiser beer is singled out for commendation for sponsoring a John Wayne show.

The principal target of the silent majority organization is CBS News. Among a long list of charges presented by the organization, CBS is "indicted" for "its biased, slanted, unbalanced, pro-liberal newscasting and opinion-forming programs." Newscasters, as well as CBS officials, are charged with "selling leftist propaganda to our youth," and for providing a "constant barrage of propa-

ganda to destroy American patriotism and nationalism and making the majority of good American citizens seem ridiculous." The silent majority organization claims that cartoonist Al Capp was ridiculed for expressing his pro-American beliefs on CBS-TV's *The Merv Griffin Show*, while the network gives "tremendous favorable publicity" to such "malcontent radicals" as actress Jane Fonda, and presents "biased, misleading half-truths" in such programs as *The Selling of the Pentagon*. The FCC is called upon to "re-examine" the CBS franchise because "it is not in the interest of the true American public."

Mary Ann Carey, who identifies herself as co-chairwoman of the Silent Majority for a United America, says the organization has a total of about 300 members, with most from New York, but some in states as far-ranging as Massachusetts and Michigan. She feels that ABC and NBC also are sometimes biased and misleading in their newscasts but that CBS is "by far the worst offender."

Restaging of Panther killings called false

A "false and misleading" news segment aired on CBS-owned WBBM-TV Chicago in 1969 figures in a grand jury indictment made public last week.

The indictment charges State's Attorney Edward V. Hanrahan and others with conspiring to block the prosecution of eight policemen who raided a Chicago apartment in December 1969 and killed two leaders of the Black Panthers. It also alleges that Mr. Hanrahan "directed and arranged for" the film aired by WBBM-TV, and nine Chicago policemen "prepared and acted out . . . an alleged re-enactment of the events . . . that was false and misleading. . . ."

A spokesman for WBBM-TV told BROADCASTING last week that the station had shot the film at Mr. Hanrahan's request and had included it in a Dec. 11, 1969, news program. He said that lead-in material made it clear the segment was the police's version of the incident and the word "reenactment" was superimposed over the film.

He pointed out that WBBM-TV had no way of knowing that the events acted out in the segment by police officers were of questionable accuracy.

Representative Harley O. Staggers (D-W.Va.) expressed some doubt last week that his Investigations Subcommittee would inject itself into the matter as it relates to WBBM-TV, pointing out that it is an adjudicatory proceeding. But "we'll have to look into it and get the full details" before making a final decision, he said.

News documentary on FCC line-up

Texas TV outlet beset yet baffled by charges of 'rigging' jail study

John Tyler, managing partner of KVII-TV Amarillo, Tex., is upset and bewildered. Two FCC investigators from Washington flew to Amarillo last Monday (Aug. 23) and said they were investigating a complaint about "news rigging," and other complaints about the station's business interests. They left two days later, with some of the station's logs and other records.

What is the FCC up to? Mr. Tyler does not fully know.

He told BROADCASTING last week that the FCC investigators were looking into three complaints. Two of them, from local businesses, alleged that KVII-TV was giving businesses it owned unlimited advertising time and it was unfair for KVII-TV to own them. The station knew about these complaints and had written the FCC about them. The investigators were not aware of the reply, he said.

But the complaint about "news rigging" took KVII-TV by surprise. It concerned a documentary KVII-TV had been working on for several months about alleged corruption in the sheriff's department of Potter county (where Amarillo is partly located) and about conditions in the Potter county jail.

In connection with this project KVII-TV had filmed an interview with Dalton Eason, an alleged alcoholic who is said to have been jailed many times in Amarillo.

Mr. Tyler said the investigators showed him a statement from Mr. Eason, alleging principally that KVII-TV newsmen had threatened him and forced him to appear in the film to give false information about the Sheriff's Department and the jail.

Mr. Tyler denied last week that Mr. Eason had been forced to appear. The FCC was not denying or confirming anything.

China special rescheduled

■ An hour-long documentary on Red China previously announced for a September air date on a station-by-station basis, is being rescheduled due to President Nixon's upcoming visit to Peking. The program, *China, An Open Door?* now will be released early in January 1972, to coincide with the President's trip. Produced by Mizlou Productions, New York, and the Associated Press, the documentary was said to have cleared 75 stations for September release.

He contended that the information Mr. Eason provided only supported facts that KVII-TV already knew.

Mr. Eason's statement also said, according to Mr. Tyler, that the station's newsmen had wanted him to plant a gun and some drugs in the jail so they could film it; that he had been paid, and that station personnel had gotten him drunk and had purchased a bus ticket for him to Albuquerque, N.M.

Mr. Tyler also denied these allegations. He stated that the station had only paid for Mr. Eason's food and lodging during the filming of the report—a total of about \$16.

Mr. Tyler said he had the impression that the investigators were principally interested in the "news-rigging" complaint. He added that he was not sure who actually contacted the commission about it.

Mr. Tyler said the investigators left last Wednesday (Aug. 25) and took with them station logs for last March, April, and May; copies of pages from its ledger; petty cash vouchers, and copies of various business contracts. They also asked for the film of the interview with Mr. Eason, but that request was subsequently denied, Mr. Tyler said.

Mike Finklestein, KVII-TV's Washington attorney said last week that it was "very puzzling" that the investigators would want film of a documentary that had not yet been finished.

The precise allegations against KVII-TV are unknown, Mr. Tyler said. Neither the FCC investigators nor personnel in the Complaints and Complaints division were immediately available for comment.

Two stations honored for financial reporting

Awards for the "best financial news program of 1971" will go to KCAU-TV Sioux City, Iowa, and KNX(AM) Los Angeles, the Mortgage Bankers Association announced today (Aug. 30).

The nationwide competition among commercial broadcasters was launched this year by MBA to identify TV and radio stations that are doing an exemplary job of financial and economic news programming.

KCAU-TV will receive the award for its daily *Business Beat* series aired by reporter Ken Wayman. KNX won in radio category for a series of news and economic features presented by reporter Ed Hart.

The panel of judges, who met in Washington earlier this month to choose the winners, consisted of consulting economist Miles Colean; Robert L. Gray of the MBA; Edwin Dale of *The New York Times*; John Hunter, First Akron Corp.; Milton Magruder, National As-

sociation of Broadcasters, and Sol Taishoff, editor of BROADCASTING.

Both winners will receive a bronze statuette on Oct. 12 at MBA's annual convention in Chicago.

The hot wire for UPI

Computerized editing system promises higher efficiency for subscribers to service

United Press International is planning a computerized information storage and retrieval system that could eliminate most manual rewriting and result in virtually error-free, faster, generally more efficient service for broadcast-station and newspaper subscribers. It's projected that the system may be operational by the spring of next year. Plans call for UPI's primary national news wire—the A wire—to be switched to a fully computerized operation.

The information storage and retrieval system is specifically designed to have the capability to edit and distribute new news reports. Stories filed by UPI correspondents and bureaus will be fed into an RCA Spectra 70/45 computer. The computer will automatically produce an abstract of each story (maybe the lead of the story); give the story an item number, slug line, and measurement of length. The abstract will be printed out on teleprinters at the desks of editors at UPI headquarters in New York.

It will be possible to display stories on a video data terminal. Using these TV-like devices, which include an attached typewriter keyboard, editors could correct written copy, making additions and deletions. After editing, the finished stories could be fed back into the computer for dissemination to UPI's client and broadcast stations and newspapers across the country. UPI's national broadcast desk in Chicago should have immediate access to the system.

UPI demonstrated the system at the American Newspaper Publishers Association/Research Institute production management conference in Cincinnati's Exhibition Center, June 6-10. James F. Darr, UPI's general manager for communications, has announced that the wire service is buying 40 electronic editing terminals from Harris-Intertype Corp. with an option for more units when the computerized information storage and retrieval system is extended.

UPI has been developing the system over the last five years and is believed to have as much as \$3 million invested in it. The UPI system is being programmed by Data Dimensions Inc.

M&H

"ARE THINGS GETTING TOUGHER?"

Only you know. You may not know why, but you do know if the decision making process is getting tougher.

The bitter truth is, management must have more information at hand to make the right decisions. Everybody's newscast is getting better. How do you make yours the best in town? How do you tell which of your on-the-air people from sign-on to sign-off are really helping you, and which ones aren't pulling their weight in rating points? The rating books can give you clues about fifteen minute segments; but these "estimates" tell you nothing about individuals or program content. They give you no clue as to how the audience feels about your station and your programming. Rating books can never tell you why things go wrong.

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

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FTC's documentation targets two and three

Now air-conditioner and electric-shaver makers are ordered to prove their advertising claims

The second step in a continuing campaign to require proof of advertising validity was taken by the Federal Trade Commission in Washington last week (Aug. 24). The FTC ordered 11 air-conditioner and four electric-shaver manufacturers to document claims made in national advertising, including radio and TV commercials.

Substantiation of advertising assertions regarding the safety, performance, quality and comparative price of the products made to the FTC Bureau of Consumer Protection within 60 days.

Among the claims to be supported by the broadcast advertisers cited in the order are: Whirlpool Corp., CBS-TV, June 5, 1971, that a "panic button" is unique feature of Whirlpool air conditioners, and that it cools extra fast; City Investing Company's Rheemaire air conditioners, NBC Radio, April 3, June 5, claim that the product adds on easily and inexpensively to most heating systems, that unit reconditions and refreshes inside air every second, and on CBS Radio, April 9, May 5, that Rheem central air conditioning purifies and cleans the air, that inside temperature is comfortable when outside temperature is 100 degrees in the shade, and claim that Rheemaire cools so efficiently that it can save up to 40% in operating costs, that the unit cools quietly, steadily and evenly—not with intermittent cold blasts; Borg-Warner Corp., NBC-TV, May 4, that company's York air conditioning is clean and 'healthful, and that York dealers often make it less expensive to install units in winter, that delivery is faster in winter, and that many dealers defer the first monthly installment until warm weather.

Carrier Corp., NBC-TV, April 5, 7, that its products have increased cooling power due to location of coils, that muffled central system is best way to cool a home, that user never gets a cold blast unless he wants one, and on CBS Radio, May 3, 4, 7, similar claims, and Amana Room Air Conditioners, by Raytheon Co., NBC-TV, June 7, that units filter pollution from the air, are quiet, that exclusive coating of metal parts provides longer life, that units can be installed by anyone without assistance, and that built-in dehumidifiers are capable of removing up to 10 gal-

lons of moisture each day of their use.

Broadcast advertising that must be documented in the electric-shaver field includes: North American Philips Corp., CBS-TV, June 1, 2, claims that the Norelco shavers shave up to 44% closer and 50% faster than they could before, that floating heads are unique, that blades are self-sharpening, that a rechargeable model provides nearly twice the shaves per charge than comparable models; Sperry Rand Corp., CBS-TV, Dec. 2, 1970, June 4, 6, that facts in demonstration of Remington youth shaver are as they appear to be, that slant-head model has sharpest blades company has ever made, that blades remain sharp up to six months, that disposable blade feature prevents shavers from wearing out, and Sunbeam Corp., CBS-TV, Dec. 3, 1970, that Lady Sunbeam shaver neither uses steel blades against skin, nor will it nick.

Gerald J. Thain, assistant director of the FTC's Division of National Advertising, said the commission will try to issue similar proof of advertising demands each month with special attention to "everyday household products." He emphasized that fraudulent or misleading advertising was not necessarily suspected of the firms cited in the order, but "a consumer has a reasonable right to know" if the claims made are in fact true since many decisions to buy a product are based on advertising.

Future industries selected for documentation demands, Mr. Thain said, will be those with substantial importance to consumers. Selection will be based on the significance of the items to the household and the claims made in advertising for the products.

The first substantiation demand was made of seven auto makers on July 13 (BROADCASTING, July 19, 1971). Mr. Thain said that all—four domestic and three foreign—have indicated they will respond by the Sept. 15 deadline.

FTC seeks to ban Ban ads

The Federal Trade Commission announced Aug. 20 that it intends to issue a complaint charging Bristol-Myers Co. and its agency, Ogilvy & Mather Inc., with false TV advertising of Dry Ban spray deodorant.

The proposed complaint alleges that

a demonstration of product in five commercials falsely purport to prove that Dry Ban is superior to its competitors because it is dry when applied and leaves no visible residue.

In four of the challenged commercials Dry Ban and a "leading spray" are applied to a dark surface. The other spray appears white and thick but Dry Ban looks clear and dry. In the fifth spot Dry Ban and a competitor are sprayed on separate eyeglass lenses with the same result. The Bristol-Myers' product is in fact wet when applied and does leave a visible residue, FTC charges in its complaint.

The proposed order would prohibit deceptive product feature or product superiority demonstrations by Bristol-Myers for any of its products and by Ogilvy & Mather for Dry Ban or any other deodorant. The companies will have an opportunity to dispose of the FTC proceeding through a consent order.

Coming in October: FTC's ad inquiry

**Wide-ranging hearings
will take a look
at advertising in general**

A massive Federal Trade Commission inquiry into today's advertising practices and their impact on consumers—with particular emphasis on television commercials—is scheduled to get underway in October.

Promised by the FTC earlier this year (BROADCASTING, May 17), the formal public hearings will be conducted Oct. 20, 21 and 26 at FTC's Washington headquarters to:

- Consider advertising addressed to children.
- Determine whether television advertising may exploit desires, fears and anxieties.
- Consider technical aspects of preparation and production of television commercials.
- Consider consumers' physical emotional and psychological responses to advertising as they may affect the standards by which advertising as a whole is judged.

On May 12, and again last Tuesday (Aug. 24), the commission stated that the hearings will involve "neither review nor evaluation of specific advertising representations or claims in terms

of their possible violation of the law." Those questions will continue to be handled by complaint and rulemaking procedures.

The commission has requested interested parties to submit information based on empirical data or other expertise to the Bureau of Consumer Protection. Oral presentations will also be permitted, and depending on geographical location and the number of those wishing to express their views in person, further hearings may be scheduled in areas other than Washington.

Ford Credit jumps into national radio

The Ford Motor Credit Co., Detroit, wholesale and retail financing service of the Ford Motor Co., launched its first national radio advertising campaign last Monday (Aug. 23). The network and spot-radio campaign will run through Nov. 8 to coincide with the introduction of new car models, according to a spokesman from Kenyon and Eckhardt advertising, Ford Credit's agency.

Approximately \$400,000 of a \$500,000 ad budget has been allocated to radio. An average of 65 spots will be heard on the ABC, CBS, NBC and Mutual radio networks during the campaign period. CBS will run one-minute commercials on various *News-on-the-Hour* broadcasts and on *Sports Central*, *U.S.A.* and the ABC schedule calls for the commercials to be heard on news and feature broadcasts on the American Information and Entertainment Network services. Details on the NBC and Mutual purchases were not available.

Biggest ever claimed for Zenith campaign

In what is termed the "biggest seasonal advertising promotion and merchandising campaign in company history," Zenith Radio Corp., Chicago, plans a three-network television push beginning Sept. 12.

The Zenith campaign, through Foote, Cone & Belding, Chicago, for Chroma-color TV sets, stereos and radios will coincide with the three networks' fall premiere schedule and run for two weeks. The 30- and 60-second spots will run on ABC-TV's *Sunday Movies*, *The City*, *Love American Style*, *NFL Monday Night Football*, *Movie of the Week*, *The Odd Couple* and *The Persuaders*; on CBS-TV's *Gunsmoke*, *Hawaii Five-O*, *Thursday Movies*, *Saturday Movies* and *Carol Burnett Show*; and on NBC-TV's *NFL pre-season football*, *The Bold Ones*, the *Dean Martin Show* and *Laugh-In*. The commercials will continue through Monday, Dec. 13 on a less extensive prime-time tri-network schedule.

A White House ally for advertising

Klein hits Wright decision and warns print media they may be next

The Nixon administration's chief spokesman last week deplored what he saw as "the growing attack on advertising in television." He added that newspapers may expect the attack to spread to them.

The warnings came from Herbert G. Klein, director of communications for the executive branch of the federal government. They were volunteered at the opening of a news conference in San Francisco last Tuesday, Aug. 24.

Mr. Klein paid explicit attention to the Court of Appeals decision, written by Judge J. Skelly Wright and released earlier this month (BROADCASTING, Aug. 9). The decision held that broadcasters



For two hours last Tuesday (8-10 p.m.) Herbert G. Klein, the President's director of communications, presided over a talk show on KGO(AM) San Francisco, substituting for the vacationing Jim Eason. In advance he had set up telephone interviews with figures in the Nixon administration. He also answered questions called in by listeners. He said he would do similar shows elsewhere. It was earlier that day, in a San Francisco news conference, that he expressed alarm at government pressures on journalistic freedom (see accompanying story).

could not reject advertising expressing a point of view.

"This means," said Mr. Klein, "the decision-making power is being removed from broadcasters." Judge Wright, in Mr. Klein's view, "in effect is saying: 'You no longer have the right to edit'."

The decision, said Mr. Klein, "allows the pollution of the air by anyone who wants to buy the time to a major degree on a controversial issue."

But the threat to freedom of the press goes beyond Judge Wright's decision, Mr. Klein said. "If you couple this sort of decision with the attempt in Congress to subpoena the film outtakes in the CBS case, I believe you have a trend which is worth noting by all the press."

The trend could lead to "severe limitations on the ability to edit, severe limitations on the ability to develop commercially," Mr. Klein said.

In his opening remarks Mr. Klein also stated that the President's newly announced economic controls had attracted popular support. All of the questions that ensued were directed toward that subject. Nobody asked for amplification on journalistic risks.

JWT loses another: Pan Am to Carl Ally

Carl Ally Inc. became Pan American World Airway's number-one agency last week as it picked up \$13-million worth of domestic passenger advertising billing from J. Walter Thompson Co., a Pan Am agency since 1942. Thompson will continue to handle the airline's international account billing, about \$8 million. The domestic advertising budget allocated about \$11 million to broadcast in 1970.

The reshuffling of account assignments by Pan Am put an end to recent speculation that account switches were imminent. Rumors of a rift had been flatly denied by spokesmen for the airline (BROADCASTING, Aug. 16).

Carl Ally won part of the domestic passenger assignment (\$5 million) last November when it joined Pan Am. It has handled domestic corporate campaigns and the placement of ads. Tatham, Laird & Kudner will continue to handle cargo advertising, billing about \$1 million.

The loss to JWT follows a recent drop of \$17 million in an account shift of Ford's Pinto, Maverick and Mustang lines to Grey Advertising (BROADCASTING, Aug. 23).

Rep appointments:

- KPAT-AM-FM San Francisco: Savalli/Gates, New York.
- KROC-AM-FM-TV Rochester, Minn.: Knodel, New York.

STROLLIN' WITH AL HIRT and his Horn of Plenty

**A
New & Exciting
Hour-Long
Color-Tape
Special**

**starring
Al Hirt**

**The Magic of New Orleans'
Bourbon Street
Comes Alive**

**with
Guest Stars
Roy Clark
Friends of Distinction
B. B. King
Boots Randolph
Sarah Vaughan**

And More!

**AVAILABLE
from**



A visual touch for FTC cases

**Films of commercials involved
will now be placed on file
for public scrutiny**

Films of television commercials broadcast for toys made by Mattel Inc., Hawthorne, Calif., and Topper Corp., Elizabeth, N.J., were placed in the public record by the Federal Trade Commission last week.

The commercials, available at the FTC's public records room in Washington, for viewing and comment by interested persons for 30 days, were the cause of proposed FTC complaints and provisional consent orders against the companies and their advertising agencies, Carson-Roberts, Los Angeles (Mattel), and Dancer-Fitzgerald-Sample, New York (Topper).

Placing of the films in the public record—the first time for such a procedure in memory of FTC officials—resulted from comments from a Washington consumer-interest lawyer. Stephen L. Bluestone, former National Association of Broadcasters code toy commercial editor, requested the FTC to take the action (BROADCASTING, Aug. 23).

In his remarks to the commission, Mr. Bluestone said: "As a member of the public . . . desiring to comment on the merits of the proposed consent order, I find myself unable to submit such a comment due to the absence of the television commercials and the package advertising from the public record."

An FTC Division of National Advertising spokesman said the FTC response resulted directly from the lawyer's complaint.

Topper's commercials are for its Johnnie Lightning toy racing cars and its Dancerina dancing doll. The Mattel commercial is for its Hot Wheels racing car.

An FTC spokesman indicated that when the situation requires, films will be made part of the public record in the future.

Ban-Lon buys in broadcast

The Ban-Lon trademark of the Bancroft Licensing Co., Wilmington, Del., will find its way into the home of the American television viewer for the first time beginning in 1972. The Ban-Lon name is attached to a variety of yarn and fabric products.

Although no figures on the extent of broadcast expenditures were available, a company spokesman said the major thrust of the campaign would be in national spot television. It was indicated that the total ad budget, which is double

that of 1971, was in the range of seven figures. A spokesman for Indian Head, Bancroft's parent company, said the decision to enter spot TV was made because of the "potency of the medium and the effectiveness of displaying fashion on color television." The advertising campaign will be handled by The Craig Agency, New York, Indian Head's house agency.

Code members may be polled on Preparation H

A special mail ballot to National Association of Broadcasters TV code members is a possibility in the continuing controversy over the acceptability of hemorrhoid-preparation advertising by television stations.

James Hulbert, NAB executive vice president for public relations, said that course may result from a renewed push for acceptance of the product, particularly Preparation H brand, initiated by ABC Vice President Richard Beesemyer.

The TV code's June vote (8-to-7) not to accept the product for advertising prompted one station manager to write NAB that he would accept Preparation H ads, notwithstanding the code vote (BROADCASTING, July 26, 1971). H. Ray McGuire, vice president and general manager of WALA-TV Mobile, Ala., backed down shortly thereafter, saying that if choice came down to rejecting Preparation H advertising or resigning from TV code, he would reject the ads (BROADCASTING, Aug. 2, 1971).

Mr. Beesemyer, who is also a member of the TV code board, is said to have conducted a poll of more than 200 ABC affiliates in which they supported accepting the product by a four-to-one margin. Mr. Beesemyer was out of his New York office last week, and unavailable for comment.

FCC's no challenged

The Communications Workers of America has filed a petition with the U.S. Court of Appeals for the District of Columbia seeking review of an Aug. 6 FCC action which denied the union's motion for a fairness ruling. The union had requested a declaratory ruling that refusal by CBS and NBC to sell it time to discuss a proposed contract with the Bell System constituted a fairness violation.

In denying the CWA motion, the commission had said that although it hadn't had time to review an earlier appellate decision maintaining that broadcasters could not impose general ban on "editorial" advertising, it felt the decision did leave licensees the prerogative of rejecting certain paid announcements, such as the CWA's.

Court backs FCC on smoking spots

Rejects plaintiffs' claim for prosmoking messages to offset antismoking spots

The FCC's ruling that licensees who carry antismoking spots are not required under the fairness doctrine to present prosmoking messages has been upheld by an appeals court decision.

The commission's ruling was issued last December and held that, after Jan. 2, when the statutory ban on cigarette commercials became effective, broadcasters would no longer have to carry anticigarette spots. But if they do, the FCC said, they could decide for themselves whether they have a fairness-doctrine obligation to present the opposing viewpoint. The commission also ruled that it would be reasonable for a broadcaster to determine that the health hazard of smoking no longer constitutes a controversial issue (BROADCASTING, Dec. 21, 1970).

The Tobacco Institute, nine cigarette manufacturers and ABC sought to overturn that decision in the U.S. Court of Appeals for the Fourth Circuit in Richmond, Va. They contended that the ruling runs counter to the commission's fairness-doctrine requirement that time be made available for conflicting views and to the commission's 1967 ruling that applied the doctrine to cigarette commercials (BROADCASTING, May 10).

In its Aug. 20 affirmation of the FCC's ruling, the appeals court said the ruling "cannot be faulted simply because it represents a shift from an earlier holding." It said passage of the law banning cigarette commercials entitled the commission to conclude "that, regardless of its former views on the controversy over cigarettes, it is now reasonable for a licensee to assume that the detrimental effects of cigarette smoking on health are beyond controversy."

The court also noted that the commission's decision does not censor information about smoking, "but leaves program decisions on this issue to each licensee's discretion."

Business briefly:

Johnson & Johnson, New Brunswick, N.J., announced purchase last week of a "multimillion dollar" buy into six NBC-TV nighttime programs starting Jan. 2, 1972. John M. Otter, vice president, sales, NBC, said the order was one of the first sizable ones placed for the new year. The buy, placed through Young & Rubicam, and scheduled

to run through the summer, exceeds 100 minutes of prime-time programming.

California Prune Board, San Francisco, begins \$900,000 national radio campaign through Foote, Cone and Belding, there. First flight of 30- and 60-second spots begins in September, lasting until mid-December. Second flight is scheduled from mid-January through mid-April, 1972.

Winston used to...

"What's the advertising theme for Winston cigarettes?" asked Peter A. Romanov, regional manager, Radio Advertising Bureau, during a talk before the West Virginia Broadcasters Association fall conference in White Sulphur Springs, W. Va., last week. A chorus of broadcasters quickly responded: "Winston tastes good like a cigarette should!"

Mr. Romanov shook his head and told the audience: "Since the first of the year, the 'Winston tastes good' theme has not been used, and the print-only campaign spotlights the 'down-home taste.'"

Reached later by telephone in New Haven, Conn., Mr. Romanov said his Winston ploy was not intended to downgrade the effectiveness of newspaper, magazine and outdoor advertising used by the cigarette company for its "down-home" theme. He said his point was that a new advertising slogan in the printed media only takes a considerable time to take hold, and can be buttressed strongly by radio, with its values of frequency and transferability.

A more suitable name

The Federal Trade Commission's Bureau of Consumer Protection has changed the designation of one of its divisions to reflect the expanded role it is now playing. Formerly the Division of Food and Drug Advertising, the new name is the Division of National Advertising. Gerald J. Thain, assistant division director, said the name change indicates the national concern of the division. "We've gone way beyond food and drug advertising," he said.

Starr branching out

Starr Broadcasting Group Inc., New Orleans-based group owner, announced last week that it has contracted to acquire T.M. Productions Inc. and T.M. Programing Inc. both Dallas, for an undisclosed amount of cash. The T.M. companies, which will become wholly-owned subsidiaries of Starr, syndicate an FM service, produce TV and radio station identifications and provide a variety of commercial services to stations and advertising agencies. Tentative target date for closing of the deal is Sept. 30.

This is the world's finest and largest selling turntable.



Gates CB-77

For complete details on the CB-77 12-inch turntable, write Gates, 123 Hampshire St., Quincy, Illinois 62301.



GATES

A DIVISION OF HARRIS-INTERTYPE

Brickbats, laurels for ads with women

NOW visits agencies to give mock awards for advertising that downgrades female image

The National Organization of Women (NOW) paid a visit to the presidents of some of the leading advertising agencies on Madison Avenue last Thursday (Aug. 26) and distributed "Old Hat Awards" in recognition of the "10 worst ads" created by the ad men. The awards, seven for television, were passed out to "dramatize the fact that many women find advertisements insulting and degrading, in the constant insistence on stereotyped portrayals of women."

Agencies and products receiving the "awards" for television commercials and NOW's objections to the spots follow:

Grey Advertising: (Revlon eye liner), shows a man instructing a woman in the use of a woman's product; Compton Advertising: (Crisco), "Oil and Vinegar Don't Mix," shows women as subservient to men; Young & Rubicam: (Chrysler), suggests woman must not appear bright and capable if she wants to catch a man; Will Graham Co.: (Skinny Dip Cologne), "Wedding Reception," presents a woman as socially unacceptable until she uses product; Ted Bates: (Playtex girdle), depicts women as competitive with one another for attention of men; Carson Roberts: (Brillo), shows man with apron on, suggests housework is for women and is demeaning for men, and SSC&B: (Lysol), shows women as obsessed with germs and odors and threatens loss of husband's approval.

The image committee of NOW, emphasizing that its findings were not

totally negative, commended five print advertisements that they found to be enlightened in their treatment of women: McCann-Erickson: (Tampax Tampons), portrays women as active, athletic and not hung up on their bodily functions; MacManus, John and Adams: (Good Housekeeping magazine), "the responsible one", portrays women as being active, intelligent and informed; Leo Burnett: (Dewar's White Label scotch), depicts women who are accomplished in professions outside of the home; Young & Rubicam: (Band-Aids), portrays girls as active, athletic and not submissive to boys; SSC&B: (Arrid deodorant), shows a woman in a professional role.

Although agency ad men had some warning that clandestine meetings had taken place to determine the "ten worst" ads, members of WABC-TV New York's news team were taken unaware by NOW's "recognition" of the station. NOW chided the station for having the "most distorted and unfair coverage of the women's rights movement."

Midge Kovacs, one of the three coordinators of NOW's image committee, said the station had continually zeroed in on a small minority of women's lib types—"braless and wild-haired"—and supplemented its coverage of the movement's events with snide commentary.

A spokesman for the WABC-TV news department said: "We will continue to give coverage to newsworthy events from the women's liberation movements and will always strive to report the activities as they occur as objectively as possible."

Members of the image committee were still distributing the "Old Hat" awards late last Thursday. However, reaction of a sampling of recipients was generally lukewarm. Miss Kovacs said the group received "fairly good" treatment at the agencies with the exception

of one anonymous agency which posted "two heavies" at the entrance and refused them admittance. Entrance was finally granted, however, and the award was accepted by an account executive.

Milton Gossett, president of Compton Advertising, accepting the award for a Crisco television commercial, labeled the group "overly sensitive" and lacking a sense of humor and perspective on the situation. He explained that Compton geared its ads towards the majority of women, not those represented by the movement, but said he would welcome the group's return to exchange points of view on the issue.

Bond's radio budget goes mostly for spot

Bond Stores, New York-based retail clothing chain, is allocating about \$1.25 million for a year-round campaign on radio.

The Bond chain has already begun with a first use of network radio on CBS. This is a 26-week campaign—now in its third week—for which some \$350,000 has been budgeted. But most of the dollars (approximately \$900,000) will be put into spot radio, covering 45 top markets in the retail chain's territory. The spot commercials start Sept. 15. Agency is Kane, Light, Gladney, New York.

Agency appointments:

■ Borden Inc., Columbus, Ohio, switched ad agencies and campaign strategy last week for its food division's Instant Potatoes. The product is now in the hands of Needham, Harper & Steers, New York, and will revive heavy broadcast exposure, according to an NH&S spokesman. Agency also handles Borden's Cremora, cream substitute. Former agency for Instant Potatoes, Niefeld, Paley & Kuhn, Chicago, geared the major part of its campaigns to print.

■ Brown-Forman Distillers Corp., Louisville, Ky., has appointed the Joseph Garneau Co., New York, to handle its approximately \$780,000 account for Noilly Prat vermouth. Current plans call for use of spot-TV next spring. Former agency was Doyle Dane Bernbach, New York.

■ Yardley of London Inc., Totowa, N.J., will shift the advertising for all Yardley products to Benton & Bowles, New York, from Jacqueline Brandywynne Associates, a B&B affiliate. The transfer was made, according to William D. Hunt, president and chief executive officer of Yardley, because the "future growth of Yardley demands the total advertising and marketing capability of a large, full-service agency."

BAR reports: television-network sales as of Aug. 8

CBS \$341,072,900 (37%); NBC \$317,955,400 (35%); ABC \$252,729,000 (28%)*

Day parts	Total minutes week ended Aug. 8	Total dollars week ended Aug. 8	1971 total minutes	1971 total dollars	1970 total dollars
Monday-Friday					
Sign-on-10 a.m.	92	\$ 493,600	2,335	\$ 13,546,600	\$ 13,646,200
Monday-Friday					
10 a.m.-6 p.m.	866	5,199,500	27,942	189,106,900	207,422,500
Saturday-Sunday					
Sign-on-6 p.m.	284	2,040,200	8,521	86,771,200	90,253,700
Monday-Saturday					
6 p.m.-7:30 p.m.	94	1,204,700	2,846	42,977,500	48,705,700
Sunday					
6 p.m.-7:30 p.m.	12	168,800	496	13,030,900	17,737,000
Monday-Sunday					
7:30 p.m.-11 p.m.	427	12,815,900	13,710	526,930,400	579,978,400
Monday-Sunday					
11 p.m.-Sign-off	112	1,039,900	3,944	39,393,900	42,108,400
Total	1,887	\$22,962,600	59,794	\$911,757,300	\$999,851,900

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

FCC prodded on free-form radio edict

**Westen asks clarification of KFMG stay ruling,
disputes claim that format lessens licensee's control**

The FCC last week was taken to task on its position regarding the extent to which radio licensees must exercise control over the programing on their stations. At issue is the question of whether so-called "free-form" radio stations operate in accordance with the commission's rules.

The catalyst of that controversy is the commission's decision earlier this month denying the stay of a transfer grant to Stoner Broadcasting Co. which is acquiring KFMG(FM) Des Moines, Iowa. The stay had been sought by the Committee to Free KFMG, a local citizen group that charged Stoner with abandoning KFMG's progressive free-form rock format. In a letter to Tracy Westen, Washington attorney for the committee, the commission stated that free-form gives announcers control over programing that is "inconsistent" with controls expected of the licensee. (BROADCASTING, Aug. 9).

Mr. Westen last week filed a brief with the commission in behalf of the Committee to Free KFMG that requested clarification of the commission's wording in the earlier decision. In essence, the filing asked the commission if it has, in actuality, condemned free-form formats as inconsistent with the rules, and if so, why? "A licensee," the committee said, "should be able to delegate to its announcers the record-by-record selection of music to be played, and that this flexibility serves the public interest at least as adequately as short (and therefore 'rigid') playlists" characteristic of top-40 radio formats—the acknowledged antithesis of free form. The committee expressed the belief that the commission "did not intend to indicate otherwise," and called for an affirmative ruling by the commission on its position in this area.

The committee indicated that the key to the issue rests in one's definition of a free-form format. Such programing, it contended, "does not entail an 'abdication of licensee responsibility' over programing policy." It is, simply, an alternative to top-40, the committee said. Regardless of the music it embraces, it was noted, such formats have "distinctive characteristics," notably a greater

selection of records to be played and more subdued commercial presentation. Mr. Westen's letter pointed out that the licensee with free-form can in all cases "take steps to familiarize itself with the contents of each record, and can issue general instructions to announcers to play certain types of music during certain portions of the day." Pre-screening of recordings and other licensee prerogatives are not degrading to free-form, the committee contended, as long as the announcer on duty is not precluded from "moment-to-moment choices within his program segment."

In the same FCC pleading last week, the committee formally dropped its petition to deny Stoner's transfer, noting that the new licensee's return to a progressive rock format signified that "its goal had been accomplished."

In a closely related case, Mr. Westen announced last week that he plans to file a notice of appeal with the U.S. Court of Appeals for the District of Columbia of the FCC's refusal several weeks ago to give further amplification of its controversial March 5 notice on the playing of drug-oriented music (BROADCASTING, April 9). Mr. Westen said the appeal, which will probably be filed this week, will concentrate on the commission's refusal to issue a declaratory ruling on a programing proposal submitted by WYBC(FM), the student radio facility of Yale University. The WYBC proposal constituted a liberal discussion of the prerogatives necessarily afforded on-air announcers in order to effect realistic ethos, and argued against the prescreening of record lyrics (BROADCASTING, May 24).

Cavett's one-guest stands aim for more clearances

ABC-TV, in an effort to showcase the interviewing talents of Dick Cavett and to stimulate more station clearances for *The Dick Cavett Show*, has scheduled what amounts to two weeks of specials as a departure from the regular format of the late-night program. Starting Oct. 12, Mr. Cavett will devote eight 90-minute shows over a two-week period

to in-depth interviews with popular show-business personalities. One guest will be interviewed on each program, with the entire sessions given over to the interview. The guest list includes Anthony Quinn, Fred Astaire, Peter Ustinov, Charlton Heston, Jack Lemmon, Woody Allen, Gene Kelly and Orson Welles.

A strong promotional campaign is planned for the special interview programs. Two of the programs—ones with Fred Astaire and Orson Welles—already have been taped, and the other programs in the two-week schedule also will be prepared in advance in order to give the network the advantage of pre-show promotion. Attention will be given to the high-powered name value of the shows, with each promoted as an event.

ABC-TV is hoping that such special treatment of *Dick Cavett* may encourage additional affiliates to carry the program. Currently about 135 stations are clearing time for it. Martin Starger, ABC-TV's vice president in charge of programing, believes 175 stations would be an "acceptable" line-up of clearances.

Mr. Cavett previously had conducted one-man interviews with both Fred Astaire and Orson Welles, among other personalities. The audience response to these special programs, considered to be outstanding, lead to the concept of two consecutive weeks of one-man shows. Mr. Cavett at a news conference indicated that would welcome doing all of his programs with solo guests because he finds "it's so much more pleasant and satisfying" than the "maddening mental gear shifting" that's required in hosting the regular program format of many guests. He denied, however, that the late-night series might evolve towards a regular format of one-person interviews.

With the Monday edition of *Dick Cavett* pre-empted by football coverage, the special series of one-man shows is scheduled to be presented Tuesday through Friday the weeks of Oct. 12 and Oct. 19. They will be seen in Mr. Cavett's regular time period, 11:30 p.m.-1 a.m.

Public broadcasting gets it together

New production service centralizes news operation to aid PBS, stations

The National Public Affairs Broadcast Center, a new public television production agency in Washington, was formally launched last week.

The center will offer programs of national news and public affairs to the Public Broadcasting Service for scheduling and distribution to noncommercial stations throughout the country, according to Sidney L. James, chief executive of the operation during its organization.

Mr. James also officially announced last week the appointment of Jim Karayn as vice president and general manager the center. Mr. Karayn, chief of the Washington bureau of National Educational Television, since the bureau's inception in 1965, has previously worked for NBC News and as news director of KTLA(TV) Los Angeles. He has produced more than 150 major programs since joining NET in 1965, and won an Emmy award in 1968 for his coverage of the President's State of the Union message.

The center's schedule for the forthcoming season, beginning in November, will include special events coverage of events taking place in the nation's capital.

In addition, the center will assume responsibility for two programs originating at WETA-TV Washington, *Washington Week in Review* and *30 Minutes With . . .* It will have "institutional ties" with WETA-TV and will use the stations production facilities.

Creation of the center marks the first time that public broadcasting has attempted such centralization of its news operations.

Discussing the center's programming plans, Mr. Karayn said: "Public television has taken some very large steps in going beyond the headline capabilities of television journalism. But we have to try to go much further in really zeroing in on what is happening in this country—and why it's happening."

ABC offers alcoholism special

An ABC news documentary is being offered to ABC-TV network affiliates for local rebroadcast. The documentary is *Alcoholism—Out of the Shadows*, first presented on the ABC-TV network on June 23. The program was fed by closed circuit to all ABC television affiliates last week. They may broadcast

the program as a public service on dates and times of their choice up until Oct. 1. The program features ABC news correspondent Frank Reynolds as host. It includes candid disclosures by a number of reformed alcoholics.

New firm to lease production equipment

National Video Tape Center, Inc., New York, has been organized by Howard Zuckerman, president, and William Schwing, executive vice president, to provide TV networks, independent producers and stations with leased color mobile vans and with studio and post-production facilities.

Mr. Zuckerman was formerly president of National Teleproductions Corp., Indianapolis, and Mr. Schwing previously was executive vice president of Transmedia International Corp., New York. Both companies specialized in the leasing of studios and of mobile equipment to producers. The corporate and sales office of National Video Tape Center will be located in New York at a site still to be selected, and a studio and post-production facility will be established shortly in Chicago, according to Mr. Zuckerman.

Viewers will now see those callers

A new wrinkle in call-in programs will be introduced today (Aug. 30) by WLS-TV Chicago in cooperation with the Illinois Bell Telephone Co. *Kennedy & Co.*, a 90-minute early morning show in which callers put questions to program guests, will start using Picturephones.

Three installations of Picturephones in the Chicago Loop area will enable passers-by to direct questions to the hosts, Bob Kennedy and Jenny Crimm, and their guests while going to work. The first program is to be dedicated exclusively to the future of Picturephone as a telecommunications tool. Illinois Governor Richard Ogilvie and Illinois Bell Telephone President Charles Brown will appear on the program.

Well-selling NBA series

Football may be taking up much of the television sports picture, but basketball is just around the corner. *This Week in the NBA*, basketball highlights show produced and syndicated by NBA Films, Hollywood, returns on nearly 100 stations for the 1971-72 season, about twice the number of stations as last year. Executive producer Herb Golden said the weekly program would begin Jan. 8, 1972, with Black & Decker Manufacturing Co., Towson, Md., as major sponsor.

Program notes:

Banking on it ■ The American Bankers Association is distributing a new series of nine, 25-minute public-service TV programs on money management and public affairs. The first in the series, all to be distributed free, features HUD Secretary George Romney on housing and is now available from the distributor, Association Sterling Films, 866 Third Avenue, New York, 10022. *Mind Your Money*, a series of 90-second public-service radio shows featuring Peter Weaver, nationally syndicated consumer advice columnist, is also available free from the association. Contact D. L. Vorrasi, American Bankers Association, 1120 Connecticut Avenue, N.W., Washington 20036.

Dual premiere ■ CBS-TV has scheduled a dual premiere for *You Are There*, the new children's version of the series of re-enactment of historic events that the network at one time programed for adult audiences. The initial episode of the series—which has a regular 12:30-1 p.m. Saturday time slot—will be presented in prime time on Wednesday, Sept. 8, 7:30-8 p.m. Then on the following Saturday afternoon, Sept. 11, the lead-off episode in the series' regular time period will be broadcast. The night-time presentation of *You Are There* on September 8 will begin 90 minutes of special programming on CBS-TV on that date. It will be followed by *If You Turn On*, on hour special on the problem of drug abuse.

Reference work ■ The transcripts of the nearly 700 broadcasts of the CBS News *Face The Nation* series aired during the 17-year history of the program have been compiled into a 14-volume reference work. The collected transcripts are scheduled for publication this fall by Holt Information Systems, the reference publishing division of Holt, Rinehart and Winston Inc., a wholly owned subsidiary of CBS. It's believed to be the first time that the content of a TV news series have been transformed into a reference work for publication. In addition to the published volumes, selected individual broadcasts of *Face The Nation* also will be made available on audio tape, video tape and 16mm black-and-white film. Also, beginning in 1972, some of the programs will be offered on microfilm.

Screen Gems duo ■ A pilot for a proposed mystery-comedy series starring Arte Johnson for NBC-TV and a *Movie of the Week*, based on the life of Chicago Bears football player Brian Piccolo for ABC-TV, are being prepared by Screen Gems, Hollywood. The Arte Johnson special, "Double or Nothing," will air as part of an NBC *World Premiere Triple Play* during the 1971-72 season,

according to the studio. "Brian's Song," based on the Look Magazine article "The Short Courageous Life of Brian Piccolo," examines the interracial relationship between the late football star and his teammate, Gale Sayers.

Dire predictions for prime-time ruling

Pessimism is the word in Screen Gems survey of station managers

A special survey of network-affiliated stations in the top-50 markets, designed to measure the impact of the FCC's prime-time access rule, indicates that more than three out of four television station general managers and program directors interviewed do not think the rule is in the broad public interest. As many as 48% of the respondents feel the rule "is a mistake and will not accomplish its intentions."

The survey was commissioned last April by Screen Gems to see what effect it would have on the company's television syndication operation, and to provide guidance for future program production. Results of the survey were released last week, with a copy of the report sent to FCC Chairman Dean Burch.

In general, the survey shows that the majority of television executives in major markets feel that the prime-time access rule:

- Will not encourage more original and diversified programming.
- May lead to the deterioration of the over-all quality of TV programming.
- Could raise local production costs, while resulting in smaller audiences.

The survey found that situation comedies are most likely to be programed in the nightly half hours opened up by the prime-time ruling, with "local news and public affairs" as the next most preferred type of programming. Although the survey did not question the rule's impact on stations in markets smaller than the top 50, about 10% of the respondents volunteered the opinion that small stations would be seriously injured by application of the rule.

The survey report makes the following conclusions:

- There can be no doubt that a large majority of station executives find themselves in disagreement with the rule.
- Generally, they feel that the rule will not achieve its intended purpose.
- Even among those who favor the

rule, some are doubtful that it will live up to the FCC's expectations.

- "A significant number" of respondents believe that first-run syndicated programming costs are high and climbing higher, while quality declines.

- Local origination of public-affairs programming will show some increase but the quality of this programming is in doubt.

- The "economic facts of life in commercial television" will force many respondents to program game shows or off-network repeats.

The survey report says that "opposition to the rule cuts across network affiliation, market size, and geographic region," with the rule more likely to find favor with stations in the Northeast and East-central states than in other regions of the country.

Total universe of the survey was 147 VHF network-affiliated stations in the top-50 TV markets. In all, 101 interviews were completed, most of them with general managers, but a few with program directors when the general manager was unavailable. The design of the research called for each VHF network affiliate in the top-50 markets to be surveyed, but 46 stations did not cooperate (including the five stations owned by Westinghouse Broadcasting,

an advocate of the rule, and four of the five CBS-owned stations).

Interviews of general managers and program directors were conducted by telephone through National Interviewing Corp., a subsidiary of Inmarco Inc. A marketing research organization, Inmarco, as is Screen Gems, is a subsidiary of Columbia Pictures Industries Inc. Interviewing (a mail follow-up to telephone calls was used in some cases) was conducted between March 29 and April 20, 1971, immediately after the composition of the 1971-72 network schedules was known.

DNC bounces off FCC into court

Four fairness complaints seeking replies to Nixon now up to appeals court

The Democratic National Committee last week turned to the U.S. Court of Appeals in Washington in an effort to overturn the FCC's dismissal of DNC's four fairness complaints involving network appearances by President Nixon.

The DNC's appeal was filed last

Bartell Media Corporation Susquehanna Broadcasting Company SJR Communications

have acquired FM radio properties from the

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in Detroit, Miami, Toledo, Cleveland and Philadelphia

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Monday (Aug. 23) as an amendment to its previous petition asking the court to either order the commission to act on the complaints or to consider the FCC's inaction a denial of the complaints, thus making an appeal legally proper. Before the court had time to act on the DNC petition, the FCC dismissed the complaints (BROADCASTING, Aug. 23).

One of the DNC complaints requested time to reply to a March 15 interview with President Nixon on NBC-TV's *Today* show. Two others asked for reply time on CBS and NBC to the President's April 7 address on the Indochina war carried by the three networks (ABC had given the Democrats reply time.) The fourth complaint sought equal time from ABC to to respond to the President's interview with Howard K. Smith on March 22.

Another request by the DNC is still pending at the commission. That pleading urges the FCC to take action on rulemaking initiated May 13, 1970, at the request of the DNC. The proposed rule would guarantee presidential opponents an opportunity to respond whenever the President used TV or radio to express a point of view on controversial

issues of proven public importance.

At the same time the FCC dismissed the four DNC complaints, it also denied a motion by the Republican National Committee asking for time equal to that given the Democrats by ABC to answer the President's April 7 Indochina address. The commission also denied an RNC's request that ABC be required to furnish all program logs dealing with discussion by the network of the Indochina war.

The RNC had no official comment on the FCC's actions. But, a spokesman last week expressed doubt that the Republicans would further pursue the matter.

Selling to the hospitals with CBS EVR network

CBS Electronic Video Recording Division has introduced a program concept designed to reach hospital administrators via EVR player machines and cassette programs of an informational nature. The network, to be known as the CBS Hospital TV Network, initially will be composed of 100 major

hospitals chosen from the estimated 7,000 hospital facilities in the nation. EVR player machines will be installed in the office of the administrators of these hospitals. Companies selling products and services to the network's hospitals will be offered a means to distribute educational and instructional films.

Sponsors will be charged a total of \$2,995 for each program carried on the full network, or \$29.95 to reach each hospital. The network will be able to handle programs of 25 minutes in duration or less. Attempts will be made to add more hospitals to the network list, probably at the rate of 100 at a time.

CBS EVR Division also has made plans to reach hospital anesthetists and nurses with informational and training programs on EVR cassettes. There are no plans at this time, however, to include patients in the hospital network. Motorola Inc., which has the exclusive U.S. license to manufacture EVR players, has announced a so-called "prescription TV" concept, with entertainment and health education programs distributed to in-hospital patients on cassettes. This project is independent of Motorola's working agreement with CBS EVR.

Equipment&Engineering

Zenith reorganizes consumer electronics

Division is broken into three groups; staff is shuffled

Zenith Radio Corp., Chicago, last week made some significant changes in its organization structure and, in the process, reassigned and promoted a number of important staff executives. In the key organizational change, Zenith's consumer electronics operation was divided into three groups. Consumer electronics activities now are shared among manufacturing and material, engineering and research, and sales and marketing divisions.

On a company-wide level, a new operating committee was established to coordinate Zenith's Chicago-based company's operating group and staff activities. A technical planning committee also was formed to provide advance planning for product development, product quality and technical innovations.

Among the personnel appointments announced: R. W. Kluckman, vice pres-

ident and controller of Zenith, was elected senior vice president of the manufacturing and material group in consumer electronics. J. E. Brown, a vice president of engineering, was elected a senior vice president of engineering and research for consumer electronics. Karl H. Horn, who took a leading part in the development and manufacture of the "Chromacolor" picture tube, was named an engineering and research vice president with the notation that he will succeed Mr. Brown as group head at the end of the year. Francis W. Crotty, vice president-patents, was elected to the newly-created post of vice president-technical affairs. J. D. (Dan) Dougherty, executive vice president of the Zenith Sales Co., continues in that position while assuming the added post of corporate vice president-sales. Joseph P. Fiore, co-inventor of the "Chromacolor" tube, and vice president-manufacturing for Zenith's Rauland division, was named to succeed Mr. Horn as general manager of the company's cathode ray tube operations. Mr. Fiore also was elected executive vice president of the Rauland division.

According to Zenith's chairman, Joseph S. Wright, the changes and appointments "are designed to strengthen" the company's position in the competitive

and evolving consumer electronics markets domestically and internationally.

KIOI takes quadruplexing to heart, asks permit

No one needs the memory of a historian to recall the days when multiplex stereo FM broadcasting was regarded as a technological phenomenon. Now the two-channel transmission process is considered commonplace. And the latest is "quadrasonic" stereo—still in the experimental stage, but already evoking the interest of engineering and high-fidelity buffs the world over. All that is needed, in fact, to make quadruplexing an everyday reality is an FCC authorization—such as the one that was sought last week by KIOI(FM) San Francisco.

KIOI experimented with the Dorren Quadruplex System for two months earlier this year. In a petition last week, asking the commission to amend its rules to permit quadrasonic transmission on FM bandwidths, KIOI claimed that the four-channel system is at least equally efficient as its multiplex predecessor, with the added advantage of offering a stereo signal transmitted and received from four directions, as op-

posed to multiplex's two-directional capability. It does this essentially by sending out four signals: two sideband pairs, each with a bandwidth of 91 khz, for a total radius in the spectrum of 182 khz. (Multiplex systems use one sideband pair.)

KIOR said that its field tests of the Dorren system proved that quadruplex "in no way" degrades existing stereophonic standards, as do experimental four-channel systems now used by some FM's that have a matrix type of encoding process.

Another advantage of the four-channel system, KIOR said, is that it can be handled through the facilities of one FM station. In addition, it said, on-air tests have proved quadruplex's performance to be equal to existing two-channel multiplex systems. Present

stereo or monaural radio receivers, the station said, "show no degradation or loss of reception capability in picking up a quadruplex signal. KIOR also said that the system can be accommodated in present FM channel assignments. It uses a channel separation of 45 db.

Technical topics:

Two for Cohu ■ Cohu Electronics, San Diego-based firm, has announced availability of two new self-contained TV cameras for indoor and outdoor use. Series 4300 and series 4200 provide 650 lines horizontal center resolution and 350 lines vertical, automatic target control, and an internal oscillator for random interlace scanning.

Titling tip ■ Reynolds Printasign Co., Pacoima, Calif., has introduced a prod-

uct it says is ideal for television titles. Called the Leteron Tapesigner, the machine is said to quickly die cut letters in sequence on pressure-sensitive tape. A single-step transfer of words and sentences from the tape to almost any surface is possible, the company claims. Type sizes range from 5/16 inch to 1¼ inches and tape is available in opaque white for logos, and several additional colors. Address: 9830 San Fernando Road, Pacoima, Calif. 91331.

FM booster ■ Cadco Systems, Oklahoma City, has developed a low-noise fixed-frequency FM preamplifier, the IPA-SCA-FM Amplifier, to boost off-the-air signal levels of main and SCA channels. Price of the unit is \$49.50. For full details, write Cadco Systems, 4444 Classen Boulevard, Oklahoma City 73118.

FocusOnFinance®

Company reports:

■ Vikoa Inc., Hoboken, N.J., CATV equipment maker and systems owner, reported net loss for latest six-month period.

For the six months ended June 30:

	1971	1970
Earned per share (loss)	\$ (1.16)	\$ (0.62)
Revenues	6,597,000	7,488,000
Net earnings (loss)	(2,712,000)	(1,446,000)
Shares outstanding	2,344,000	2,316,000

Note: 1970 figures restated.

■ American Television & Communications Inc., Denver, owner and operator of CATV systems, reported substantially increased revenues and net income for the fiscal year.

For the year ended June 30:

	1971	1970
Earned per share	\$ 0.15	\$ 0.00
Revenues	11,064,703	8,760,616
Net income	751,140	(125,412)

Notes: 1970 figures restated for pooling of interests with Capital Cablevision Corp. Net income for 1970 was a loss.

■ CCA Electronics Corp., Gloucester City, N.J., builder of commercial AM and FM broadcaster transmitters as well as other broadcast equipment, reported an increase in sales and earnings exceeding projects for the first nine months of the current fiscal year.

For the nine months ended July 31:

	1971	1970
Earned per share	\$ 0.32	\$ 0.15
Revenues	3,949,287	2,306,476
Net income	283,965	117,264
Shares outstanding	881,750	807,000

Note: Earned per share based on weighted average number of shares outstanding.

■ Rollins Inc., Atlanta, engaged in radio, TV and CATV operations in addition to diversified environmental services, reported record revenues and earnings and an 11% increase in share

earnings for the first fiscal quarter.

For the three months ended July 31:

	1971	1970
Earned per share	\$ 0.31	\$ 0.28
Revenues	34,634,380	31,631,375
Net income	2,505,895	2,290,686
Shares outstanding	8,084,866	8,053,999

Notes: Earned-per-share figures based on average number share of common stock outstanding during period and as to net earnings after allowance for dividends on preferred stock. Financial statement subject to year-end adjustment after auditing.

■ Grey Advertising Inc., New York-based advertising agency, reported gross billings up 2% and earnings up 9% for the first half of the year. According to Edward H. Meyer, president and chief executive officer of the agency: "It appears that for the year our earnings picture will be quite satisfactory."

For the six months ended June 30:

	1971	1970
Earned per share	\$ 0.57	\$ 0.52
Gross billings	97,842,000	96,188,000
Net income	682,000	624,000

Notes: Operations for period, unaudited and subject to year-end adjustments, include results of Grey-North Inc., Chicago, acquired Jan. 1. Gross billings for 1970 changed to reflect different com-

putation method.

■ Lee Enterprises Inc., Davenport, Iowa, with AM-FM-TV holdings, reported net earnings up 13% for nine months of the fiscal year, a new high for the company. Operating revenues for the period also established a record. At a special meeting on Aug. 10 stockholders approved an increase in the company's authorized common stock to 5 million shares from 3 million shares.

For the nine months ended June 30:

	1971	1970
Earned per share	\$ 0.88	\$ 0.78
Revenues	27,988,457	26,111,878
Net income	2,581,324	2,295,901
Shares outstanding	2,935,067	2,934,786

Notes: Shares outstanding adjusted for 50% stock dividend. 1970 earnings per share excludes extraordinary gain of 40 cents per share from the sale of certain properties.

■ Sales were up but income was down for communications-equipment manufacturer Ampex Corp., Redwood City, Calif., during the company's first quarter ended July 31. Earnings during the

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period have been restated to reflect accounting changes.

For the three months ended July 31:

	1971	1970
Earned per share (loss) \$	(0.07)	\$ 0.00
Revenues	72,975,000	64,528,000
Net income (loss)	(774,000)	(3,000)
Shares outstanding	10,874,614	10,874,264

■ Meredith Corp., Des Moines, Iowa, which through its broadcasting division owns and operates five TV, four AM and two FM stations, reported a substantial decline in earnings and revenues

for the fiscal year. Fiscal 1971 earnings dropped 51.4% from last year, while revenues are 3.8% lower.

For the year ended June 30:

	1971	1970
Earned per share	\$ 1.13	\$ 2.32
Revenues	138,385,095	143,868,833
Net income	3,119,146	6,419,031

■ Kaiser Industries, Oakland, Calif., reported a near 26% decline in net income for the six-month period ended June 30. Included is the firm's equity in earnings of unconsolidated com-

panies. Revenues in the broadcast division were up from \$5.9 million to \$6,573,000 for the period. Losses experienced were down \$1.1 million from \$2,957,000 to \$1,894,000.

For the six months ended June 30:

	1971	1970
Earned per share	\$ 0.26	\$ 0.36
Revenues	166,754,000	140,846,000
Net income	7,686,000	10,379,000
Shares outstanding	26,413,025	26,395,074

Notes: Earnings for 1970 have been restated to reflect the change in accounting for less-than-50% owned companies, which was adopted in 1971. This change had the effect of increasing net earnings in the period by \$4,249,000 in 1971 and \$2,506,000 in

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. 25	Closing Aug. 18	Net change In week	High	Low	1971	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	42 3/4	44 1/4	- 1 1/2	48	25	7,089		\$317,233
ASI Communications	ASIC	O	3 1/4	3 1/4	- 1/8	4 1/4	2 1/2	1,789		6,262
Capital Cities	CCB	N	47	45 3/4	+ 1 1/4	48 3/4	29	6,236		300,887
CBS	CBS	N	45 3/4	48 1/2	- 2 3/4	49 3/4	30 1/4	27,086		1,228,892
Cox	COX	N	29 1/2	28 1/2	+ 1	31	17 1/4	5,802		171,855
Gross Telecasting	GGG	A	14 1/4	14 1/4	- 5/8	16	10 1/4	800		10,000
LIN	LINB	O	14 1/4	15 1/4	- 1	15 1/2	6 1/4	2,294		32,690
Mooney	MOON	O	8 1/4	7 1/4	+ 3/8	7 3/4	4	250		1,500
Pacific & Southern	PSOU	O	12 1/4	13	- 1/4	17 1/2	12 1/2	1,637		24,555
Rahall Communications	RAHL	O	10 1/2	11	- 1/2	29	8 3/4	1,037		11,407
Scripps-Howard	SCRIP	O	22 1/4	23	- 1/4	25	18	2,589		60,842
Sonderling	SDB	A	24 1/4	25	- 3/4	34	22	997		28,664
Starr	SBG	M	19 1/2	20 1/2	- 1	20 1/2	8 1/4	496		8,804
Taft	TFB	N	39 1/4	39 1/4	+ 1/8	44 1/4	23 1/4	3,707		149,652
Total									61,809	\$2,353,243

Broadcasting with other major interests

Avco	AV	N	15 1/4	13 1/4	+ 1 1/4	18	12 1/4	11,470		\$159,354
Bartell Media	BMC	A	4 1/4	4 1/4	- 1/2	8	3 1/4	2,254		10,413
Boston Herald-Traveler	BHLD	O	27	23	+ 4	28	19	577		10,963
Chris-Craft	CCN	N	5 1/4	5 1/4	- 1/8	9 1/4	5 1/4	3,901		28,750
Combined Communications	CCOM	O	18 1/2	19 1/4	- 3/8	20 1/4	10 1/2	2,048		42,496
Cowles Communications	CWL	N	11 1/2	10	+ 1 1/2	12 1/2	8	3,969		41,675
Fuqua	FQA	N	24 1/4	23 1/4	+ 1/2	26 1/2	13 1/4	6,700		163,279
Gannett	GCI	N	53 1/4	54 1/4	- 3/4	55	32 1/2	7,515		355,084
General Tire	GY	N	26 1/4	26 1/4	+ 3/8	27 1/4	21 1/4	18,713		507,497
Gray Communications		O	5 1/4	5 1/4	+ 3/8	8	5 1/4	475		2,969
ISC Industries	ISC	A	5 1/4	5 1/4	- 1/8	8	4 1/4	1,959		10,775
Lamb Communications		O	2 1/4	2 1/4	- 1/8	2 3/4	2 1/4	475		1,188
Lee Enterprises	LNT	A	19 1/4	19 1/4	- 1/8	20	18 1/4	1,857		58,221
Liberty Corp.	LC	N	22 1/4	22	+ 1/2	24	17 1/2	6,744		155,921
Meredith Corp.	MDP	N	25	24 1/4	+ 1/4	29 1/4	19 1/4	2,754		71,934
Metromedia	MET	N	28 1/4	28 1/4	+ 1/8	30 1/4	17 1/4	5,756		166,924
Multimedia Inc.		O	33	33	- 1	34 1/4	25	2,406		82,406
Outlet Co	OTU	N	17 1/4	18 1/4	- 1	22	14 1/4	1,332		25,148
Post Corp.	POST	O	14 1/4	-	-	14 1/4	9 1/4	734		10,093
Publishers Broadcasting Corp.	PUBB	O	3 1/4	3	+ 1/4	4 1/4	1 1/4	916		2,748
Reeves Telecom	RBT	A	2 1/4	2 1/4	- 1/8	3 1/4	2	2,292		5,157
Ridder Publications	RIDD	O	25 1/4	24 1/4	+ 1 1/4	27 1/4	18	8,236		197,664
Rollins	ROL	N	38	39	- 1	43 1/2	25 1/4	8,065		331,633
Rust Craft	RUS	A	41	41 1/4	- 1/8	48 1/4	28 1/4	1,159		50,706
Schering-Plough	PLO	N	83	79 1/4	+ 3 1/4	87 1/4	60 1/4	25,174		2,064,268
Storer	SBK	N	29 1/4	28 1/4	+ 3/8	33 1/4	19	4,223		131,420
Time Inc.	TL	N	52	53 1/2	- 1 1/2	62 1/4	40 1/4	7,257		380,049
Trans-National Communications		O	3 1/4	3 1/4	- 1/8	1 1/4	1/4	1,000		620
Turner Communications		O	3 1/4	3 1/4	- 1/8	4	2	1,328		3,320
Wometco	WOM	N	20	19 1/4	+ 3/4	23 1/4	17 1/4	6,037		122,249
Total									147,426	\$5,188,924

CATV

American Electronic Labs.	AELBA	O	6 1/4	7 1/4	- 3/8	10	3	1,636		\$11,648
American TV & Communications	AMTV	O	20 1/4	19 1/4	+ 1 1/4	26 1/4	17 1/4	2,042		43,638
Burnup & Sims	BSIM	O	27 1/4	27 1/2	- 1/4	37 1/4	20 1/2	2,962		77,012
Cablecom-General	CCG	A	12 1/4	12 1/4	- 3/8	17 1/4	11 1/4	2,485		34,169
Cable Information Systems		O	2 1/4	2 1/4	- 1/8	4 1/4	2 1/4	955		2,388
Citizens Financial Corp.	CPN	A	13 1/4	13	+ 3/4	15 1/4	12 1/4	1,527		22,142
Columbia Cable	CCAB	O	10 1/4	11 1/4	- 3/8	15 1/2	9 1/4	900		12,150
Communications Properties	COMU	O	8 1/4	8 1/4	- 1/2	10 1/4	7 1/4	1,800		16,650
Cox Cable Communications	COXC	A	17 1/4	17 1/4	- 1/8	25 1/4	16 1/2	3,551		69,671
Cypress Communications	CYPR	O	8 1/4	8 1/4	- 1/4	10 1/4	7	2,384		23,554
Entron	ENT	A	3 1/4	3 1/4	+ 1/2	7 1/4	3 1/4	1,320		4,778
General Instrument Corp.	GRL	N	22 1/4	22 1/4	+ 3/8	29 1/4	16 1/2	6,368		138,504
Sterling Communications	STER	O	5 1/4	5 1/4	+ 1/2	6 1/4	3 1/4	1,100		5,082
Tele-Communications	TCOM	O	19	18	+ 1	20 1/4	12	2,856		55,692
Teleprompter	TP	A	83	80 1/4	+ 2 1/4	88 1/4	56 1/4	3,077		242,314
Television Communications	TVCM	O	7 1/4	8 1/4	- 1 1/4	10 1/4	7	3,804		34,692
Viacom	VIA	N	15 1/4	14 1/4	+ 1	21	12 1/2	3,760		54,971
Vikoa	VIK	A	6 1/2	6 1/4	- 3/8	14 1/4	6 1/4	2,339		18,431
Total									44,866	\$867,486

1970. Shares outstanding include adjustments for a 2% stock dividend paid in April.

■ Burnup & Sims Inc., West Palm Beach, Fla., engaged in the construction and installation of CATV systems among other diversified communications and utility services, reported an increase of 39% in revenues and an 86% rise in income for the first fiscal quarter.

For the three months ended July 31:

	1971	1970
Earned per share	\$ 0.13	\$ 0.07
Revenues	11,136,300	8,006,100
Net income	406,500	195,600
Shares outstanding	3,164,831	2,617,998

Notes: 1970 figures restated to show discontinued operating as a separate item. Earned per share based on common and common-share equivalents and adjusted to reflect a three-for-two stock split in November 1970 and a two-for-one stock split in May 1971.

Financial notes:

■ Burnup & Sims Inc., West Palm Beach, Fla., which among other services provides design, engineering and manpower facilities to CATV companies, has agreed in principle to acquire Greenbank Services Co., Hopewell, Va., for an undisclosed amount of stock. Greenbank Services, which services major

utility companies, will operate as a wholly owned subsidiary of Burnup & Sims.

■ PKL Co., New York, advertising agency with latest reported annual billings of \$5.9 million, has signed letters of intent to acquire Macrodata Corp., Chatsworth, Calif., for a total of about 950,000 shares of PKL common stock and approximately \$1.5 million in cash. The cash and some 150,000 PKL common shares would cover Macrodata's participation in a joint venture project with PKL. Macrodata is a maker of

	Stock symbol	Ex-change	Closing Aug. 25	Closing Aug. 18	Net change in week	High	1971 Low	Approx. shares out (000)	Total market capitalization (000)
Programming									
Columbia Pictures	CPS	N	10	10 1/4	- 1/4	17 3/4	9 1/2	6,342	\$69,001
Disney	DIS	N	117 3/4	106 3/4	+10 1/4	128 3/4	77	12,833	1,435,116
Filmways	FWY	A	6 1/4	6 1/2	- 1/4	11 1/4	5 1/2	1,754	11,840
Four Star International		O	1 1/4	1 1/2	+ 1/4	1 1/2	1	666	746
Gulf & Western	GW	N	29	28 1/2	+ 1/2	31	19	14,964	411,510
Kinney Services	KNS	N	34 1/2	32	+ 2 1/2	39 3/4	28 1/4	11,230	388,783
MCA	MCA	N	24 1/4	23 3/4	+ 1/2	30	21 3/4	8,165	194,980
MGM	MGM	N	20 3/4	21 1/2	- 1 1/2	26 3/4	15 1/2	5,886	122,135
Music Makers	MUSC	O	2 1/2	2 1/2	+ 1/2	3 1/2	2 1/4	589	1,696
National General	NGC	N	28 1/4	27	+ 1 1/4	29 1/2	15 3/4	4,977	126,266
Tele-Tape Productions		O	2 1/4	2	+ 1/4	2	1	2,183	2,445
Transamerica	TA	N	18 3/4	17 3/4	+ 1 1/4	19	15 1/4	63,841	1,101,257
20th Century Fox	TF	N	9 3/4	10 3/4	- 1/2	15 3/4	8 3/4	8,562	92,042
Walter Reade Organization	WALT	O	1 1/4	1 1/4	- 1/4	3 1/4	1 1/4	2,414	4,538
Wrather Corp.	WCO	A	7 1/2	6 3/4	+ 3/4	8 3/4	6 1/4	2,164	16,490
Total								146,570	\$3,978,845
Service									
John Blair	BJ	N	19 1/2	19 1/4	+ 3/4	24 3/4	16	2,584	\$54,264
ComSat	CQ	N	65 3/4	63 3/4	+ 1 1/2	84 1/2	49 1/2	10,000	720,000
Creative Management	CMA	A	10	9 3/4	+ 1/4	17 3/4	7 3/4	1,050	11,550
Doyle Dane Bernbach	DOYL	O	19 3/4	21 1/2	- 1 1/4	26 1/2	21	1,929	42,438
Elkins Institute	ELKN	O	9 3/4	9 1/4	+ 3/4	16 3/4	8 1/2	1,664	18,104
Foote, Cone & Belding	FCB	N	12	11 1/2	+ 1/2	13 3/4	7 3/4	2,196	27,999
Grey Advertising	GREY	O	16 3/4	16	+ 3/4	16	9 1/4	1,209	18,582
Marvin Josephson Assoc.	MRVN	O	8 1/4	7 3/4	+ 3/4	12	7 3/4	902	7,108
LaRoche, McCaffrey & McCall		O	11	11	-	16 1/2	9	585	5,265
Marketing Resources & Applications		O	9 3/4	-	-	18 1/4	2 3/4	504	4,410
MovieLab	MOV	A	2 1/2	2 1/2	-	4	1 1/4	1,407	2,983
MPO Videotronics	MPO	A	5 3/4	6	- 3/4	8 1/2	5	557	3,966
Nielsen	NIELA	O	43 3/4	41	+ 2 1/4	49 3/4	39 3/4	5,299	227,857
Ogilvy & Mather	OGIL	O	34	33 3/4	+ 1/4	36	24	1,096	38,228
PKL Co.	PKL	A	9	7 3/4	+ 1 1/4	9 3/4	3 3/4	742	2,783
J. Walter Thompson	JWT	N	42	47 1/4	- 5 1/4	60	34 1/2	2,721	140,458
Transmedia International		O	1/4	1/4	+ 1/4	3 1/4	1/4	535	134
Wells, Rich, Greene	WRG	N	21 1/2	22 1/2	- 1 1/2	25 1/2	15 1/4	1,601	31,500
Total								36,581	\$1,357,629
Manufacturing									
Admiral	ADL	N	19	17 3/4	+ 1 1/4	21	8	5,163	\$96,135
Ampex	APX	N	15 3/4	16 1/4	- 1/2	25 3/4	13 3/4	10,875	191,618
CCA Electronics	CCAE	O	4	3 3/4	+ 1/4	4 3/4	2 1/4	897	3,480
Collins Radio	CRI	N	13 3/4	12 1/2	+ 1 1/2	20 3/4	11 1/4	2,968	37,842
Computer Equipment	CEC	A	4	4	-	7 1/4	3 3/4	2,434	10,345
Conrac	CAX	N	23 3/4	22 3/4	+ 1 1/2	29	15 1/2	1,259	29,587
General Electric	GE	N	61 3/4	60 3/4	+ 3/4	62 3/4	52 3/4	181,626	10,670,528
Harris-Intertype	HI	N	59 3/4	56 3/4	+ 3 1/2	69 3/4	49 3/4	6,333	373,647
Magnavox	MAG	N	54	51 1/2	+ 2 3/4	54	37 3/4	17,283	911,678
3M	MMM	N	121 1/2	120 3/4	+ 1 1/2	123 3/4	95 1/2	56,099	6,689,806
Motorola	MOT	N	87 1/4	85 1/2	+ 2 1/2	89 3/4	51 1/2	13,370	1,029,490
RCA	RCA	N	36	35 1/2	+ 1/2	40 3/4	26	74,437	2,539,790
Reeves Industries	RSC	A	3 3/4	-	-	6 3/4	2 3/4	3,458	12,968
Telemation	TIMT	O	9 3/4	9 3/4	- 1/4	13 3/4	8 3/4	14,040	138,715
Westinghouse	WX	N	92 3/4	92 3/4	+ 1/4	94 3/4	65 3/4	41,431	3,759,863
Zenith	ZE	N	51 3/4	50 3/4	+ 1 1/2	54 3/4	36 3/4	19,021	917,763
Total								450,694	\$27,786,902
Grand total								887,046	\$41,533,029
Standard & Poor Industrial Average			110.95	108.84	+ 2.11				

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.

miniaturized electronic testers and design systems. Approval of shareholders of each company is necessary.

■ **Post Corp.**, Appleton, Wis., with interests in broadcasting, newspapers and insurance, declared a quarterly dividend of eight cents a share payable Sept. 30 to shareholders of record Sept. 17.

■ **Booth Newspapers Inc.**, Ann Arbor, Mich., engaged in newspaper publishing and broadcasting, declared a regular quarterly dividend of 20 cents per share of common stock payable Oct. 1 to shareholders of record Sept. 17. Booth shareholders recently authorized a two-for-one stock split. They also approved a proposal to increase Booth's authorized common stock from three million to six million shares.

■ **Walt Disney Productions**, Burbank, Calif., has declared the regular quarterly dividend of five cents per common share payable Oct. 1 to stockholders of record Sept. 13.

■ **San Juan Racing Association Inc.**, San Juan, Puerto Rico, which through San Juan Communications Inc. subsidiary owns and operates five FM stations and one AM station on mainland U.S., declared a 10% stock dividend on common stock, payable Oct. 18 to shareholders as of Sept. 17. This is the fifth consecutive year that the company has declared a 10% stock dividend.

■ **The Liberty Corp.**, Greenville, S.C., parent of group owner Cosmos Broadcasting Corp., Columbia, S.C., declared a regular quarterly dividend of 5 cents per share on common stock and 10 cents per share on preferred stock.



Richard B. Howland (l), executive vice president of the New York Stock Exchange, and Arthur L. Jacobson of the stock-brokerage firm of Benjamin Jacobson & Sons, welcome Paul Foley, president of The Interpublic Group of Companies Inc. to the "big board." Interpublic was listed Aug. 23 on the NYSE under ticker symbol "IPG." The stock previously was traded over-the-counter. Interpublic's activities include advertising agency services, market research, sales promotion, public relations and product development. The company encompasses four major advertising agencies: McCann-Erickson Inc., The Marschalk Co., Erwin Wasey Inc. and Tinker-Pritchard Wood Associates Inc.

Both dividends will be payable on Sept. 30 to shareholders of record on Sept. 15.

■ **Post Corp.**, Appleton, Wis., newspaper publisher and broadcaster, has filed a registration statement with the Securities and Exchange Commission seeking a proposed offering of 190,000

shares of common stock. Of the total offering, 175,000 shares are to be sold by the company and 15,000 by shareholders. Net proceeds of the company's portion of the offering will be used for retirement of indebtedness and invested in All-Star Insurance Corp., a subsidiary of Post Corp. Loowi & Co. and duPont Glore Gergan Inc. will co-manage the underwriting group handling the offering.

■ **PKL Companies Inc.**, New York, an advertising agency that is also involved in market research, sales promotion and publicity and public relations, has sold its minority holding of the voting stock and majority holding of the non-voting stock in Papert, Koenig, Lois Ltd., London, a Batten, Barton, Durstine & Osborn Ltd., London, a division of BBDO International, New York. PKL received \$196,800 for its interest in the British agency. An additional contingency payment of \$103,200 could be earned by PKL Companies based on the future net income of PKL Ltd.

■ **Fuqua Industries Inc.**, Atlanta, manufacturer and service company with operations in radio and TV stations ownership, has agreed to acquire Ajay Enterprises Corp., Delavan, Wis., manufacturer and distributor of golf and bowling accessories, for stock. Terms call for the exchange of one Fuqua common share for each three Ajay common share. The acquisition, subject to approval by Ajay shareholders, is thought to have a value of more than \$9 million and result in the issuance of some 400,000 shares of Fuqua common stock.

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Broadcast advertising

Ira Rothbaum, senior VP and management supervisor, N. W. Ayer & Son, New York, joins SSC&B, there, as senior VP.

Frank J. Hajek and **Morton Weinstein**, associate media directors, Lennen & Newell, New York, elected VP's.

Michael A. Cammuse and **Rudolph C. Dochtermann**, executive art director and art supervisor, respectively, in creative department, Needham, Harper & Steers, Chicago, elected VP's.

Michael F. Breslin, senior account executive, Grant Advertising, New York, appointed to New York executive committee, dealing with agency policy.



Mr. Warsowe



Mr. Hoenig

Robert Warsowe, media director, Kenyon & Eckhardt, New York, elected VP. **Bruce Hoenig**, associate director of media and network broadcast, K&E, named VP.

John Cholakakis, director of TV and radio production, The Marschalk Co.,

New York, elected to position of VP. **Russell Elliott**, marketing manager, Revlon Inc., New York, joins Warwick & Legler, there, as VP and management supervisor.

Lothar D. Gumberich, account executive, Rumrill-Hoyt, Rochester, N.Y., elected VP.

George Watson, partner, Larrance/Watson Associates, industrial and TV production firm, San Francisco, joins Honig-Cooper & Harrington, there, as VP and head of its technical broadcast department.

Howard Title, TV commercials producer, MPO Videotronics Inc., TV commercials and program producer, New York, elected VP.

Anthony J. Amendola, senior VP,

D'Arcy, MacManus, Intermarco, St. Louis, appointed managing director of that office.

Chester R. LaRoche, director of product management and advertising, Remington Electric Shaver Division, Sperry Rand Corp., Bridgeport, Conn., joins American Association of Advertising Agencies, New York, as VP.

Gerard J. Sperry, account executive, CBS-FM Sales, New York, appointed Eastern sales manager for division.

Michael Heimberg, media director, Abramson / Himelfarb, Washington-based advertising, marketing and PR firm, named VP.

Charles Ewell, creative director, Papert, Koenig, Lois, New York, joins Henderson Advertising, Greenville, S.C., as VP and creative director.

Sharon K. Holt, media buyer, Marsteller, Chicago, joins Griswold-Eshleman, there, as media director.

Kennett C. Johnson, director of operations, Gardner Advertising, St. Louis, appointed director of creative services.

Thoren Schroeck, national sales manager, KMOX-TV St. Louis, appointed general sales manager. He succeeds **John McKay**, who becomes director of sales, WCBS-TV New York. Both are CBS-owned stations.

Gil W. Schneider, national sales manager, KWTW(TV) Oklahoma City, joins KGNC-TV Amarillo, Tex., as local sales manager.

Irving N. Ivers, general sales manager, KFRC(AM) San Francisco, appointed to similar post with KHJ(AM) Los Angeles. Both are RKO General stations.

Rudy Reich, director of marketing/sales for national accounts, The Avoset Food Corp., Oakland, Calif., joins Honig-Cooper & Harrington, San Francisco, as account supervisor.

Art Ross, with sales staff, WFLA-AM-FM Tampa, Fla., appointed local sales manager.

Robert J. Russo, with sales staff, WBEN-AM-FM Buffalo, N.Y., appointed local sales manager.

Tom Wilhelm, local sales manager, WFBR(AM) Baltimore, appointed general sales manager.

The Media

Ralph W. Beaudin, VP and general manager of radio, Meredith Broadcasting, Des Moines, joins LIN Broadcasting, group owner, New York, as VP for radio.

George Dessart, manager of community services, WCBS-TV New York, appointed to newly created position of manager of station relations. He is succeeded by

Howard A. Burkat, manager of PR and on-air promotion, WABC-TV there.

Richard F. Palmquist, general manager, WRAC Broadcasting stations, WRAC(AM)-WRKR(FM) Racine, Wis., and board member, named president of licensee.

Robert Garrett, managing director and film buyer, WBOY-TV Clarksburg, W.Va., elected president, West Virginia Broadcasters Association. He succeeds **Tony Gonzales**, VP and general manager, WWNR(AM) Beckley, who served as president for two years. **Robert R. Brown**, station and commercial manager, WOAY-TV Oak Hill, elected VP. **Frank J. Lee**, VP and general manager, WMMN(AM) Fairmont, elected secretary-treasurer.

Bruce E. Lovett, VP for corporate development for American Television & Communications Corp., Washington, appointed chairman of National Cable Television Association's legislative committee there.

Jerry Baker, director of marketing, Theta Cable, Los Angeles, joins Cypress Communications Corp., there, in same capacity.

Alfred Wright, general manager, Ironwood Amusement Corp., Ironwood, Mich., appointed head of Teleprompter's new CATV systems at Duluth, Minn., and Superior, Wis.

Howard W. Maschmeier, station manager, WNHC-TV New Haven, Conn., now WTNH-TV, appointed consultant for special projects for station recently purchased from Triangle Stations by Capital Cities.

George E. Shannon, director of business affairs, WCBS-TV New York, appointed director of planning and administration, newly created position.

Melvin D. Levine, assistant to general

FTC names three

Ronald M. Dietrich, general counsel of Office of Economic Opportunity, has been named general counsel for the Federal Trade Commission. He succeeds **Joseph Martin Jr.**, who resigned last month to join U.S. Arms Control and Disarmament Agency. Mr. Dietrich, former Chicago lawyer, joined OEO in July 1970. **Caswell O. Hobbs III**, attorney-adviser to FTC Chairman **Miles W. Kirkpatrick**, has been named assistant to the chairman. In this post Mr. Hobbs will serve as confidential assistant and legal adviser to Mr. Kirkpatrick. **Thomas G. Krattenmaker**, former law professor at University of Connecticut, has been named assistant director for evaluation of FTC's Bureau of Consumer Protection.

manager, WCAU-TV Philadelphia, appointed to newly created position of director of planning and administration.

Alberta Hackett, director of business affairs, KNXT(TV) Los Angeles, appointed to newly created position of director of planning and administration. Changes reflect CBS organizational reshuffling (BROADCASTING, July 26).

Arthur J. Porter, business manager, WINS(AM) New York, appointed to similar position, KPIX(TV) San Francisco. Both are Group W Stations.

Paul J. Cassidy, general sales manager, KHJ(AM) Hollywood, Calif., appointed general manager.

Dave Sweeney, general sales manager, KGBS-AM-FM Los Angeles, joins KBBQ(AM) Burbank, Calif., as general manager.

James M. Patt, VP and general manager, WALL-AM-FM Middletown, N.Y., becomes general manager, WAYK(AM) Lehigh Acres, Fla., succeeding **George R. Oliviere**, resigned effective Aug. 31.

Don H. Darnell, operations manager, KRGO(AM) Salt Lake City, appointed station manager.

Programing

John R. Willey, producer of hospital TV leasing program for Sylvania Electric Products Inc., New York, appointed executive producer for newly formed CBS hospital TV network, New York. (See story, page 48.)

Don Menchel, executive VP of Telcom Associates Inc., New York, elected to corporate board of directors.

Harry L. Francis, director of program services, Meredith Broadcasting, New York, named VP and operations manager of station group.

Alan Sacks, head of TV package development, Creative Management Associates, Los Angeles, joins Metromedia Producers Corp. there in newly created post of director, TV program development.

Jerry Johnson, free-lance producer-director, joins the Wolper Organization, Hollywood, in newly created post as director, production development, Wolper products.

Jack Daniels, director, sales, CBS Electronic Video Recording division, New York, appointed director, video cassette market development, Visual Information Systems, New York, division of Republic Corp.

Jack Mendelsohn, writer for *The Carol Burnett Show*, joins Hanna-Barbera Productions, North Hollywood, Calif., as creative director for TV.

Michael J. Franklyn, with WSPT-AM-FM

Stevens Point, Wis., joins Concept Productions, Madison, Wis., production services firm, as production director.

Hoyle Broome Jr., business manager, WUTR(TV) Utica, N.Y., appointed operations manager.

Terry Williams, air personality with KSL-TV Salt Lake City, named program director, KSRF(FM) Santa Monica, Calif.

Roy Dunphy, production manager, WLBZ(AM) Bangor, Me., appointed production supervisor, WGAN-TV there.

Dave Biondi, production director, KEYN-AM-FM Wichita, Kan., appointed program director.

Chris Turner, KALO(AM) Little Rock, Ark., appointed operations manager.

Robert Broder, with TV packaging department, International Famous Agency, Los Angeles, appointed director, TV department.

Broadcast Journalism

Mark Bragg, public affairs director, KFMS(FM) San Francisco, joins KNX-FM Los Angeles as director, news and public affairs.

Bill Wheless, with WFBC-TV Greenville, S.C., appointed radio-TV public affairs director.

Joel Albert, news manager, WKYC-TV Cleveland, joins WRC-TV Washington, as manager of local news assignments. Both are NBC-owned stations.

Jim Harriott, newscaster, WNBC-AM-FM New York, joins KING-TV Seattle, as anchorman.

Judith Fielder, WKBN-AM-FM Youngstown, Ohio, joins noncommercial WQED-TV-WQEX(TV) Pittsburgh, as reporter. **Charles R. Hauck**, manager, Pittsburgh bureau, *Business Week* magazine, joins WQED-WQEX, also as reporter.

Josh Darsa, with reporting staff, CBS News, Los Angeles, joins National Public Radio noncommercial radio network, Washington, as producer/reporter.

Jerry Desmond, sports director, WBAP-TV Fort Worth-Dallas, joins KGNC-AM-FM-TV Amarillo, Tex., in similar capacity. **Boyd Matson**, reporter and cameraman, WBAP-TV succeeds Mr. Desmond.

Don Langford, with KFVB(AM) Los Angeles, joins American Freeway Patrol, San Diego, as traffic reporter on KOGO-AM-FM, KSON(AM), KITT(FM) San Diego, and KMLO(AM) Vista, all Calif.

Promotion

Christopher E. Ridley, director of advertising and promotion, WABC-TV New York, appointed director of advertising

and press information, CBS Television Stations Division there.

Marcia C. Stein, station promotion manager for Group W's *The David Frost Show*, named manager of information services for CBS News, New York.

Jay Michelis, manager, promotion, NBC-TV West Coast, appointed director, promotion, NBC, New York.

Diane G. Enos, account executive and director of services, Fletcher & Associates, agency, Princeton, N.J., joins National Public Radio, Washington, as assistant to the director of public information.

David T. Soden, with promotion department, WLWT-TV Cincinnati, joins WNEM-TV Flint-Saginaw-Bay City, Mich., as promotion and publicity director.

Bill Bauer, promotion coordinator, KCOP(TV) Los Angeles, named assistant promotion manager, KLAC(AM) there.

Equipment & Engineering

Robert Sidwell, sales manager, CCA Electronics, equipment manufacturer, Gloucester City, N.J., named to newly created position of VP for broadcast equipment sales. **Robert Badger**, general manager, WABY(AM) Albany, N.Y., CCA broadcast subsidiary, named VP for broadcast activities. **Bruce Emonson**, president of CCA's Canadian subsidiary, Galdwell A/V Equipment Co., elected corporate VP of CCA. **Joseph J. Fox**, controller, CCA, named treasurer.

Louis L. Pourciau, engineering manager, International Video Corp., equipment manufacturer, Sunnyvale, Calif., named VP, engineering.

Franklin H. Weikel, manager of advertising and sales promotion, RCA Parts and Accessories, Deptford, N.J., appointed manager, advertising and sales promotion for RCA Consumer Electronics, Indianapolis.

Jim Brooks, technical supervisor, WKYC-TV Cleveland, appointed chief engineer, KNBC-TV Los Angeles.

Jack W. Blanchard, section head, Sperry Flight Systems Division, division of Sperry Rand Corp., appointed manager of engineering, Ameco, equipment manufacturer, there.

Allied Fields

Albert R. Beatty, assistant VP, Association of American Railroads, Washington, retires after more than 34 years with group. Mr. Beatty, who in early 1940's served as manager of association's press and radio section, will remain active as independent consultant

in transportation, PR and governmental affairs.

Marianne Campbell, national president of American Women in Radio and Television, has received Outstanding Achievement award from Ladies Auxiliary, Veterans of Foreign Wars. Mrs. Campbell, director of community affairs, Avco Broadcasting, Cincinnati, was cited for her community-oriented efforts.

Edward G. Ring, with promotion staff of Filmways TV, Hollywood, joins Edward Shaw and Associates, PR firm, Beverly Hills, Calif., as VP in charge of publicity & promotion.

Deaths

Maidie D. Moroney, 76, mother of James Moroney Jr., executive VP and treasurer, A. H. Belo Corp., licensee of WFAA-AM-FM-TV Dallas, died Aug. 25 at her home there of heart attack. Mrs. Moroney was last surviving child of late G. B. Dealey, founding head of *Dallas Morning News* and broadcasting operations. Mrs. Moroney had just returned from trip abroad. She is survived by her son.

William Hutchinson Cowles, 69, board chairman of Cowles Publishing Co., Spokane, Wash., died of heart attack there Aug. 12. He was also on board of KHQ Inc., licensee of KHQ-AM-FM-TV, owned by Cowles Publishing. He is survived by his wife, Margaret, two daughters and two sons. Mr. Cowles was distantly related to Gardner and John Cowles of Cowles Communications Inc. and Minneapolis Star and Tribune Stations.

John G. Struckell, 50, VP and general manager of WFBG-AM-FM Atlantic City, N.J., died Aug. 13 while working at station's transmitter in Absecon, N.J. Mr. Struckell was appointed general manager in 1960 and named VP in 1966. He was former president of New Jersey Broadcasters Association. Mr. Struckell is survived by his wife, Jean, four daughters and one son.

Sidney J. Flamm, 69, president and general manager since 1959 of WMMM(AM) and WDJF(FM), both Westport, Conn., died Aug. 20 in Hackensack, N.J., of heart attack. He started in radio in 1926 and with his brother Donald operated at different times WMCA(AM) New York, WPAT(AM) Paterson, N.J. and WNRC(AM) New Rochelle, N.Y. He is survived by his wife, Blanche, and two daughters.

Irving Horowitz, 60, staff musician at ABC, died Aug. 18 in New York. Mr. Horowitz, who played woodwind instruments, most recently was with orchestra of *The Dick Cavett Show*. He is survived by his wife, Gazella, two daughters and one son.

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As compiled by BROADCASTING, Aug. 17 through Aug. 23 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

Final actions

■ FCC adopted rules governing transmission and observation of vertical interval test signals by television stations authorized to operate by remote control (Doc. 18425). Action Aug. 20.

Actions on motions

■ Hearing Examiner Millard F. French in Prescott, Ariz. (Prescott T.V. Booster Club Inc.), TV proceeding, approved and granted joint request filed Jan. 11 by applicant and H & B Communications Corp., together with amendments filed Jan. 25, Jan. 29, and "Acceptance of Condition" filed Aug. 9; granted application by applicant for increase in power of its ch. 6 translator station, subject to condition that Booster shall make and log quarterly frequency measurements to insure that station is operating in compliance with rules; dismissed Booster's application for new translator station on ch. 2; cancelled conference scheduled for Aug. 19, and terminated proceeding (Docs. 18817-8). Action Aug. 16.

■ Chief Hearing Examiner Arthur A. Gladstone in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, in absence of Presiding Examiner Lenore G. Ehrig, granted request by Civic Communications Corp. for protective order seeking to eliminate or restrict certain of interrogatories filed jointly by Lamar Life Broadcasting Co., Dixie National Broadcasting Corp., Jackson Television Inc., and Channel 3 Inc., to extent that Civic does not have to respond to interrogatory 9; and also granted request by Civic for additional time, to Sept. 13, within which to respond to all other interrogatories (Docs. 18845-9). Action Aug. 17.

■ Hearing Examiner Chester F. Naumowicz Jr. in Los Angeles (Los Angeles Unified School District and Viewer Sponsored Television Foundation), TV proceeding, on request of Los Angeles Unified School District, extended to Aug. 30, time to exchange exhibit (Docs. 19100-1). Action Aug. 16.

Other actions

■ Review board in Charlotte, N.C., TV proceeding, granted request by Jefferson Standard Broadcasting Co. for extension of time to Sept. 30, to file exceptions and briefs in proceeding involving request for facilities change by Jefferson (Doc. 18880). Action Aug. 18.

■ Review board in Fajardo, P.R., TV proceeding, in response to request by WSTE-TV Inc., oral argument time has been extended from 20 minutes to 35 minutes. WSTE-TV had requested that it be given 45 minutes. Oral argument is scheduled to be held Sept. 9. Proceeding involves applications of WSTE-TV Inc. for extension of time to construct WSTE-TV and for mod. of its CP (Docs. 181048-9). Action Aug. 20.

Existing TV stations

Final actions

■ KJOG-TV San Diego, Calif.—FCC remanded to review board proceeding involving requests for extension of construction time by Gross Broadcasting Co., permittee of KJOG-TV, to determine whether Gross has violated rules of has engaged in "trafficking" in authorization for KJOG-TV (Doc. 18377). Action Aug. 18.

■ WRBT(TV) Baton Rouge—Broadcast Bureau granted mod. of permits to extend completion date to Feb., 17, 1972, and change studio location to 5220 Essen Lane, Baton Rouge. Action Aug. 17.

■ KHPL-TV Hayes Center, Neb.—Broadcast Bureau granted mod. of license covering removal of air amplifier: change aur. trans.; aur. ERP 11.2 kw. Action Aug. 16.

■ WFBG-TV Altoona, Pa.—Broadcast Bureau granted CP to change type ant.; ERP vis. 214 kw; aur. 21.9 kw. Action Aug. 16.

■ WQED(TV) and WQEX(TV) Pittsburgh—Broadcast Bureau granted mod. of license covering change of name to Metropolitan Pittsburgh Public Broadcasting Inc. Action Aug. 16.

■ WAPA-TV San Juan, P.R.—Broadcast Bureau granted CP to install aux. ant. at main trans. and ant. location. Action Aug. 16.

New AM stations

Final actions

■ Ozark, Ark.—FCC set aside review board decision granting application of Giant Broadcasting Co., for AM in Ozark, record reopened, and proceeding remanded to hearing examiner for further hearings (Docs. 17921, 179023). Action Aug. 18.

■ Costa Mesa and Newport Beach, both Calif.—FCC denied request by Crown City Broadcasting Co., Pasadena, Calif., to postpone filing of applications for review of decision of review board released May 26, until after completion of hearing on remanded application of Orange Radio Inc., Fullerton, Calif., for failure "to advance any adequate reason for departure from the established procedure of filing applications for review." On its own motion, commission extended time for filing applications for review for 30 days from date of release of its order (Docs. 15752, 15754-6, 15758-9, 15762, 15764-6). Action Aug. 18.

■ Clifton Forge, Va.—FCC accepted application of James R. Reese Jr. for authority to restore Clifton Forge, standard broadcast service formerly provided by station WCFV. Action Aug. 18.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Blacksburg, Va. (Broadcasting Service of Carolina Inc.), AM proceeding, granted petition by applicant for

leave to amend its application to reflect latest community survey of applicant (Doc. 18445). Action Aug. 19.

■ Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstell and Circleville Broadcasting Co.), AM proceeding, received in evidence exhibits and closed record; and by separate action denied request by Circleville Broadcasting Co. for further hearing for receipt of testimony concerning WDLR-AM Delaware, Ohio (Docs. 18856, 18858). Action Aug. 19.

■ Hearing Examiner Charles J. Frederick in Free-land and West Hazleton, both Pa. (Summit Broadcasting, et al.), AM proceeding, having under consideration joint petition by applicants for approval of merger agreement, ordered that hearing now scheduled for Oct. 4 will proceed on that date unless petitioners file documents satisfying criticisms of Broadcast Bureau by Sept. 20 (Docs. 18489-91). Action Aug. 17.

■ Chief Hearing Examiner Arthur A. Gladstone in Key West, Fla. (John M. Spottswood), AM proceeding, cancelled prehearing conference and rescheduled such conference for Sept. 28 (Doc. 19290). Action Aug. 19.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Ga. (Community Radio System and Morris's Inc.), AM proceeding, granted petition by Broadcast Bureau and extended to Aug. 31, time to file proposed findings of fact and conclusions of law (Docs. 17722, 18395). Action Aug. 17.

■ Hearing Examiner Chester F. Naumowicz Jr. in Pikeville, Tenn. (Pikeville Broadcasting Co.), AM proceeding, granted petition by applicant for leave to amend its application regarding financial and engineering portions and closed record (Doc. 19146). Action Aug. 17.

Other actions

■ Review board in Brush, Colo., AM proceeding, in response to petition by Brocade Broadcasting Co., enlarged issues in proceeding involving mutually exclusive applications of Pettit Broadcasting Co., A. V. Bamford and Brocade for CP's for new standard broadcast stations at Brush, Colorado Springs, and Boulder, all Colo. (Docs. 19157-9). Action Aug. 16.

■ Review board in Buffalo, Minn., AM proceeding, denied request by Wright County Broadcasting Co., for extension of time to file exceptions to initial decision released July 16, which proposed grant of application of Wright County Radio Inc., and denial of Broadcasting application for new AM in Buffalo (Docs. 18843-4). Action Aug. 19.

Existing AM stations

Applications

■ WNDB Daytona Beach, Fla.—Seeks CP to add maximum tolerance values for nighttime pattern. Ann. Aug. 19.

■ WRYZ Jupiter, Fla.—Seeks CP to increase height of #1 tower to mount FM ant. Ann. Aug. 19.

■ WTOP Towson, Md.—Seeks CP to change to nondirectional ant. Ann. Aug. 19.

■ WCCO Minneapolis—Seeks CP to change ant. trans. location to Holly Drive, 2.8 mile southwest of Centerville, Minn., near Minneapolis; and make changes in ant. system. Ann. Aug. 19.

Final action

■ WFUR Grand Rapids, Mich.—Broadcast Bureau granted CP to install new trans. Action Aug. 18.

Actions on motions

■ Hearing Examiner David I. Kraushaar in Jackson, Ala., Madison, Fla., and Lebanon, Ind. (Vogel-Ellington Corp. [WHOD], et al.), AM and FM proceeding, on request of Vogel-Ellington Corp., and commission's order of Aug. 4, ordered prehearing conference for Aug. 20, primarily for purpose of scheduling early hearing date (Docs. 18897, 19299, 19300). Action Aug. 13.

■ Hearing Examiner Chester F. Naumowicz Jr. in Titusville and Fort Pierce, both Florida (WRMF Inc. [WRMF] and St. Lucie Broadcasting Co.), AM proceeding, granted joint request by applicants; approved agreement of applicants; authorized WRMF Inc. to reimburse St. Lucie Broadcasting Co. for expenditures in total sum of \$6,684.43; and dismissed application of St. Lucie Broadcasting Co. (Docs. 19022-3). Action Aug. 17.

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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.

Fines

■ KXL Portland, Ore.—FCC ordered Dena Pictures Inc. and Alexander Broadcasting Co., licensee, to forfeit \$1,000 for repeated violation of rules by failing to enter in its program log, duration of commercial matter in program *Old Time Radio*, broadcast 20 times in Jan., Feb. and March 1970. Action Aug. 18.

■ WEPG South Pittsburg, Tenn.—FCC ordered Marion County Broadcasting Service Inc., licensee, to forfeit \$200 for repeated violation of rules by failing to file renewal application at least 90 days prior to expiration date. Action Aug. 18.

■ KDSJ Deadwood, S.D.—FCC notified The Heart of the Black Hills Station, licensee, that it incurred apparent liability for forfeiture in amount of \$1,000 for willful or repeated violation of rules and terms of station authorization by operating non-directionally before sunrise and by failing to maintain maintenance log for over one month. Action Aug. 18.

■ KBUD Athens, Tex.—FCC notified The Henderson County Broadcasting Co., licensee, that it incurred apparent liability for forfeiture in amount of \$2,000 for willful or repeated violation of terms of its station authorization in that station was operated for several months with greater than authorized power. Action Aug. 18.

■ KHEM Big Spring, Tex.—FCC ordered The Cobra Corporation, licensee, to pay \$2,000 for repeated violations of rules, and terms of station's license, by operating during presunrise period with twice authorized power. Actions Aug. 18.

■ KYOK Houston—FCC notified KYOK, licensed to Starr-KYOK Inc., of apparent liability for forfeiture of \$2,500 for various technical violations. Action Aug. 18.

■ KMOO Mineola, Tex.—FCC ordered A-C Corp., licensee, to forfeit \$500 for repeated violation of rules by permitting trans. to be operated by third class operators whose licenses were not endorsed for broadcast operation. Action Aug. 18.

■ WSTA St. Thomas, Virgin Islands—FCC notified V.I. Industries Inc., licensee, that it incurred apparent liability for forfeiture in amount of \$4,000 for willful or repeated violation of numerous commission rules relating to program logs, and section 317 of the Communications Act by failing to make on-air announcements identifying persons who paid for commercial announcements made on behalf of political candidates. Action Aug. 18.

■ WHJC Matewan, W. Va.—FCC notified Three States Broadcasting Co., licensee, of apparent liability for forfeiture of \$2,000 for violation of technical and sponsorship identification rules. Action Aug. 18.

New FM stations

Applications

■ Ashdown, Ark.—Ashdown Broadcasters, Inc. Seeks 103.9 mhz, 3 kw. Ant. height above average terrain 212 ft. P.O. address P.O. Box 398, Warrensburg, Mo. 64093. Estimated construction cost \$36,741; first-year operating cost \$30,000; revenue \$50,000. Principals: Jimmy N. McCollum (25%), president; Norman W. Peacock (25%), chairman of the board; Donald Harms (20%), director, et al. Mr. McCollum is general manager of Johnson County Broadcasters Inc., licensee of KOKO(AM) Warrensburg, Mo. Mr. Peacock is physician. Mr. Harms is engineer. Ann. July 19.

■ Williamsport, Md.—OEA Broadcasting Co.

Seeks 95.9 mhz, 3 kw. Ant. height above average terrain 300 ft. P.O. address P.O. Box 1191, Rockville, Md. 20850. Estimated construction cost \$31,811; first-year operating cost \$32,000; revenue \$32,000. Principals: Kenneth F. Smith (50%) and Jerry C. Elliott (50%). Messrs. Smith and Elliott are engineers. Ann. July 30.

■ Ramah, N.M.—Ramah Navajo School Board Inc. Seeks 89.5 mhz, 2.65 kw. Ant. height above average terrain 330 ft. P.O. address P.O. Box 248, Ramah 87321. Ann. July 19. Estimated construction cost \$23,576; first-year operating cost \$147,405; revenue none. Principals: Dempsey J. Pino, community relations director, et al. Ann. July 19.

■ Galion, Ohio—Radio Galion Inc. Seeks 102.3 mhz, 3 kw. Ant. height above average terrain 144 ft. P.O. address P.O. Box 576, Galion 44833. Estimated construction cost \$4,985; first-year operating cost \$18,000; revenue \$18,000. Principals: Harry F. Gray Jr. (77.5%), president; James W. Feasel (10.2%), vice president, et al. Mr. Gray is electronic engineer. Ann. July 19.

Final actions

■ *Westport, Conn.—Board of Education, Town of Westport. Broadcast Bureau granted 90.3 mhz, 10 w. Ant. height above average terrain 100 ft. P.O. address Jesup Road, Westport, 06880.. Estimated construction cost \$8,685; first-year operating cost \$2,050; revenue none. Principals: Joan Schine, chairman, et al. Action July 26.

■ FCC denied petitions by Mt. Washington TV Inc.; and Mr. Robert A. Jones and Mr. Kenneth Steininger, requesting amendments to FM table of assignments in Bath, Me., and Titusville, Ocala, and Green Cove Springs, all Fla. Action Aug. 18.

Actions on motions

■ Chief, Broadcast Bureau on request of Lenawee Broadcasting Co., licensee of WLEN, Adrian, Mich., extended through Aug. 24, time to file responses in matter of amendment table of assignments. Action Aug. 18.

■ Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three State Broadcasting Co.). FM proceeding, granted request by Harvit Broadcasting Corp. and extended to Aug. 30, time to file responsive pleadings to amendment tendered on Aug. 10, by Three States Broadcasting Co. (Docs. 18456-7). Action Aug. 19.

■ Chief Hearing Examiner Arthur A. Gladstone in Salem, Ill. (Salem Broadcasting Co.), FM proceeding, in absence of Presiding Examiner Herbert Sharfman, granted petition by applicant for leave to amend its application by changing the channel from ch. 249A to 261A (Doc. 18290). Action Aug. 16.

■ Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York (Auburn Publishing Co., et al.). FM proceeding, granted petition by Auburn Publishing Co. for leave to amend its application to reflect filing of assignment application on July 26, for transfer of licenses for WMBO(AM) and WRLX(FM) from WMBO Inc. to Auburn Media Inc.; resignation on July 23, of Floyd J. Keesee as director of Auburn and as secretary-treasurer of WMBO Inc.; and deletion of any reference to Mr. Keesee as general manager of station (Docs. 18674-6). Action Aug. 19.

■ Hearing Examiner Chester F. Naumowicz Jr. in Albany, N.Y. (Functional Broadcasting Inc. and WPOW Inc.). FM proceeding, granted petition by Functional Broadcasting Inc., and dismissed its application; and by separate action, reconsidered hearing examiner's order released Sept. 25, 1968, which denied amendment to WPOW Inc.'s application regarding staffing issue (Docs. 18211-2). Action Aug. 17.

■ By Hearing Examiner James F. Tierney in Tulsa, The Village and Oklahoma City, all Okla. (Oklahoma Broadcasting Co., et al.). FM proceeding, granted petition by Oklahoma Broadcasting Co. and dismissed with prejudice its application for facilities at The Village (Docs. 18951-2, 18954-5, 19195). Action Aug. 17.

Rulemaking petitions

■ Enterprise, Ala.—Wallace Miller. Requests amendment of FM table of assignments to add ch. 294C to Enterprise. Ann. Aug. 20.

■ Luquillo, Puerto Rico—Carlos Rivera. Requests amendment of rules to assign ch. 221A to Luquillo. Ann. Aug. 20.

■ La Crosse, Wis.—La Crosse Radio Inc. Requests amendment of FM table of assignments to add ch. 285A to La Crosse. Ann. Aug. 20.

Existing FM stations

Final actions

■ KBPI(FM) Denver—Broadcast Bureau granted CP to change trans. location to 3280 South Clay St., Sheridan, Colo.; install new trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 70 ft.; remote control permitted; conditions. Action Aug. 16.

■ WCRA-FM Effingham, Ill.—Broadcast Bureau granted CP to change studio and remote control location to 100 N. Banker St., Effingham; install new trans. and ant.; make changes in ant. system; ERP 50 kw; ant. height 480 ft.; condition. Action Aug. 16.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for the following UHF and VHF translator stations: K06BL and K11JR, both Indian Springs, Nev.; W04AX Whitesburg, Ky.; W10AJ Greenville, S.C.; W12AD Monticello, Ky.; W77AD, W79AN and W81AF Bellefonte, State College and Port Matilda, all Pennsylvania. Action Aug. 13.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-venting aux.: KCAW-FM Port Arthur, Tex.; KCES(FM) Eu-aula, Okla.; KDOK(AM) and KNUF(FM), both Tyler, KEFC(FM) Waco, and KERP-AM-TV El Paso, all Texas; KJEM-AM-FM Oklahoma City; KLOL(FM) Houston, and KMOM-TV Monahans, both Texas; KODY(AM) North Platte, Neb.; KOLE(AM) Port Arthur, KORG(AM) Mineral Wells, KRGV(AM) Weslaco, KSAM-FM Huntsville, all Texas; K5IG(AM) Crowley, La.; KTXO(AM) Sherman, KTXS-TV Sweetwater, KVWC(AM) Vernon, and KZFM(FM) Corpus Christi, all Texas; WJAK(AM) Jackson, Tenn.; WRAG(AM) Carrollton, and WRSA(FM) Decatur, both Alabama. Action Aug. 16.

■ WQAD-TV Moline, Ill.—FCC granted renewal of license. Action Aug. 18.

Ownership changes

Applications

■ KDES-AM-FM Palm Springs, Calif.—Seeks assignment of license from KDES Inc. to Tourtelot Broadcasting Corp. for \$275,000. Sellers: Estate of George E. Cameron Jr. Buyers: Joseph L. Tourtelot (45%), president; Rene V. Tourtelot (45%), treasurer, et al. Mr. Tourtelot has interest in company which manufactures electrical heating units and other related items. Mrs. Tourtelot is married to Joseph L. Tourtelot. Ann. Aug. 16.

■ KWRG(AM) New Roads, La.—Seeks assignment of license from Avoyelles Broadcasting Corp. to Louis Broadcasters & Co. for \$30,000. Sellers: Guy C. Billups Jr., president, et al. Buyers: Louis B. Coco (50%) and Louis B. Coco Jr. (50%). Mr. Coco Sr. has interests in an insurance agency, cotton ginning firm, and is also farmer. Mr. Coco Jr. is part-time radio announcer. Ann. Aug. 16.

Actions

■ WHOE(FM) Terre Haute, Ind.—Broadcast Bureau granted assignment of license from Radio WBOW Inc. to Eastern Broadcasting Corp. for \$50,000. Seller: William O'Connor. Mr. O'Connor has interest in WRAC-AM-FM Racine, Wis. Buyers: Roger A. Neuhoff, president (84.4% jointly with wife), John R. Neuhoff (15%). Eastern is licensee of WHAP(AM) Hopewell, Va.; WHUT(AM) Anderson and WBOW(AM) Terre Haute, both Indiana; WHHO-AM-FM Hornell, N.Y.; WCVS(AM) Springfield, Ill., and WHOI(AM)-WRTS-FM East Liverpool, Ohio. Messrs. Neuhoff also have interest in various merchandising firms. Action Aug. 11.

(Continued on page 64)

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16mm Film Laboratory Manager. Experienced all phases color-B/W operation to include complete knowledge of quality control procedures, processing, printing, and single and double system editing. Good salary and benefits. Please send complete resume and references. Washington, D.C. Needed immediately. Box G-276, 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.

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.

Experienced, creative salesman in southeastern, growing, small market. Modern facilities, fringe benefits. Send resume (including personal billings and references) and availability to Box H-332, BROADCASTING.

Established musical commercial production house now building sales force. Representatives wanted in all local markets. Territories wide open. Real opportunity for high \$ commissions. Full or part-time. Send brief resume to Box H-364, BROADCASTING.

Wanted—three experienced, aware salesmen with personal sales record for top contemporary AM station in Montreal. One capable of working into sales manager. Also wanted: three experienced aware salesmen for sister, free-flow FM station in Montreal, top rated with progressive rock and community consciousness. Apply Geoff Stirling, President, CKGM Radio, 1310 Greene Ave., Montreal, P.Q., Canada.

WNRS-WNRZ, Ann Arbor, Michigan, needs 2 experienced sales people. Excellent university market; high earnings potential! P.O. Box 5—313-663-0569.

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.

Looking for a challenge? If you're an experienced salesman and think you can break a midwest market, we're looking for you! Send resume, sales record, and salary requirements to WXUS Radio, 1000 Orman Lane, Lafayette, Indiana 47905.

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

East coast single, sales-announcer, some experience preferred, cooperative, hardworking young man, pleasant working conditions. Box H-58, 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.

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.

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.

Needed—modern country comb 1st ticket announcer/chief engineer for small town radio station in North Central Ohio near major metro market. New station (AM), new equipment, owner operated. Immediate opening for full staff. Box H-324, BROADCASTING.

Immediate opening for swinging, tight-board jock in the sunny south. Starting salary \$90.00 per week for short air shift. Send tape and brief resume. Box H-326, BROADCASTING.

Bright, personable announcer with some experience in Southeastern MOR small market. Modern facilities, fringe benefits. Send resume (including references), tape, and availability to Box H-333, BROADCASTING.

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Talk show moderator wanted for a 4 hour weekday afternoon talk show. No ticket needed. Please send resume, tape and salary requirements to David M. Jack, KLIQ Radio, Oaks Park, Portland, Oregon 97202.

WJBC in Bloomington-Normal, Illinois is truly a first-class middle-market station, built for years on some exceptionally strong people. And we're looking for a mature personality now. He'll be doing a personality MOR disc show from 10 PM to 1 AM and before that will work in our respected news department. We have plenty of the finest equipment. We're a strong number one in a radio-oriented market of 100,000 with two Universities because we're totally involved in our community. We think you'd be proud to go first class with WJBC. Mail us your story and tape: Don Munson, Program Director, WJBC, 236 Greenwood Ave., Bloomington, Illinois 61701, an equal opportunity employer.

Announcers continued

WEZS-FM needs experienced announcer with third phone. Rush tape and resume to Box 2961, Richmond, Virginia 23235.

Need versatile 1st phone announcer. Experience helpful. No maintenance. Send complete info now. WKNE, Keene, N.H.

WNBF, Binghamton, N.Y. 13902, has immediate opening for a morning man who can relate. Minimum 3 yrs. experience. Send tape and resume.

WNRZ, Ann Arbor, Michigan, needs 2 experienced progressive music jocks. Exciting university market. Tape, resume P.O. Box 5.

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! WPWR-FM, Box 458, Saint George, S.C. 29477 (803-563-4371). Clarence Jones, Manager.

Newsman 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.

Annec with mature, professional voice who knows production. Permanent position with top production house. Salary open. Send tape, resume to: Barbara Allen Productions, Inc., 10130 Shaver Road, Kalamazoo, Mich. 49002.

Technical

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.

Experienced, professional chief engineer for leading major market stereo station. Give full details. Reply in confidence to Box H-327, BROADCASTING.

Chief engineer capable of maintaining non-directional west coast Florida AM-FM. Must be strong on maintenance and reasonable announcer. Twenty hours weekly board and balance hours on maintenance. \$10,000-12,000 year. Send resume and tape. Equal opportunity employer. Box H-377, BROADCASTING.

Experienced engineer to maintain automated, directional daytime and light announcing. Dave Drew, WDLR, Delaware, Ohio.

News

News—announcer, creative job area news. Box H-60, 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.

Aggressive, stable, community minded team member needed to gather and report local news. At least five years commercial radio experience. Single station Indiana market. UPI audio network. Send tape and resume to Box H-375, BROADCASTING.

Permanent position for experienced newsman in good Great Lakes market top station IF he is accurate, honest and like to dig hard. Exceptional job security and community acceptance. No rockers. Send resume and newswriting samples to Box H-376, BROADCASTING.

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.

Radio Help Wanted

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.

Copy chief/copy writers for N.Y.C. metropolitan area station. Good ideas and ability to create advertising campaigns for local sponsors. Supervise production. Advancement opportunities in growing chain. Box H-329, BROADCASTING.

Local voices in the news. Community involvement. Midwest AM-FM looking for newsmen who like small community living. Send resume, tape and references. Box H-374, BROADCASTING.

50,000 watt FM stereo on beautiful Cape Cod is in search of a program/production director who will take charge of the quality sound that has made WQRC "The" station in the area. "Good music" format . . . extensive local commercial production . . . public service projects . . . all the things that a real radio programmer wants to do. Call 617-771-1224.

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.

Music director possible future opening. Must know contemporary and MOR as we do for all positions. Will welcome minority group applications. Send resume, salary requirements to Program Administrator, Knight Quality Stations, 400 Commonwealth Avenue, Boston, Mass. 02215.

Situations Wanted Management

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, programming, production, effective sales, FCC reas. budgets, cost control, etc. Box H-163, BROADCASTING.

Strong personal salesman, young, experienced in general management, sales management, programming, engineering and station construction, currently employed, seek management challenge in Southeast. Box H-108, BROADCASTING.

28, aggressive, proven track record, seeking management. Ten years overall background, three years sales management. Married, one child. Box H-318, BROADCASTING.

Experienced salesman/broadcaster wants manager's job small-medium Florida market. Box H-357, BROADCASTING.

Dynamic, results-oriented pro seeks complete charge situation for all operations including profit responsibility. 312-227-5523 evenings.

Sales

Young station and sales manager looking for solid position in sales. I can sell. Have background in all phases radio. \$200 per week guarantee plus commission. Box H-361, BROADCASTING.

Announcers

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.

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.

Authoritative newscast, convincing commercials, personality DJ, can write, build programming. Box H-234, 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.

Announcers continued

Experienced, dependable, Black newscaster-disc jockey seeks position-authoritative, creative, versatile, unique voice-salesman. Third endorsed. Box H-273, BROADCASTING.

First ticket, 2 years, tight pro sound, MOR, C&W, or contemporary, young and dynamic. Box H-287, BROADCASTING.

Disc jockey-newscaster-salesman dependable experienced-creative-tight board-third endorsed authoritative news. Box H-289, BROADCASTING.

Soul DJ-newscaster announcer-salesman experienced-dependable-creative-versatile, tight board. Third endorsed. Prefer East coast. Box H-316, BROADCASTING.

Combo man-1st class FCC license. One year's experience as announcer-disc jockey-tight board excellent production, solid performer. Box H-320, BROADCASTING.

Drama teacher, female, desires return to radio after absence. Bankhead type voice. Versatile. Any location. Box H-321, BROADCASTING.

Experienced radio and television announcer with first seeks position announcing including sales, mid-west to west coast. Married, draft exempt. Box H-322, BROADCASTING.

First phone professional, completely radio experienced, some TV engineering, would like radio combo or TV control within 50 miles of NYC where now employed. Box H-323, BROADCASTING.

Need a female "personality"? Experienced radio, DJ, writer, all medias, looking! Box H-330, BROADCASTING.

The experienced announcer can do the job for you. News, sports, music, or commercials. Good voice, tight/board, 3rd endorsed, aircheck available and more. . . . Will gladly relocate. 212-874-3668. Box H-331, BROADCASTING.

Looking for country station, three years experience, will travel. Box H-337, BROADCASTING.

DJ-newsman team available soul or pop New York experience. Box H-339, BROADCASTING.

Ready to do topical informed talk show with sense of humor. Or DJ show with loose format. Radio school graduate and NYC experience. Guest on Barry Farber Show. 3rd phone, tight board, excellent copy and sales experience. Box H-340, BROADCASTING.

Aggressive, hard worker, prefer New England or Ohio. Box H-342, BROADCASTING.

First ticket-top rated jock needs more bread. If you can pay \$150 for a personality in the late afternoon or evening . . . I'm yours. Box H-346, BROADCASTING.

Medium market air personality, seeking small or medium personality top 40 rocker. Three years experience, references, 3rd, smooth, resonant voice, expert creative production, professional airwork, will go anywhere for right job. Box H-349, BROADCASTING.

Imaginative young Englishman desperately needs a break. Experienced, N.Y.C. school grad, heavy rock, MOR hang-up-no license. Help give a guy a break. Box H-350, BROADCASTING.

Oregonian coming home, married, 24, 3rd, have experience, will settle. 2 1/2 years, music director, di, production. Resume, air check & production samples on request. Arriving Sept. 5th. Box H-352, BROADCASTING.

First phone. 22 years old. 14 months experience in Los Angeles, wants another job in radio. Will relocate. Box H-354, BROADCASTING.

Limited experience DJ would take small soul or MOR station. Great sales pitch. 3rd class FCC. Will relocate NY, NJ, Mass., Penn. Basic salary. Box H-359, BROADCASTING.

1st phone, contemporary jock, news background, strong on production. Four years experience, master's degree. Box H-368, BROADCASTING.

First phone, good, 40th market, 22, married, 6 years, good. . . . Box H-380, BROADCASTING.

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.

Experienced University grad with 1st class. Progressive/underground freak. I talk to-not at people; trips equal captive audience. Wayne Phillips, 211 51st St., Western Springs, Ill. 60558. (312) 246-6832.

Announcers continued

Professionally trained announcer, 3rd/endorsed, experienced. Seeking C/W maybe MOR combo, sales news. Will guarantee 1 yr. dedicated radio. Relocation no problem. Reply George Fellows, 1217 Meadows Avenue, Manhattan Beach, Calif.

First phone Quality MOR music that features big bands, show tunes, artistic vocalists, groups, etc. Nights preferred. Pro audience builder. Married. Age 49. Glenn Martin, 811 Tennessee Ave., Fort Wayne, Indiana 46805. Telephone 219-436-8781 mornings or evenings.

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.

DJ 8 months-traffic, news, production, news and copy writing sales. Tight board good ad lib best reference from current employer. Steve Terry, 2 Avery La., Plainview, N.Y. 516-938-6364 anywhere.

See Box H-105 August 9th issue. Cut out and save!

One year exp. in radio and looking for more! 1st phone vet willing to relocate. Prog. rock, top 40. Edward L. Fellows, 1103 Fresno St., San Diego, Calif. 92110 Phone (714) 295-2229.

DJ, some experience. Tight board. Prefer top 40 or MOR degrees in broadcasting-third endorsed. Call 1-513-931-4915 or writer: Roger C. Meadows, 7970 Daly Road, Cincinnati, Ohio 45224.

Utility man; rock jock, news, production, copy, traffic, you name it. If I haven't done it, I'll learn. Small market experience, 1 1/2 years; age 19, draft no sweat; third endorsed. Desire to get in over my head. Aircheck and resume on request. John Huber, 905 Girard Drive, Louisville, Ky. 40222. (502) 425-9469 after 5:30 p.m.

1 1/2 years experience in small market top 40. Looking for permanent position. Will relocate anywhere. Alan S. Campbell, c/o 10 Sunny Acres, Brattleboro, Vermont 05301.

Creative young pro. Major market experience top 40 and C&W. College, 1st, single, draft exempt resume, tapes available. Gary Grae, 317-253-3182. 7980 Hoover Ct., Indpls, Ind. 46260.

Available immediately-top 40 personality jock-experienced first phone-P.D.-music copy-production. Call 617-256-5736.

Situations Wanted Technical

Experienced 1st phone engineer directional. Willing to relocate. Box H-236, BROADCASTING.

First phone. Transmitter watch, maintenance. Plenty experience radio, television, Middle fifties. Wages secondary. Anywhere. Box H-296, BROADCASTING.

Need a traffic spotter pilot who can do engineering and announcing? Commercial pilot license, first phone. Five years in broadcasting. Box H-367, BROADCASTING.

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.

New studios, remote units, cart racks, turntables, pedestals, custom studio cabinetry? Let us solve design, installation, construction problems. Generous trade-in allowance given your old equipment. Low prices, guarantee on all products and services. Butler, Hutchins & Company, Broadcast Design/Engineering, Box 156, Clayton, New York 13624.

Chief engineer-9 years experience-family-prefer south-know problems of small markets. Available immediately. David G. Nobles-P.O. Box 201, Chadborn, N.C.

News

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.

Experienced news dir., network quality voice, will relocate, also PBP, write Box H-351, BROADCASTING.

News director, sports play-by-play, northeast preferred. Seeking flat position. Box H-362, BROADCASTING.

Help Wanted

News continued

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.

New England, I'm not asking for much . . . just clean air to breathe and pure water to drink. I'm a southern California News Director who knows the truth about Southland pollution. It's frightening . . . especially when your family is involved. First, A.A., B.S. Broadcasting, experience solid, references. Available for personal interview in New England area last two weeks of September. P.O. Box 5492, San Bernardino, California 92403.

Weatherman, 4 years Air Force experience, 3rd endorsed, broadcasting school, married, will relocate. Win Cray, 8 Park Ave., Port Washington, N.Y. 11050 (516-767-4881).

Newscaster-reporter with first phone. Heavy on actualities and investigative reporting. Wayne Sorge, 806-374-8558.

Convince me you are thoroughly professional. Meet my price, pay to move me, and please rescue me from top 40 news. Reply Box 9134, Richmond, Va. 23227.

Programing, Production, Others

Producer-director, BA, experienced all phases TV, film, editing and sound. Looking for lots of production. Box H-237, BROADCASTING.

Top rated PD/MD/first ticket in major southern market desires top 40-or-MOR programing challenge. Box H-291, BROADCASTING.

Major market country P.D. desires position with aggressive country or rock station. All replies answered. Box H-297, BROADCASTING.

Medium market program director, well groomed and ready to move up! Add me to your assets and we'll grow together! Box H-319, BROADCASTING.

Attention Charlottesville and central Virginia: Four year veteran of Virginia's largest market desires announcing/copy/programing position in God's country. English degree . . . third endorsed. Let's grow together. Box H-336, BROADCASTING.

First phone, seven years former production manager, sports dir., news dir. After one year hiatus from the business, I want back in. If you want an experienced pro, look no further. Box H-345, BROADCASTING.

Program director. Country 10 years top references. Jack Rodgers (606) 331-7328 or Box H-348, BROADCASTING.

Top 15 market P.D. desires position with congenial station. This ad appeared here July 19 and 26. Replies misplaced in the mail. Let's try again. Box H-355, BROADCASTING.

Experienced sports director, all play-by-play, news, third class. Box H-366, BROADCASTING.

Progressive country: Jock or P.D.—A step beyond Nashville—1st phone—sales—production—four years commercial experience—non-revolutionary. Box H-370, 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 market—\$30,000 plus. Salesman with management potential considered. Box H-199, BROADCASTING.

For a new Television Station; WSWB-TV, now building in Orlando, Florida. Must be thoroughly experienced in all phases of TV operation. Send full resume to Earl L. Boyles, President of Sun World Broadcasters, Inc., 501 East Church Street, Orlando, Florida 32801.

Technical

Transmitter engineer, first phone required, experience not necessary. Excellent fringe benefits, top salary, with an equal opportunity employer. Box H-248, BROADCASTING.

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.

Technical continued

TV engineer, KRDO, Colorado Springs, best equipment, minimum two years experience TV. Contact Charles Upton, Chief Engineer.

Maintenance engineer, first phone. Strong electronic background desirable. Military electronics training accepted. Expanding to color. Send resume, and salary: Reid Wilson, CE WSRV-TV, Pensacola, Fla. 32504. Equal Opportunity Employer.

For a new Television Station, now building WSWB-TV in Orlando, Florida. Must be experienced and fully familiar with all equipment as well as complete mobile unit. Send full resume to Earl Boyles, President, Sun World Broadcasters, Inc., Orlando, Florida, 501 East Church Street 32801.

News

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.

Cinematographer, must be creative and productive for prime time local documentary series. Top ten markets group owned. Equal Opportunity Employer. Box H-343, BROADCASTING.

We are building a professional local and area television news team. Need immediately two experienced newsmen who eat, sleep and breathe news. Bear reporting . . . feature work . . . on camera assignments. Capability of using 16 mm movie film preferred, but not necessary. Rush resume, picture and VTR to: Dave Koehler, News Director, 1424 Rice Ave., Lima, Ohio 45805.

Producer-anchorman, Montana Television Network. To produce and air regional news programs using material from 3 station bureaus. May be young, but must have mature appearance and smooth delivery, plus knowledge of TV news and production. To talk about salary and advantages of Montana living call or send VTR & resume to: William Whitsitt, Box 1331, Great Falls, Montana, 406-453-2433.

Programing, Production, Others

Promotion director—independent in major market. Responsible for audience, sales promotion, and publicity. We have the tools, now we need a great promotion man. Send resume to Box H-328, BROADCASTING.

Director, male or female, to take charge of news blocks, commercial and programing production. Resume and salary expectations in confidence to Box H-363, BROADCASTING.

Television Situations Wanted

Management

Black Account Executive in major independent television station in southern city desires to move to northern city. Box H-254, 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.

Production manager position desired by experienced producer-director seeking a new challenge. Solid background, married, degree, and dedicated to the profession of broadcasting. Box H-338, BROADCASTING.

Television—production manager, available immediately. Box H-353, BROADCASTING.

Female MBA desires part time position as executive's assistant in TV, radio station or allied industry, Boston-Worcester area. One year ad agency experience. Send name, address to Box H-360, BROADCASTING.

Technical

Chief television engineer: Fifteen years experience, BSEE, first phone, desire challenge. Box H-369, BROADCASTING.

Installation and maintenance engineer with first phone and 10 years experience. All phases television including full power transmitter, multi-hop microwave system, and complete color studio. Prefer north central states but will consider others. Box H-372, 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.

News

Award-winning reporter (Los Angeles Press Club; American Political Science Association). . . 32, MJ, w/news director-anchorman-production exp., seeks TV-news, field-reporting challenge. Single will relocate. Box H-158, BROADCASTING.

Weatherman in medium major market, desires relocation. Box H-335, BROADCASTING.

Young super aggressive reporter will locate anywhere. June political science grad, experience in every phase of journalism. Former employers all enthusiastic references fertile mind and variety of talents. Write Box H-365, BROADCASTING.

Sportscaster, major league play-by-play top 10 market, 17 years experience. Seeking more permanence in top V market, play-by-play and/or sports commentary. Open to top radio market, too, or radio-TV combo. Box H-378, BROADCASTING.

TV weatherman—AMS professional with informative and interesting program seeks station wanting same. (312)-CE 4-3781.

Established radio newsmen available for TV news position. Wayne Sorge, 806-374-8558.

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.

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.

Promotion or continuity director available immediately. 12 years experience. Will relocate. Box H-223, 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.

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.

Radio and PR pro seeks booth/staff announcing, public affairs, promotion-publicity, news, or sports. 28, married. BS R-TV. Box H-347, BROADCASTING.

Television producer/director would like to move into program director or program manager position. Prefer medium market. Experience since 1953. Married. If interested write Box H-356, BROADCASTING or call 317-251-8134.

Experienced young broadcast pro seeking return to programing, production, promotion, or news in TV, CATV, or radio. Have done: staff announcing TV; programing, production, news and promotion radio all size stations and markets; production, promotion, and news training CBS TV network owned and operated station. B.F.A. degree in radio-TV-film at major university. Married. Draft exempt. Now account executive major metro market AM-FM. Available immediately. Willing to relocate. Box H-358, BROADCASTING.

Production team in a slump? Need a man with "Action getting" ideas? Producer-director in top 10 market seeking position as production mgr or producer-director leading to management. Box H-379, 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.

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 Irbide St., Laredo, Texas 78040.

Need 30 McKenzie metal tape cartridges with or without tape. Box H-341, Broadcasting.

Wanted used RCA 1 watt microwaves—TK 60 or 63 cameras. Box H-383, BROADCASTING.

RCA BTA-5F transmitter out of service, or spare parts for same. Mark Durenberger, WLQI, 1370 Daven St., St. Paul, Minn. 55116.

Wanted—used 526 Vectorscope. Call collect 313-873-6700.

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.

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 ampx 440 deck. Other uses AG 351, will take best offer. Also have magnecode 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-9BC pedestal Vaporal V zoom lens. 100 foot cables. Tektronix/RCA monitors, \$15,000.00 each. Call 803-253-6431.

Cartridges reconditioned and reloaded with Scotch 156. Like new at half the price: i.e., 40 seconds... 95¢, 70 seconds... 99¢, plus major parts. We pay return shipping and insurance. Also best prices anywhere on new Fidelipacs and all numbers of 3M audio and splicing tape. Your order is your charge account. Lauderdale, Electronic Labs, 16 S.W. 13th Street, Ft. Lauderdale, Florida 3305-525-0478.

For Sale: 3 rack mono-AR 1000 broadcast products automation system used 6 mo. 3 carousels, 2 Sculley's, time machine, two Spotmasters digital clock, priced right. V. H. Baker, P.O. Box 889, Blacksburg, Va. (703) 552-4252.

Complete broadcast mobile unit with 2—RCA TK-30 cameras, zoom lens, 2 sync gen., audio, etc. Ready to roll. Box H-334, BROADCASTING.

Two CBS loudness controllers just returned from complete factory tune-up. Up to 6db limiting of program sources offensive to the ear. Excellent for TV or FM applications. \$425 each (1/2 original cost 3 years ago). Tom Churchill, KRFM, P.O. Box 10098, Phoenix, Ariz. 85016.

Ampex VR 1100. Like new, 700 hours use. Call collect 313-873-6700.

RCA Console model BC-6A. Excellent condition. \$1400 or best offer. Call 212-247-6010.

Ampex spare parts, technical support, updating kits, for discontinued professional audio models, available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

Film processor, Remington Rand unipro. Automatic daylight operation. 3 F.P.M., ten minutes dry to dev. 16mm, 35mm, 20 & 70mm intermixed. 200 lbs. 5 ft. long, 4 ft. high, 14 inches wide. Uses only two quarts solution. No film threading. Excellent condition, \$18.95 F.O.B. South Florida. Call 305-759-5017.

For Sale Equipment continued

Houston—Fearless and Morsa film processor daylight loading magazine 16/35 1000 feet. \$85 each. Robert Haskins, 5155 N.E. 2 Court, Miami, Florida.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

1971 Tests—Answers . . . Original exam manual for F.C.C. First and second class licenses. Plus—"Self-Study Ability Test." Proven! \$9.95. Satisfaction guaranteed. Command, Box 26348-R, San Francisco 94126.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" catalog . . . everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, and more! Write: Command, Box 26348, San Francisco 94126.

Get it on! Full-length comedy commercials. Fifteen, \$5.00. Communicator Productions, Box 220, Lethbridge, Alberta, Canada.

Want tapes of deejay programs, any year. Quality not important. Write Box H-252, BROADCASTING.

West coast air checks—monthly air checks on West coast rockers. Tape stations in San Francisco, Los Angeles, and San Diego. One half hour on each market. For free sample and price list write: West Coast Air Checks, P.O. Box 27681, Hollywood, Calif. 90027.

Attn: Broadcast Station History Buffs: Learn the history of your station. Airdate, ownership, location, power, etc. Send for free catalogue listing profiled stations. Price: only \$5.00 each AM; \$2.50 each FM; accurately researched by pro. \$10.00 for custom profile. Station Pro-File, P.O. Box 982, Hollywood, Calif. 90028.

Copywriter! Ask your station manager to get you a helper . . . a fact packed audio cassette by a 25 year pro who'll tell you how to write your way to fun and profit. Cassette is illustrated with successful spots. Only \$5.00 from: John Wrisley, P.O. Box 11423, Columbia, S.C. 29211.

INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First class FCC license theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. ELKINS INSTITUTE*** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

ELKINS*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-568-1110.

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS*** in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970

Instructions continued

ELKINS* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

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Management continued

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(Continued from page 58)

■ WTHU(AM) Thurmont, Md.—Broadcast Bureau granted assignment of license from Leisner Broadcasting Corp. to Catocin Broadcasting Corp. for \$145,000. Seller: Victor Leisner, president. Buyers: Lauren A. Colby, president, and Benjamin J. Friedland, vice president (each 50%). Mr. Colby is attorney; Mr. Friedland is VP of lighting firm. Action Aug. 11.

■ WHRF-AM-FM Riverhead, N.Y.—Broadcast Bureau assignment of license from Adams-Getschal Broadcasting Co. to East Shore Broadcasting Corp. for \$180,000. Sellers: Jimmie Lee Putbrey and Keith E. Putbrey. Sellers also own WPAC(AM) Patchogue, N.Y. Jimmy Lee Putbrey is 25% owner of applicant for new AM at Catonsville, Md. Keith Putbrey has 14.25% interest in Cover Corp., which is 49% owner of KWKY(AM) Des Moines, Iowa. Buyers: Richard I. Adrian and Jimmie Lee Putbrey (each 50%). Jimmie Lee Putbrey is rearranging his stock interest in station—sale reflects changeover in licensee and elimination of Keith Putbrey from ownership of licensee. Mr. Adrian is employee of Adrian Fabrics Co., New York. Action Aug. 11.

■ KEVA(AM) Evanston, Wyo.—Broadcast Bureau granted transfer of control of KEVA Inc. from Albert J. Pilch and Harry L. Harris (jointly 100% before, none after) to Jerold W. Johnson and Ronald B. England individually and as trustees for David K. W. Johnson, minor (each none before, 33⅓% after). Consideration: \$30,000. Jerold W. Johnson has interests in KNAK(AM) Salt Lake City, and KBLI(AM) Blackfoot and KTLE-TV Pocatello, both Idaho. Mr. England is chief engineer at KNAK and has interest in KBLI and KTLE-TV. David K. W. Johnson is student and part-time employee at KNAK. Action Aug. 11.

Translator actions

■ W12AD Monticello, Ky.—Broadcast Bureau granted license covering changes of VHF translator station. Action Aug. 13.

■ K06BL and K11JR, both Indian Springs, Nev.—Broadcast Bureau granted licenses covering changes of VHF translator. Action Aug. 13.

Modification of CP's, all stations

■ WCLV(FM) Cleveland—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 1, 1972. Action Aug. 16.

CATV

Final actions

■ Owensboro, Ky.—FCC granted Top Vision Cable Co., operator of system at Owensboro, 60-day extension to carry programming of distant stations from which it obtained retransmission consent. Action Aug. 23.

■ Harrisonburg, Va.—FCC permitted, in response to request by John A. Paul for interpretive ruling of decision in "Community Cablevision Corporation," uninterrupted CATV service in community regardless of identity of the franchisee. Action Aug. 18.

■ Newport News, Va.—FCC ordered Hampton Roads Cablevision Co., operator of 12-channel system at Newport News, to stop carrying within 14 days, signals of Richmond stations WTVR-TV and WWBT(TV), and Richmond-Petersburg station WXBT-TV, in violation of mandatory stay provision of rules (Doc. 18841). Action Aug. 18.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Aug. 24. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Palm Beach, Fla.—Town council has awarded a franchise to Teleprompter Corp. (multiple-CATV owner), New York.

■ Canandaigua, N.Y.—Common council has received a franchise application from Information Transfer Inc., Newark, N.Y.

■ Belfast, N.Y.—Town board has granted a franchise to Rural Video Corp., Belfast.

■ Oneonta, N.Y.—Common council has granted a monthly rate increase of \$1, from \$4.50, to Oneonta Video, a subsidiary of NewChannels Corp. (multiple-CATV owner), Syracuse, N.Y.

■ Madison, Ohio—Telemedia Corp. has applied to village council for a franchise. The firm would charge \$10 for installation with a \$5 monthly rate if granted the franchise.

NW	small	profitable	\$50M	14M	South	metro	fulltime	\$325M	cash
SE	medium	AM+FM	275M	29%	NY	small	daytime	265M	nego
MW	sub	FM	440M	nego	Wisc.	small	AM+FM	446M	29%
NE	small	profitable	225M	29%	SE	medium	AM+FM	335M	29%
SW	metro	FM	65M	cash	NE	sub	profitable	6600M	cash



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This is a nervous time of year for Frank Price, senior vice president for television of Universal Studios. But not because Universal's new shows are about to premiere and he has to answer to his boss, Sidney Sheinberg, head of all television production at Universal, if those shows get bad reviews.

It's because this is the time of year he starts thinking about the 1972-73 season. Pilot scripts have already begun arriving at his 12th floor office in the Universal Tower. It's a time, he says, when the studio examines what has succeeded and what hasn't. And it's a time when he must look into whatever crystal ball studio executives have and decide what the trends for the 72-73 season are. As if letting out a trade secret, he lowers his voice just slightly and says the trend he sees is toward lighter, escape material.

But Mr. Price was not always quite so on top of television.

"My first job, as such, was selling *Liberty* magazine on a street corner at age seven or eight," Mr. Price says. "But it was after I had started at CBS while waiting for an Associated Press job to open up, that I decided to stay in TV. I was in the story department and found that the head of the section was making \$750 a week. A journeyman reporter with six years experience made \$120 a week," he says, referring to 1951 and his first job out of Michigan State College. "I stayed with CBS just to see where it would lead."

As a story editor with the network, he says it led to a lot of experience and a great deal of frustration. After two and a half years his salary had more than doubled—from \$35 a week to \$75. The frustration at not earning more money led him to write short stories—for magazines that usually folded. Despite all this, Frank Price was determined to be a television producer by the time he was 30.

His first trip to Hollywood came at age 24. CBS had unveiled the model of Television City and announced plans for the filming of several shows there. It didn't work out that way, he remembers. In fact, CBS had not started on any of the shows it had planned.

"I disclaim any responsibility for the results that may be linked with the first job I had out here," Mr. Price says jokingly. It seems that during the period of adjustment, he worked on the repair manual for the RB-66 airplane.

In 1957, with just three years left to make good on his promise, he was named story editor for NBC-TV's *Matinee Theater*.

"I learned more on that show than anything before or since," he says. "We did a live show every day, did a lot of experimenting and found out really how to edit. We never knew, until the week

'Doomsday' producer is right at home with television

before air time, how long the play would be," Mr. Price says. "It would vary from 37 minutes to 51 minutes depending on the commercial load. That meant overnight rewrites—usually while you were preparing the following month's play."

He joined Universal in 1959, with time fast running out in his quest to be a producer by 30. But in 1961, just a few months before his 31st birthday, he was made producer of a Western for which he had written the format. *The Virginian* went on for nine years before being canceled this year. But one

Week's Profile



William Francis Price Jr.—senior vice president, television, Universal Studios, Universal City, Calif.; B. May 17, 1930, Decatur, Ill.; U.S. Navy, 1947-48; attended Michigan State College, 1948-51; story editor, CBS, New York, 1951-53; story editor, Screen Gems, Hollywood, 1954-56; story editor, Matinee Theater, NBC, 1956-58, story editor-production assistant, Ziv, Hollywood, 1958-59; joined Universal as associate producer, 1959, producer, 1961, supervising producer and executive producer, The Virginian, 1962-63, named VP, 1964, appointed to present post March 1970; m. Katherine Crawford, May 15, 1965; children—Stephen, 15 and David, 9 (by previous marriage), and Roy, 4; hobby—boating.

Western wasn't enough, so he created *Larado*. His fame quickly spread to the point where he was once considered among the top three western experts in Hollywood—a distinction that he says resulted in his leaving *The Virginian*.

"I was up to my chin in westerns," he says, "so I took on a show called *Convoy*." Nothing wrong with that, for an exNavy man, except that his love of ships was matched by a lack of perspective that resulted in what Mr. Price terms "a fast 13 shows."

It was shortly after this that he began preparing "The Doomsday Flight," a film that would be the second *World Premiere* the studio would do for NBC.

"I started out with the idea that airlines were being too lenient," Mr. Price says. "They would let people carry anything they wanted to on the plane. I wanted to do a show that would point this up in a dramatic fashion to the airlines."

When Rod Serling's script crossed his desk as a one-hour show, Mr. Price knew he had found his vehicle, expanded it to two hours, and watched the 1966 film chalk up the highest ratings of any of the studio's made-for-television movies before 1970.

"The movie played a long, long time before the bomb scares came up," Mr. Price says in a voice that takes on a slightly angered tone. "The trigger to all that was the newspaper publicity that someone had tried it and succeeded."

"TV did not invent violence, you know," he continues, "and TV doesn't lead anywhere. We're normally busy trying to catch up." Now that the movie has been taken off the air by some stations, albeit voluntarily, he feels a dangerous precedent has been set that ultimately could be applied to any show by any government agency.

His association with the television industry stretches back almost to the infancy of both of them. But just a couple of years ago, an incorrect diagnosis almost forced Mr. Price out of TV.

"The doctor said it was a kidney cyst, so, being a good writer, I went to my medical library, looked it up and found my chances of surviving surgery were only 20%," he says. "Well, I made plans to slow down, left the studio, even told my wife, when the doctors found that all it really was was a classic irritated kidney."

Exploratory surgery found that was in fact the case. The doctors conducted further tests displaying them on a small television set so others could see. "After a while, it was like watching dailies," Mr. Price says with a smile. One can only assume that should Frank Price's entire life ever flash before his eyes, it would be in the form of a television show, complete with commercials.

Editorials

Our world today

Life, erstwhile crown jewel of the Time Inc. family, in a remarkably frank editorial Aug. 20, unburdened itself on the realities of magazine publishing in today's economy.

Like Time Inc., we seldom discuss our publishing problems in print. But, on our much smaller scale, the problems generated by what *Life* labeled the "astounding" 142% increase in mail rates over the next five years will affect us similarly. We have been affected in the past. In the three years preceding the birth of the U.S. Postal Service, *Life*, BROADCASTING and all other users of second-class mail took a 100% increase in three annual bites.

We have been asked by readers about the obvious decline in our advertising volume. Like *Life*, most other consumer magazines, and especially the business press, we have had severe losses in space. (We may add that unlike other journals we have not retrenched in our news coverage.)

We may be unique because we essay to be the printed voice of the broadcast media, which are now emerging from a traumatic business crisis. But we would be foolish to ignore the contemporary scene as it affects all media, including our own.

Life, to a greater extent than any other mass-circulation magazine, has made the broadcast media—particularly television—its whipping boy. Even in the editorial decrying the second-class threat it lumped television with newspapers and radio as media it claimed to be inferior to magazines.

Time Inc. for three decades had been a factor in broadcast-station ownership. When other group owners upgraded, Time stood still. It is now gung ho for CATV and other promised offshoots of the broadcast media.

As for ourselves we shall report the news in depth and with professionalism as we have for 40 years. We shall strive to keep abreast—even ahead—of all that is newsworthy. And we shall inveigh against what we regard as overregulation by government, overreaching by self-serving interests and the broadcasters' knuckling under to expediency—the last being the root of most of the broadcasters' troubles today.

Because we are part of the free-enterprise system we believe in advertising as the most effective means of buttressing the economy by stimulating the sale of goods and services that generally inure to the public good.

Nor have we lost faith in the viability of our own medium—this weekly publication. We have been told over the years that ours is a good journal—some say the best in any trade field. But our heads are unturned. We intend to do better. Thus we are redoubling our efforts editorially and sales-wise.

A workable solution

An FCC majority shows signs of trying to restore some order to cases pitting license-renewal applicants against challengers for their facilities. The attempt is to get things back to the well-used principle that an incumbent is entitled to preference over an untested newcomer if he can show a record of proved service.

It is the principle that was invoked in the commission's grant of a renewal to WQAD-TV Moline, Ill., and denial of a competing application (BROADCASTING, Aug. 23). It is the principle that was explicitly rejected back in January 1969 in the 3-to-1 decision taking Boston's channel 5 from WHDH-TV and giving it to Boston Broadcasters Inc. That was the decision that made incumbents vulnerable to attack,

no matter how excellent their broadcast records might be.

It may be noted parenthetically that the last has not been heard of Boston channel 5. As reported here a week ago, the FCC has asked the court for permission to take another look at the case in the light of a civil suit recently filed by the Securities and Exchange Commission against Nathan David, a key organizer and stockholder of the winning BBI. Mr. David has been charged with manipulating stocks.

The FCC would be remiss if it did not look into the stock allegations, since they could reflect on the character of a central figure in the FCC's choice of channel-5 occupant. It is even possible that another comparative hearing could be ordered. Whatever the ultimate resolution, however, the original decision lingers to color the law, as it colored the recent appellate-court decision reversing the FCC's 1970 policy statement that was adopted to tidy up the mess left by the Boston case.

The general damage done by the three-member majority's criteria of judgment in Boston channel 5 may be too extensive for repair by the FCC itself. On the record of recent decisions, the appellate court stands ready to frustrate the commission in any attempt to get back on the track.

The answer lies in legislation. No one can expect the Congress to pass a bill granting broadcasters immunity from attack or even much protection against serious competitors for their facilities. It is not unreasonable, however, to ask the Congress for a law that at least lets the competent broadcaster run on his record.

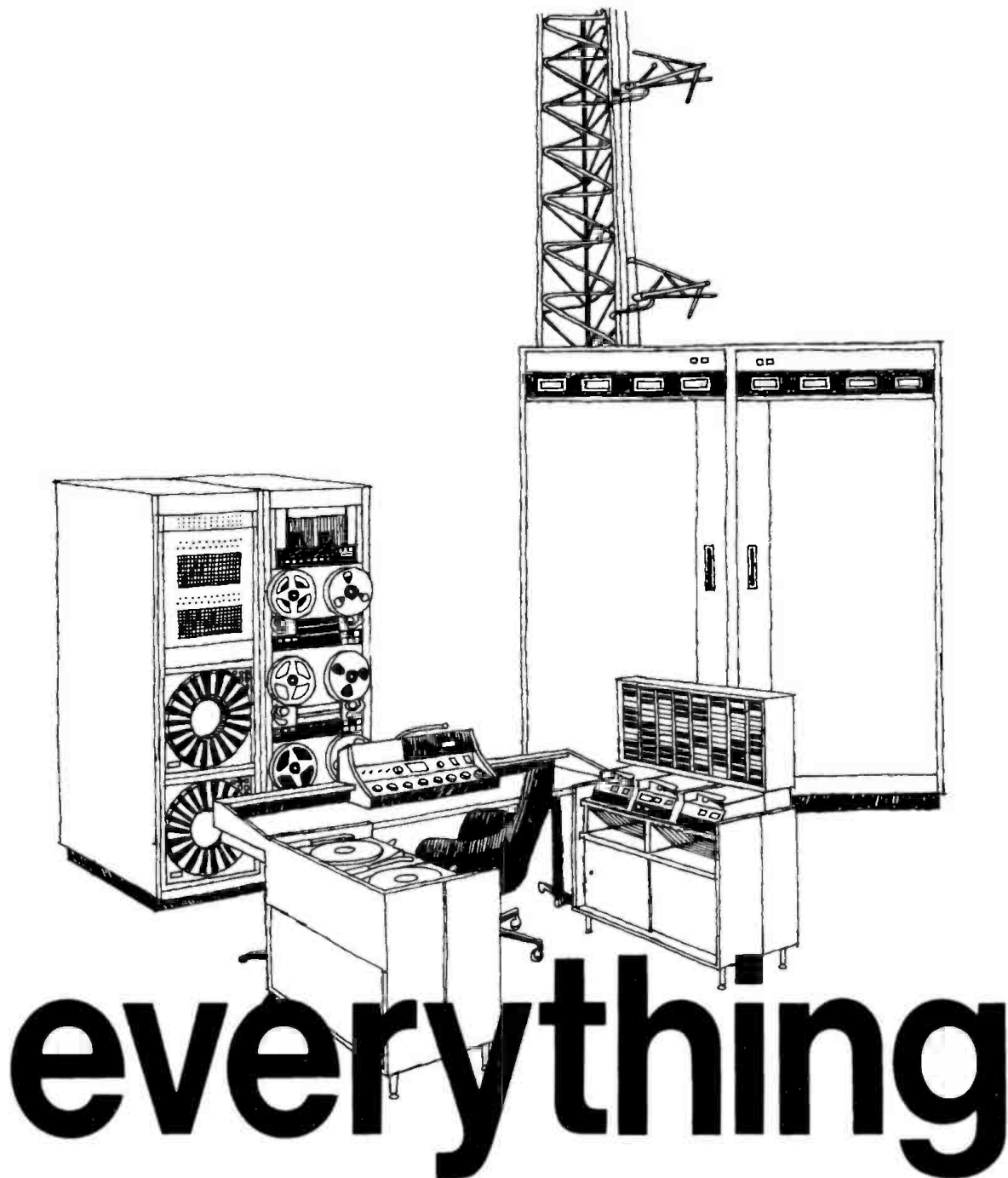
The law ought to specify that all rival applicants for the same facility must first be tested for character, financial, technical and other basic qualifications. Those who survive that test could then compete in a comparative hearing to determine which will provide the best program service. Incumbents in such hearings could offer their record of performance as positive evidence of future service. No challenger would win unless he could prove, by resources and solid plans, that his service would be better. A draft of such a law is already under consideration (BROADCASTING, Aug. 16).

The law would provide no shelter for the shoddy. It would accord advantage to good broadcasters and stimulate all incumbents to keep improving.



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