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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

Business looks livelier than creativity under new prime-time rule
Silver lining in the freeze: broadcasters not stuck with summer rates
NAB mobilizes license-renewal forces as more stations go under challenge
FCC figures make it official: television profits tumbled in 1970



See page... 13

Specialty Of The House

This is the week during which NBC News introduces a new idea in news. The title is "Xerox Presents The Quarterly Report." The idea is an every-three-month, prime time examination of the past 90 days and what they mean for the next 90. It's a natural, but no one's ever done it before.



The quarterly joins a revamped NBC Nightly News ("David Brinkley's Journal," a kind of column-of-the-air, is now a regular feature, with John Chancellor anchoring the week night programs, and Garrick Utley on weekends); and "Chronolog," the retitled monthly prime-timer kicking off in October.

New programming ideas are an NBC specialty—in news, and in entertainment, sports and children's TV as well. As much as anything else, it's been NBC's readiness to innovate that has made it the leader, across the years and across the board. Not that that's news.

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POETIC

PAGAMA'S POETIC Category is not simply another "pretty face" in the masses of musical definition. Our Music Directors will vouch that it's not an easy job selecting Library material for this Category, and occasionally we hear some rather "un-poetic" language drifting out the doors of PAGAMA'S Recording Studios. The POETIC BAND Sub-Category pleases you with the complete and full sound created by such naturals as Mantovani, Chacksfield and Gleason. POETIC FEATURE commands the music of such artists as Henry Mancini, Robert Maxwell and Bobby Hackett . . . soloing their way through the Broadcast Day. POETIC VOCAL is truly Poetry-in-Motion, with some of the biggest "mouths" in the business.

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Most television stations are heading into their first season under the FCC's prime-time access rule expecting to increase their revenues on programs they generally consider inferior to network programs being replaced. See . . .

How stations will fill all that new time . . . 16

Cost of Living Council has good news for most broadcasters: Prices that normally fluctuate in distinct seasonal patterns, as TV-radio rates generally do, may be adjusted during the 90-day freeze period. See . . .

'Tis the season to be adjusted . . . 28

National Association of Broadcasters is establishing task force to spearhead what some foresee as NAB's biggest campaign ever—to obtain legislation that would protect licensees from challenges at renewal time. See . . .

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Stern Community Law Firm and a new offspring called the Stern Concern plan campaign to force broadcasters to carry "truth in advertising" public-service spots that would contradict many existing commercial messages. See . . .

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Your move, appeals court . . . 42

Two chain operations, Sears, Roebuck & Co. and McDonald's Corp., led the nation's local/retail advertisers in television investments during 1970, according to report by Television Bureau of Advertising. See . . .

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There's a hot battle raging over whether New York City's nine TV's should be permitted to move their antennas to the new World Trade Center building from the Empire State Building, which doesn't want them to go. See . . .

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FCC's annual television financial figures show in detail what everyone knew in broad outline: As a business year, 1970 wasn't much. Canvass of experts indicates that 1971 isn't likely to be much better. See . . .

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Broadcasting

Sept. 6, 1971; Vol. 81, No. 10

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

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.

New FCC ferment

Quiet search is on for qualified black for FCC, either Republican to fill vacancy that will be created if Commissioner Robert Wells resigns, or, absent that, Democrat to succeed veteran Commissioner Robert Bartley when his term expires next June 30. Original plan was to name black as Mr. Bartley's replacement for full seven-year term, but Mr. Wells's seeming desire to leave by November to run for gubernatorial nomination in Kansas has triggered search in case he does leave. Key word was that "next" vacancy would go to minority representative. White House says nothing has been decided.

Already interviewed at White House (as has been FCC's general counsel Richard Wiley) are two black Republicans. One is Willis Ward, 59, of Detroit, chairman of Michigan Public Service Commission, Michigan University All-American, graduate, Detroit School of Law, reportedly endorsed by Senator Robert Griffin, GOP whip, and HUD Secretary George Romney, who named him to PSC. Other is John H. Powell Jr., 40, of New York, general counsel to U.S. Commission on Civil Rights, Howard University (cum laude and Phi Beta Kappa), Harvard Law graduate and Air Force veteran (Captain in reserve). Among black Democrats being proposed as Bartley successor is Revis O. Ortique, prominent New Orleans attorney, former member of President's Commission on Campus Unrest, past president of National Bar Association, Urban League of New Orleans and Community Relations Council.

Long strings

Station clearances of prime-time programs for three TV networks promise to be exceptionally high—probably record—for first fall season under FCC prime-time access rule (also see page 16). NBC is reported to have already cleared average station line-up of more than 200 and CBS of more than 190. ABC's figures are said to be proportionately high, though its list of affiliates is smaller, fewer than 170. Reason: Networks have less time to clear; affiliates are burdened enough to fill network-vacated periods without pre-empting network feeds as well.

Delicate deliberation

What can broadcasters do in way of political action, i.e., extent and manner of contributing funds for campaigns of candidates for Senate and House at

next year's elections? Subject was discussed anew at last Thursday's meeting of executive committee of National Association of Broadcasters (see page 32). After hearing Paul Comstock, executive vice president, and Roy Elston, vice president for congressional affairs, discuss what's being done by other trade entities, executive committee asked for study and report at next month's (Oct. 6) meeting in Washington.

Because of strict registration requirements and limitations, presumption is political action would be established apart from trade association itself but with its blessing. Executive committee sentiment seemed clearly favorable, notably because of activity of "opposition" entities seeking spectrum space. Basic considerations would go to how fund-raising can be accomplished within strict letter of law and as means of doing most good in significant House and Senate campaigns.

One to watch

Procter & Gamble, Cincinnati, TV's largest advertiser but virtually absent from radio except for special promotions and ethnic advertising, is testing spot radio in five upstate New York markets. Agency is Compton Advertising, New York. Radio reps are hopeful that results of test in Buffalo, Rochester, Binghamton, Syracuse and Albany-Troy will persuade P&G that general-market radio can target in on audience of women 18 to 35.

Try, try again

Stern Community Law Firm will go to U.S. Court of Appeals in Washington this week in attempt to get what it couldn't get from FCC in two key cases. (This is court that has made recent habit of reversing FCC [BROADCASTING, Aug. 30].) If Stern prevails in either case, impact on broadcasters could be considerable. In one case, Stern will seek right of community groups to inspect financial reports of stations before deciding whether to file petitions to deny license renewal. FCC last week rejected request by Albuquerque, N.M., group, represented by Stern, for right to look at records of three local stations (see page 33).

In other appeal Stern will contest commission rejection of complaint against KSOL(AM) (now KEST) San Francisco for abruptly changing format from rhythm and blues to middle of road and firing several black announc-

ers. Firm will argue that if station needs FCC approval of format when it files new or renewal application, it needs it when it changes format in midstream. (Present practice requires only that FCC be notified.) Firings of announcers are already being litigated.

Times change

New York Times, which has had its pioneer stations WQXR-AM-FM on block for months, is getting kind of response it didn't anticipate. Reports are it's getting nibbles for FM outlet at about \$3 million but no serious takers for AM, which has been on air since 1936. AM outlet with 50 kw is on 1560 khz, and evidently hasn't been able to achieve success as classical station against superior quality and coverage of FM in nation's first market. Another deterrent presumably is hazard of changing programming format (say from classical to middle of road) by virtue of precedent in WKGA-AM-FM Atlanta case (see editorial page 76).

Brighter day

Sales doldrums that have affected television syndicators may be coming to end. Prediction of one sales executive in Hollywood is that January 1972 will be biggest in syndication history. Largest number of ratings casualties, he forecasts, will come in barter field where price, for stations, is right. Of 43 shows he says are being bartered, only few are really making strong showings. When January comes, he says, syndicators will be there to fill in empty slots.

Cable conferences

President Nixon's cabinet-level committee on basic CATV policy has begun taking oral presentations from interested parties. So-called working group—composed of representatives of each of cabinet members and White House aides on committee—met on Friday in separate sessions with representatives of National Association of Broadcasters and owners. William Carlisle, vice president for television, and John Summers, general counsel, appeared for NAB. Jack Valenti and Leo Hochstetter, of Motion Picture Association of America, and attorneys Gerald Phillip and Gerald Meyer represented copyright owners. Presentations by representatives of cable operators and other groups concerned with CATV policy remain to be scheduled.

YOU LEARN A LOT IN 44 YEARS

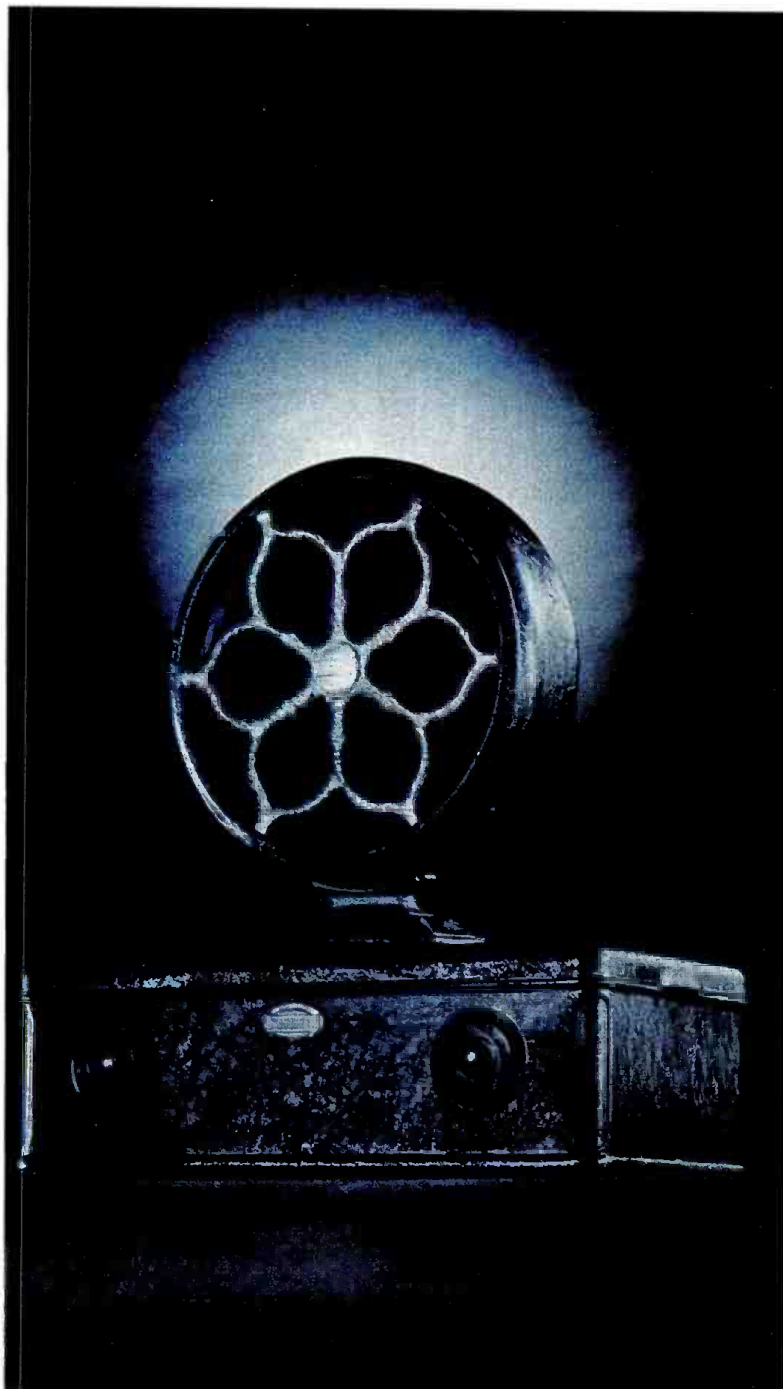
Storer Broadcasting has learned a few things over the years. We hope we never forget them.

We've learned that the most important element in a station's success is a responsive, continually building audience with confidence in a broadcaster's integrity and credibility. We've learned that the best way to develop such audiences is to become sincerely involved in the communities our stations serve—in the problems, the aspirations, the undertakings, the achievements, even the failures, when the objectives are worthwhile.

All this is not entirely out of charity. There's a tangible reason, too. The more effective we are in our communities, the more effective we are for our advertisers, the more

effective we are for ourselves. Our "most important product" is our audience and community reputation. We've worked at it for 44 years and plan to continue working at it as good neighbors, involved friends and effective broadcasters. That way everybody wins.

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Detroit WJBK-TV	Cleveland WJW-TV	Boston WSBK-TV	Atlanta WAGA-TV	Milwaukee WITI-TV	Toledo WSPD-TV
Detroit WDEE	Cleveland WJW	New York WHN	Miami WGBS	Los Angeles KGBS	Toledo WSPD

A criticism of television news from someone who knows, for a change.



Marshall McLuhan

“For TV there are no distant perspectives and no remote events. What Orson Welles discovered about the close involvement of even the radio public, concerns the TV public much more.

The new fact of TV is that “You are there” and “They are here.” TV, by sending us *there* and bringing them *here*, merges the public and news in a new kind of figure-ground pattern.

The newspaper report affords instead a perspective which keeps events at a distance, whether the events occur at home, or in another hemisphere. The TV public by contrast is not a spectator at all.

The TV public is a part of the action.

All times and all spaces are *here and now* in an immediate confrontation.

Today the public *en masse*, as actor-participant, is fired at the world.

The TV public is actor.

When I said “the medium is the message” I did not add, “the user is the content,” and that the *meaning* is the result of interaction between the user and the used. “The medium is the message” refers to the *action* of media as service environments that envelop the entire life of man and society in totally new conditions.

Such is the state of the TV news audience at present. The old newspaper audience has a new information environment. The old “hot” services are still being fed into this new “cool” environment. One of many results is the discomfort felt by the TV public when fed the “hot” fare of the old news *reading* public.

The newspaper public expected hard, hot news. The detached and uninvolved reader expected a great deal of “bad” news in order to experience the euphoria of “survivor emotion.”

The “friendly teamness” news style is a wholly new ball game in a brand new ball park. The old news game, for the newspaper age, had built up the ideal of objectivity for the detached viewer. Since the user is always the content of any medium or service, the news is much shaped by the public.

The TV news public is not a mere *consumer* of news in the manner of the old newspaper public. The very shape of the newspaper package stressed patterns of precision, uniformity of type faces and lineal stories and perspectives. By contrast, the drama of TV faces directly encountering the public demands a sensitive response to events. The “friendly teamness” broadcaster *shares* the news with his audience instead of merely passing it on as an impersonal package.

In TV news, you are the studio on the air, not just a private person being put on a medium. In other words, you, as user, are put-

ting on the medium. Instead of reporters, you have only performers. The audience as actor and as user puts on the whole medium as his mask of power. It is an extension of himself.

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 *process*. TV news is an ongoing process. Thus weather has become a major news form since TV. Weather has no final edition. It is also an ongoing *process* like a talk show. Weather is always top news because it is an environment that includes everybody. On the other hand printed news is very exclusive. What "happened" is press. What's "happening," *where it's at*, is TV.

You cannot commit TV alone.

In sport there is no game without an audience. The greatest game minus an audience is a rehearsal which is quite the opposite of a reply. In sport there is usually a winner — i.e. both good and bad news, depending on publics. Sports, like weather, are a dramatizing of the whole environment. Any game, as such, is a dramatization of the major motives of a community, be it ball or bull or ping pong. These actions are special environments that can be as totally involving as weather and stocks and war.

The "friendly teamness" news style 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.

When the news team seeks to become the news source by means of direct dialogue rather than by remote report of the event, they are being true to the immediacy of the TV medium in which comment outranks the event itself.

There can be no talking down to a participative audience: "We're all in this together."

When the news team explains: "We've always tried to be ourselves," they are quite naturally expressing their *response* to people and events. They seek to release the forms and

meaning from people and things, and to present the news "the way we feel about it."

By contrast, the press type of stories are detached ways of saying: "And that's the way it is."

Objectivity in the news.

So-called objective news is that kind which is strongly dependent on the eye. The eye alone of our senses fosters detachment. Touch and smell and hearing do not claim objectivity.

TV is not just a visual medium.

ABC "teamness" news has put to work the fact that TV is not just a visual medium. Since the TV audience is part of the action, TV can not present a distant perspective or the detached outlook of a mere spectator. The audience expects performance because it is a performer. The news audience is not a camera eye looking at a phantasmagoria of bizarre scenes, but a very personal presence in the private homes of the nation.

The "friendly teamness" format recognizes the sharing of such experience as a normal feature of our new electric world by putting a warm personal dialogue at the centre of news processing."

Now that the ABC Owned Television Stations have brought you a little of Marshall McLuhan, we offer you something better. A lot of McLuhan. A complete copy of Marshall McLuhan's recent observations on TV news from which the above was taken. To get it, simply drop a line to ABC Owned Television Stations, Box 770, New York, N.Y. 10019

The end: OTP efforts for cable compromise

Any lingering hopes that Office of Telecommunications Policy could bring broadcasters, cable operators and copyright owners into compromise agreement on CATV regulatory policy were formally extinguished on Friday (Sept. 3). OTP Director Clay T. (Tom) Whitehead wrote off further effort as pointless after meeting with John Gwin, chairman of National Cable Television Association.

Mr. Gwin told Mr. Whitehead that NCTA is committed to supporting regulatory policy that FCC has told Congress it intends to adopt (BROADCASTING, April 6). NCTA board adopted that position in meeting two weeks ago.

Mr. Whitehead had suspended sessions with parties three weeks ago, after NCTA representatives said they were unwilling to negotiate "down" from commission's letter of intent (BROADCASTING, Aug. 30). At that time, Mr. Whitehead said that resumption of talks depended on NCTA.

Following meeting with Mr. Gwin, which OTP said NCTA chairman had requested, Mr. Whitehead asserted that in view of NCTA's position, there is no need for further discussions. He added that he "deeply" regrets fact that "something could not be worked out."

Efforts at seeking compromise were begun after White House and OTP were asked by members of Congress to find way of settling controversy over cable before scene of battle shifted to Capitol Hill.

OTP will now turn its attention to preparing comments on commission's proposed CATV plan, as requested by Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee. Comments will be based on information developed in OTP's rounds of talks with broadcasters, cable operators and copyright owners, as well as on analysis of commission's proposal.

Griffin wants out of late-show race

Merv Griffin was reported Friday (Sept. 3) to have asked CBS-TV to release him, effective Dec. 31, from contract under which for past two years he has produced and presided over CBS-TV's late night Merv Griffin Show.

CBS-TV would say only that decision about picking up next option under

Griffin contract doesn't need to be made until mid-December. Actually, with options that contract has four years to run, and it's understood that only for final year does it give Mr. Griffin option to ask out.

There has been little secret, however, about both CBS's and Mr. Griffin's disappointment over program's ratings performance, although both recognize that in NBC-TV's *Tonight* show—to which it is running second, ahead of ABC-TV's *Dick Cavett Show*—Griffin show has competition that is not only entrenched but whose own host, Johnny Carson, is currently celebrating his 10th anniversary in late-night spot.

Whether CBS-TV could mount new show by Jan. 1 is another question. Sources agreed it would be difficult and most seemed to think it would be impossible, except perhaps to find new host for similar type program. In past, CBS has considered number of alternatives, including programing late-night movies. Finding enough suitable feature films not already available in syndication would appear to pose major problem, however. It's also thought CBS officials would be reluctant to cease programing late-night period altogether, having started programing it only with Griffin show on Aug. 18, 1969. Show is produced by Griffin Productions in association with CBS-TV.

Mr. Griffin is said to be considering offer from Metromedia, group station owner which first carried his former Group W-produced show in prime time in New York and Los Angeles. Metromedia had made talk-show host an offer prior to his joining CBS-TV.

Now spot radio too has its 'standard' contract

Spot-radio business now has its long-awaited revised "standard" contract. New form is patterned after spot-TV

contract approved some nine months ago (BROADCASTING, Nov. 30, 1970). Revision of contracts represented first such updating since so-called "standard" contracts were adopted in 1956.

Radio form was developed and issued jointly by American Association of Advertising Agencies and Station Representatives Association after endorsement by National Association of Broadcasters, Radio Advertising Bureau and National Association of FM Broadcasters.

Most significant is wording of "conditions," designed to modernize, simplify and clarify provisions of 15-year-old spot-radio contract. One of these defines responsibility for paying stations on orders not handled by advertiser or conventional advertising agency. This meets situation created by emergence of independent media-buying services. Contract's other "conditions" establish final-Sunday fiscal month in place of traditional calendar-month billing method; provide for combination of invoice and affidavit; eliminate requirement of written notification of termination and renewal; require written notification to buyer of rate changes; clarify provisions covering receipt of broadcast materials and of substitute time periods in event of broadcast failure.

While there is no obligation for any organization to use conditions (to be printed on reverse side of station reps' confirmation/contract forms), industry organizations anticipate wide usage, according to AAAA and SRA.

Two psychologists report on TV-violence effects

Possible indication of findings of surgeon general's \$1 million study of TV violence and children, due before end of year, was seen Saturday (Sept. 4) at American Psychological Association convention in Washington. Four papers on subject were presented by researchers who had been funded by National Institute of Health, federal agency that is coordinating surgeon general's study.

One, seen expressing general viewpoint among social scientists, concluded "tentatively," that:

"At least, under some circumstances, repeated exposure to television aggression can lead children to accept what they have seen as a partial guide for their own actions." This was conclusion of Robert M. Liebert, State University of New York, and Robert A. Baron, Purdue University.

And, authors continued: "As a result, the present entertainment offerings

*Richard W. Jencks,
assuming CBS's
Washington vice presidency
(see page 29):*

"Everybody sees broadcasting as something that has a handle on it, and something that can be used to further their own social nostrums."

of the television medium may be contributing in some measure to the aggressive behavior of many normal children."

Other papers at APA session concluded, however, that "social sanctions against aggression provide an effective mechanism for lessening adverse behavioral consequences of TV violence," and "suggestions for direct controls on violent media programing would appear to be scientifically questionable and, to say the least, premature." These were views of Steven H. Chaffee and Jack M. McLeod, University of Wisconsin. Same authors expressed doubt that TV violence can be identified as major determinant of adolescent aggressiveness.

Another study, by Bradley S. Greenberg and Thomas F. Gordon, Michigan State University, found that lower-class fifth-grade boys perceived behavior in violent scenes as more acceptable, more like real life than did counterpart middle-class youngsters—and liked watching violent scenes more. But, researchers said, they found that lower class blacks saw less violence in such scenes than their middle class counterparts. Virtually all, however, read more violence into scenes depicting use of weapons than those without weapons.

NBC pushing change in children's shows

Some 55 producers of children's programs were told by NBC vice president in that area, George Heinemann, that network was interested in revamping its children's fare. He noted that all contracts with suppliers of such programs will expire at end of current season, by NBC design, because network wanted fresh, made-for-TV product. Specifically, Mr. Heinemann said he wanted shows with ethical, ecological, social, educational and moral values. He is seeking action-adventure cartoons if original to television, shows along lines of *Take a Giant Step* which begins on NBC this month, so long as they upgrade children's programing.

Meeting in Burbank, Calif., last week follows by two weeks a secret session among New York suppliers who were given same message. Mr. Heinemann noted that some shows—*Mr. Wizard*, *Take a Giant Step*—would probably return, but he was insistent that other offerings be made which would greatly improve quality in children's shows.

A hard 11 days and nights

Dan Jamison, disc jockey at WEER (AM) Warrenton, Va., was described as "groggy and very, very tired," after successfully completing 268-hour air

shift at 10 a.m. last Friday (Sept. 3).

Purpose of 11-day marathon broadcast, which station claims is new world's record, was to raise money for Fauquier County (Va.) Association for Retarded Children. As of late Friday, station had received over \$13,000 in pledges and contributions. Association raised only \$2,200 last year.

Daniel W. Kirby, WEER general manager, said broadcast began Aug. 23 at 6 a.m. and Mr. Jamison managed to keep awake by conducting interviews with association officials and by drinking "lots of coffee." By time marathon ended, he said, Mr. Jamison was "not too well aware of what was going on." He said 26-year-old news and sports director would probably be back on duty by mid-week.

Official record, according to "Guinness Book of Records," is held by David Jones, of Ipswich, Suffolk, England, who in November 1969 stayed on air for 267 hours.

Working together on China

Broadcast Pool Committee has been formed to explore logistic and technical problems that may arise during coverage of President Nixon's trip to People's Republic of China.

Robert Siegenthaler of ABC News, chairman of committee, said Friday (Sept. 3), group will act solely in areas in which limited access or government restrictions prevent coverage by news organizations, and is not substitute for

individual enterprise. He added committee intends to approach appropriate Chinese officials to ascertain ground rules for coverage, including opportunities for direct satellite feeds and use of Chinese news segments and counsel on technical equipment that will be practicable in China.

Other members of committee are Marshall Davidson of CBS News and James Kitchell of NBC News, both vice chairmen.

Crackdown urged on racial slurs

Anti-Defamation League of B'nai B'rith urged FCC last week to abandon its position that First Amendment guarantee of free speech protects broadcasts that slur racial or religious groups.

In comments on inquiry into fairness doctrine commission announced last June (BROADCASTING, June 14), ADL said it generally agrees with way FCC has developed and enforced doctrine. But, it contended that false and malicious attacks on race or religion "cannot be handled in the manner in which other types of one-sided broadcasts are dealt with under the fairness doctrine."

Pointing out that Supreme Court has held repeatedly that First Amendment does not provide "a shield for reckless falsehoods," ADL said attacks should be treated in same manner as "obscene and seditious material," obligating licensees to take reasonable care to see that such material is not broadcast.

Pennzoil right on with CBS

Pennzoil United Inc., Houston and Los Angeles, which has been sponsor on CBS Radio for 364 weeks in row, has signed for 52 more weeks. New contracts, taking company (for its motor oil) into its eighth year on that network, start next Monday (Sept. 13). Advertiser cosponsors *The Morning Report* Monday-Saturday, 8:30-8:36 a.m. EDT. Agency is Eisaman, Johns & Laws, Los Angeles.

Carlton departs Schnur Appel

Schnur-Appel Inc., New York, announced Friday that Richard Carlton, president of Schnur Appel Television Corp., is leaving that post but will continue as consultant in several areas, particularly television. Company also is active in merchandising and product design. Though no reason was given for move, source close to company said economic crunch led to Mr. Carlton's departure. He has been active in television syndication for approximately 20 years and had long tenure with Trans-Lux Television Corp. until last year, when its TV program product was acquired by Schnur Appel.

Week's Headliners



Mr. Evans

Mark Evans, vice president for public affairs, Metromedia Inc., named chairman of special task force of National Association of Broadcasters that will spearhead campaign to persuade Congress to enact legislation protecting broadcasters from challenges at renewal time (see page 32). Mr. Evans, longtime Washington air personality, is substantial Metromedia stockholder. He is also District of Columbia chairman of the American Revolution Bicentennial Commission, and is closely identified with important members of Republican party and Nixon administration.

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

A program to avoid getting lost in the merger

In the spring of 1971, a situation developed in Los Angeles which has been known to cause trauma throughout an entire industry—merger. Crown Savings and Loan in El Monte, Calif., was owned by the Equity Funding Corp., and Equity purchased Liberty Savings and Loan in Los Angeles and merged the two into Liberty Savings and Loan Association. Although this caused no particular problem for Liberty Savings, the change in name caused an identity crisis for Crown Savings customers in the San Fernando and San Gabriel valleys who were accustomed to the familiar name of Crown. Added to that was the fact that Los Angeles is so geographically huge and communications between company and customer are accordingly difficult.

If we had been a retail trade business it would have been easy to run a sale or some other spectacular event, but the savings-and-loan industry is highly regulated and restricted by the government. The maximum rates we can pay for savings are dictated by the government and the minimum rates we can charge for loans are dictated by business economics. It was, therefore, apparent that a unique approach was needed.

It has always been the practice of our company in its advertising policies as well as its business relations to do something which no one else could duplicate. We decided to launch a radio program—written and narrated by an officer of the company. Of course there are syndicated news columns, and recorded tapes for playing on radio which could be purchased from a single national source. But then these same tapes are available to any one in the country.

Once the decision was made we were faced with the problem of a name for the program. It had to be catchy, not too stuffy, yet carry some identity of the company. As one wag once said, "Fads may come and fads may go, but alliteration goes on forever." We decided on the name, *Liberty Lines*.

Equally critical was the matter of time for the airing. Los Angeles also is unique in its system of freeways. Almost everyone works across town from where he lives, causing a long freeway drive time each morning and evening, averaging about an hour each way. So we had a captive audience, but a selection had to be made between "to work" in the morning or "to home" at night. At

the end of the day frayed nerves plus smog on the freeway makes most drivers irritable, so we decided on the morning driving time. KBBQ(AM) in Burbank now carries Mutual news at 7:45 a.m., followed by *Liberty Lines* at 7:55 a.m.

Those familiar with the format of the majority of radio stations realize that most stations will not permit deviation from their regular programming. However, we did find KBBQ not only willing but anxious to sell the air time to us. Their usual format is entirely country-and-western music. We were not all fans of this type of music, but we felt that the demographic information which KBBQ gave to us proved that we were in the minority and that the audience was extensive. That was really what we were interested in, so we decided on a news broadcast, which took more nerve than talent, for a savings and loan on a country-and-western station.

Now we had the name of the program and the time it was to air, but we still needed a format. We decided that the only thing on which we were an authority was the savings-and-loan industry, and therefore the program format was to be drawn around the industry, and matters which could be related directly to it. We have had a series on construction costs, real-estate taxes, title insurance and several programs involving ecology, which we feel is a direct relative of real estate.

We specifically chose the series format. We felt that five minutes could not exhaust a complicated subject such as real-estate taxes, so we spend Monday through Thursday on one subject. On Monday we present the problem; Tuesday and Wednesday we develop the

theme, and on Thursday we present suggested action.

There are many special features in our program, among which are in-person appearances. The week we explored real-estate taxes we had an in-person interview with a man who is proposing a referendum on the California ballot regarding that subject. The week we talked about law and order a representative of the Los Angeles police department appeared.

Another feature is the Friday question-and-answer program. This serves two purposes. First, it gives us an idea of what the public is confused about in our industry, and allows us an opportunity to give them the correct answer; and secondly, it gives us somewhat of an indication of how many people listen to the program and are interested enough to write in.

We have also used the program to air news of community announcements affecting the areas around our various branches, and also to publicize exhibits and special services in our own offices.

We have found the program to be effective and to date the public reception has been entirely on the plus side. For any other companies anticipating a similar program I would say that the two necessary ingredients in this type of radio communication are:

- 1) Keep the subject matter related to your particular industry.
- 2) If possible have an actual employee of your company do the broadcasting, thus adding authenticity to the program which is far more important than merely beautiful enunciation by a polished announcer. We commend this type of advertising, both to our own industry and to business as a whole.



Jay Johnson is vice president and manager of Liberty Savings and Loan Association, Toluca Lake, Calif. The majority of his business career has been with commercial banks and savings-and-loan institutions. A short, professional musical career plus some theatrical experience left what he says is the "ham" showing. In addition to hosting *Liberty Lines* on radio, Mr. Johnson writes a weekly newspaper column in the *Toluca Lake (Calif.) Toluca*, by the same title and edits *Liberty Letter* which is distributed to customers.



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Datebook © A calendar of important meetings and events in communications

This week:

Sept. 9—Annual award luncheon, *Catholic Apostolate of Radio, Television and Advertising*, New York Hilton hotel, New York.

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

September

Sept. 13-14—*National Religious Broadcasters* Eastern convention, Statler Hilton hotel, Los Angeles.

Sept. 14—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—"Wavemaker" luncheon, *Washington Broadcasters Club*. Guest will be Richard Jencks, CBS Washington vice president.

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. 20-22—*National Religious Broadcasters* Southwestern convention. Executive Inn, Dallas.

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, respectively.

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

Sept. 22-25—Workshop for film librarians and educators, sponsored by *National Film Board, Educational Film Library Association and Film Library Information Council*. Registration is \$40. Further information is available through Educational Film Library Association, 17 West 60th Street, New York 10023. Workshop will take place at Montreal headquarters of NFB.

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

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

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

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

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

Sept. 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—"Wavemaker" luncheon, *Washington Broadcasters Club*. Guest will be Daniel Manelli, acting chief counsel of House Investigations Subcommittee.

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

Sept. 30-Oct. 1—*National Religious Broadcasters* Eastern convention. Carvel Inn, Yonkers, N.Y.

October

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

Oct. 1—New deadline for filing comments in FCC inquiry into performance of television receivers and location of FM transmitters to alleviate interference in TV reception (Doc. 19183). Deadline was extended from July 1.

Oct. 3-5—Fall convention, *New Jersey Broadcasters Association*. Hotel Dennis, Atlantic City.

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

Oct. 4—Sales clinic, sponsored by *Radio Advertising Bureau*. Sheraton Ritz, Minneapolis.

Oct. 4, 12—Hearings by Senate Commerce Committee's Subcommittee for Consumers on Truth-in-Advertising Act (S. 1461) and National Institute of Advertising, Marketing and Society Act (S. 1753). Location to be announced.

Oct. 5—Public hearings of *Canadian Radio-Television Commission*. Commission will hear renewal of CKPM(AM) Ottawa. Skyline hotel, Ottawa.

Oct. 6—Newsmaker Luncheon, sponsored by *International Radio and Television Society*. Speaker will be Dr. Clay T. Whitead, Director of Office of Telecommunications Policy. 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. 11-12—*National Religious Broadcasters* Midwest convention. O'Hareport motel, Chicago.

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. 13—"Wavemaker" luncheon, *Washington Broadcasters Club*. Guest will be William H. Brown III, chairman of Equal Employment Opportunities Commission.

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

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

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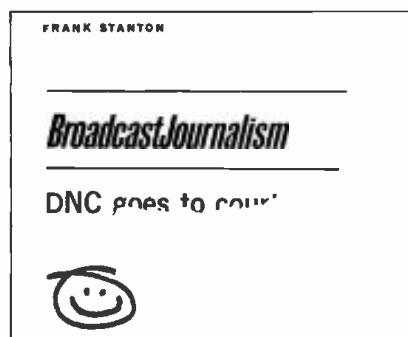
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Fans

EDITOR: My congratulations on the introduction of the "Broadcast Journalism" section in BROADCASTING. The timing and significance could not be more important than they are right now.—*Julian Goodman, president, NBC, New York.*

EDITOR: I was happy to see the addition of a "Broadcast Journalism" department in BROADCASTING. News about news is always of interest—and not simply to us newsmen. While your past coverage of broadcast news—and the men who are involved with it—has always been outstanding, the new section cannot help but emphasize the increasing importance of this area of broadcasting.—*Elmer W. Lower, president, ABC News and Public Affairs, New York.*



Free-formers

EDITOR: How can any intelligent man stand by and let a government commission state that a free-form radio format "gives the announcer such control over the records to be played that it is inconsistent with the strict controls that the licensee must exercise to avoid questionable practices"?

I submit that any intelligent, talented radio announcer likes to select the music he plays in order to do his best, and any radio listener will agree that this announcer does a far better job than all the licensee-stereotypes from coast to coast. Obviously, the FCC has not taken to heart the enlightenment of the First Amendment.—*J. E. Bowles, Louisville, Ky.*

EDITOR: The most significant and underexamined fact of the KFMG(FM) Des Moines story is that the only significant decision left to most radio stations is whether to play record A or record B. It is nearly hilarious that the FCC is more concerned with freezing out knowledgeable decision-making than

with developing open and citizen-accessible radio communications.

I think, as an employee of a classically oriented FM station, that those stations able to program a more loose and open format—whether top 40, underground, or all-talk-and-news—ought to be encouraged by the FCC. Only a flexible format will permit significant participation by local audiences in the act of communication.—*Robert D. Haslach, announcer, KING-FM Seattle.*

Dissent

EDITOR: I object to your reference to the decision of Circuit Judge J. Skelly Wright as "onerous" [BROADCASTING, Aug. 16]. Judge Wright's decision protects and advances the free-speech principles that broadcasters are constantly and correctly asking to be safeguarded for them. It's a two-edged sword; if you want it for yourself, you have got to grant it to others.

The suppression of unpopular opinions by so many broadcasters even when those opinions came in the form of paid advertising is not a proud chapter in broadcasting history. It's a shame that it had to be rewritten—not by broadcasters themselves, but by a judge.—*Richard J. Scholem, general manager, WGSM (AM) Huntington, N.Y.*

(Mr. Scholem refers to BROADCASTING's editorial opposing the decision of the U.S. Court of Appeals for the District of Columbia that broadcasters may not reject "editorial" as distinguished from commercial advertising.)

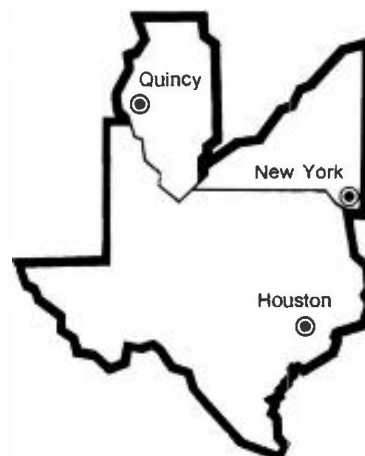
Rightful place

EDITOR: The story on page 8 of the Aug. 23 BROADCASTING concerning "Amarillo Situation Fizzles" has one very glaring error. WIBW-TV is located in Topeka—the beautiful capital city of the state of Kansas—and not in Kansas City, Mo., as you stated. Since the Topeka market has jumped all the way up to 127th in the country, we would appreciate the correct location for our broadcast operation.—*Jerry Holley, manager of television, WIBW-TV.*

Call for volunteers

EDITOR: Would you put a notice in your magazine mentioning that Science for the Blind is offering BROADCASTING magazine on magnetic tape and also requesting volunteer readers who would be willing to read BROADCASTING on a regular basis? The only requirements are a good clear voice, a willing spirit and a tape recorder.—*Mrs. Claire Armstrong, master tapes coordinator, Science for the Blind, 221 Rock Hill Road, Bala-Cynwud, Pa. 19004.*

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How stations will fill all that new time

**Consensus of managers: more money but less pride
in prime periods now barred to television networks**

A majority of the nation's television stations are going into their First Season under the FCC's prime-time access rule expecting to increase their revenues on programs that, for the most part, they consider decidedly inferior to the network programs being replaced.

This contradictory attitude emerged clearly last week in returns from a BROADCASTING survey of commercial TV-network affiliates. Despite their criticism of most programming available to them, six out of 10 respondents (61%) said they expected their revenues from syndicated and local programs to exceed the network compensation they would have received for the periods, and another two out of 10 (22%) expected to net at least as much. Only 17% expected their revenues from the prime-time periods to decline.

The survey, which covered the affiliates' prime-time program plans in detail, also produced these findings:

- The widespread early speculation that local news and public-affairs broadcasts would be expanded to fill big chunks of the half-hours vacated by the networks was considerably short of the mark. With some singular exceptions, relatively little new programming of this type has been scheduled, although a number of stations are moving established news and public-affairs programs from fringe periods into prime time.

- The local programming that is being done, however, is predominantly news/public affairs. There are sprinklings of sports, quiz shows and musical entertainment.

- NBC affiliates tend to schedule most of their local programming on Tuesday night, when ABC has an FCC waiver permitting it to present the full three-and-a-half-hour line-up that formed its most successful night in 1970-71. CBS affiliates seem to be clustering their local efforts on that night and on Sunday, when NBC has a similar full-schedule waiver. ABC stations' local

scheduling appears to be more randomly scattered throughout the week.

- The networks, dependent on affiliates to provide their 7:30-8 p.m. lead-ins five nights a week (six in ABC's case), will be relying on an unpatterned assortment of shows that vary from market to market and night to night and that could, therefore, produce eminently freakish ratings results.

- Pre-emptions of network programs, particularly for local movies, will almost certainly be reduced but by no means eliminated. Many affiliates are scheduling prime-time movies one, two or even more nights a week, often using delayed broadcasts of pre-empted network programs to fill other prime-access periods.

- Barter programming—furnished by advertisers in return for some of the commercial availabilities within it—has obtained wide acceptance. Though completely rejected by some stations, barter has been scheduled by others to a point where, in some cases, it accounts for all of the local prime-time periods. The average for all respondents in the survey, including stations that take no barter at all, is well over two half-hours a week.

- The volume of commercial availabilities in the turned-back periods will be more than one-third higher than carried when programed by the networks. The average for all stations reporting in the survey was four minutes 12 seconds per half-hour, as against three minutes in network half-hours.

The prime-access rule, which forbids affiliates in the top-50 markets to take more than three hours of network programming between 7 and 11 p.m. New York time, goes into effect, for practical purposes, with the start of the 1971-72 season next week. And since the networks trimmed their schedules on the ground that it would be uneconomic to provide additional programs for markets below the top 50, all affiliates are affected. Except in one- and two-station markets where more than one network's

programs are available to choose from, they have eight half-hours to fill each week—a half-hour each week night, on the average, and an hour on Sundays.

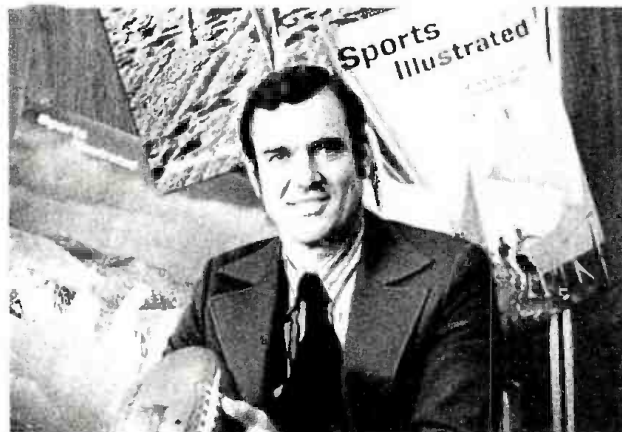
For the networks, the competitive schedule is choppy even without the disparate lead-ins and lead-outs provided by their affiliates, because to compensate for their waivers on Sunday and Tuesday respectively, NBC and ABC had to give up extra half-hours on other nights.

The result is that all three networks will start programming at 8 p.m. NYT on Wednesday, Thursday, Friday and Saturday, meaning they will depend on affiliates for the 7:30-8 p.m. lead-ins. But on Sunday ABC will go 8-11 while CBS goes 7:30-10:30 and NBC 7:30-11; on Monday ABC will drop out 8:30-9 as well as 7:30-8; on Tuesday ABC's full schedule will run half an hour after CBS and NBC stop at 10:30 and on Friday NBC will stop at 10:30 while ABC and CBS go on to 11. What that sort of in-and-out competition will do to network ratings, and particularly network rating claims, cannot even be guessed.

The station plans reported in response to the survey muddled the ratings outlook even more.

The only clear patterns that emerged were tendencies of (1) NBC affiliates to schedule new and repeat episodes of an old NBC-TV favorite, *Wild Kingdom*, on Sundays, usually at 7 p.m. as lead-in to NBC's *Disney*; (2) CBS affiliates to put in the mixture of new and old episodes offered in *Lassie*, a long-run CBS favorite; (3) ABC affiliates to schedule the new edition of the old ABC *Lawrence Welk Show*, most frequently at or near its old Saturday-night time period, and (4) affiliates generally, but CBS's particularly, to schedule new productions of CBS's old *Hee Haw*. All of these are offered on a barter basis.

Random samplings from the survey returns provide an idea of the kind of



Here are a handful among the dozens of new—and not so new—syndicated properties which will populate half-hours vacated by the three television networks this fall. (1) *Lassie*, a CBS stalwart for years, is back with a new cast under the barter wing of Ogilvy & Mather, syndicating for Campbell Soup. (2) *Jeannie*, another series with long network tenure, is among the leading syndication offerings, often scheduled as a Monday-Friday strip. (3) *Doctor in the House* is the most successful of Group W's syndicated series. (4) One of the

sports packages in wide distribution this fall will be Chevrolet Presents . . . *The World of Sports Illustrated*. The package is Time-Life's. Anchorman (pictured here) is Tom Brookshier. (5) Another widely distributed barter series is *Rollin' on the River*, syndicated by Winters-Rosen for Coca-Cola and Noxell. (6) *Primus* is Metromedia Producers Corp.'s high-priced, first-run series, sold directly to stations. It comes in at \$75,000 an episode, is reportedly doing well. Most of this fall's efforts are decidedly less ambitious.

competition in store for the fall season.

On Sunday nights for example, ABC-TV affiliates at 7:30-8 NYT offer such diverse fare as *Hee Haw*, a local movie, *National Geographic Specials*, *Tarzan* and *Lawrence Welk* in competition with CBS's movie and NBC's *Disney*. At 10:30-11 the same evening, CBS af-

filates will be programing such shows as *Juvenile Jury*, *Nashville Sound*, *Primus*, *Big Valley* and, local news against ABC's movie and NBC's *The Bold Ones*.

On Monday nights, affiliates of all networks will program 7:30-8 NYT, but at 8:30-9, against the last halves

of CBS's *Gunsmoke* and NBC's *Laugh-In*, ABC stations will offer a diversity of programing such as *Dragnet*, *Let's Make A Deal*, *Story Theater* and in a number of cases local football or other sports features as lead-in to ABC's *NFL Football* kick-off at 9 p.m.

On Tuesdays, when ABC carries a

full line-up, CBS and NBC affiliates have scheduled *This Is Your Life*, *Divorce Court*, *Rollin' on the River*, *Doctor in the House*, *Simon Locke*, and *Call of the West*, among many others—plus a higher-than-usual number of news/public affairs and other local productions—in the 10:30-11 NYT period which is against the last half of ABC's highly successful *Marcus Welby*.

At 7:30-8 NYT on Wednesday, Thursday, Friday and Saturday nights, affiliates of all three networks will be head-to-head with an assortment of these and other nonnetwork programs. But on Fridays the competition will become uneven again when NBC affiliates take over the 10:30-11 NYT period against the last parts of ABC's *Love American Style* and CBS's new *Sneak Preview*.

What do the stations think of the programing they're offering? For the most part, not much. Repeatedly, respondents deplored the quality of programing offered or affordable. Even when they expected their revenues to be higher than network compensation in the same periods would have been, most also said they thought the prime-access rule was bad for the public. Many feared it would lead to a loss of viewer interest that could hurt them and television generally in the long run.

The manager of one big-market affiliate who expects his station to make more money under the rule—though he isn't sure yet that it will—offered this typical comment: "We are not proud of how we are filling these periods, but we had little choice. Three additional staff members were added of necessity—to an already big staff—to produce our one local effort out of the seven shows."

The seven shows were a local public-affairs program plus *Smothers Organic Prime Time/Space Ride*, *Street People*, *Golddiggers*, *Rollin' on the River*, *Juvenile Jury* and *Lassie*.

"Even though three of our seven were secured through barter," he continued, "we may lose money based on present sales. Many time-buyers look upon these as fringe programs and not prime-time programs. The networks have lost, and the stations have lost a freedom to pre-empt networks for specials in the reduced network periods. So stations and networks lose, and the public certainly loses."

Another major-market affiliate who asked not to be identified said that, although he expected his revenues to increase, "the public cannot benefit in the over-all. The quality of programs available and affordable to most stations cannot match network offerings." In his various prime-time periods he was scheduling *Dragnet* on Sundays, *I Dream of Jeannie* Monday through Friday and feature films on Saturday.

Lou Friedland, MCA-TV:

"We have said it before and we will say it again: There is no way to produce network-quality, prime-time series today at prices stations are willing to pay. We are therefore sitting it out this year."

Ken Joseph, Metromedia Producers Corp.:

"Too many of the major companies lack the guts to take a plunge . . . But we went ahead with *Primus*, budgeted at \$75,000 an episode, and we are making it."

The cry from smaller markets was, if anything, more plaintive.

"Only top markets and network O&O's are in any position to program these time periods," said one broadcaster, "and I note they are taking trade-outs, off-network reruns, etc. Markets the size of mine can't sustain programs produced locally. They have been tried, and two things happen: The show runs out of gas in four to six weeks and local sponsors can get no results from them. As for public-affairs type programing, let's face it, the public only gives lip service—they won't watch it." For his openings he had scheduled *Big Valley*, *Truth or Consequences*, a syndicated sports show, *Mayberry RFD*, *Monty Nash*, *Green Acres* and *Hee Haw*.

A broadcaster from a small, two-station market thought that he and his competitors—and most others similarly situated—could fill their newly opened periods by showing programs from the third network, but even so, he didn't like the rule: "I feel the viewer will

suffer in that we have fewer programs on which to base our selection."

Moreover, he said, "we are dependent on the network revenue and are unable to sell spots in syndicated shows."

Not all of the comments were critical of the rule, however, although supporters were decidedly in a minority.

The general manager of a station that expects revenues from the returned periods to increase by \$800 a week, said simply: "like to have more."

The program director of another major-market station, who looked for a 25% increase in revenues from the turned-back periods, welcomed "the additional opportunities to provide varied programing over and above network service."

But revenue prospects did not appear to be the dominant factor in judgments on the rule. Where many of its critics expected their own revenues to rise, many of its supporters thought theirs would decline.

One general manager, who expected the periods would yield his station \$2,000 a month less than network compensation had been, put it this way: "Since the event [access rule] has taken place, let's give it our best shot."

Whether this year's shot will be the last or just the first of many remains to be seen. The FCC has said it will review the working of the rule from time to time.

If it is still in effect a year from now, the ground rules will probably be different, however, because the commission has indicated that it will be less receptive to waivers like those granted ABC and NBC, and local use of off-network programs and feature films to fill the vacated periods—permitted this year under still another waiver, specifically for one year only—will probably be forbidden.

That would set up a new kind of Second Season under the rule, but for the moment most broadcasters and prime-time advertisers don't seem to be looking that far ahead. Right now they're less interested in the Second Season than in the ratings that will tell how the First Season's mixed bag is apt to turn out.

A test for program syndicators

First Season ratings could decide Second Season survival

Producers and syndicators of prime-time television series are humming a plaintive tune: "If they love us in November, we'll be back in February."

Over and over again, program marketers who were canvassed last week singled out the November local-rating measurements as the most crucial factor shaping the fate of the prime-time prop-

erties they have sold to stations as a result of the FCC access rule. At this juncture, the first-runs are unknown quantities, even though some are new versions of proved network favorites such as *Lassie*, *This Is Your Life*, *Animal Kingdom*, *The Lawrence Welk Show* and *Hee Haw*.

Distributors concede that productions

Consider the people.

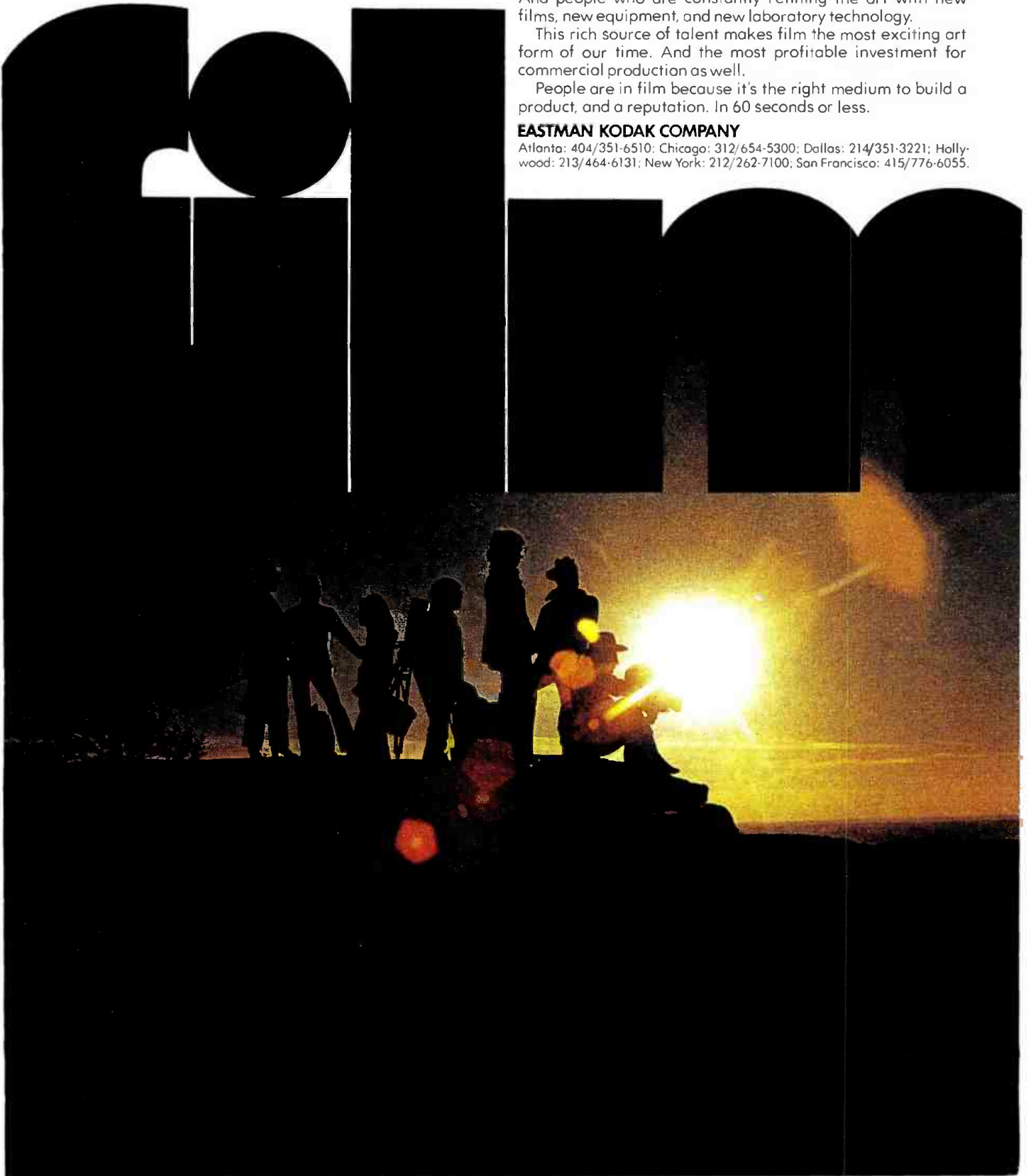
The film image can startle. Entertain. Innovate. Persuade. But the real power of film is people. People who are drawn to the personal freedom of the film medium. People who are expanding the possibilities of film through new techniques. And people who are constantly refining the art with new films, new equipment, and new laboratory technology.

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with a proved track are the most likely to succeed. But as part of a breed that is inherently optimistic, they confide that no one ever knows when a sleeper can catch fire. As one said: "Remember Liberace."

Characteristically, individual syndicators are sanguine over the prospects of their own properties but predict the casualty rate for the new prime-time series as a whole will be substantial. They are particularly sensitive to the trend of independent stations in the top-50 markets hewing to the strategy of inserting proved, off-network presentations in periods that network affiliates in their markets must now program on their own.

The uncertainty surrounding the effects of the FCC ruling is underlined by the lack of participation in first-run production by the power-house program organizations, including MCA-TV, Metro-Goldwyn-Mayer Television, United Artists Television and Warner Bros. Television.

Epitomizing the hands-off posture of the major producers-distributors is the comment of Lou Friedland, vice president in charge of syndication, MCA-TV:

"We have said it before and we will say it again: There is no way to produce network-quality, prime-time series today at prices stations are willing to pay."

On the opposite side is Ken Joseph, vice president, Metromedia Producers Corp., who is convinced that stations will support the quality first-run programs that the FCC edict was designed to encourage.

"Too many of the major companies lack the guts to take a plunge," Mr. Joseph asserted. "We were warned that it was impossible to produce a dramatic series to be sold at prices stations could afford. But we were ahead with *Primus*, budgeted at \$75,000 an episode, and we are making it. We've sold *Primus* in 87 markets and in 44 of the top 50 in prime time. We've made a number of foreign sales, and already have recouped our production investment."

Unlike *Primus*, which is sold directly to stations, the fastest-moving properties in prime-time '71 are the so-called advertiser-syndicated series placed on stations in return for spot announcements. The most impressive distribution seems to have been achieved by *Wild Kingdom*, ending a long-term tenure on NBC-TV. It has been cleared in 42 of the top-50 markets and in a total of 215 markets. The underwriter is Mutual of Omaha.

Another popular entry is the *Lawrence Welk Show*, placed on 217 stations, including all of the top-50 markets. The list of underwriters includes J. B. Williams (Geritol), Block Drug (Polident), Dodge Division of the

Chrysler Corp, Ocean Spray Cranberry Products, Mitchum-Thayer (EdotERICA hand cream) and Mutual of Omaha.

Among the advertisers actively involved with syndicated series this fall are Chevrolet, represented on *The Goldiggers*, *Chevrolet Presents The World of Sports Illustrated* and *Stand Up and Cheer*, and Colgate-Palmolive, associated with *Dr. Simon Locke* and *Hee Haw!* (Time-Life Films and NBC Films are selling *Sports Illustrated* and *Goldiggers*, respectively, in markets that Chevrolet did not select.)

Campbell-Ewald, which handled placements for Chevrolet, and Ogilvy & Mather come to the fore this fall as the busy agency syndicators of prime-time series for their clients. On behalf of Campbell Soup, O&M has placed *Lassie* in a total of 202 markets, including 44 of the top 50. For Lever Bros., the same agency has arranged a line-up of 97 stations for *This Is Your Life*, embracing 46 of the top-50 markets.

Group W, prime mover in the adoption of the FCC prime-access rule, is producing and distributing the largest number of series (five) for the vacated time periods. Its leader is *Doctor in the House*, which has been cleared in 40 markets.

The following is a listing of distributors and their programs, the number of top-50 markets sold (where known) and total markets sold. (The numbers scheduled for prime-time broadcast are in most cases unknown.)

ABC Films—*Let's Make a Deal*, 36 of the top 50 and 85 total.

Ted Bates & Co. (Colgate-Palmolive)—*Dr. Simon Locke*, approximately 100. Virtually all asserted to be in prime time.

Bozell & Jacobs (Mutual of Omaha)—*Wild Kingdom*, 42 and 215.

Campbell-Ewald (Chevrolet)—*The Goldiggers*, 39 and 69; *Chevrolet Presents The World of Sports Illustrated*, 38 and 89, and *Stand Up and Cheer*, 31 and 69.

Don Feddersen Productions (various advertisers)—*Lawrence Welk Show*, 50 and 217.

Firestone Film Syndication—*To Tell the Truth*, 15 and 65.

Four Star Entertainment—*Juvenile Jury*, 24 and 36, and *Monty Nash*, 16 and 31.

Group W—*David Frost Revue*, 30 and 30; *Doctor in the House*, 40 and 40; *Electric Impressions*, five and five; *Norman Corwin Presents*, 10 and 10, and *Tom Smothers Organic Prime Time/Space Ride*, 15 and 15.

Hughes Sports Network (various advertisers)—*NFL Game of the Week*, 39 and 132.

Metromedia Producers—*National Geographic*, 28 and 59, and *Primus*, 44 and 87.

Ogilvy & Mather (Campbell Soup)—*Lassie*, 49 and 202, and (Lever Bros.), *This Is Your Life*, 46 and 97.

Screen Gems—I *Dream of Jeannie*, 28 and 61.

Twentieth Century-Fox Television—*Circus!*, 20 and 25.

Winters/Rosen (Coca-Cola and Noxell)—*Rollin' on the River*, 41 and 154, and *Story Theater*, 21 and 28.

Yongestreet Program Services (Colgate-Palmolive and available to other advertisers)—*Hee Haw*, 40 and 181.

Do-it-yourself takes a back seat

Minority of TV affiliates look to own premises to fill vacated periods

About 15% of the station's responding to BROADCASTING's prime-access survey (story page 16) indicated that their chief or only locally originated prime-time programming would be a weekly newscast, documentary or other public-affairs broadcast. About the same number planned to present a local prime-time sports half-hour. A scattering of others had scheduled a local quiz, audience-participation, musical or other entertainment program.

A sampling of respondents whose schedules showed multiple local prime-time entries included WBNS-TV Columbus, Ohio, which is moving established local programs into five of its half-hours; KVOA-TV Tucson, Ariz., repositioning 90-minute newscasts to cover its openings six nights a week; WBTV(TV) Charlotte, N.C., carrying four weekly half-hours (news, entertainment and two public affairs); WFMY-TV Greensboro, N.C., scheduling three (news and public affairs), and WHDH-TV Boston—holding fast in the channel-5 controversy there—scheduling locally produced public-affairs programs for all of its Monday-through-Friday half-hours.

Among others in the sampling, WHMA-TV Anniston, Ala., has local news in its early prime-time periods four nights a week; WJXT(TV) Jacksonville, Fla., and WWNV-TV Watertown, N.Y., both scheduling three local prime-time half-hours (in each case news, sports and public affairs, respectively); KVFDTV Fort Dodge, Iowa, also has three (public affairs, quiz and *Sermons and Songs*); WFRV-TV Green Bay, Wis., has two (public affairs and a *Polka Festival*); KLZ-TV Denver is moving a local sports show into prime-time position and expanding a monthly feature into another weekly half-hour; WFBC-



Local news series, documentaries and similar public affairs shows rank low among the program choices stations have made in filling their new prime-time half-hours made available under the FCC's new rules for this fall. Among those which have made it: (picture at left) WKYC-TV Cleveland's



Montage series, in this instance the "To Be a Doctor" documentary in which the station tracked a young physician for 36 hours, and WFBC-TV Greenville's Report to the People, in this instance a panel of area newsmen interviewing Senator Mark Hatfield (R-Ore.).

TV Greenville, S.C., is moving a local public-affairs program from fringe into prime and launching a new one, also in prime, and WKYC-TV Cleveland is moving a long-running local documentary from fringe to prime.

The shuffling within prime time is also leading to the introduction of some new local-news and other programming in fringe periods. WUCB-TV Pittsburgh, for example, reported that although it will fill its network-released periods with syndicated material, it is also adding five

news half-hours a week and developing two local nonnews programs for future prime-time use. WMAL-TV Washington is expanding its early-evening news to an hour to lead into ABC network news at 7, in addition to scheduling a local public-affairs half-hour in prime time each week and another on alternate weeks. KOOL-TV Phoenix is also starting two new local-news programs, as is WPSD-TV Paducah, Ky.

The five stations of Group W, a prime force in adoption of the access rule, are

scheduling one locally produced half-hour each but are also carrying five Group W syndicated productions, another program distributed by Group W and one other syndicated program plus, in their premiere week—this week (Sept. 6)—a special prime-time version of the group's *Earth Lab* weekend children's show.

Other groups, such as Avco, are also mixing locally and group-produced programs with syndicated shows in filling their half-hours.

Can a Hartford failure be a motel success?

Tryout in Newark motor inn puts current movies on closed-circuit television for \$2-\$3

In a variation of the lingering pay-television theme, the Gateway Downtowner motor inn in Newark, N.J., is offering guests an opportunity to view current-run theatrical movies on in-room color-TV sets without commercial interruption. The movies are unedited from their theatrical presentation, with all sex, violence and profanity remaining. If the motel's guests elect to accept the offering, they are charged anywhere from \$2 to \$3 per viewing with the charge appearing on the motel bill as a miscellaneous item.

This closed-circuit television concept is a joint venture of two New York-based firms, Computer Cinema and Visual Information Systems Inc. It's being given an eight-to-nine-week test at the Newark motel, the experiment having started in July and being scheduled to run into this month. Different combinations of film offerings are being tried in the test. To date "Patton," "Butch Cassidy and the Sundance Kid," "Tora! Tora! Tora!" and "M*A*S*H," all 20th Century-Fox productions, have been made available for viewing by the motel's guests. ("M*A*S*H," rated R

for restricted viewing, includes several graphic sex scenes and expressions not ever shown or heard on home TV.) In future weeks feature films from Paramount Pictures, MGM and possibly United Artists also will be offered, including at least one movie—"The Dirty Dozen"—that already has been presented on commercial over-the-air television.

Paul Klein and Paul von Schreiber, principals in Computer Cinema, say their system is "the first step towards computer television." Leery of the connotation of pay television, they prefer to define their operation as a new medium where the video program is sold directly to the consumer.

Mr. Klein, formerly an NBC vice president, audience measurement, left NBC last September to head Computer Television Inc., a closed-circuit TV operator involved in the new technology of cartridge play and computer interrogation. Mr. von Schreiber, an associate producer for several major motion-picture companies, teamed with Mr. Klein in May 1967. Visual Information Systems, the joint venturer in

the project, is a subsidiary of Republic Corp., formerly Republic Pictures Corp., now a diversified company with interests in visual and graphic communications.

Computer Cinema, which was established as a corporate entity in May, decided that the hotels constituted the most viable market to see what would happen if television viewers were able to choose what they want to see. Guests entering the Gateway Downtowner (located across from the Penn Central railroad station, it caters mostly to a commuter trade of businessmen and salesmen) are greeted with posters that proclaim that "for the first time anywhere in the world" they will be able to see first-run feature films in their rooms. There are additional promotional posters at the front desk and on each floor next to elevator banks. Bell-boys showing guests to rooms offer instructions on how to tune in the closed-circuit system. Leaflets in the rooms tell what films are available and the charge for each. Instructions for operation appear on the television sets in the rooms.

On top of a 19-inch Philco color television set they find a rectangular box about nine inches in length. It's a modified CATV converter manufactured by Television Presentations Inc., New York, a subsidiary of Sterling Communications Inc. On the face of

the converter, from left to right, are a fine-tuning knob; a knob with dial positions for channels A and B; and a third knob with dial positions for channels 2-13, off, and Computer Cinema. Guests are instructed that to view "normal television" they turn the right hand knob on the converter to the 2-13 channel position, and then dial programs with the regular channel selector on the TV receiver. To view feature films, they are asked to turn the right-hand knob on the converter to the Computer Cinema position. Then they are to turn the TV set channel selector to channel 12. Finally they are asked to turn the left-hand knob on the converter to channel A, or to channel B, depending on whether more than one film is being offered and which film they prefer to see.

The motel's master antenna system is used to transmit the closed-circuit signal. For this test period Computer Cinema is operating in the mid-band between channel 6 and 7 and generating a signal that is received on channel 12—an open channel—on the motel's TV sets. The control room is a side of a store room on the lobby floor of the motel. Inside is such basic equipment as two Ampex 7500 units, modulators, color correctors, oscilloscope and amplifiers. From this operations point the signal is sent up to the head-end of the master antenna system.

About half of the motel's 249 rooms are equipped to receive the closed-circuit signals. Films of two hours or less duration are programed four times during the late afternoon and early evening, at, say 5:30, 7:30, 9:30 and

11:30. Longer films are scheduled for only three nightly runs, at 5:00, 8:00 and 11:00. The television-viewing behavior of motel guests is monitored via a simple central panel board that pinpoints each room. Viewing time is clocked. There is no charge if a film is viewed for 10 minutes or less. During this test period the billing is being done manually. But the concept calls for a completely computerized system.

Computer Cinema hopes to be operational in hotels and motels across the country by the end of next year. Reportedly many major hotel chains have expressed interest in the concept, including the Holiday Inn chain. Computer Cinema's conservative hope is that 15 rooms out of every 100 rooms will spend two dollars cumulatively throughout an evening. Follow-up research, to determine qualitative information, is planned by the company when its experiment is completed in September.

WIYN seeks an out on personal-attack charge

The first licensee ever to come face to face with an FCC fine for allegedly violating the personal-attack rules has asked the commission to drop the matter.

WIYN Radio says its station, WIYN-AM) Rome, Ga., complied with the spirit and policy of the rule—and possibly did not violate even the letter.

The commission in July had notified the station it faced a possible forfeiture of \$1,000 in connection with an April 23 broadcast dealing with the Washington-based Institute for American Democracy and its newsletter, *Homefront*. The commission said that "it appears that the remarks constituted a personal attack" (BROADCASTING, Aug. 2).

Basis for the notice of apparent liability was the station's failure to notify IAD of the alleged attack, and to offer it time for response, within the seven days prescribed in the rule. The station offered time on May 20, after Charles Baker, executive director of IAD, had filed a complaint with the commission and the commission had asked WIYN to comment. IAD eventually made use of the time, on Aug. 20.

WIYN, in its letter to the commission, concedes "that 27 days inadvertently lapsed between the date of the alleged personal attack and the station's offer of reply time." However, it notes that time was offered and, accepted, and ultimately used.

It also said that in allowing two months to pass before using the time, IAD "has made it apparent that the offer of reply time was just as timely 27 days after the broadcast as it would

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Previews of children's news

Parents of young television viewers will be given an opportunity to preview one of the programs their children will be watching on Saturday mornings this fall on CBS-TV. *In the News*, a series of two-and-one-half-minute topical news broadcasts, will have an advanced nighttime and daytime screening of 13 segments starting Monday, Sept. 6, and continuing through Sunday, Sept. 12. The regular series will start Saturday, Sept. 11, beginning at 8:56 a.m. EDT and continuing until 12:26 p.m. EDT at four minutes before each hour and half-hour.

The advance showing will be made, according to CBS, so that parents will be more aware of the nature of children's programs to be presented this fall. CBS's *You Are There* series for children will also have a special premiere presentation Wednesday, Sept. 8 (7:30-8 p.m. EDT). Regular broadcasts begin Saturday, Sept. 11.

have been" just seven days after the fact.

The station also said the facts in the case do not meet the conditions of the personal-attack rule. It said the "attack" was not shown to have occurred in connection with a controversial issue of public importance and to have been made on "the honesty, integrity, character, or like personal qualities of an identified person or group."

The moderator of the program involved had referred to IAD and the newsletter as "subversive" at a time when, the commission said, "the general topic of the political and social views of various organizations has been discussed a number of times" on the station.

ProgramNotes

Stereo telecast ■ The inaugural concert and dedication of Pittsburgh's Heinz Hall for the Performing Arts will be carried in stereo this Friday (Sept. 10) by WUC-TV and noncommercial WQED-TV, both Pittsburgh. Using WQED's remote facilities, both stations will pick up the sound portion simultaneously, enabling viewers with two TV sets to hear the broadcast in stereo. WUC-TV's sponsors for the two-and-one-half-hour live colorcast—U.S. Steel, Gulf Oil Corp. and Pittsburgh's Mellon Bank—

will have only open and closing messages. Host for the program is actor Cyril Ritchard.

First-run films sold ■ *First Run 15*, a package of off-network made-for-television movies, has been placed in syndication in 17 markets by National Telefilm Associates Inc., Beverly Hills, Calif. The films are post-1967 productions having been seen initially on CBS and ABC. Thirteen of the 15 are in color.

Offshore sponsor ■ The 184-mile Offshore American Power Boat Association-sanctioned race that concludes the Southern California racing season on Sept. 18 has been named the Bushmills-KBIG Grand Prix in honor of the two sponsors. KBIG(AM) is licensed to Catalina Island, a familiar 26 miles across the sea from Los Angeles. The race course takes the boats around the island from the start/finish line in Long Beach. KBIG will have a transmitter-equipped 19-foot speedboat which will serve as the official pace boat and be used for direct reports from the Long Beach harbor.

Soul story on XEPRS ■ Calling it the musical biography of soul, XEPRS(AM) Tijuana broadcast the 36-hour special *The Soul Story*, over the Labor Day weekend in three 12-hour segments.

Written and produced by Roger Christian, air personality at the station, the special features interviews with entertainers and businessmen in the field, in much the same manner as other radio programs of the genre. The show is being syndicated by the station.

Grand opera a la CATV ■ Teleprompter of Manhattan CATV, New York, last week produced a one-hour program of highlights from six popular operas for presentation on all Teleprompter cable systems. The program will include excerpts from Puccini's "Suor Angelica," "Tosca," and "Manon Lescaut"; Verdi's "Rigoletto" and "Il Trovatore" and Donizetti's "Lucia Di Lammermoor."

'Today' visits Japan ■ NBC-TV's *Today* program, which has originated in the U.S., Europe and parts of North and South America, will move to Japan next month. Five programs will be taped there, starting Oct. 4, for telecast on NBC-TV a day or two later. The programs will show places of interest in Japan and present interviews with leaders in politics, business, the arts and sports.

Journalism contest ■ The Epilepsy Foundation of America is offering an engraved plaque and a \$500 award for the best article, series or TV or radio script on epilepsy appearing in 1971. Articles

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or series can be submitted in script or published form; TV and radio scripts should indicate stations, dates and times of airing. The contest closes Dec. 31. Entries should be sent to EFA at 733 15th Street, N.W., Washington 20005.

Radio movie rated GP ■ The movie soundtrack—not the record album—of the Paramount picture "Love Story" was broadcast by KWPC(AM) Los Angeles. The station presented the movie in its entirety, claiming a radio first.

Ol' story teller ■ Curtis Hunt, as the character "Cousin Wash," is the host of a pilot children's program that was broadcast on KTVU(TV) Oakland-San Francisco. The half-hour program is built around three stories told to a small audience of black children by Mr. Hunt. One is a Biblical story, another a black folk tale and the last about a black hero. The program is expected to become a series, a station spokesman said, if the pilot meets with favorable audience reaction.

New offices ■ Viacom Enterprises, formerly CBS Enterprises before being spun off from the parent company, has moved Western offices to 9229 Sunset Boulevard, Los Angeles. Viacom will continue distribution of international and domestic programs, merchandising-licensing activities and educational

film sales. The firm will also begin creating new programs for television. Telephone: (213) 278-1050.

Book Buyer ■ Film Service International Inc., New York, programing consultant to, and film buyer for, TV stations throughout the country, has acquired Broadcast Information Bureau Inc., publisher of several television reference books. The acquisition was for an undisclosed amount of cash and assumption of notes. Among other reference publications, BIB issues "Feature Film Source Book" and "Series, Serials and Packages." Harvey Seslowsky, vice president of Film Service International, takes on the added responsibility of operation and planning for BIB.

Safari to 68 markets ■ Sales in 68 markets of Bill Burrud's *Safari to Adventure* have been announced by Wolper Television Sales, Hollywood. The 26 first-run half-hour shows begin the week of Sept. 13. The program has been added to the schedule of WABC-TV New York at 7:30 p.m. Wednesday, period vacated by network under FCC's prime-time access rule (see page 16).

Spreading the message ■ The Pennsylvania Community Antenna Television Association is offering a set of pre-printed message cards to cable

operators around the country for use on automated time-and-weather channels. The service, originally developed for PCATA members, provides 20 such cards twice yearly, with seasonal and public-service messages such as "Christmas Greetings," "Don't Litter" and "Give the United Way" on each. The 8½-by-11-inch cards are printed on two sides, and designed so that they may be trimmed to fit different kinds of time-and-weather machines. A set of 20 costs \$15.

Jingle all the way ■ Showcase Productions of Texas, Dallas, has developed the "Heads & Tails" package to enable radio stations to build station identification jingles. "Heads & Tails" takes six thematic instrumental productions in three tempos and provides 15 a cappella sequences, which can be combined in numerous variations. The instrumental and vocal section can be used as either front or back of the jingle. Instrumentals are varied through use of drums, brass and moog. Showcase Productions is located at 21 Turtle Creek Square, Dallas.

'Adventure' cross country ■ Tomorrow Syndication Inc. has placed *American Adventure*, a new, half-hour travel-adventure series, in 40 markets across the country. The series, produced by

FOOTBALL, 1971

GRAMBLING NETWORK (93)

Abilene, KTXS; Alexandria, La., KALB; Amarillo, KFDA; Anniston, Ala., WHMA; Augusta, Ga., WRDW; Atlanta, WQXI; Austin, KHFI; Bakersfield, KBK; Baton Rouge, WAFB; Big Spring, KWAB; Birmingham, WBMG; Boston, WSMW; Buffalo, WGR; Charleston, S.C., WRET; Chattanooga, WRCB; Chicago, WFLD; Cincinnati, WKRC; Cleveland/Akron, WJW; Clovis, N.M., KFDW; Columbia, S.C., WOLO; Columbus, Ga., WTVM; Columbus, O., WLWC; Dallas/Fort Worth, KDFW; Denver, KBTB; Detroit, WXYZ; El Paso, KERP; Florence, Ala., WOWL; Fort Smith, Ark., KFSA; Fort Wayne, WPTA; Fresno, KAIL; Green Bay, WLUK; Greensboro, N.C., WFMY; Greenville/Spartanburg, S.C., WSPA; Greenwood/Greenville, Miss., WABG; Harlingen/Weslaco, Tx., KRGV; Honolulu, KIKU; Houston, KHTV; Huntington, W.Va., WHTN; Huntsville, Ala., WHNT; Indianapolis, WLWI; Jackson, Miss., WJTV; Jacksonville, Fla., WJKS; Kansas City, Mo., KCMO; Lafayette, La., KLNI; Lansing, WILX; Las Vegas, KLAS; Lexington, Ky., WLEX; Little Rock, KATV; Los Angeles, KHJ; Louisville, WHAS; Lubbock, KLBK; Lynchburg, WLVA; Macon, WCWB; Memphis, WMC; Meridian, Miss., WTOK; Midland, Tx., KMOM; Milwaukee, WVTB; Mobile, WALA; Monroe, La., KNOE; Montgomery, WCOV; Nashville, WSIX; New Orleans, WVUE; New York, WPIX; Norfolk, WAVY; Oklahoma City, WKY; Philadelphia, WCAU; Phoenix, KPHO; Pittsburgh, WIIC; Providence, WTEV; Raleigh/Durham, N.C., WRDU; Reno, KTVN; Richmond, Va., WWBT; Roanoke, WRFT; Rochester, WOKR; Rockford, Ill., WREX; St. Louis, KPLR; San Angelo, Tx., KTXS; San Diego, KCST; San Francisco, KGO; Savannah, WTOG; Sayre, Okla., KFDO; Shreveport, KSLA; Steubenville/Wheeling, W.Va., WSTV; Springfield, Ill., WICS; Tampa/St. Petersburg, WTOG; Tucson, KZAZ; Tupelo, Miss., WTWV; Tulsa, Okla., KTUL; Visalia, Ca., KMPH; Waco, KCEN; Wash., D.C./Balt., WMAL; Lawton, Okla., KSWO; Youngstown, WKBN.

AMERICAN FORCES TELEVISION STATIONS (48)

Alaska (7 sta.), Johnston Island, Midway, Okinawa, Panama Canal Zone (2 sta.), Puerto Rico (2 sta.), Azores, Cuba, Canada, Crete, Ethiopia, Germany (4 sta.), Greenland (3 sta.), Iceland, Iran, Japan (3 sta.), Korea (6 sta.), Philippines, Thailand (3 sta.), Turkey, Vietnam (6 sta.).

BLACK ASSOCIATED SPORTS ENTERPRISES, INC.

Jim Hunter
President



Compton Advertising and sponsored by American Motors Jeeps ("Closed Circuit," Aug. 16), is scheduled for broadcasting in January 1972. It's being offered as a package of 13 original shows, 13 repeats, and designed to be presented on weekends from 2 to 7 p.m., ideally as a lead-in to, or lead-out, from ABC's *Wide World of Sports*. Intended for male audiences, *American Adventure* will depict adventuresome travels that families can take in North America.

New cable programmer ■ Formation of the Commercial Cablecasting division of Camera Systems International, Los Angeles, has been announced by the parent company, a distributor of closed-circuit television equipment. Felix E. Girard, former director of program origination, Southwest region, Teleprompter Corp., has been named director. The newly formed division will produce and package programs for cable television origination channels. Commercial Cablecasting will also purchase time on CATV systems for exhibition of the programs.

Another new name ■ Cintel Corp., Los Angeles, formerly Westwood division, Houston Fearless Corp., before being acquired by Technology Inc. there, has changed its name to become the HF Photo Systems Division of Technology Inc. Gerald C. Waterman, vice president of the parent company, said no personnel or product changes were expected as the result of the reorganization and name change. Address remains 11801 West Olympic Boulevard, Los Angeles 90064.

Changing Formats

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

■ **KDKB-AM-FM** Mesa, Ariz.—Dwight Karma Broadcasting Co. changes format from country and western (AM) and middle of the road (FM) to progressive rock, to be simulcast on both outlets. KDKB-AM operates daytime on 1510 khz with 10 kw. KDKB-FM operates on 93.3 mhz with 100 kw in stereo and an antenna 1550 ft. above average terrain.

■ **WEGO(AM)** Concord, N.C.—Concord-Kannapolis Broadcasting Co. alters station's format from country and western to middle of the road. WEGO operates on 1410 khz with 1 kw daytime only.

■ **Kvoo(AM)** Tulsa, Okla.—Southwestern Sales Corp. has changed from a middle-of-the-road format to full-time country music programming. Kvoo broadcasts on 1170 khz with 50 kw fulltime.

Donahue, Dahlman & Dayton

It's not a broker, just a Midwest combination proving all talk that glitters is not Carson's

The increasing viability of nonnetwork-originated television programming is given strong witness by Avco Broadcasting's *Phil Donahue Show*—not a new contender in the personality-talk show ranks that number Johnny Carson, Merv Griffin, Dick Cavett, David Frost and Mike Douglas among their stars, but one whose 41-station line-up this fall makes it credible indeed.

Moreover, the Donahue show's accelerating sales curve (18 new stations in September) and increasing penetration into major markets (WNBC-TV New York took it on in April, WMAQ-TV Chicago several weeks ago) point to new dimensions in both fiscal and audience terms. And add to that the fact that it originates in Dayton, Ohio, and you have a broadcast phenomenon worthy of notice.

That last consideration may well account for much of *Donahue's* success. It's produced "on the fringes of the Bible belt," says Avco, and draws heavily on the "traditionally conservative" nature of the Midwest. The combination of often-liberal-oriented show business against a generally conservative audience adds an element of spice that might not otherwise exist.

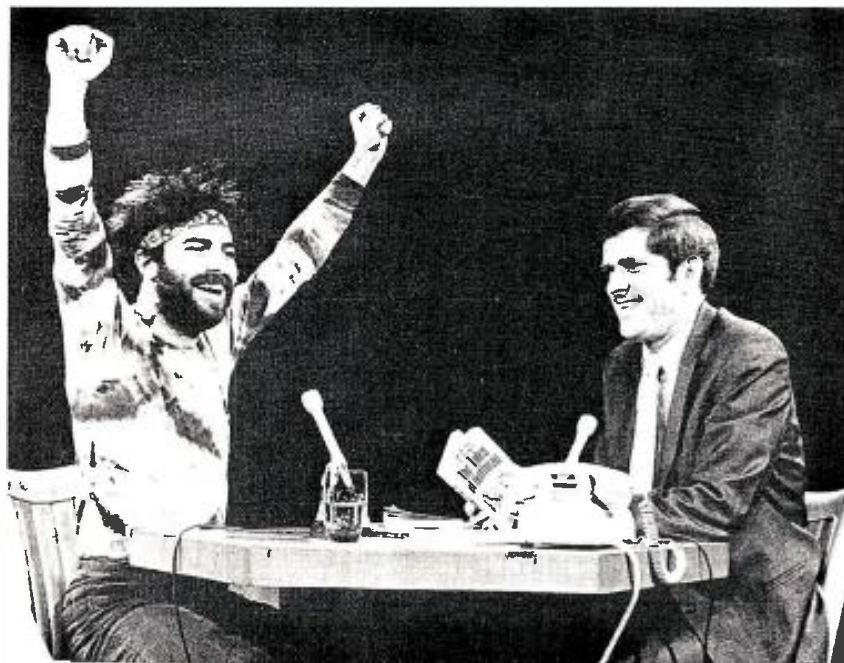
The *Phil Donahue Show* is the creature of Donald Dahlman, then (at the show's inception four years ago) vice president and general manager of

Avco's WLWD(TV) in Dayton, and now corporate vice president for TV sales and head of the syndication arm. It marries the talents of Phil Donahue, himself a journalist who has worked with several other Midwest stations, to a format of conversation and call-in questions asked by viewers. Each program highlights either a controversial person or a timely issue and is designed to deliver the 18-to-49-year-old female audience during its nonprime-time showing.

Avco also is syndicating a *Best of Phil Donahue* package, in either hour or half-hour versions, for prime-time play.

The *Donahue Show* is a talk show apart from its competitors. Its popularity stems in part from the folksy, intimate discussions and from the fact that the star underscores his guests and understates himself. The topics set the tone and the studio and viewing audiences are free to react in a personal way. In one telecast, three cast members of *Jesus Christ Superstar* were interviewed. Mr. Donahue and his guests patiently responded to queries from both enthusiastic and disgruntled viewers. And despite divergent opinions, there was a willingness to listen and perhaps learn—but in any case to tolerate.

In the past, the show has featured special two-part specials on drugs and



Order and organization, if not objectivity, went out the window when Yippie leader Jerry Rubin "happened" on the Phil Donahue Show. Now sold in 41 markets, the program's candor appears to be catching.

'Tis the season to be adjusted

That's the somewhat good word for broadcasters on how Nixonomics will affect fall rates

The wage/price freeze thawed a bit for broadcasters with the issuance of Cost of Living Council guidelines on seasonality Aug. 28. CLC Executive Director Arnold R. Weber announced that prices, wages and rents which normally fluctuate in distinct seasonal patterns may be adjusted during the 90-day freeze period.

To qualify, as most radio and TV broadcasters do, according to OEP, a business must show a distinct seasonal price increase at a specific, identifiable point in time, and the practice must have been in effect for each of the past three years. The price fluctuation must not take place earlier this year than last year, Mr. Weber said, unless the date "is tied to specific event such as a previously planned introduction of new models or new television programs."

Once a broadcaster (or other businessman) determines that he qualifies to adjust prices as a seasonal operation, he has a triple option: 1) He may use the statutory base period—the 30 days prior to Aug. 14—to establish the prices he will charge during the freeze (based on 10% or more of transactions in the base period). 2) He may take as his base period the same seasonal period in 1970 (from the date of the specific event mentioned above through Nov. 13, the end of the freeze). 3) He may charge the prices in effect on May 25, 1970, the date of passage of the Economic Stabilization Act of 1970 under which the wage/price freeze has been enacted.

In any event, the selling price for seasonal businesses must be based on the prices realized on a substantial number of transactions in whichever base period is chosen. The Office of Emergency Preparedness has defined "substantial number" as 10% or more.

CLC has defined "transaction" as follows: "A transaction takes place when the seller ships the product to the buyer, not when the order is received. In the case of a service, the transaction takes place when the service is performed . . . The ceiling price is based on the record of all the units shipped to each class of purchaser during the base period, and is calculated as the highest price at or above which 10% of the units were

shipped to a particular class of purchaser."

What all that seems to mean for the broadcast industry is this: If a station or network decides to base its 1971 fall prices on the fall season of 1970, prices must be limited to the highest charges actually received for 10% or more of the transactions (services delivered) from the period beginning with the introduction of new programs until Nov. 13, 1970. Apparently, price increases which occurred after Nov. 13, 1970, could not be included in establishing the ceiling price for the 1971 fall season.

Or, if a station or network decided to select the statutory base period, prices are limited to those actually received for a substantial number of transactions (as defined previously) during the 30 days prior to Aug. 14, or if no transactions occurred then, for the most recent 30-day period before Aug. 14.

Or, a station or network can select those prices in effect at the time of passage of the stabilization act (May 25, 1970) as the freeze level price under which it will operate until Nov. 13.

Ruled out by these definitions, evidently, are 1971 fall positions sold at new rates higher than any of the three option prices which are available to

Chicken and peas; bouquet

Washington's Broadcasters Club is planning a series of "wavemaker" luncheons after Labor Day. Richard W. Jencks, who was newly minted as CBS Washington vice president Sept. 1 (see opposite page), inaugurates the series Sept. 15. In line: Daniel J. Manelli, acting chief counsel for Representative Harley O. Staggers's (D-W. Va.) House Investigations Subcommittee, on Sept. 28; William H. Brown III, chairman of the Equal Employment Opportunity Commission, on Oct. 13. There will be no set speeches. There will be informal on-the-record Q and A after lunch.

The Broadcasters Club will host a reception for Charlotte Reid, the congresswoman from Illinois who becomes an FCC commissioner on or about Oct. 1, on Wednesday, Oct. 20.

broadcasters. Since the product or service (time slots in fall shows) have not been delivered or performed, these new prices cannot be included in any calculations to determine price ceilings.

Lou Neeb, a CLC staff member, added further clarification to pricing practices which must be followed by seasonal industries. If a business adjusts its prices upward during the fall season, that is, after the product is introduced at the beginning of a season, it may do so in fall of 1971, as long as it can be clearly demonstrated that such is the usual pattern followed by that business.

However, he added, prices must not exceed in 1971 the dollar prices received for the same product in 1970.

Which brings up the question of same product vs. new products and which is which. Is, for instance, the *Flip Wilson Show* of fall 1971 the same as the *Flip Wilson Show* of fall 1970? Or, do new personalities, guests, time schedules, day of showing, and competition make it a new program? And if it is a new program, how is the price established for positions in the show and adjacencies? CLC says new products must be priced as nearly as possible to other comparable products. But, how can one new program be compared to another new program when both are trying to establish new prices?

These are among the nearly 60 specific questions put before the CLC last Thursday (Sept. 2) by FCC Executive Director John M. Torbet.

Designated by FCC Chairman Dean Burch to handle all inquiries concerning the impact of the freeze on broadcasters, Mr. Torbet said the commission has been flooded with calls asking for clarifications of the Nixon austerity program and its effects on broadcasting.

Mr. Torbet said he feels the CLC recognized the unique seasonality problems confronting broadcasters in its ruling of Aug. 28. The questions most asked of the commission, and the questions to which Mr. Torbet has sought answers, deal mostly with rate cards and program environment. He added that immediate answers are unlikely, but the FCC will continue to act as a conduit between broadcasters and the CLC, with the executive director's office designated as the single point of inquiry for wage/price question at the FCC.

Meanwhile a survey of network headquarters in New York indicated that most are doing business on basis of being seasonal. However, most selling is continuing at rates announced this sum-

mer, in the hope they will hold up under CLC guidelines yet to be issued.

One warning to broadcasters was voiced from several sources: Retain those sales records for the past three years. The CLC said adequate records must be available "to demonstrate the existence of the traditional practice (of seasonal pricing) in the three preceding years and the basis for calculating . . . selling price for the 1970 period."

And regardless of how the wage/price freeze is applied to broadcasting, there is no doubt that the industry is included under the Aug. 15 order. In CLC question-and-answer sheet number nine, issued Aug. 28, the question is: "Are the prices charged for advertising (publishing, television, and radio, etc.) and prices of newspapers, books, magazines, etc., subject to the freeze?"

Answer: "Yes."

FCC defers to EEOC on women's complaint

The FCC will not rule on complaints of sexual discrimination against NBC and three of its owned-and-operated stations until the Equal Employment Opportunity Commission acts on the allegations.

In letters to the complainants, National Organization of Women and the WRC Women's Rights Committee, the FCC said it had been informed by EEOC that an investigation was under way into complaints of discrimination against employees on the basis of sex by WRC-AM-FM-TV Washington. The women's equality groups requested an FCC hearing on the matter, but the commission cited its order and notice of rule-making in matters of discrimination.

If the civil-rights act is applicable in cases of alleged discrimination, the commission will "refer the complaint to the EEOC, and will thereafter maintain appropriate liaison with that agency and the Department of Justice."

The letters to the women were sent Sept. 1.

From the (antenna) farm

Noncommercial WHYY-TV Philadelphia will begin broadcasting from its new transmitter in the Roxborough, Pa., antenna farm today (Sept. 6). The move from Glasboro, N.J., at a cost of nearly a half-million dollars, is a result of five years of planning and construction. The station recently eliminated locally produced programming from its Philadelphia studios due to financial difficulties (BROADCASTING, Aug. 9). The new antenna, to transmit at a maximum of 316 kw, is approximately 1,200 feet above sea level.



New man in town. Richard W. Jencks, CBS's new vice president for Washington, assumed that post last Wednesday (Sept. 1). He's shown here in the temporary offices he and his staff will occupy until moving into expanded quarters at 2000 M Street "in December, although I'm not sure which year." Mr. Jencks's first official move was to name Charles Sargent Carleton, now vice president and educational director of the National Audio-Visual Association, as director of government affairs, effective Sept. 13. Mr. Carleton is a lawyer. His career has included legislative work on the staff of Representative James H. Scheuer (D-N.Y.). Earlier, he was a journalist with Time Inc. and the New York World Telegram & Sun.

Mr. Jencks, whose charter encompasses enhancing the Washington regulatory and attitudinal posture for all CBS divisions (in addition to those of the CBS/Broadcast Group, of which he was president before his new appointment), had no specific mission in mind as he hit town. First among a number of issues to which he must give priority, he said, is the question of access to the air. Ranked behind it, and in his view "part and parcel" of the access question, are the matters of "who's going to be master in our [the broadcaster's] house," and "whether or not we are going to establish a First Amendment position for broadcasting."

Cox adds another

Acquisition of Lenett Publications Inc., New York, publisher of *Floor Covering Weekly*, for \$1 million in cash by Cox Broadcasting Corp. subsidiary, United Technical Publications Inc., Garden City, N.Y., was announced last week. Cox Broadcasting is group broadcaster and CATV multiple owner, as well as owning subsidiaries in program production and distribution, data processing and automobile auction services.

Broadcasting as cable's beneficiary

Shafto claims CATV is more help than hindrance to over-the-air TV

A veteran broadcaster who moved into cable has told a meeting of journalism educators that CATV "can have a major effect upon television, mostly good."

G. Richard Shafto, appearing in a panel discussion at the Association for Education in Journalism meeting at the University of South Carolina, said that urban stations will benefit from improved reception and, in the case of independent UHF's, from a better dial position. In the smaller markets, he said, all stations will benefit from improved reception and from greater viewing that results when cable is offered.

Mr. Shafto cited these American Research Bureau statistics:

In Florence, S.C., the share of the leading station—WIS-TV Columbia, S.C.—rose by slightly more than a point when cable increased the number of available signals from three to 11.

In Sumter, S.C., where all three stations from Columbia are among the five off-air stations, the average share of viewing for WIS-TV drops from 68% to 52% with the introduction of CATV, but "this is accounted for by the substantial increase in the total hours devoted to television viewing in the average Sumter CATV home."

In five South Carolina cities, the use of cable brings about an average increase in television viewing of 32%.

In isolated, one-station markets, Mr. Shafto noted, there will inevitably be a drop in audience share. But in that instance, he said, the broadcaster "is simply unwilling to face the fact that he has enjoyed a monopoly—and that his viewers are entitled to more program diversity."

As for CATV's effect upon other advertising media, Mr. Shafto foresaw that it would be "minor to negligible" in the case of radio.

"May I therefore," he said, "as a broadcaster and a CATV operator, renounce the fear or greed which prompts an alliance of well-to-do broadcasters who are seeking to thwart CATV. Their lobbying, if successful, can deny many American homes a wider choice of video programs—and forestall in the nontelevision communities access channels for public discussion."

Mr. Shafto is president of Television Cable Co., Myrtle Beach, S.C., and director of The Liberty Corp., of which Cosmos Broadcasting Corp. is a subsidiary.

More people watch WCCO RADIO than tv.

WCCO Radio really "brings 'em in" in the Minneapolis/St. Paul market. More than tv! It's because WCCO Radio projects such clear pictures. Pictures of this market's best news, weather and farm reporting. Major league sports coverage. The most popular personalities. As a result, WCCO Radio delivers bigger audiences than tv. More people 12+. More adults. More men. More women. Average quarter hour all day long. Seven days a week. Plus a massive morning drive audience bigger than evening prime time of any Minneapolis/St. Paul tv station. The latest ARB estimates will make a believer of you. Check 'em. Then bring 'em in with the station that brings 'em in. The Bigger-Than-TV Station: WCCO Radio.

WCCO RADIO
MINNEAPOLIS/ST. PAUL

REPRESENTED BY CBS RADIO SPOT SALES

Source: ARB estimates. Radio: April-May 1971. TV: Average of January, February, March and May 1971. 6 AM-12 Mid. Mon.-Sun. Total survey areas. All data subject to qualifications which WCCO Radio will supply on request.



NAB digs in against challengers

Special task force to work with other groups in all-out move to get legislative remedies

The National Association of Broadcasters last week set plans for what many of its executives hope will be "the most massive campaign in NAB's history"—to persuade Congress to enact legislation that will protect broadcasters from challengers at license renewal time.

To spearhead the drive, the NAB has decided to establish a task force, expected to number from six to 12 members.

The six-man executive committee of the association, meeting in Washington Sept. 2, "reaffirmed that the urgent and vital matter of license renewal constituted the first priority for NAB which must be pursued until the issue is satisfactorily resolved."

In accepting the concept of a task force, recommended by NAB President Vincent T. Wasilewski, the committee also agreed that the NAB coordinate closely with the legislation committee of the Federal Communications Bar Association.

The FCBA committee, which is headed by Erwin G. Krasnow of the Washington office of Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe, consists of 22 members including John B. Summers, general counsel of the NAB, and Douglas A. Anello, former general counsel of that association; two network Washington lawyers, Joseph DeFranco, CBS, and Howard Monderer, NBC, and Gary L. Christensen, general counsel of the National Cable Television Association. Other committeemen are members of law firms that represent major broadcast interests.

The FCBA committee is scheduled to meet Sept. 15 to discuss legislation in the license renewal area, with four drafts of prospective legislation, drawn by Washington communications lawyers, on the agenda. Three of these proposals, it is understood, embrace elements of the 1969 Pastore bill (S-2204) and the FCC's 1970 policy statement. The Pastore bill would have required the FCC to find an existing licensee ineligible for renewal before accepting competing applications. The FCC's policy—declared illegal by the Court of Appeals—made room for competing applications only where it found that the existing licensee had not provided "substantial" service.

The remaining draft, promoted by a group of Texas broadcasters (BROADCASTING, Aug. 16), approaches the problem from another direction: It would require the FCC to scrutinize all such applications and order a hearing

with an existing licensee on program proposals only after finding the competing applicants qualified in all other respects.

The license renewal process became broadcasting's prime issue last June when Circuit Judge J. Skelly Wright held that the FCC's renewal policy statement of 1970 was illegal because it denied a hearing to an applicant for a broadcast frequency (BROADCASTING, June 14).

In a corollary move, the NAB executive committee authorized Hamilton Shea, Gilmore Stations, Harrisonburg, Va., to reorganize the Future of Broadcasting Committee and its political action adjunct to vivify it in preparation for the coming license renewal thrust. One move under consideration is to slim its composition down to an even 50 members, each representing one state. At present the group is organized in regions, with regional directors, who in turn are responsible for a number of states. Also, there may be some changes made in state representation, Mr. Shea said last week.

Allied with the FOB activation will be a coordinated thrust by the association's government relations and public relations departments.

In other actions, the NAB executive committee ruled that the increase in dues for membership in the TV and radio codes, set to take place Oct. 1, will be postponed in the light of President Nixon's 90-day price-wage freeze; scheduled the annual winter board meeting for the week of Jan. 17, 1972, to be held at Marco Island, on the Southwest coast of Florida.

Ohio black coalition tries again at FCC

The Black Broadcasting Coalition, whose petition to deny the renewals of WKBN-AM-FM-TV Youngstown, Ohio, was turned down by the FCC, told the commission last week that it needs a full hearing to substantiate its charges against the stations.

The coalition accused the WKBN stations of failing to design programming specifically for blacks, of proposing to reduce public-affairs programming, of unfair employment practices and of questionable commercial practices at the FM station. But, the FCC last July dismissed the petition to deny (BROADCASTING, July 26).

The coalition told the commission

last week that it erred in dismissing the petition without a full hearing. Noting the commission and the WKBN stations have questioned the factual substantiation of some of the allegations, the group said it "could not provide in its petition to reply the detailed evidence which it would be able to furnish at a hearing. A major reason for this is the difficulty in obtaining evidence concerning the licensee's past practices at the pleading stage."

It said the commission should allow "great latitude for general allegations" in denial petitions, "the merits of which should be determined at a hearing after full discovery."

Charges untrue, WOAI-TV answers

San Antonio outlet says coalition hasn't provided proof from informed persons

WOAI-TV San Antonio, one of three stations in that city facing petitions to deny their renewal application, says the FCC should dismiss the action against it on the ground that the charges are unsupported.

The Bilingual Bicultural Coalition on Mass Media filed petitions against WOAI-TV, licensed to Avco Broadcasting Corp.; KSAT-TV, owned by the Outlet Co., and Doubleday Broadcasting Co.'s KITE(AM), charging them with failure to ascertain community needs, particularly those of Mexican-Americans, and with discriminating in employment and promotions on the basis of national origin (BROADCASTING, July 5).

WOAI-TV response last week claimed that the coalition had failed to support any of its charges with an affidavit "of a person with personal knowledge of such facts." Accordingly, it said, the commission should dismiss the petition as being defective on its face.

But along with its assertion that the coalition has failed to substantiate any of its claims, WOAI-TV submitted detailed denials of the charges, asserting that its procedures and practices in ascertaining community needs and in employment have been proper.

It also denied a charge that it had not made available for inspection certain station documents to which the public is entitled to access—at least until coalition representatives had prevailed in their insistence on seeing them. The station said there is no basis for the charge.

KITE in July opposed the petition filed against it. KSAT-TV has not yet responded to the petition aimed at its renewal application.

Minorities gang up in Albuquerque

Coalition of ethnic groups files against TV, AM for alleged discrimination

KGGM-TV Albuquerque, N.M., has been hit with a second petition to deny its renewal application and KDEF(AM) that city, with its first. The petition against the radio station was the fourth directed against a Doubleday Broadcasting Co. station in the past two months.

The two new petitions were filed by the Coalition for Enforcement of Equality in Television and Radio Utilization, an umbrella organization of 19 ethnic-minority groups ("Closed Circuit," Aug. 30).

Three weeks ago, a Mexican-American organization concerned chiefly with gaining for its members old Spanish land grants it says were wrongfully taken from their ancestors filed petitions to deny the renewal applications of KGGM-TV, KOB-TV and noncommercial KNME-TV, all Albuquerque (BROADCASTING, Aug. 23).

The other Doubleday stations that

have been hit with petitions to deny are in Texas—KROD-TV El Paso, KITE(AM) San Antonio and KOSA-TV Odessa. The petition against KROD-TV was filed by a disappointed job seeker, the others by chicano groups.

The Albuquerque-based coalition, in the petitions it filed last week, charged that KGGM-TV, licensed to New Mexico Broadcasting Co., and KDEF discriminate in employment on the basis of ethnic origins, and fail to meet the programming needs of the area's minorities.

The coalition says KGGM-TV counts seven Spanish-surnamed Americans and no blacks among a staff of 61. (The station says 11 of 57 employees are of "Spanish heritage," including four of the 14 department heads at KGGM-TV.) The coalition says none of KDEF's 28 employees are members of minority groups.

The coalition also says KGGM-TV's ascertainment of community needs "evidences [the station's] disinterest in establishing significant communications." KDEF, the coalition says, has made no attempt to identify and consult "grass-roots leadership of the community."

The petition directed against KGGM-TV was prepared by Earle K. Moore and Nancy Kramer Hussey, New York at-

torneys retained by the United Church of Christ to aid community groups. But the petition filed against KDEF was prepared by the vice chairman of the coalition, Steven Ximenes.

FCC won't open books of Albuquerque TV's

The FCC has denied the request of a citizen group in Albuquerque, N.M., for permission to inspect the financial records of local TV stations KOB-TV, KOAT-TV and KGGM-TV for the years 1969-71.

The Alianza Federal de Pueblos Libres had said the information in the financial reports might influence its decision on whether to file petitions to deny license renewals for the three stations. It subsequently filed against KOB-TV, KGGM-TV and noncommercial KNME-TV (BROADCASTING, Aug. 23).

However, the commission, in a 6-to-0 decision, said it was not disposed to authorize disclosure of information submitted in confidence on the chance it might be helpful to a petitioner in proving his case, "but insists upon a showing that the information is a necessary link in a chain of evidence that will resolve a public issue."

WFTV abc

NEW #1 IN ORLANDO!

	METRO SHARE	ADI RTG	TOTAL TV HH	TOTAL PERSONS	ADULTS 18+	WOMEN				HOUSEWIVES		MEN			TEENS		CHILDREN		CUME HH
						TOTAL	18-49	18-34	25-49	TOTAL	-50	TOTAL	18-49	18-34	TOTAL	GIRLS	TOTAL	6-11	
WFTV	34	19	67	127	98	57	35	19	29	48	31	41	26	14	15	7	14	10	326
STA. A	32	19	67	123	96	58	33	17	28	48	28	38	22	11	13	6	14	10	315
STA. B	34	19	65	118	94	55	31	16	26	47	27	39	23	12	11	5	13	9	317

(Source: Orlando-Daytona Beach ARB, Feb.-Mar. 1971. Above table for 7:30-11 P.M. Estimates only, subject to qualifications outlined in report). TSA Figures in Thousands

- Sign-on to Sign-off, WFTV leads in Women 18-34, Women 18-49, Women 25-49, Housewives under 50, men 18-34, men 18-49, teens, kids, and cume households.
- For the new fall season — WFTV returns 35 of 50 prime-time half-hours from its 1970-71 schedule — 25 of them in the same time-periods.
- 23 of these 35 returning attractions were #1 in their time-periods in 1970-71.

YOUR BLAIR MAN IS READY TO GUIDE YOU TO CHOICE POSITIONS ON NUMBER ONE IN THE 49TH MARKET



The commission also disputed the Alianza's contention that the percentage of profits a licensee reinvest in community programming should be a material factor in considering his renewal application. The commission said the actual amount of programming devoted to local needs and interests is important, but added that it does not consider the degree of profit reinvestment in such programming in determining whether a licensee's public service obligations have been met.

Still before the commission is a petition for rulemaking aimed at permitting public inspection of stations' financial reports. It was filed by the Stern Community Law Firm, counsel for the Alianza in its request for permission to inspect the Albuquerque stations' reports, the Citizens Communications Center and the National Citizens Committee for Broadcasting. The rulemaking proposal was roundly denounced last week in comments filed by broadcasters. (See page 39).

How do you find a job from so very far away?

Walter Hawn has been trying to line up a job in broadcasting, his chosen career. But in answering help-wanted ads in BROADCASTING and other trade magazines, he has found that the jobs are all

filled by the time his application reaches a station executive. The problem is that he's serving with the U.S. Army in Korea, and magazines never reach him until weeks after publication. And, of course, it is perhaps a week more before his letter of application is received by a station.

So Mr. Hawn, who is due to be discharged soon, has written to Vincent T. Wasilewski, president of the National Association of Broadcasters, asking that broadcasters be made aware of his plight and also that of the "many young broadcasters like myself stationed far from the United States."

Mr. Hawn asks broadcasters to "pay particular attention to applications from servicemen, and should they hire them, to give them every assistance in polishing their skills back to professional brilliance." Ex-servicemen should not have to sit at home for months drawing unemployment because they are unable to secure a position while still in the military, Mr. Hawn stresses.

In a note to BROADCASTING, enclosing a copy of his letter to the NAB president, Mr. Hawn asks that readers be asked to give priority of attention to applications from servicemen due to be discharged shortly. He said he is confident "that many station managers and owners would be more than willing to help if they but knew the problems

faced by a serviceman trying to get into his chosen field of broadcasting."

Mr. Wasilewski said last week that he had received the letter and was considering what to do. He is, he said, especially sympathetic to servicemen's plight in this regard, and expressed the hope that something could be done.

Changing Hands

Announced

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

■ WCRE(AM) Cheraw, S.C.: Sold by Dispatch Broadcasting Co. to Ted J. Gray Jr. and associates for \$125,000. Dispatch Broadcasting owns WBUG(AM) Ridgeland, WGCD(AM) Chester, both South Carolina, and WPYB(AM) Benson, S.C. Buyers own WDAR(AM) Darlington, S.C., and WKDE(AM) Alta Vista, Va. WCRE is a daytimer on 1420 khz with 1 kw. Broker: Chapman Associates.

■ WERX(AM) Wyoming, Mich.: Sold by A. R. Ellman to Stuart Noordyk for \$115,000. Mr. Noordyk owns a music store in Wyoming. Mich. WERX is a daytimer on 1530 khz with 500 w. 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 68).

■ KLIN-AM-FM Lincoln, Neb.: Sold by Shurtleff - Shorr Broadcasting Corp. (Donald O. Shurtleff, president) to Diane and Norton Warner for \$800,000. Buyers have controlling interests in KIMB(AM) Kimball, Neb.; KKAN(AM) Phillipsburg and KABI-AM-FM Abilene, all Kansas, and KRLN(AM) Canon City, Colo. KLIN is full time on 1400 khz with 1 kw day and 250 w night. KLIN-FM is on 107.3 mhz with 100 kw and an antenna height 165 feet above average terrain. Vote was 6-to-0 with Commissioner Nicholas Johnson not participating.

■ KRLY(FM) Houston: Sale of station (formerly KBNO[F]) by Culligan Communications Corp. to Zantanon Communications Corp. for \$460,000 has been consummated. Zantanon Communications is a subsidiary of Zantanon Ltd., a limited partnership composed of 17 Houston-area residents. The partnership is managed by Homer L. Bruce Jr. and Robert S. Anderson. In announcing the official closing, Mr. Anderson last week noted that James Duncan was inadvertently listed as a stockholder of the buying group when the sale was approved (BROADCASTING, June 28). He said Mr. Duncan had an



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70-39

option to become a limited partner, but elected to waive that right under the purchase agreement, and "therefore has no equity or other interest in the partnership."

■ **KVEG-AM-FM Las Vegas:** Sold by Las Vegas Electronics Inc. to Specialty Premiums Inc. for \$416,500. Principals of Specialty Premiums, which develops sales premiums, are Robert A. Bernstein, Howard T. Boasberg, Marvin Newberg and others. Messrs. Bernstein and Boasberg have interest in Kansas City, Mo., advertising agency; Mr. Newberg is account executive with same agency. KVEG is a daytimer on 970 khz with 500 w. KVEG-FM is on 42.3 mhz with 27 kw and has an antenna 180 feet above average terrain.

■ **WMEN(AM) Tallahassee, Fla.:** Sold by Kevin P. Reilly and others to Cecil H. Grider, John H. Chastain and others for \$225,000. Mr. Grider owns WIMO(AM) Winder, Ga., and has interests in WPFA(AM) Pensacola and WGNE-AM-FM Panama City, both Florida. Mr. Chastain has interest in WPFA. WMEN is a daytimer on 1330 khz with 5 kw.

■ **WCKS(FM) Cocoa Beach, Fla.:** Sold by Norman Knight and others to Pauline Metcalf, Esther E. M. Mauran and William R. Corkhum for \$220,000. Miss Metcalf is interior decorator and Mrs. Mauran has interests in WEAN(AM) and WPJB-FM, both Providence, R.I. Mr. Corkhum is president of CATV company. WCKS is on 101.1 mhz with 100 kw and has an antenna height 440 feet above average terrain.

IRS wins case against Patterson

A California broadcaster has been convicted by a federal jury in San Francisco of failing to collect and turn over to the Internal Revenue Service income and social security taxes withheld from his employees' wages.

Norwood J. Patterson, owner of KBIF(AM) and KICU-TV (ch. 43) Fresno, was named in a 16-count information that was returned in 1970. At that time, he was said to have owed the government more than \$100,000 in taxes and penalties.

Mr. Patterson, who before his trial switched his plea from no contest to innocent, faces a possible maximum sentence of one year in prison and/or a \$5,000 fine on each of the 16 counts, in addition to payment of the taxes and penalties.

The failure of the licensee corporations involved, KBIF Inc. and the Sierra Broadcasting Co., to deposit federal withholding taxes with the IRS was alleged to date back to 1965.

The FCC has been kept informed of the Patterson tax case and "has the matter under consideration."

Doors are open, challengers are in

The latest: Applications for new stations are filed over renewal applications of KOOL-TV and KORK-TV

The impact of the court decision outlawing the FCC policy statement designed to protect broadcasters against challengers at license-renewal time was felt again last week: Applications for new stations were filed on top of the renewal application for KOOL-TV (ch. 10) Phoenix and KORK-TV (ch. 3) Las Vegas.

Valley of the Sun Broadcasting Co., which is headed by Del E. Webb, of the Del E. Webb construction and land-development firm, is seeking the Phoenix channel now licensed to the company principally owned by Gene Autry.

In Las Vegas, it is the Donrey Media Group which is under challenge by the Las Vegas Valley Broadcasting Co., whose vice president is Meyer Gold, of Las Vegas, 50% stockholder in KLOM-AM-FM Lompoc, Calif., and former owner of KLUC-AM-FM Las Vegas.

The new applications are the third and fourth to be filed against renewal applicants since the U.S. Court of Appeals in Washington outlawed the commission's Jan. 15, 1970, policy state-

ment on comparative hearings involving renewal applicants—a policy statement that had the effect of discouraging renewal challenges. It held that competing applications were to be dismissed once an incumbent licensee demonstrated he had provided "substantial service."

Two months ago, a few weeks after the court decision came down, competing applications were filed against the renewals of A. H. Belo Corp., for WFAA-TV (ch. 8) Dallas, and of Grayson Enterprises Inc., for KWAB(TV) (ch. 4) Big Spring, Tex., a satellite of KMOM-TV Monahans-Odessa, Tex. (BROADCASTING, July 19). The channel 4 application, which was submitted after the filing deadline, has not yet been accepted by the commission.

As was the case in the Texas challenges, the applicants for new stations in Phoenix and Las Vegas have picked multimedia owners as their targets.

Besides his interest in the Phoenix television station and its AM and FM affiliates, Mr. Autry is the principal owner of KOPO(AM) Tucson, Ariz., and,

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Republican broadcaster sounds off to his party

Rex G. Howell is president of KREX-AM-FM-TV Grand Junction, Colo. He is also a Republican. Some weeks ago, Mr. Howell received a letter from Jeremiah Milbank Jr., chairman of the Republican National Finance Committee, requesting a contribution to the party. BROADCASTING prints Mr. Howell's response herewith, in the belief that his point of view—and certainly his frustration with government regulation—is one shared by many in the industry.

Dear Mr. Milbank:

Normally, I would respond to your eloquent letter with a contribution of a size to match my maximum ability.

Unfortunately, I am a broadcaster. A little private enterprise guy whose lifetime investment hangs on the slender thread of government license. That government has recently taken away a substantial part of my income by declaring my business "out of bounds" for tobacco advertising. It is being given instead to my competitors in print media, matchbooks, sky writing and what have you! We still subsidize the growing of tobacco with millions to which I as a taxpayer contribute. I'd much rather give it to my party! Only broadcasting is target of this federal discrimination.

I pay an annual license fee, far in excess of my ability. It goes to support *en toto* the budget of the FCC. A part of that fee is now being used to establish a federal department to assist dissidents (who don't like something we broadcast, or who think their particular whims and ideology should dominate the air-waves), to bring action against me to remove my license.

The Communications Act provides that the regulatory agency shall have no power of censorship. The act which created the FCC has not been changed. The FCC recently ordered a cutback of one half-hour per day in network time for which I am normally paid. It talks of requiring me to carry 19 hours a week of children's programs and forbidding any commercial revenue in the same!

My government even attempted to subpoena material from our network in complete and arrogant abrogation of the First Amendment to the Constitution!

There is a member of the FCC who addressed an audience near here recently. Among the things he said was this, "Television is something to keep you stupid. It does to the mind what industry does to the land." This long-haired exponent of heavy-handed government controls, could be eliminated from the present sensitive position and sent to supervise trade relations with the Zulus. If the present administration should choose to remove this major obstacle to harmonious relationship with the broadcast profession, he is Nicholas Johnson, the hero of the pot-smoking crowd.

My government is in the midst of drawing up punitive legislation to keep political candidates from spending as much money as they choose on TV at election time! A part of my revenues from my candidates helped me to obtain means of supporting my party financially.

I was chairman of the Nixon for President committee in Colorado West

even before his nomination. I have been a party worker for as long as I have been a broadcaster, 45 years. I have served six years as a Republican for Colorado in the House at the state legislature. I will never compromise my Republican principles. But, I am human, and like a great majority in my profession, we are puzzled, frustrated and getting damn mad! We thought conditions under Newton Minow, a Democrat chairman of the FCC, could not be worse. We have found it to be not so. The present hard-fisted attitude under this administration and a Nixon appointee as chairman is the worst in our half-century history.

I still cling to the forlorn hope that we are not a totally forgotten profession. Most of us are strongly alienated, whereas we supported the election of the President in many ways, including our editorial endorsements.

There might be a miracle. The President, in his great pre-occupation with a million tragic problems, may still believe in us and also want our help.

If the present policies have not resulted in total bankruptcy before election time, I will still try and make a donation to my party.

Respectfully,

REX G. HOWELL

(Editor's note: Mr. Howell's letter to Mr. Milbank was answered Aug. 17 by Thomas B. Evans Jr., co-chairman of the Republican National Committee. The reply noted that Mr. Howell makes "a very strong case." Mr. Evans asked permission to "give the letter to some people in the Administration because there are some things in it that should concern all of us.")

along with his wife, owns 50.1% of Golden West Broadcasters. Golden West is licensee of KMPC(AM) and KTLA(TV) Los Angeles, KSFO(AM) San Francisco, KEX(AM) Portland, Ore., and KVI(AM) Seattle.

The Donrey group is owned by Donald W. Reynolds Sr., who through subsidiaries publishes a score of newspapers in the West, including four in Nevada, and one of them in Las Vegas, where Donrey owns AM and FM outlets as well as the television station. Donrey also owns seven other broadcast stations—KOLO-AM-TV Reno, KFS-AM-TV Fort Smith, Ark.; KBBS(AM) Springdale, Ark., and KGNS-AM-TV Laredo, Tex.

Diversification of ownership was one of the factors the commission cited in the WHDH case, the only one in which it denied renewal of a television license and awarded the contested channel—ch. 5 Boston—to a competing appli-

cant. It was the furor created by that decision in January 1969—it led to a flow of eight competing applications—that prompted the commission to issue its January 1970 policy statement. In striking down the statement, the court cited the diversification factor as one the commission should consider in comparative hearings.

All of the principals of both new applicants live in or near the city where the groups are seeking authorizations for new television stations.

Mr. Gold, 12.5% owner of the new applicant, is the only member of either group presently in broadcasting, and he intends to sell his interest in his stations. He is listed in the Las Vegas Valley application as the prospective full-time general manager of the proposed station.

The Valley of the Sun application lists 10 stockholders. Mr. Webb, one-time owner of the New York Yankees,

is chairman and director and 24% owner. Other principals are Arnold R. Dahlberg, owner of a land-development and real estate firm, who is president, director and 19% stockholder, and James H. O'Connor, a lawyer with interests in banking and savings-and-loan firms, who is secretary-treasurer and director and 9% owner.

Two of the remaining stockholders are Spanish-surnamed—a fact that could reflect an awareness of growing demands of minority groups for representation in broadcast ownership. They are Rosendo Gutierrez, the owner of a consulting firm, and Grace Olivarez, who is executive director of Food For All, a nonprofit corporation, and a consultant to the National Urban Coalition. Both are directors and 4% stockholders.

The president of Las Vegas Valley Broadcasting, which is owned by 18 stockholders, is James E. Rogers, an

attorney, who owns 10% of the applicant. Other principals are W. Irving Haut, a certified public accountant, who is treasurer and 12.5% owner, and Eugene L. Kirshbaum, a principal owner of two pet clinics, and Sam Cohen, who owns the Santa Anita Turf and Sports Club, of Las Vegas, a race and sports book, both of whom are directors and 10% stockholders.

The new applicants are both represented by the Washington law firm of Welch & Morgan, which had been the leading firm in the representation of applicants challenging renewal applicants before the policy statement was issued and which brought one of the two suits that led to the court decision invalidating the policy. The firm also represents the applicant seeking to displace Belo as licensee of channel 8 in Dallas.

Relenting strikers find WQAM jobs are gone

Six striking newsmen and disk jockeys at WQAM(AM) Miami, all members of the American Federation of Television and Radio Artists say they have tried to return to work in keeping with President Nixon's austerity program, but have been refused the opportunity by station management.

Miami attorney Alan Greene, representing the station, told BROADCASTING the AFTRA members were informed they had been "permanently replaced." Mr. Greene confirmed an earlier wire story which said WQAM would honor the station's commitment to the replacement employees. To put them out of work, WQAM said, "would be clearly at odds with the President's request."

AFTRA has filed complaints against the station with the FCC and the Equal Employment Opportunity Commission (BROADCASTING, Aug. 16). The 27-item FCC complaint, challenging the right of WQAM licensee Storz Broadcasting to hold the license, is for "the stated purpose of trying to pressure the company into signing a collective bargaining agreement," according to Mr. Greene.

FCC decides KHOU-TV kept the good faith

The FCC last week renewed the license of KHOU-TV Houston over the protest of an advertising man from neighboring Galveston, Tex. The commission found no material question of fact in the complaint of Jack R. Hamilton, operator of the Aleri Advertising Agency, that KHOU-TV had dropped a special favorable rate for Galveston advertisers.

The station had promised 13 years

ago, when it was reassigned from Galveston to Houston, that it would offer such a rate and would continue to solicit advertising in Galveston. After maintaining such a rate since 1958, KHOU-TV dropped it this year, noting that the rate had done little to promote local Galveston advertising. The commission said the circumstances showed good faith on the station's part.

Since Gulf Television Corp., licensee of KHOU-TV, has indicated that it would reinstate the rate and provide special credit to any local Galveston advertiser who bought time during the seven-month hiatus, the charges made by Mr. Hamilton are moot, according to the commission.

Whitehead looks to Hill for the new regulation

Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, has said this before, but last week he amplified his view that the Communications Act of 1934 should be "reviewed."

The rate of change in telecommunications, he said, brought about by technology, "is simply outstripping the ability of the regulatory machinery to deal with this . . ." What he means, he said in an Sept. 2 appearance on Mutual Broadcasting System's *What's the Issue?*, is for congressional guidance on how telecommunications are to be regulated, rather than a restructuring of the 1934 act.

Continuing his comments on the changes that have taken place in telecommunications, he observed: "It is almost impossible for a Washington



Clay T. Whitehead, director of the White House's Office of Telecommunications Policy (r) delineated his views on the future of telecommunications regulation on MBS's *What's the Issue?*, last week. Appearing on the program with Mr. Whitehead were Earl Hilburn, president of the Western Union Telegraph Co. and chairman of the U.S. Chamber of Commerce's communications committee (l), and Jack Oslund, the chamber's staff executive for communications. The chamber produces the weekly program.

bureaucracy to regulate something like our communications industry today in a high amount of detail and still reflect the public interest."

What is needed, he added, "is to move away from the regulation of this industry in great detail, and to adopt instead a regulation that emphasizes what do we want from this industry; what this industry should be seeking to achieve; what are the limits beyond which it may not go in the public interest."

"And then, within those firmly but not meddlesomely stated limits, let the industry proceed to develop the services and to develop the scope that it knows how to develop."

Mr. Whitehead made much the same point last July in a speech to the American Bar Association in London (BROADCASTING, July 19).

Mr. Whitehead also commented that communications is changing from just a technology, "from just something we use, to something that is shaping our lives, that is affecting us as a people."

He also said that he foresees many different kinds of networks (data, voice, TV, national, local).

TV rates with blacks for concern—Harris

Television was ranked above the Supreme Court and the Congress among institutions which "really care about blacks achieving equality," according to a Louis Harris & Associates poll released last week. Forty-seven percent of the blacks questioned in the survey felt television "really cared" about the black people; 26% felt it was "indifferent"; 13% said it "tried to prevent equality"; and 14% registered an "unsure" vote.

The survey put television 8% ahead of the Supreme Court and 17% above the Congress among a list of 12 institutions in the "really care" column. Newspapers and the Nixon administration were judged to be relatively indifferent or hostile to black aspirations, placing fourth and ninth, respectively.

FCB, Cor-Plex get together

FCB Cablevision Inc., Irvine, Calif., and Cor-Plex International Corp., Chicago, have reached an agreement in principle to merge the two companies. FCB Cablevision, a subsidiary of Foote, Cone & Belding Communications Inc., New York, operates CATV systems in California, Colorado and New York. Cor-Plex is active in the design, engineering, installation and servicing of cable television, master-antenna television, sound, closed-circuit television and telephone systems.

FCC gets it from both sides

BBI calls Boston remand unjustified, unwarranted; WHDH says FCC should have gone to Supreme Court

The FCC's request to the U.S. Court of Appeals in Washington for a remand of the WHDH-TV case was attacked by one of the parties principally involved as going to far, by the other as not going far enough.

Boston Broadcasters Inc., whose application for Boston channel 5 was granted by the commission in January 1969, said the request for remand was unjustified and unwarranted—and, if granted, would "inflict severe and unmerited economic losses" on BBI stockholders and employees.

It noted that it has spent \$4 million on construction of facilities, has hired a staff and is prepared to begin operating on Sept. 12—all in reliance on the actions of the appeals court in affirming the commission's decision and of the Supreme Court in denying WHDH Inc.'s petition for review.

But WHDH Inc., still fighting to hold on to its license for WHDH-TV Boston, said the commission should have filed its remand request with the Supreme Court, since WHDH has asked the high court to review its refusal to review the case, and should have asked for authority to reopen the comparative hearing. WHDH expressed its position in pleadings filed with the Supreme Court and the appeals court.

The commission asked for the remand last month (BROADCASTING, Aug. 23) in the wake of the Securities and Exchange Commission's action in bringing a civil suit against Nathan David, 6.5% stockholder, executive vice president, general counsel and director of BBI. The commission said its aim was the "limited" one of "hearing oral arguments en banc to consider procedures which the commission should follow in light" of the SEC action.

The SEC is seeking an injunction to prohibit Mr. David and several other defendants from engaging in what the SEC alleges are violations of the registration and antifraud provisions of the Securities Act. A hearing on the injunction request is scheduled for Sept. 15 in U.S. court in Boston.

BBI, in a pleading filed with the appeals court in Washington, said that grant of the remand request would unduly favor WHDH, since it would be permitted to continue an operation "which, by conservative estimates, brings WHDH a net pretax profit of over \$6 million per year—an unjust enrichment of unconscionable size which already has stretched to unconscionable duration. . . ."

BBI plans to file application with the commission tomorrow (Tuesday) for program test authority, which would permit its station, WCVB-TV, to begin operating, and for a license to cover its construction permit.

BBI said that the commission has a number of tools available for protecting the public interest that do not require a reopening of a case that has its roots in a comparative hearing begun years ago. However, the suggestions it advanced would leave it in control of channel 5, a situation WHDH is determined to forestall.

WHDH noted that it had filed pleadings with the commission in April detailing alleged evidence of concealments and misrepresentations on the part of BBI principals. Some of the charges related to Mr. David and later were restated in the SEC suit.

The alleged facts it had made available, WHDH said, provide additional basis for the Supreme Court to reconsider its previous refusal to review the case and to send it back to the court of appeals "for such action" as it deems appropriate.

Ex parte issues remain in Washington FM case

The FCC last week dismissed a request by Pacifica Foundation that it take another look at an order by the review board adding ex parte issues against Pacifica in a hearing for Washington's last available FM channel.

Pacifica is competing with the National Education Foundation for non-commercial channel 207 (BROADCASTING, Aug. 25, 1969).

The issues were added to the proceeding in September 1970 at the request of the Broadcast Bureau, which based its request on part of a program guide of Pacifica's noncommercial Los Angeles outlet, KPFF(FM).

The guide was written by KPFF's general manager at the time, Marvin J. Segelman, who has joined the Stern Concern in Los Angeles (see page 39).

In the guide, the bureau said, Mr. Segelman said that the outcome of the Washington FM channel proceeding was "most critical" and requested the support of subscribers. "If you choose to make your view of Pacifica known to the FCC," Mr. Segelman wrote, "please send me a copy of your letter."

The bureau contended the request for

support "clearly solicits a written ex parte presentation to the commission. . . ."

In dismissing Pacifica's application for review last week, the commission said it was not persuaded that addition of the ex parte issue would "fundamentally" affect the conduct of the proceeding. It cited a previous ruling in which it found that the mere enlargement of hearing issues did not warrant review. The vote was 6-to-0 with Commissioner Nicholas Johnson not participating.

Pats on FCC's back for cable proposals

Two contributors to the Office of Telecommunications Policy's ongoing debate on long-term cable policy have expressed at least general agreement with the direction taken by the FCC in its letter of intent to Congress.

The Communications Workers of America, in a letter devoted principally to the questions of access and availability of cable service, said the commission's move to open public-access channels was a sensible step that should also have been taken years ago in the case of broadcast channels.

"The commission has been entirely too timid over the years," CWA President Joseph W. Beirne said, "in denying the right of access to many, including this union, who wanted to broadcast on issues of public importance. . . . The courts have instructed the commission in the meaning of the First Amendment [by reversing its decisions]."

And the Electronic Industries Association said that "prompt adoption of the proposed FCC regulations provides the foundation to get this giant [CATV] moving. . . ." EIA said the freeze on cable's growth "has stunted the growth of the manufacturing industry's potential for contribution to broadband service."

How's your PR?

Broadcasters Promotion Association and the Radio Advertising Bureau are sponsoring a survey among the nation's AM and FM stations to ascertain the advertising, promotion and public relations policies of the outlets. The survey will be supervised by Andrew C. Erish, director of advertising promotion for the ABC Owned Radio Stations and a member of the BPA board of directors. Mr. Erish said the results of the survey "should provide a more accurate picture of the extent to which radio stations of all sizes, in all parts of the country, are equipped to promote themselves, both from a sales and a public relations aspect."

Distinct dislike for financial disclosure

Comments to the FCC on proposals for making form 324 public domain get no broadcaster favor

You can't judge a station's performance by looking at its balance sheet. That was the principal point made by broadcasters last week in damning a proposal that would permit the public to look at the financial reports licensees file annually with the FCC.

The suggestion was advanced last July by two public-interest law firms—the Stern Community Law Firm and the Citizens Communications Center—and by the National Citizens Committee for Broadcasting, which serves as a resource center for studies of broadcasting (BROADCASTING, July 26). They asked the commission to adopt rules allowing public inspection of the reports (which reveal revenues, expenses and profits) and expand the reporting form (form 324) to require a listing of expenditures on specific types of programming—"news," "public affairs," "all other (exclusive of entertainment and sports)" and "total local program."

They said that "a station's performance at renewal time should be measured in substantial part by the extent to which it 'reinvests' its profits and resources in locally-oriented programming."

In its opposition to the proposal last week, the National Association of Broadcasters argued that Form 324 "was never conceived of as suitable for playing any role in revealing information concerning past program perform-

ance and the degree of attention to any local needs or interests." Rather, NAB said, the form was designed to enable the commission to determine the economic status of the industry, make judgments about assignment of spectrum space and evaluate the financial qualifications of licensees.

And, NAB said, "the amount of money invested in particular programming areas tells nothing about management efficiency or program quality."

The Institute of Broadcasting Financial Management Inc., an organization of financial personnel in broadcasting, said the proposal "would subvert competition by focusing public attention upon a largely meaningless and unrelated reinvestment of profit figure, rather than the quality of program offerings, which in the final analysis is directly related to past performance commensurate with the public interest."

There is no "public right to know" about the financial condition of a station, said the North Carolina Association of Broadcasters. It said the information could be used by competing stations to gain an unfair competitive advantage. And, it added, providing information on specific programming categories would eventually lead to government standards on acceptable spending levels by licensees, forcing competing applicants into a virtual "comparative

spending contest before the commission."

A joint filing by nine licensees noted the "ominous tendency" to impose burdens on broadcasters under the guise of the "public interest." They said the proposals are part of this trend of "unprecedented and unwarranted intrusion into private and discretionary areas of business judgment of the broadcasting industry."

KPRC-AM-TV Houston said it is "falsacious" to contend that the amount of reinvestment can measure the quality of programming. It said there are many variables in the economic operation of a station that do not appear on form 324. As examples, it cited differing management practices and costs, and stations in the process of making technical improvements that are unable to plow back a given percentage of profits.

In another joint filing, eight licensees charged that adoption of the proposals "would materially upset the present structure of broadcasting." They pointed out it has not been shown how such data determines a station's performance.

Storer Broadcasting Co. charged that the "untenable theory" that performance should be judged by reinvestment is being advanced "solely for the purpose that the petitioners would like another string to the bow which they use to attack renewal applications. . . ." It noted that "at least two of the petitioners—Stern and CCC—have a business interest" in promoting the proposals "since they are engaged in representing, consulting with, and possibly inspiring attacks on broadcast station licensees by so-called 'citizen groups.'"

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Next step: counter commercials?

Stern Fund groups, buoyed by court decisions, plan messages to rebut many existing spots

An organized effort to force broadcasters to run so-called "truth in advertising" public-service spots that could contradict the commercial messages their stations carry is in the final stages of preparation. The broadcasters' problem might be compounded by a request that the spots be carried free.

Creation, and placement, of the spots will be one of the projects to be undertaken by the Stern Community Law Firm, located in Washington, and its new offshoot, the Stern Concern, which has been established in Los Angeles.

The Stern Concern's mission will be

to merge the research and informational potential found in Washington with the creative talents in Los Angeles, with the aim being the creation and dissemination of information designed to "hasten the pace of social change."

The over-all concept is not limited as to the media involved. But where radio and television are concerned, the Stern Community Law Firm will be available for going before the FCC and the courts when stations refuse to carry truth-in-advertising informational spots. Petitions to deny license renewal applications are not contemplated, however.

Rather, in offering such spots to broadcasters, the Stern Concern and the Stern law firm will be moving on a course aimed at widening the access of individuals and groups to radio and television, and conversely, restricting broadcasters' control over what their stations broadcast.

The firm will use as its starting point the U.S. Court of Appeals decision handed down last month that held that broadcasters who make time available for commercials cannot impose a ban on the sale of time for public issue announcements. However, it was not certain last week whether broadcasters would be offered payment; broadcasters might be asked to carry spots at no cost. That decision has not yet been made.

According to a letter to a number of individuals who attended a gathering in Los Angeles, in May, when plans for



"Paul Harvey

and TV stations across the country

YOUR greatest opportunity for the 1971-72 season is to bolster and individualize your News Programming.

NOW IS THE TIME TO ADD THE PROVEN

No. 1 CHOICE: *"Paul Harvey Comments"*

His is the most important commentary strip to be seen on TV today.

Paul Harvey is well-known . . . and loved . . . by millions of Americans. He has been quoted in daily newspapers, national magazines and the Congressional Record. His versatility is expressed in personal speaking engagements, network radio news analysis and syndicated newspaper columns.

AND, for the past three years he has brought provocative and memorable news commentary to his expanding television audiences. His dynamic style and dramatic presentation of personally written, outspoken comments continue to gain in popularity. Now, this colorful series of 5-minute news segments is available through TeleCom Productions to brighten and personalize your basic news programming.

Now in his FOURTH successful Television Season.

The first series of "Paul Harvey Comments" began in September, 1968. Within the first six weeks of announcement, 47 stations contracted. During the past three years, that group had grown to more than 126 stations.

If you are not now enjoying the benefits of this unique series . . . call collect, wire or write.

Ed Broman will give you all the details.

**IN COLOR
OF
COURSE!**

Comments..

gain audience...increase sales...add clients!

MAKE YOUR NEWS PROGRAMS OUTSTANDING AND DISTINCTIVE ...TO INCREASE PRESTIGE AND AUDIENCE INTEREST

The Paul Harvey style, in a dramatic series of 5-minute commentaries, gives added appeal to your news features

Each program in the series is personally written and presented by Paul Harvey. They are dynamic—dramatic. They represent an entirely new dimension in five-minute news programming. Each segment is designed to fit into established news shows. Or, each can be used as a self-

contained, separate news feature. If you have not yet signed the man acclaimed as "Commentator of the Year" by a group of 600 newspaper critics . . . now is your chance. Start by reviewing your current news programs. Then get complete details of "Paul Harvey Comments".



Paul Harvey looks to the future

. . . as he has on numerous occasions. As when he first visualized the need for change in our Viet Nam policy. The point at which he "bucked" the then popular opinion of "hawkish" attitude. His commentary was forthright, courageous, and, at that time, contrary to administration and consensus opinion.

Paul Harvey tells it as it is

. . . because he sees it that way. He takes the good (or bad) news, adds his own "salt and pepper" for palatability, and allows his viewers to make their own decisions. When "Paul Harvey Comments" his viewers think. His total involvement, sincerity and integrity are recognized by even his most casual observers.



HERE ARE A FEW OF THE MARKETS WHICH HAVE ALREADY RENEWED FOR THE FOURTH CONSECUTIVE YEAR . . .

KAUZ Wichita Falls
WFAA Dallas
WSNS Chicago
WHIO Dayton

WHBQ Memphis
WJKS Jacksonville
KOCO Oklahoma City
KPHO Phoenix

KOTV Tulsa
KTNT Seattle/Tacoma
WSOC Charlotte
WGEM Quincy

KCAU Sioux City
KTTS Springfield
WJTV Jackson
WTVT Tampa

WBRZ Baton Rouge
WTWV Evansville
KFDA Amarillo
WHTN Charleston/Huntington

Paul Harvey is ready to work for your clients.

Paul Harvey can broaden the scope of your current news programs. His dramatic series will attract viewers . . . and clients. He can become the spokesman—on and off the air—for your major clients.

Get full details of the new concept of television news programming. Ed Broman has the facts. Call collect, wire or write . . . now.

TELECOM PRODUCTIONS, INC.

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the Stern Concern were originally disclosed ("Closed Circuit," May 31) the underlying assumption is that public dramatization "of social wrongs will hasten the pace of social change, by publicly embarrassing wrongdoers into changing their policies, by piercing and arousing public consciousness and conscience, and thus improving the climate for social change."

The letter was written by Philip N. Stern, president of the family foundation that is financing the Stern Concern as it does the law firm. Marvin Segelman, former general manager of Pacifica Foundation's KPFA(FM) Los Angeles is director of the new office. The law firm's activities are directed by Tracy Westen.

In Washington, the Stern Concern expects to draw on the informational resources of public-interest law firms, staff members of Ralph Nader's organization and of congressional committees, and investigative reporters—all active in the areas of the environment, public health and product safety.

In Los Angeles, it will call on the services of various professionals—in the

performing arts, print and graphics, advertising and public relations, as well as radio and television—who are interested in doing public-interest work.

The truth-in-advertising spots, which will be one of the Stern Concern's start-up projects, will be prepared for radio, first, and if funds are available, for television. The concern is researching spots for use in connection with advertising for "lead-free" gasoline, analgesics, pesticides, automobiles, meats, engine additives, among several other products.

One official of a group owner based in Los Angeles who learned of the plans for the new truth-in-advertising spots, said in a letter to his attorney: "We view this threat as an attempt to completely undermine the broadcasting system as we have always known it."

However, attorneys representing licensees of Los Angeles stations who were aware of the Stern Concern's plans did not sound as alarmed. One said, "Hell will be frozen over a long time before broadcasters present the spots they [the Stern Concern] produce . . . We'll review our programing, and if

there is an imbalance [in terms of fairness], we'll produce our own programing."

Another attorney said his client would want to see the spots offered before deciding whether they would be accepted or rejected. "I'm not prepared to reject out of hand whatever Tracy Westen proposes," he said.

Mr. Westen told BROADCASTING various requests for time—purchased or free, for airing statements of fact or opinion—will be directed at stations "in the next few months." He expects the initial efforts to be focused in Los Angeles, but he says the Stern Concern's activities will not be limited to that area.

Although the "truth in advertising" campaigns will be a major thrust of the Stern Concern's work, they will not be the only ones. The first, already under way, is a campaign to spur registration of 18-year-old voters. Warner Bros. records has agreed to produce spots without charge, and talent is being enlisted to write and perform them. It is assumed that stations will be asked to run such spots free, much as they do Ad Council public-interest campaigns.

Your move, appeals court

FCC and networks ask full bench of nine judges for rehearing of political advertising decision

The U.S. Court of Appeals decision that for the first time imputed a First Amendment right to the use of the airwaves "will destroy the licensee's statutory role as a 'public trustee' by substituting . . . an unworkable policy not required by the Constitution." The FCC made that argument last week in asking the full nine-judge appeals court in Washington to rehear the case in which a panel of the court held last month that a flat ban on "paid public-issue announcements is in violation of the First Amendment, at least when other sorts of paid announcements are accepted" (BROADCASTING, Aug. 9).

Filing similar requests along with the commission were ABC and CBS, intervenors in the case, and, in a friend of the court brief, NBC. Like the commission, they said the decision last month was a radical departure from past court decisions, imposes a virtually impossible administrative burden on broadcaster and commission alike, and injects the government more deeply than ever in licensee programming decisions.

The court had acted on appeals of Business Executives' Move for Vietnam Peace and the Democratic National Committee. BEM appealed a commission ruling upholding WTOP(AM) Wash-

ington in its refusal to sell BEM time for spots opposing the Vietnam war. WTOP petitioned the court for rehearing two weeks ago (BROADCASTING, Aug. 23).

The DNC objected to the commission's refusal to issue a declaratory ruling that broadcasters may not, as a general policy, refuse to sell time "to responsible entities" for the discussion of controversial issues. Both the commission and CBS in their petitions said they did not read the court decision as going so far as to require the sale of time for programs; the DNC does read it that way.

The commission indicated it would not seek to overturn a ruling that a flat ban on the sale of time for editorial advertisements was arbitrary under the public-interest standard of the Communications Act. That would still permit broadcasters to make their "normal judgments, to reject some and accept others.

But the consequence of holding that a First Amendment right was involved, the commission said, is to make "the licensee in effect a common carrier rather than a public trustee." And, like the other parties seeking rehearing, the commission noted that the Supreme

Court has held that the broadcaster is a trustee for the public, with an obligation "to afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

The court had said that the commission could adopt "reasonable regulations" to deal with problems raised by the ruling—to decide how many political advertising spots might be permitted, for instance. But the commission said that once the First Amendment right is created, it cannot see how a licensee could reject any political-advertising spots.

And CBS said that, contrary to the court's view, the fact that broadcasters can allocate time among commercial advertisers is no basis for assuming the same allocation can be made among persons seeking to air political advertisements. "If every request for time carried with it a constitutional issue cognizable first before the commission and then before the courts," CBS said, "the commercial broadcasting system would long since have sunk beneath the weight of its own procedures."

The petitioners also asserted that the decision ran counter to the decision issued in June by the same court—though by a different panel—in a fair-

ness-doctrine case involving broadcasters' refusal to carry antirecruiting spots that would counter armed-forces messages (BROADCASTING, June 21). ABC, noting that the panel in that case had held that "no individual member of the public has the right of access to the air; the licensees may exercise their judgment as to what material is presented and by whom," said the "inconsistency" between the two decisions is further reason for reconsideration.

NBC, which had not entered the case earlier since it did not refuse to sell time to DNC, criticized the court's opinion as an abridgement of broadcasters "freedom of press" right. It said that as "a form of press, television licensees are entitled to the basic and enduring First Amendment protections" enjoyed by the print media.

NBC also questioned the court's assertion that acts of broadcast licensees are in effect "state action." It said such a holding is not only contrary to precedent but "should certainly come as a surprise to those government officials who have criticized television stations for their coverage of national events."

An argument opposing the position taken by the commission and the networks appears in the current issue of the Virginia Law Review, in a lengthy article by Commissioner Nicholas Johnson and Tracy Westen, his former legal assistant who now directs the Stern Community Law Firm.

The article, "A Twentieth-Century Soap Box: The Right To Purchase Radio and Television Time," is an elaboration of views the commissioner expressed in dissenting to the commission's decision in the BEM and DNC cases and in testimony he gave before the Senate Commerce Committee.

The article which was prepared before the court decision in the BEM case was issued, cites a list of precedents it says supports the view that once a private or public entity makes property under its control available for the general public it "cannot entirely prevent the expression of controversial views in that forum or discriminate among the views that are expressed."

But it goes on to advocate a "self-enforcing" theory of the First Amendment, under which "censorship by the government or by 'private' entities holding life and death control over the media" is prohibited. It also contends that the public-interest standard cited in the Communications Act requires broadcasters to operate "in a manner consistent with the First Amendment."

However, it also says that the right of access need not be unlimited—that regulations can be fashioned that would "maximize the opportunity of all citizens to speak" without plunging the broadcasting system into chaos.



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3 models of stereo single cartridge recorder/players	13 models of multi-cartridge players (in units of 3, 5, 6, 9, 10 & 15 decks)

These are *standard* models, augmented by still more units for industrial and specialized applications. We can't begin to describe them all here . . . so query us on your letterhead and get complete information about the best cartridge tape equipment in the world, and the widest range of accessories, supplies and auxiliary products, too!

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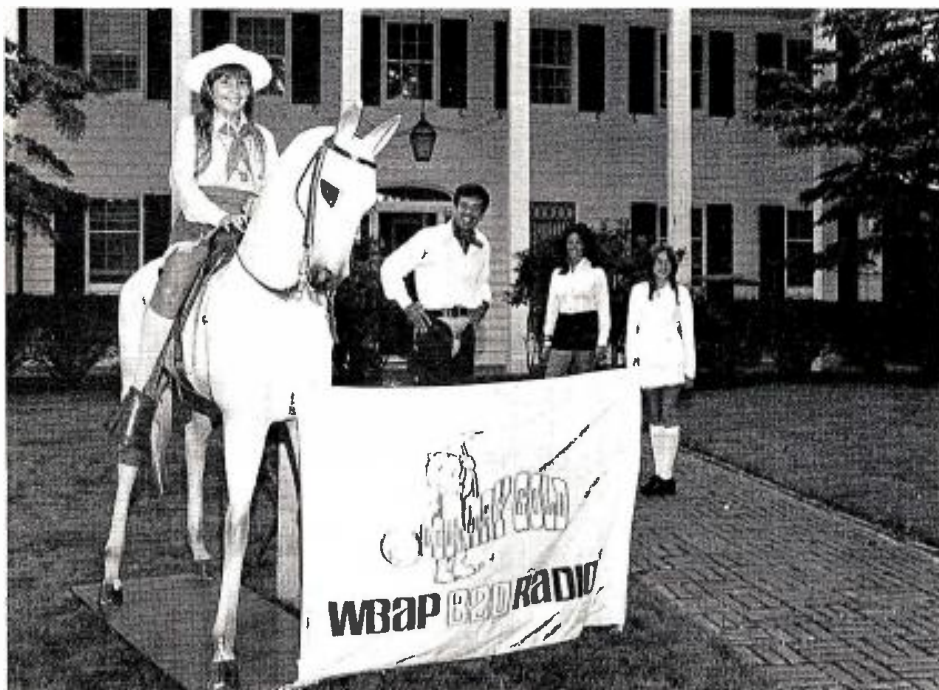
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Detroit advertising executives attending the WBAP(AM)-Robert E. Eastman Co. "country gold" party in Grosse Pointe, Mich., were welcomed by the family of host Bill Burton—senior vice president in Eastman's Detroit office—and by a full-sized replica of a horse. From left: daughter Kerrie, Mr. and Mrs. Burton, daughter Debbie. Later in the evening, guests at the "B-Bar Burton Ranch" posed on and around the prop. As did Jack Church, marketing chief of GM's United Motors, and wife Pat.

An evening in advertising, Motown-style

**Wherein Broadcasting
attends the goings-on
of Detroit's auto-
oriented marketing
community on a
festive summer's night**

Not all in broadcasting has been somber this summer. Problems beset the media and the advertising businesses on all sides, but there was yet time enough to take an occasional time out. Such was the evening of Aug. 25.

The idea behind the party, and its Western theme, was that one of station representative Robert E. Eastman Co.'s station clients, WBAP(AM) Dallas-Fort Worth, had taken off in the ratings since switching to an "adult-oriented" country-music sound on its 50-kw, clear channel frequency a year ago. What's more, the scene was automobile-conscious Detroit in late August, when broadcast budgets for the new year were in, the early buys set—and the town still reeling from the impact of the President's new economic proposals 10 days earlier. It was a time in which a party was especially welcome, regardless of the occasion or lack of one; in this case, the additional ingredients for a promotional get-together were present in abundance.

So it was that about 100 people gathered at what became, for the evening, the "B-Bar Burton Ranch"—the home of William K. Burton, senior vice president in Eastman's Detroit office and responsible for Midwest sales for the radio-only representative firm. They began arriving about seven—from BBDO, Campbell-Ewald, Gray Advertising, Kenyon & Eckhardt, McCann-Erickson, MacManus, John & Adams, Young

& Rubicam, Wells, Rich, Greene—at Mr. Burton's white-columned, 18-room colonial at 633 Sunningdale Drive, in the fashionable Grosse Pointe suburb. It is an area where \$100,000-plus homes are the rule, and where style, not size, is what sets a home apart. (Lochmoor Country Club and the Grosse Pointe Yacht Club are a stone's throw away.)

The evening was informal, intentionally low-keyed, as the Bill Burton family and a play-like horse stood on the front lawn to greet early-arriving guests. The main bar was in operation in the "Spanish room," from which a door led to the back yard (complete with landscaped patio, lighted pool and tiny cabana), where there were more bars and most of the action.

There were relaxed spirits, soft lights, country music, much food and drink, more people than tables and chairs—but no presentations, no flip cards, no slides, no 20-minute color film—as the party ran its high-spirited course until after two in the morning.

It had been a hard night's play for Bill Burton, his client and his colleagues. But, in business terms, it was also a good day's work. The next morning both he and guests were off and running in their respective parts of the broadcast advertising spectrum. It was certain that they would all be seeing each other again, across rate cards if not across martinis in the days to come.

*Text and captions by
David Berlyn, senior editor,
who covered this story
while making the rounds of
his broadcast advertising beat*

Carpet Center Carpet Stores	269,500	May Department Stores Co.	1,016,800
Chase Manhattan Bank, New York	515,300	McDonalds Corp.	10,976,100
Chatham Food Center (Detroit)	287,500	Media General	954,500
Chemical Bank, New York	888,100	Metromedia	847,500
Chevrolet Auto Dealers	4,282,100	Midwest Federal Savings & Loan,	
Chrysler Corp. Auto Dealers	369,200	Minneapolis	364,400
Chrysler-Plymouth Auto Dealers	3,576,100	Minnesota Federal Savings & Loan Assn.	309,700
Cleveland Trust	269,600	Monte Carlo Carpet Store (L.A.)	297,300
Coast & Southern Federal Bank La.	440,400	Motel Managers Training School	664,400
Colonial Studio Products	355,100		
Columbia School of Broadcasting	2,010,500	National Bank of Detroit	347,400
Commonwealth Bank of Detroit	509,500	National Industries	664,400
Commonwealth Edison Co.	789,700	National Food Stores	735,100
Computing & Software	394,700	Nelson Furniture & Carpet Store	
Central Data Corp.	1,113,000	Chicago & Columbus, Ohio	775,700
Crimson Travel Service (Boston)	341,400	The New York Times Co.	309,300
Crowell Collier & MacMillan	277,900	Northern Trust, Chicago	336,900
Crocker-Citizens National Bank	534,700		
		Oldsmobile Auto Dealers	1,038,900
Datsun Auto Dealers	393,700	Ontario Department of Tourism (Detroit)	497,400
Daylin	283,500		
Day Liner Boat Cruise	282,900	Pacific Plan Loans (L.A. & S.F.)	432,700
Dayton-Hudson Corp.	1,076,900	Palisades Amusement Park	472,900
Detroit News & Times	442,000	Palm Spring Health Spa &	
Dodge Auto Dealers	3,800,300	European Holiday	290,300
Driver Training Institute (N.Y.)	256,100	Passport Travel Club Agent (N.Y.)	663,400
		Penn Fruit Co.	1,371,000
Eckerd Drug Stores	468,700	J. C. Penney Co.	3,219,100
Elder Beerman Department Store (Dayton)	866,200	Peoples Drug Store	733,600
Electric Companies, New England	281,300	Pepsico, Inc. (North Amer. Van Lines)	370,000
Electrical Contracting Assn. (San Diego)	3,211,800	Philadelphia Inquirer	448,500
Empire Savings Bank, New York	478,800	Pillsbury Co. (Burger King)	3,134,600
Equitable Saving & Loan (Los Angeles)	309,900	Pittsburgh National Bank	296,900
		Playworld Sporting Goods & Toy Store	330,200
F.A.S. International	1,258,800	Ponderosa Restaurant	386,700
Federated Department Stores	1,776,700	Pontiac Auto Dealers	2,070,400
Field Enterprises	451,100	Publix Super Markets	450,700
First Chicago Corp.	596,100		
First Federal Savings Bank of Chicago	403,700	Quality Mail Order House Records	440,300
First Federal Savings Bank of Detroit	323,600		
First National City Bank, New York	1,035,800	Ralston Purina Co. (Jack In The Box)	1,522,800
First Pennsylvania Banking & Trust	308,800	Rapid American Corp.	572,700
Ford Auto Dealers	6,218,300	Rapid Transit Bus System (L.A.)	363,300
Food Fair Stores	560,000	Reedman, Inc. Auto Dealer (Phila.)	538,300
Franklin Brothers Furniture Village		Reliable Mortgage Co. (L.A.)	292,000
(Balt. & Wash.)	259,100	Renault Auto Dealers	268,700
		Rich-Art Productions (San Francisco)	561,200
Gambles Skogmo	431,300	Ringling Brothers Circus	655,400
General Boushelle Service & Products		Roos Atkins Department Store	550,300
(Chicago)	435,400		
General Foods Corp. (Burger Chef)	2,480,900	Safeway Stores	1,967,900
General Motors Corp. Auto Dealers	944,600	Sav-On Drug Stores	303,800
Giant Furniture Warehouse		Sears, Roebuck & Co.	18,311,600
(Cinn. & Columbus, Ohio)	319,900	Sea World Park (L.A. & San Diego)	255,600
Gimbel Brothers, Inc.	839,100	Security Pacific, Los Angeles	546,700
Goodyear Tire & Rubber Co.	577,200	Servomation Corp. (Red Barn)	688,400
Grand Union Co.	272,500	Shipstads & Johnson Ice Follies	657,300
Great Atlantic & Pacific Tea Co.	3,706,900	Southern California Edison Co.	526,900
Great Scott Super Market (Detroit)	428,400	Southland Corp.	947,500
Great Western Saving & Loan (L.A.)	579,000	Spartans Industries	521,500
Great Western United Corp.	1,107,200		
Gulf & Western Industries, Inc.	311,600	Tandy Corp.	258,300
		Thrifty Drug Stores	370,500
Hendon Building Materials (N.Y.)	1,018,500	Toyota Auto Dealers	530,200
Holiday Health Spa	332,200	Toys "R" Us Stores	329,200
Holiday Inns of America	570,600	Twin City Federal Saving & Loan,	
D. H. Holmes Department Store		Minneapolis	721,900
(New Orleans)	294,600		
Home Saving & Loan (L.A.)	759,400	Union Home Loans	375,700
Household Finance Corp.	4,448,700	United California Bank	786,400
Ideal Carpet Store (New York)	972,700	Volkswagen Auto Dealers	885,300
Independent Grocers Alliance of America	470,400		
International Industries, Inc.	435,100	Walgreen Drug Stores	705,000
International Tel. & Tel. Corp.	408,200	Washington Star	265,000
Interstate Department Stores	2,182,800	Western Auto Stores	2,189,100
Interstate Training Service	264,400	Winn Dixie Stores	2,585,500
Irving Trust Co. New York	282,900	F. W. Woolworth Co.	6,642,600
		Wrigley Supermarkets (Detroit & Lansing)	629,800
Jamaica Tourist Board	1,288,900		
Jetma Technical Institute	326,300	Zachary All Men's Clothing Store	862,000
Jewel Companies	1,080,100	Zale Corp.	713,400
		Zayre Corp.	292,200
Kentucky Fried Chicken Corp.	5,833,300	Source: Television Bureau of Advertising (based on	
Kresge Co.	1,040,900	BAR Reports, 75 markets, one week per month)	
The Kroger Co.	2,948,300		
Levitz Furniture & Carpets (Atlanta)	1,341,100		
Lincoln Mercury Auto Dealers	827,500		
Lincoln Saving & Loan Assn. (L.A.)	531,000		
Lucky Food Stores	535,800		
R. H. Macy & Co.	995,100		
Manufacturers National Bank of Detroit	432,700		
Manufacturers Hanover Trust, New York	427,400		
Marcor, Inc.	3,018,700		
Mark C. Bloome Tire Dealer (L.A.)	274,400		
Marine Midland Banks of New York	329,700		
Marriott Corp.	939,100		
Maryland National Bank	257,800		

Firestone ads found to be false, but . . .

A Federal Trade Commission hearing examiner has found that advertising for Firestone's wide oval Safety Champion tires involved false safety claims. He also admitted, however, that the tires "meet or exceed current government safety standards."

Examiner Edward Creel also turned down a petition to require corrective advertising filed by a group of George Washington University law students, under the acronym SOUP (Students Opposing Unfair Practices).

Mr. Creel's decision, which is subject to appeal, stay or review by the full FTC, noted that since the advertising stressed safety, the safe use of a tire requires disclosure of several conditions—inflation pressure, overloading and wear.

"Although it may be difficult to mention such matters in advertising which promotes safety claims," the examiner said, "nevertheless, an advertisement proclaiming safety is not complete unless this is done."

Although the Firestone claim that the tires help stop cars 25% quicker on glare ice is true, he said, no proof was shown that this would be so under other road conditions.

Mr. Creel also said that no correc-

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■ WOCN-AM-FM Miami and WWBA-AM-FM Tampa, Fla.: Petry Radio Sales, New York.

■ WMYQ-FM Miami and KCBQ(AM) San Diego: Metro Radio Sales, New York.

tional advertising is necessary since a considerable lapse of time has occurred since the advertising was run; that by this time many of the tires sold do not have enough tread left for the owners still to believe they are safe; that the residual effect of the advertising will be slight by the end of the year when the final FTC order becomes effective, and that many other tire manufacturers have made safety claims through similar brand names and have had no sanctions imposed.

In the first and only imposition of correctional advertising, the FTC and ITT Continental Baking Co. agreed to devote 25% of its Profile bread advertising for one year to messages designed to offset challenged weight-reduction claims in prior Profile advertising (BROADCASTING, July 5). The FTC has asked for similar requirements in half-dozen other cases that are still pending.

The FTC last week issued formal complaints against ITT Continental Baking advertising for Wonder bread and Hostess cakes, a move it had announced it intended to make earlier this year. The company said it would contest the complaint before the trade commission and, if necessary, the courts. FTC charged that Wonder bread and Hostess cake advertising implies health claims that are not true.

The Firestone complaint was issued by the FTC in mid-1970, after it announced its intention of filing the complaint in December 1969. Negotiations between the agency and Firestone in the interim period produced no settlement.

An inside preview of FTC advertising probe

A little more light was shed last week on what the Federal Trade Commission may be seeking when it holds its full-scale inquiry next month into today's advertising—especially television advertising—and its impact on consumers (BROADCASTING, Aug. 30, May 17).

The illumination came from FTC Commissioner Mary Gardiner Jones in a speech Sept. 1 to the Association for Consumer Research at the University of Maryland.

Miss Jones, sometimes called the consumer activist on the FTC, said that these are some of the questions she would like answered in that inquiry, scheduled to be held Oct. 20, 21 and 26 in Washington:

- For which product categories does TV advertising play the most significant role in effecting primary or selective demand?

- What is the relative importance of TV advertising as compared with other media and with other personal influence sources?

- What is the relative importance of TV advertising as compared to variables such as price and other point-of-purchase variables?

- What is the relative importance of TV advertising as compared to information gained through usage experience?

And, although noting that the inquiry is not designed to unearth fraud or deception, the FTC commissioner commented that there could be information developed that might help the FTC deal with unfair or deceptive practices.

"Communication researchers recognize," she said, "that there are a multitude of controllable variables which determine the 'effectiveness' of an ad. The question is at what point the manipulation of those variables constitutes an unfair or deceptive practice."

"The advertiser has within his control factors associated with the message itself and the perceptual 'surround' associated with the message. These would be starting points in our search for sources of deception."

Beyond that, Miss Jones told her audience, the commission also must consider factors outside the control of the advertiser: "in particular the receiver's characteristics cannot be ignored."

She also asked for data on the use

and impact of fear appeals, the use of "non-informational" advertising themes, "and the inability of consumers to evaluate the effectiveness claims made for certain types of products."

In its official notice of the inquiry last May and again last month, the FTC said it wants to look at advertising addressed to children; to determine whether TV advertising may exploit fears, desires and anxieties; techniques of preparation and production of TV commercials, and consider consumers' physical, emotional and psychological responses to advertising as they may effect the standards by which advertising as a whole is judged.

Those interested have been asked to submit information to the FTC's Bureau of Consumer Protection before the scheduled dates. If it is required, the FTC said, hearings may be held in cities other than Washington.

FCC backs WBAL-TV on political ad protest

The right of a television station to reject political advertising of less than five-minute length was upheld by the FCC last week. The decision was flavored, however, by the commission's recognition that the station had promised to make free time available to all candidates for major offices.

The decision came in answer to a protest by Louis Rosenbush Jr., owner of Rosenbush Advertising Agency, Baltimore, against WBAL-TV Baltimore. The agencyman, representing a candidate for the Democratic nomination for mayor, said his client could afford nothing longer than spot announcements. He charged the station with discriminating in favor of better-financed candidates.

In rejecting the protest the FCC said it had ruled in past cases that licensees had latitude in deciding how and when to permit the use of facilities by political candidates. The commission said that WBAL-TV "has recognized its obligation to make its facilities effectively available to candidates" by providing paid time in lengths of five minutes or longer and planning free time during a one-hour special to be broadcast Sept. 12 at 6 p.m. The election, a primary, will be Sept. 14.

The FCC added that the recent decision by the Court of Appeals denying broadcasters the right to reject advertising that expresses a point of view "might have an impact" on the problem presented by the WBAL-TV case. The court indicated that broadcasters had little control over content and nature of such advertising (BROADCASTING, Aug. 9). The FCC noted, however, that it was seeking a court review.

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Dallas
San Francisco



(Top left) Robert E. Eastman, board chairman of the host rep firm, took his turn at the microphone for a solo on "Try to Remember" and led group singing of "You are My Sunshine." A band member is at right.

(Top right) Lawton Williams (r), country-and-western singer who has sold over seven million records, makes an appearance during the party. Enjoying the music are Peter A. Dow, Chrysler/Plymouth advertising manager, and his wife Jane.

(Bottom left) Left to right in dinner line: Mr. and Mrs. William H. Kennedy (he's senior vice president and director of media, Campbell-Ewald); buying executives Joan Yarnick of BBDO and G. B. Werk of Campbell-Ewald.

(Bottom right) The Burton's Spanish Room was a center of conviviality. Left to right: Gene McCarthy, media director of Young & Rubicam in Detroit, and the Donn Hinton (he's field group supervisor for Chrysler/Plymouth).

(Below) Poolside scene at the party. Identifiable in the foreground: at far left, Lou Masuse, now supervisor on Ford's Pinto, Maverick and Mustang account at Grey Advertising; next to him, with back to camera, John A. Adams, senior vice president and general manager of Grey's Detroit office; next, with glasses, Gene McCarthy, media director, Young & Rubicam, Detroit; in middle of picture, Donn Hinton, field group supervisor, Young & Rubicam, Detroit (in short-sleeved shirt), and Peter A. Dow (striped slacks), ad manager, Chrysler/Plymouth; far right, Bob Balfrey, media director, Kenyon & Eckhardt.



Sears on top in local advertising

Last year's healthiest commercial category dominated by retail chains, TVB reports

Two chain operations—Sears Roebuck & Co. and McDonald's Corp.—led the nation's "local/retail advertisers" in television investments in 1970.

Sears put \$18.3 million into television locally, McDonald's (string of franchised restaurants) spent \$10.9 million. They were among 196 local advertisers who individually spent \$250,000 or more in TV during the last year.

The local TV spending data is contained for the first time in a new report being released this week by the Television Bureau of Advertising. TVB said the report parallels those it releases periodically on national and regional spot and network and similarly based on information supplied by Broadcast Advertisers Reports (BAR), which monitors 261 stations in 75 markets.

The bureau noted, however, that the local retail dollar expenditures, unlike advertiser spending in spot and network, "are not projectable to total U.S."

According to Norman E. (Pete) Cash, president of TVB, the issuance of a local report will now give the advertising community "the ability to trace specific advertiser investments in television, all the way from the network and market-by-market spot to the local client."

He said the bureau always believed "that the more information available on how clients use television, the better guidelines agencies and advertisers will have to help make this medium a more efficient marketing and informational tool."

The local/retail report came co-

incidentally with official FCC figures showing local sales up substantially in 1970 during a soft economy with slippages recorded for network and national spot and regional TV advertising (see page 56).

Retail chain operations rank as heavies in the local report. F. W. Woolworth (variety store chain) with \$6.6 million, placed between AT&T in the third spot with \$7.5 million, and Ford Auto Dealers in the fifth spot with \$6.2 million.

TVB's report released figures for each of the 196 companies listed alphabetically, and for the top 25 advertisers ranked by total local expenditures. In that ranking, five department store chains and store groups were listed: They were Sears, Marcor (Montgomery Ward), J. C. Penney, Interstate Department Stores and Associated Merchandising Corp.

Listed in the top-25 were five auto dealer groups (covers dealer activity for specific makes). These were Ford, Chevrolet, Chrysler-Plymouth, Dodge and Pontiac. Also noted were four supermarket groups—A&P, Kroger, Winn Dixie and Borman Foods.

TVB's director of local sales, Tom McGoldrick, explained that the chief basis on which the bureau determined whether or not an advertiser ought to be placed in the local report was its ownership of retail outlets. He said, however, that TVB includes in its market-by-market spot report those portions of a company's activity that are in other than retail business.

TVB said that with the new report it was now possible to follow an advertiser's investment in all forms of television. An example given was Pillsbury: \$9.8 million in network, \$3.9 million in spot and \$3.1 million in local (for its Burger King Restaurant) for a total TV expenditure during 1970 of \$16.8 million.

The bureau said that for the present it planned to issue local/retail investments by company only annually, though "if demand warrants, half-year and quarterly reports may follow."

Top 25 local/retail advertisers

1. Sears, Roebuck & Co.	\$18,311,600
2. McDonald's Corp.	10,976,100
3. American Tel. & Tel. Co.	7,535,600
4. F. W. Woolworth Co.	6,642,600
5. Ford Auto Dealers	6,218,300
6. Kentucky Fried Chicken Corp.	5,833,300
7. Household Finance Corp.	4,448,700
8. Chevrolet Auto Dealers	4,282,100
9. Dodge Auto Dealers	3,800,300
10. Great Atlantic & Pacific Tea Co.	3,706,900
11. Chrysler-Plymouth Auto Dealers	3,576,100
12. J. C. Penney Co.	3,219,100
13. Electrical Contracting Assn.	3,211,800
14. Pillsbury Co. (Burger King)	3,134,600
15. Marcor Inc. (Montgomery Ward)	3,018,700
16. The Kroger Co.	2,948,300
17. H. & R. Block	2,912,200
18. Winn Dixie Stores	2,855,500
19. General Foods Corp. (Burger Chef)	2,480,900
20. Borman Food Stores	2,233,800
21. Western Auto Stores	2,189,100
22. Interstate Department Stores	2,182,800
23. Associated Merchandising Corp.	2,124,000
24. Pontiac Auto Dealers	2,070,400
25. Columbia School of Broadcasting	2,010,500

Local/retail advertisers spending \$250,000 or more in TV—1970

A-G Foods (Gino's)	\$ 676,600
Aamco Industries	1,725,200
Aames Mortgage Loans (L.A.)	507,600
Acme Markets	942,700
Age of Discovery Encyclopedia	453,000
Allen Carpet Stores (N.Y. & Phila.)	755,500
Allied Stores Corp.	1,590,800
American Motors Auto Dealers	548,400
American Saving & Loan (L.A.)	342,300
American Saving & Loan (S.F.)	256,700
American Tel. & Tel. Co.	7,535,600
Anderson Little Clothing Stores	309,600
Antelope Valley Land Development (L.A. & S.F.)	302,700
Aqueduct and Belmont Race Tracks	896,400
Arbys	469,900
Associated Dry Goods Corp.	334,200
Associated Merchandising Corp.	2,124,000
Avco Finance Corp.	403,900
Bahamas Ministry of Tourism	987,300
Bankers Trust Co., New York	573,500
Bank of America, National Trust & Saving	888,100
The Bank of New York Co.	412,000
Bargaintown U.S.A. Discount Stores	922,300
Beacon Reupholstering Co. (L.A.)	602,000
Belk Department Stores	522,600
Belvedere Construction Co. (Detroit)	320,500
Beneficial Corp.	467,300
Benevest Tax Service	321,000
H. R. Block	2,912,200
Blue Ribbon Freeze Food Plan (L.A.)	662,900
Bonanza International	457,500
Bond Bilt Construction Co. (Detroit)	352,000
Borman Food Stores	2,233,800
Boron Service Stations	598,100
Botany Industries	404,200
Brake-O-International	394,300
Buick-Opel Auto Dealers	1,409,700
Cadillac Auto Dealers	436,000
California Pine Homesteads	281,100
California Federal Saving & Loan Assn.	857,400
Canadian Department of Trade & Commerce	1,037,200
Career Academy	1,705,800

BAR reports: television-network sales as of Aug. 15

CBS \$349,788,100 (37%); NBC \$326,132,400 (35%); ABC \$258,838,600 (28%)*

Day parts	Total minutes week ended Aug. 15	Total dollars week ended Aug. 15	1971 total minutes	1971 total dollars	1970 total dollars
Monday-Friday					
Sign-on-10 a.m.	70	\$ 403,500	2,405	\$ 13,950,000	\$ 13,986,000
Monday-Friday					
10 a.m.-6 p.m.	887	5,317,300	28,829	194,424,200	213,107,500
Saturday-Sunday					
Sign-on-6 p.m.	252	1,542,200	8,774	88,313,400	91,980,600
Monday-Saturday					
6 p.m.-7:30 p.m.	84	1,085,700	2,931	44,063,200	49,951,200
Sunday					
6 p.m.-7:30 p.m.	12	168,700	508	13,199,600	18,204,400
Monday-Sunday					
7:30 p.m.-11 p.m.	431	13,104,000	14,142	540,034,400	593,259,600
Monday-Sunday					
11 p.m.-Sign-off	124	1,380,400	4,069	40,774,300	43,207,800
Total	1,860	\$23,001,800	61,658	\$934,759,100	\$102,369,100

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

It's instant radio for auto makers

Radio was tapped last week for more automobile business as Detroit continued to grapple with the new Nixon economic policy. The carmakers' choice of radio emerged during a two-week period following the President's Aug. 15 economic-policy announcement.

The auto companies were moving in fast with orders for short-flight radio campaigns. Chevrolet, for example, through Campbell-Ewald, reportedly has \$1.5 million backing a massive spot-radio drive that started last Wednesday (Sept. 1). That business will continue for five weeks in the top-80 markets.

The Chevrolet campaign was said to have been approved only shortly before its starting date and was described in Detroit as one of "the fastest Chevy campaigns assembled in history." Theme of the campaign is the excise tax, following the path set by its parent, General Motors, through D'Arcy-MacManus-Intermarco, which ordered a one-week, nationwide spot-radio drive, which was started Aug. 23, and placed also to explain the auto excise-tax situation ("Closed Circuit," Aug. 30).

Still other passenger-car new business showed up in network radio as well as in spot. An order by Buick, through McCann-Erickson, that started last Monday



The 18-month-old Kienast quintuplets—three boys and two girls—will take part in a new campaign for Ecolo-G, a nonpolluting laundry detergent manufactured by the Ecology Corp. of America, Paterson, N.J. Over \$500,000 has been allocated to the spot-TV campaign, which is set to start in the Northeast Sept. 20 and continue through the beginning of December. The 30- and 60-second commercials were filmed by Televideo Productions, New York, at the family's home in Liberty Corner, N.J. The commercials feature Mrs. Kienast and her family, seven children in all, and show her doing one of the 20 laundries she washes each day with Ecolo-G. Themes of the spots: "Don't use Ecolo-G because I do. Use it because you care." Agency is Venet Advertising, New York. The Kienasts are assured of clean washes for a long time. Besides a fee and residuals (the agency refused to disclose the amount) picked up from the spots, the family will receive a lifetime supply of Ecolo-G.

will cover a total of 50 spot markets and in addition will place commercials in network radio. Initial order was for three weeks. According to Detroit sources, the McCann buy entails expenditures of some \$400,000. Business from American Motors, through Wells, Rich, Greene, also was reported last week by CBS Radio.

Though network-TV business ordered for the fall appears firm, the extent of spot-TV activity for the new-model in-

troductory period appeared less certain. Auto sources acknowledged that ad monies, while not substantially increased in total for the new-car season, are favoring broadcast as compared with print media. Spot-TV consequently is expected to develop strongly this fall.

But still in doubt were Chrysler's broadcast plans. Chrysler has put a hold on radio and TV. According to one Detroit adman, the Chrysler decision is tied to a credit problem.

New Free Series For The Consumer

Public Service Shows from The American Bankers Association

Features Peter Weaver, nationally syndicated consumer advice columnist. 90-second radio features to:

1. Capitalize on the consumer market.
2. Help your listeners stretch their dollars.
3. Add to your community service stature.
4. Help you sell adjacent time to banks.

Weaver's comments are his own—reflecting 20 years as a business and consumer

Mind Your Money

reporter. He gives practical advice on such topics as how to buy a car, how to sell a home, service contracts.

"Mind Your Money" has been tested with favorable listener reactions in a score of markets nationwide.

Send coupon today! Audition kit contains 6 shows, list of 48 series titles, Weaver bio. First request gets exclusive rights.

Contact: Peter V. O'Reilly, The American Bankers Association
1120 Connecticut Ave., N.W., Washington, D.C. 20036

Please send "Mind Your Money" to:

Attention:

Station:

Address:

Zip

Check if you also want to preview a new 90-second series "How Business Affects You." ☐

Interference called on Trade Center

N.Y. TV's want to move antennas there;
Empire State doesn't want them to go

Should nine New York-area television stations relocate their antennas from the Empire State building to the 1,350-foot World Trade Center building in lower Manhattan or shouldn't they? Last month (Aug. 16), the Port Authority of New York, administrator of the World Trade Center, filed an application with the FCC for a hearing on whether or not such a move would be in the public interest. Earlier, the New York TV stations, represented by the TV Broadcasters All Industry Committee, an organization made up of station engineers and lawyers, asked the FCC to act on an application for the transfer of their antennas from the world's tallest building to the heir apparent.

The Port Authority of New York questions the wisdom of the move. Measurements have been taken of the World Trade Center, still under construction, at various stages of its development by both parties to the controversy. The Port Authority feels predictable interference has not occurred. The TV broadcasters believe there's already evidence of a substantial increase in the amount of interference.

The Empire State building, currently owned by an investment syndicate created by Lawrence A. Wien and managed by Helmsley-Spear Inc., New York, has a vital interest in the out-

come of this dispute. Since Dec. 22, 1931 (some seven months after the building was officially opened), the Empire State has provided the primary television transmission facilities for the New York area (NBC started with an experimental installation). It's not just a prestige item. Currently each of the seven VHF and two UHF stations transmitting from a 22-story, 222-foot, 60-ton mastlike structure stretching upward from atop the 1,250-foot Empire State building (the claim is that this is the "world's most powerful and far-reaching TV tower") pays an annual antenna license fee of \$55,000. Additionally they pay varying amounts for the occupancy of floor space in the building. It's estimated that broadcasters in the New York area (the building also is landlord to 10 FM stations) pay operators of the Empire State building some \$1.25 million in yearly rentals.

In hope of discouraging a change, the Empire State building in the past has made public its estimate that the move by the TV broadcasters to the Trade Center would cost the Port Authority some \$25 to \$30 million in new equipment, plus another \$20 million in installation fees. A more widely-held estimate on the transfer cost is \$14 million.

The public interest is deeply involved. Ever since New York's Port

Authority announced plans to build a massive structure of interlocking steel panels, topped by twin towered skyscrapers, the area's TV people have been concerned. The presence of the new building, broadcasters predicted, would add seriously to TV interference, with ghost effects particularly to the north in Westchester county, N.Y. It was suggested that the signals of stations transmitting from the top of the Empire State building would bounce off the Trade Center, causing the ghosting effects. The engineering consulting firm of Kear & Kennedy, Washington, in a 1967 study commissioned by the Empire State building, predicted that TV viewers in Westchester and Putnam counties north of New York and in the range of from 45 to 60 miles could expect to pick up a dark strip down the center of their TV pictures caused by a three-to-five degree arc of signal blockage north of the Empire State structure.

A tower for TV antennas was not included in the original construction plan of the Trade Center but the Port Authority, faced with the TV interference problem, agreed to relocate the TV stations from the Empire State building and to bear a major portion of the cost. More specifically the Port Authority promised the broadcasters that they wouldn't have to pay licensing rights fees for space on the Trade Center building until their leases with the Empire State Building expire in 1984 (each of the stations has a separate lease but they all read alike). Upon these conditions, the TV broadcasters withdrew their complaints and the Port Authority was allowed to continue with construction of the Trade Center.

The PA now says it agreed to the conditions only to protect the public interest and on condition that the predicted reflections off of the Trade Center Building would occur and interfere with television reception. But that predicted interference has not occurred, the PA claims in its Aug. 16 application to the FCC. Backing up the claim is a survey of TV viewers from Opinion Research Corp., Princeton, N.J., and three technical studies done when the aluminum



Admittedly an extreme example of interference caused by the Trade Center, the above off-screen photo was taken for a study by the Julius Cohen engineering firm. The dark center strip and the ghosting effects appeared on ch. 47 at point 45 (arrow on map) in Yonkers, N.Y.

skin on the north tower of the World Trade Center building was at the 106th floor, vertical spandrels were completed to that height; skin on the south tower was up to the 80th floor, with steel shell topped out. (The 110-story building—60 tenants already are occupying space—is due for completion by 1973).

The TV Broadcasters All Industry Committee, headed by Otis Freeman, engineering vice president of WPIX(TV) New York, has been conducting its own measurements of possible interference caused by the Trade Center building. First engineering measurements were made by Jules Cohen & Associates, Washington, in March when the Trade Center's north tower aluminum skin was at the 82d floor. In August, with the aluminum skin at the 106th floor of the north tower, the consulting engineering firm went back to 71 locations in a six degree northerly arc from the Trade Center that were previously measured and found a "substantial increase" in interference ("Closed Circuit," Aug. 30).

Meanwhile work is going ahead on the construction of a 365-foot tall pole to go on top of the north tower of the Trade Center. The Port of Authority has a \$4.1-million contract with RCA for the design, construction, fabrication and erection of the antenna pole with an option to cancel the contract by the 18th day of each month. The design calls for 10 antennas on the one pole. To date the contract has been in force for about a year during which time RCA has constructed "certain hardware," but reportedly is "a long, long way" from completing the entire antenna construction. The Port Authority pays monthly charges under terms of the contract.

The situation adds up to an argument over whether or not there's a reflection of television signals from the World Trade Center building. The answer is the FCC's to provide. At stake is better television reception for great numbers of New York City area viewers, and the possibly enormously costly move of local TV stations from a site they have been transmitting from (and to which local sets have been attuned since Dec. 1, 1950, when the Empire State building's TV tower was completed). The stations involved are: WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX(TV), WNYC-TV, all New York; WNET(TV) Newark and WNJU-TV Linden, both New Jersey.

Technical topics:

Color it RCA ■ RCA has developed a new commercial color-TV receiver, model JP-968WX, that can be used as a general utility monitor for studio applications. The 23-inch set, equipped with AccuColor to eliminate frequent ad-

justments, accepts RF or bridged direct TV video and audio line feed without adapters. Special automatic features of the unit include chroma control, color purifier and stabilizer circuits. For further information contact: RCA Service Co., Dept. 1614, Building 203-3, Camden, N.J. 08101.

Ten-inch monitor ■ SC Electronics, St. Paul, has announced its new Setchell Carlsen 10-inch monochrome monitor. Model 10M915 is said to provide 13% more viewing area than standard nine-inch monitors. Unit is suitable for single or dual rackmount applications and fits standard 19-inch racks. It has unitized plug-in circuit modules for ease of maintenance. It offers a horizontal resolution of 640 lines. Cost of unit is \$189. Contact: Dar Hyatt, marketing manager, SC Electronics, 530 Fifth Avenue, N.W., St. Paul 55112.

Back in business ■ The Animation Producers Association, formed in New York 10 years ago but inactive the last several years, has been reactivated. Eighteen New York area animation companies, the majority of whose production is in television, are participating in the association. The objective of A.P.A. is to provide forum for discussion of mutual problems. Jack Zander, president of Zander's Animation Parlour, was elected president of the reorganized association; Buzz Potemkin of Perpetual Motion Pictures, was elected secretary-treasurer.

Good rule ■ A transistor-application slide rule to permit simplified selection of universal replacement transistors is available from International Rectifier Corp., El Segundo, Calif. 90245. Among the 25 applications are horizontal output, three levels of audio output, RF power for citizens band, and AGC keyer/amplifier. The company claims the rule "completely eliminates the need" to search catalogs and data sheets for replacement transistors. Cost is \$1 from authorized IR suppliers or from company.

Cable to get play at 'broadcast' session

Ways to establish two-way communications on cable-TV systems are among the principal topics to be discussed at an annual broadcast symposium to be held in Washington Sept. 23-24.

Two papers are scheduled on this subject during a morning session devoted solely to CATV: one, on "Two-Way CATV Systems Performance," by Andrew W. Barnhart, Jerrold Electronics Corp., and the other, "Subscriber Response System," by R. T. Callais and E. W. Durfee, Hughes Aircraft Co. Also scheduled for the CATV session is a discussion of "An Optical Link for CATV," by M. G. Cohen and R. T. Daly of Quantronix Corp.

Another feature of the symposium, which is sponsored by the Group on Broadcasting of the Institute of Electrical & Electronic Engineers, is a panel discussion on "Television Measurements and Measurement Techniques," to be moderated by Howard T. Head of A. D. Ring & Associates, Washington. Members of the panel have not yet been named.

Collins, Rockwell set to merge

Acquisition of Collins Radio Corp., Cedar Rapids, Iowa, by North American Rockwell Corp., El Segundo, Calif., has been approved by the stockholders of both companies. Terms of the agreement call for NAR to purchase 350,000 shares of Collins \$5 cumulative preferred for approximately \$35 million in cash. Arthur A. Collins continues as president, director and principal executive officer. W. F. Rockwell Jr., chairman and chief executive officer of NAR, becomes chairman of Collins.

Investment in Collins by NAR became known early last June when Collins posted a \$30.3 million loss and a drop in sales from \$281.9 million to \$231.7 million for the 10 months ended May 28 (BROADCASTING, June 7).

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- RELIABILITY • VERSATILITY • ECONOMY



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Results for Columbia minority program

Thirty-one graduates head for jobs in broadcast news

Thirty-one minority group members graduated last Thursday (Sept. 2) from Columbia University's fourth national summer program to train minorities for careers in TV and radio news.

The graduates—21 blacks, six Mexican-Americans, three American Indians and one Chinese-American, completed an intensive 11-week program at Columbia's Graduate School of Journalism. The program was sponsored by NBC, the CBS Foundation and the Ford Foundation.

Of the 31 graduates, 19 are newcomers to broadcast journalism and will go to work as reporters or writers in jobs secured by the program. The remaining 12 will be returning to stations at which they have been employed.

The program, which began June 21 and covered all aspects of broadcast news with emphasis on writing and street reporting, was supervised by Dean Elie Abel and Professor Fred W. Friendly of the graduate school.

Following is a list of the students

graduated and the stations they will join or return to:

Melba Beals, noncommercial KQED-TV San Francisco; Tanna Beebe, KIRO-TV Seattle; Marilyn Brooks, WJBK-TV Detroit; Samuel Burrage, WPSD-TV Paducah, Ky.; Ronald Canada, WBAL-TV Baltimore; Jacqueline Casselberry, KCBS-AM San Francisco; Lorraine Edmo, KID-TV Idaho Falls, Idaho; Rich Gonzales, KKTU-TV Colorado Springs; Darius Gray, KSL-TV Salt Lake City; Gerald Harrington, KWWL-TV Waterloo, Iowa; Paul Hazzard, WTIC-TV Hartford, Conn.; Victoria Hershey, WNBC-TV New York; Royal Kennedy, WDSU-TV New Orleans; Myron Lowery, WMS-TV Memphis; Esther McCarroll, WTVJ-TV Miami; Rose Morales, WNEM-TV Flint-Saginaw, Mich.; Enrique Olvera, KRDD-TV El Paso; Jesus Sagon, WMSB-TV East Lansing, Mich.; Richard Saiz, KNBC-TV Los Angeles; Jorge Sandoval, noncommercial KPBS-TV San Diego; Donald Savage, WDSM-TV Duluth, Minn.; Ann Sawyer, KARK-TV Little Rock, Ark.; Maurice Shane, WCAU-AM Philadelphia; Sin-ming Shaw, NBC News, New York; Lynn Shifflett, KMOX-TV St. Louis; Judith Thomas, WOR-TV New York; Gerald Toney, KHQ-TV Spokane, Wash.; Robert Warfield, WAVE-TV Louisville, Ky.; Alfred Wiggins, KWTU-TV Oklahoma City; Melvin Williams, WJW-TV Cleveland, and Zelodius Williams, KCMO-TV Kansas City, Mo.

Democrats turned down by ABC, CBS, NBC

ABC, CBS and NBC reported last Thursday (Sept. 2) that they have rejected the request of the Democratic National Committee for time under the fairness doctrine to reply to President Nixon's Aug. 15 broadcast on the administration's new economic policies.

CBS wrote the committee that while the doctrine applies to presidential addresses, "the FCC has specifically ruled the fairness doctrine does not require that a reply be broadcast each time the President addresses the nation." In support of its position CBS also invoked FCC's Aug. 20 decision involving both political parties ("At Deadline," Aug. 23).

CBS also said that in its coverage of inflation and President Nixon's economic policies it has included extensive appearances by individuals opposed to the administration's policies.

In turning down the DNC request, ABC said that since the President's address its news programs have "covered a number of representative critical viewpoints on administration policies" and "will continue to offer contrasting viewpoints in the future."

An NBC spokesman said Thursday the company was rejecting the request and was in the process of drafting a letter.

NBC newswriters switch to NABET

NBC newswriters in New York voted overwhelmingly last week for the National Association of Broadcast Employees and Technicians as their union representative in place of the Writers Guild of America East.

During the election conducted by the National Labor Relations Board, 51 newswriters voted for NABET and 25 for the guild, which has represented the NBC staffers for the past 18 years. New York Local 11 of NABET already represents technical and maintenance employees at NBC.

The contract between the guild and ABC, CBS and NBC, covering both network and local news, continuity and freelance writers expires on Sept. 30.

Arthur Kent, president of NABET Local 11, said the union had been approached some time ago by NBC newswriters because they were dissatisfied with the guild's representation. Accord-



Three of the 31 broadcast journalists who completed Columbia University's 11-week training program for minority group members—under sponsorship of NBC, CBS Foundation and the Ford Foundation—are shown here as they worked on a newscast in the school's TV control room. L to r: Myron Lowery, Jorge Sandoval and Victoria Hershey. They and their colleagues were all assured staff positions with radio and television stations around the country.

ing to Mr. Kent, the newswriters felt the guild was not sufficiently strong to cope with what they considered to be "NBC management's moves toward weakening their job security." He pointed out that NABET represents TV-radio newswriting and publicity units in various cities of the U.S.

WCKT news staff probes TV repairs

A series of five investigative news reports by WCKT-TV Miami last April has led directly to the first prosecution and conviction of a television repair dealer under a Florida law that was enacted in 1970. A Miami TV repair shop owner was found guilty on Aug. 19 and fined \$200 for failure to show on an invoice that he had supplied a used part in repairing a television set.

The TV set had been specially rigged by WCKT's chief engineer Bob Paasch. It was brought into the shop by Karen Church of the station's news department. News Director Gene Strul had assigned Miss Church and Mr. Paasch to work with news reporter Dick Benedict on an investigation into fraudulent repair practices. Mr. Paasch tested the parts in an RCA portable black-and-white TV set, making sure all were in perfect working condition. Then one tube in the set was blown. The station's engineers estimated it should have cost \$8.70 for labor and replacement of the tube.

Miss Church took the set to 10 TV repair shops in the Greater Miami area, chosen at random. She got estimates ranging from \$8.53 to \$25.38. Mr. Benedict reported the story on air for five consecutive nights from April 12-16.



When seven persons died Aug. 14 after their pleasure craft was struck by a string of barges on the Ohio River, the news department of WCPO-TV Cincinnati conducted a filmed experiment to show that present required barge lighting can be improved. WCPO News installed a flashing amber beacon on a barge and photographed it from different distances. The film was broadcast Aug. 18 on WCPO-TV and copies were requested by the Coast Guard board of inquiry, which is investigating the tragedy. Screening the footage are (l to r) Al Schottelkotte, head of news and special events for WCPO-TV and vice president for news of licensee Scripps-Howard Broadcasting Co.; Commander William Webster, chief of boating safety, U.S. Coast Guard, St. Louis, and Rod Cooper of the Ohio Watercraft Division.

His investigative reports were presented as part of WCKT's 6 o'clock evening news. The on-air segments ranged from just under six minutes to slightly more

than eight minutes on the five nights.

Charges against two other repairmen are still pending as a result of the same WCKT investigation.

Promotion

In spring, thoughts will turn lightly to Nashville

Radio stations across the country are creating special promotions aimed at bringing their listeners to the first annual International Fan Fair in Nashville next spring, according to the Country Music Association.

CMA, along with WSM Inc., licensee of WSM(AM) Nashville, is sponsoring the three-day event that begins April 12, 1972. Stations that plan on promoting the fair and arranging for their listeners to attend include WEP(AM) Pittsburgh; WROZ(AM) Evansville, Ind.; WAXX(AM) Chippewa Falls, Wis.; WXRL(AM) Lancaster, N.Y.; WIRE(AM) Indianapolis; KSPO(AM) Spokane, Wash.; WELW-FM Cleveland; WADR(AM) Remsen, N.Y.; WGIL(AM) Galesburg, Ill., and KXRB-

(AM) Sioux Falls, S.D.

CMA said the fair is designed as entertainment for country music listeners and that between 5,000 and 6,000 people are expected to attend. The tentative schedule of events includes a country music show, recording sessions, fan club group meetings and syndicated TV show tapings.

For more information, contact CMA at 700 South 16th Avenue, Nashville, 37203.

Out of the mouths of children...

The Television Information Office has distributed to stations a 60-second spot in which grade school children make comments on the educational value of TV programs and announcements.

The promotional spot focuses on five boys and three girls in a public primary school. They point out that television has helped them understand such subjects as narcotics, pollution, space, the Texas drought and the budget in New York. The spot was produced by Audio Productions, New York, through the Lampert Agency Inc., there.

TIO also announced last month that the fall 1971 edition of *Teachers Guides to Television* will be distributed in early September. Twelve programs and specials and a general guide to shows dealing with ecology are to be included in the new edition. The guides are published by Teachers Guides to Television Inc., New York, in cooperation with TIO, to assist teachers in relating television programming to classroom discussions.

Lovers of Lapland, here's your chance

How would you like to spend two weeks with a Lapp family inside the Arctic Circle? Perhaps you might like to be an apprentice for a month in a Geisha house. Or have a 10-minute film of a day in the life of your family made by Lee Mendelson, producer of the *Peanuts* television specials. If these don't appeal to you, there are 34 other

high-priced items from which to choose. It's all being made available through noncommercial KQED(TV) San Francisco to raise funds for continued station operations.

The Arctic vacation costs a mere \$5,000 as does the Geisha training. A Lee Mendelson film will cost the buyer \$20,000. Too much? The lowest priced of the 37 items in the station's "catalogue" is a ride in the Goodyear blimp over Los Angeles, Houston or Miami for \$500. Frustrated writers with a

little something stashed away could spend a day inserting their own messages in fortune cookies at America's original fortune cookie factory for a mere \$2,000. There are others including a \$10,000 honeymoon for two for a month on a houseboat in the Vale of Kashmir. The same price will also buy an expedition to the foot of Mount Everest with an assault team.

The catalogue first appeared as an advertisement in the June 12 issue of *The New Yorker* magazine and re-

The Broadcasting Stock Index

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

	Stock symbol	Ex- change	Closing Sept. 1	Closing Aug. 25	Net change in week	High	1971 Low	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting									
ABC	ABC	N	42%	42%	+ 1/8	48	25	7,089	\$303,055
ASI Communications	ASIC	O	3%	3%	+ 1/8	4 1/2	2 1/2	1,789	6,709
Capital Cities	CCB	N	45 1/2	47	+ 1 1/2	48 1/2	29	6,236	293,092
CBS	CBS	N	43 1/2	45 1/2	+ 2 1/2	49 1/2	30 1/2	27,210	1,244,858
Cox	COX	N	29%	29%	- 1/4	31	17 1/2	5,802	173,306
Gross Telecasting	GGG	A	13%	14%	+ 1/2	16	10%	800	11,296
LIN	LINB	O	14 1/2	14 1/2	- 1/2	15 1/2	6 1/2	2,294	32,690
Mooney	MOON	O	8%	8%	-	7 1/2	4	250	2,313
Pacific & Southern	PSOU	O	12 1/2	12%	- 1/4	17 1/2	12 1/2	1,637	20,872
Rahall Communications	RAHL	O	11%	10 1/2	+ 1/2	29	8%	1,037	10,889
Scripps-Howard	SCRH	O	22%	22%	-	25	18	2,589	58,890
Sonderling	SDB	A	24%	24%	+ 1/2	34	22	997	24,177
Starr	SBG	M	18 1/2	19 1/2	+ 1 1/2	20 1/2	8%	496	9,672
Taft	TFB	N	39%	39%	- 1/2	44%	23%	3,707	147,798
Total								61,933	\$2,339,622
Broadcasting with other major interests									
Avco	AV	N	16 1/2	15%	+ 3/4	18	12 1/2	11,475	\$176,371
Bartell Media	BMC	A	4%	4%	+ 1/8	8	3%	2,254	9,580
Boston Herald-Traveler	BHLD	O	24	27	+ 3	28	19	577	15,579
Chris-Craft	CCN	N	6%	5%	+ 1/2	9%	5 1/2	3,901	22,431
Combined Communications	CCOM	O	18%	18 1/2	+ 1/2	20%	10 1/2	2,131	39,424
Cowles Communications	CWL	N	11%	11 1/2	+ 1/2	12%	8	3,969	45,644
Fuqua	FOA	N	22%	24%	+ 1 1/2	26 1/2	13%	6,700	162,475
Gannett	GCI	N	54%	53%	+ 1 1/2	56	32%	7,519	403,169
General Tire	GY	N	26%	26%	- 1/2	28	21 1/2	18,713	502,818
Gray Communications		O	5%	5%	-	8	5%	475	2,670
ISC Industries	ISC	A	6	5%	+ 1/2	8	4%	1,959	11,499
Lamb Communications		O	2 1/2	2 1/2	-	2 1/2	2 1/2	475	1,069
Lee Enterprises	LNT	A	19	19%	- 1/2	20	18%	1,957	54,052
Liberty Corp.	LC	N	22%	22 1/2	+ 1/2	24	17 1/2	6,744	151,740
Meredith Corp.	MDP	N	24%	25	+ 1/2	29 1/2	19%	2,754	68,850
Metromedia	MET	N	27%	28%	+ 1	30%	17%	5,756	163,298
Multimedia Inc.		O	33	33	-	34 1/2	25	2,406	79,398
Outlet Co.	OTU	N	17	17%	- 1/2	22	14 1/2	1,332	23,470
Post Corp.	POST	O	14 1/2	14 1/2	-	14 1/2	9 1/2	734	10,643
Publishers Broadcasting Corp.	PUBB	O	3 1/2	3 1/2	-	4 1/2	1 1/2	916	2,977
Reeves Telecom	RBT	A	2 1/2	2 1/2	- 1/2	3%	2	2,292	5,730
Ridder Publications	RIDD	O	24%	25%	+ 1 1/2	26 1/2	23 1/2	8,236	213,065
Rollins	ROL	N	38 1/2	38	+ 1/2	43 1/2	25%	8,065	306,470
Rust Craft	RUS	A	41%	41	+ 1/2	48 1/2	28%	1,159	47,519
Schering-Plough	PLO	N	79%	83	+ 3 1/2	87%	60%	25,174	2,089,442
Storer	SBK	N	28 1/2	29%	+ 1/2	33%	19	4,223	124,030
Time Inc.	TL	N	49%	52	+ 2 1/2	62%	40%	7,257	377,364
Trans-National Communications		O	1/2	1/2	+ 1/2	1 1/2	1/2	1,000	370
Turner Communications		O	3%	3%	-	4	2	1,328	4,143
Wometco	WOM	N	20%	20	+ 1/2	23%	17%	6,037	120,740
Total								147,518	\$5,236,030
CATV									
American Electronic Labs.	AELBA	O	7	6%	+ 1/2	10	3	1,636	\$11,043
American TV & Communications	AMTV	O	20 1/2	20 1/2	-	26%	17%	2,042	41,861
Burnup & Sims	BSIM	O	26	27 1/2	+ 1 1/2	37%	20%	2,962	80,715
Cablecom-General	CCG	A	13%	12%	+ 1/2	17%	11%	2,485	30,739
Cable Information Systems		O	2%	2%	- 1/2	4%	2%	955	2,626
Citizens Financial Corp.	CPN	A	13%	13%	+ 1/2	15 1/2	12 1/2	1,590	21,863
Columbia Cable	CCAB	O	10%	10%	-	15 1/2	9%	900	9,675
Communications Properties	COMU	O	8%	8%	-	10%	7%	1,800	14,850
Cox Cable Communications	COXC	A	16%	17%	+ 1/2	25%	16 1/2	3,552	62,586
Cypress Communications	CYPR	O	8%	8%	-	10%	7	2,384	19,954
Entron	ENT	A	3%	3%	- 1/2	7%	3%	1,320	4,950
General Instrument Corp.	GRI	N	20 1/2	22 1/2	+ 2 1/2	29%	16 1/2	6,368	145,636
Sterling Communications	STER	O	5%	5%	-	6%	3 1/2	1,100	6,182
Tele-Communications	TCOM	O	18%	19	+ 1/2	20%	12	2,856	54,264
Teleprompter	TP	A	79%	83	+ 3 1/2	88 1/2	56 1/2	3,077	255,391
Television Communications	TVCM	O	7%	7%	+ 1/2	10%	7	3,804	29,481
Viecom	VIA	N	15%	15%	-	21	12 1/2	3,760	59,220
Vlkoa	VIK	A	6 1/2	6 1/2	-	14 1/2	6	2,339	15,204
Total								44,930	\$866,240

sponse in direct contributions has only totaled \$1,100. A station spokesman reported that prospective bidders are now dickering over nine items—including the honeymoon trip to Kashmir—worth a total of \$86,000.

Each of the 37 experiences was arranged by a committee of eight headed by San Francisco socialites Ellen Newman and Cynthia Glasser. The two have been active in support of KQED since its inception. The station says it will handle the arrangements on all the

items. Trips will be scheduled at the convenience of the purchaser and items may be presented to another party as a gift.

Promotion tips:

Alternative outdoor advertising ■ KSan- (FM) San Francisco has invited its listeners to design a 14-by-48 foot billboard for use in a current ad campaign. Entries must include "KSAN 95," the station's call and frequency but need not say anything else. The 50 best inter-

pretations of the station will be put on display at the Bolles gallery, San Francisco, Nov. 1-15. The winner not only has his design on three billboards but also receives a \$1,000 prize.

Arty ID's ■ On Sept. 13 CBS-owned WCAU-TV Philadelphia will begin running a new series of filmed station ID's showing paintings from the Philadelphia Museum of Art. The series was conceived and produced by John Ferlaine, WCAU-TV's creative services director, and staff artist Mort Chavenson.

	Stock symbol	Ex-change	Closing Sept. 1	Closing Aug. 25	Net change in week	High 1971	Low	Approx. shares out (000)	Total market capitalization (000)
Programming									
Columbia Pictures	CPS	N	9%	10	— 3/4	17 1/2	9%	6,342	\$63,420
Disney	DIS	N	114	117 1/2	— 3 1/2	128 1/2	77	12,854	1,511,887
Filmways	FWY	A	6 1/2	6 1/2	— 1/2	11 1/2	5 1/2	1,829	11,431
Four Star International	O	O	1 1/2	1 1/2	— 1/4	1 1/2	1	666	1,166
Gulf & Western	GW	N	27 1/2	29	— 1 1/2	31	19	14,964	433,956
Kinney Services	KNS	N	33 1/2	34 1/2	— 1/4	39 1/2	28 1/2	11,230	383,168
MCA	MCA	N	25 1/2	24 1/2	+ 7/8	30	21 1/2	8,165	198,001
MGM	MGM	N	20 1/2	20 1/2	— 1/2	28 1/2	15 1/2	5,886	119,898
Music Makers	MUSC	O	2 1/2	2 1/2	— 1/2	3 1/2	2 1/2	589	1,543
National General	NGC	N	28	28 1/2	— 1/4	29 1/2	15 1/2	4,977	180,416
Tele-Tape Productions	O	O	2	2 1/2	— 1/4	2 1/2	1	2,183	4,912
Transamerica	TA	N	19 1/2	18 1/2	+ 3/4	19	15 1/2	63,841	1,188,719
20th Century Fox	TF	N	10 1/2	9 1/2	+ 1/2	15 1/2	8 1/2	8,562	84,507
Walter Reade Organization	WALT	O	1 1/2	1 1/2	+ 1/2	3 1/2	1 1/2	2,414	3,911
Wrather Corp.	WCO	A	6 1/2	7 1/2	+ 7/8	8 1/2	6 1/2	2,164	16,230
Total								146,666	\$4,203,165
Service									
John Blair	BJ	N	19 1/2	19 1/2	+ 1/4	24 1/2	18	2,584	\$50,388
ComSat	CO	N	63	65 1/2	— 2 1/2	84 1/2	49 1/2	10,000	651,200
Creative Management	CMA	A	9 1/2	10	— 1/2	17 1/2	7 1/2	1,050	10,500
Doyle Dane Bernbach	DOYL	O	18 1/2	19 1/2	— 1 1/2	26 1/2	21	1,929	38,098
Elkins Institute	ELKN	O	9 1/2	9 1/2	— 1/2	16 1/2	8 1/2	1,664	16,008
Foot, Cone & Belding	FCB	N	12	12	—	13 1/2	7 1/2	2,196	28,548
Grey Advertising	GREY	O	16 1/2	16 1/2	— 1/2	16	9 1/2	1,209	20,251
Marvin Josephson Assoc.	MRVN	O	7 1/2	8 1/2	— 1/2	12	7 1/2	902	7,442
LaRoche, McCaffrey & McCall	O	O	11 1/2	11	+ 1/4	16 1/2	9	585	6,435
Marketing Resources & Applications	O	O	9 1/2	9 1/2	— 1/4	18 1/2	2 1/2	504	4,914
Movielab	MOV	A	2 1/2	2 1/2	+ 1/4	4	1 1/2	1,407	2,983
MPO Videotronics	MPO	A	5 1/2	5 1/2	— 3/4	8 1/2	5	557	3,130
Nielsen	NIELA	O	41 1/2	43 1/2	+ 1/4	49 1/2	39 1/2	5,299	229,182
Ogilvy & Mather	OGIL	O	33 1/2	34	— 3/4	38	24	1,096	37,264
PKL Co.	PKL	A	7 1/2	9	— 1 1/2	9 1/2	3 1/2	742	6,678
J. Walter Thompson	JWT	N	43 1/2	42	+ 1 1/2	60	34 1/2	2,721	1,143
Transmedia International	O	O	1 1/2	1 1/2	— 1/2	3 1/2	1 1/2	535	134
Wells, Rich, Greene	WRG	N	21 1/2	21 1/2	— 1/2	25 1/2	15 1/2	1,601	34,213
Total								36,581	\$1,148,511
Manufacturing									
Admiral	ADL	N	17 1/2	19	— 1 1/2	21	8	5,163	\$98,097
Ampex	APX	N	16 1/2	15 1/2	+ 1/2	25 1/2	13 1/2	10,873	171,250
CCA Electronics	CCAE	O	3 1/2	4	— 1/2	4 1/2	2 1/2	897	3,588
Collins Radio	CRI	N	15 1/2	13 1/2	+ 2 1/2	20 1/2	11 1/2	2,968	40,424
Computer Equipment	CEC	A	4	4	—	7 1/2	3 1/2	2,434	9,736
Conrac	CAX	N	22 1/2	23 1/2	— 1/4	29	15 1/2	1,259	29,423
General Electric	GE	N	62 1/2	61 1/2	+ 3/4	63 1/2	52 1/2	181,626	11,215,406
Harris-Intertype	HI	N	60 1/2	59 1/2	+ 1/2	69 1/2	49 1/2	6,333	378,397
Magnavox	MAG	N	51 1/2	54	— 2 1/2	55	37 1/2	17,283	933,282
3M	MMM	N	119	121 1/2	— 2 1/2	123 1/2	95 1/2	56,186	6,847,388
Motorola	MOT	N	85 1/2	87 1/2	— 2	89 1/2	51 1/2	13,370	1,166,532
RCA	RCA	N	33 1/2	36	— 2 1/2	40 1/2	28	74,437	2,679,732
Reeves Industries	RSC	A	3 1/2	3 1/2	—	6 1/2	2 1/2	3,458	12,968
Telemation	TMT	O	9 1/2	9 1/2	— 1/4	13 1/2	8 1/2	14,040	135,065
Westinghouse	WX	N	94 1/2	92 1/2	+ 1 1/2	94 1/2	65 1/2	41,555	3,854,226
Zenith	ZE	N	51 1/2	51 1/2	— 1/2	54 1/2	36 1/2	19,022	977,160
Total								450,904	\$28,552,674
Grand Total								888,532	\$42,346,242
Standard & Poor Industrial Average			109.46	110.95	— 1.49				

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 Aug. 25.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

TV business: Last year's slump lives on

FCC's 1970 figures show dip in national sales, plunge in profits; little relief seen this year

Television-sales executives appear reconciled to continued sluggishness this year in network and spot sales volume. The loss in momentum, following a banner year in 1969, was already evident in a softening economy in 1970—and last week TV businessmen got a more official version from the FCC.

The commission's annual financial figures for TV showed 1970 network advertising of \$1.551 billion, down 1.2% from 1969, TV's record year; national and regional spot volume of \$1,102.6 billion, a 1.5% decrease; local advertising of \$589.1 million, up 7.7%, and miscellaneous sales of \$93.8 million, up 4.6%.

Though national sales slipped, local sales—an area that seems destined to maintain or accelerate its growth rate in 1971—overcame the deficiency and took the total TV volume to a new high of \$3,336.6 billion, up 0.3%.

A BROADCASTING sampling of key station-representation companies, network officials and other sales authorities found little optimism for full-year 1971, but some guarded hope that the fourth quarter may yet pick up.

The general economy was still identified as the major factor in the slowdown—as it was earlier this summer, particularly in spot (BROADCASTING, July 19)—though other problems have now en-

tered the picture.

Among the disappointments: national advertisers have yet to let loose new and bigger budgets for the fall (though network may be sold well, spot isn't) and the expected upturn in the broadcast economy by this summer didn't happen ("Closed Circuit," Aug. 9). What did occur was the Aug. 15 announcement of the President's economic policy and the accompanying confusion over advertising plans and media rates.

Station reps noted that the softness in spot, reflecting the depressed economy that has affected all media this year, has had an up-and-down—but mostly down

Broadcast financial data of 3 national television networks and 673 stations, 1970 (in millions of dollars)

Broadcast revenues, expenses, and income	Networks	% change over previous year	15 owned and operated TV stations	% change over previous year	671 other TV stations ¹	% change over previous year	Total 3 networks and 686 stations ¹	% change over previous year
Sales to advertisers for time, programs, talent, facilities, and services.								
Network sales	\$1,546.5 ²	(1.6)						
Deduct: Payments to owned and operated stations	39.4	(7.1)						
Deduct: Payments to other affiliated stations	196.2	(8.0)						
Retained from network sales	1,311.0	(0.4)	39.4	(7.1)	200.7	(5.2)	1,551.1	(1.2)
Nonnetwork sales								
To national and regional advertisers	—		270.2	(3.3)	832.3	(0.9)	1,102.6	(1.5)
To local advertisers	—		58.1	4.7	531.0	8.1	589.1	7.7
Total nonnetwork sales	—		328.3	(2.0)	1,363.4	2.4	1,691.7	1.5
Total sales to advertisers	1,311.0	(0.4)	367.6	(2.6)	1,564.1	1.4	3,242.8	0.2
Sales to other than advertisers	66.5	3.4	6.2	(24.4)	21.1	23.4	93.8	4.6
Total sales	1,377.5	(0.2)	373.8	(3.1)	1,585.2	1.6	3,336.6	0.3
Deduct: Commissions to agencies, representatives, etc.	233.0 ²	(1.2)	61.4	(1.6)	234.0	1.4	528.4	(0.1)
TOTAL BROADCAST REVENUES	1,144.6	(0.0)	312.5	(3.4)	1,351.1	1.7	2,808.2	0.4
TOTAL BROADCAST EXPENSE	1,094.5	4.1	195.1	2.7	1,064.7	6.3	2,354.4	5.0
TOTAL INCOME (before federal income tax)	50.1	(46.0)	117.3	(12.1)	286.4	(12.6)	453.8	(18.0)

¹ Includes 63 satellites, 27 of which filed combined reports with their parent stations.

² Advertising agency commissions on network billings are paid directly by the advertiser to the agency. These commissions estimated as \$233.0 million have been included in each of the footnoted entries above.

Note: Last digits may not add because of rounding. () Indicates decline.

Broadcast expenses of three networks and TV stations in 1970¹ (in thousands of dollars)

Item	Technical	Program	Technical plus program	Selling	General and administrative	Total broadcast expenses
3 Networks	²	²	\$ 985,933	\$ 32,461	\$ 76,128	\$1,094,522
15 Network owned and operated stations	\$ 28,992	\$ 97,776	126,768	31,816	36,564	195,148
409 VHF network affiliated stations	100,674	293,929	394,603	86,614	258,720	739,937
98 UHF network affiliated stations	13,885	25,449	39,335	10,401	29,222	78,958
Total, 507 network affiliated stations	114,559	319,378	433,937	97,015	287,942	818,895
29 VHF independent stations	16,022	82,380	98,402	13,083	36,193	147,678
48 UHF independent stations	10,997	35,186	46,183	9,581	27,672	83,436
Total, 77 independent stations	27,020	117,565	144,585	22,664	63,866	231,115
Total 599 stations	170,570	534,720	705,290	151,495	388,372	1,245,158
Total 3 networks and 599 stations	—	—	\$1,691,223	\$183,956	\$464,500	\$2,339,680

¹ Excludes part-year stations, satellite stations and those with less than \$25,000 of time sales.

² Because methods of treating technical and program expenses differ among the networks, the two figures have been combined.

Note: Last digits may not add to totals because of rounding.

—effect. One rep likened it to a roller-coaster ride: “down in the first quarter, remarkable surge upward in the second quarter, soft again in the third quarter and business late in breaking in a confused, sliding fourth quarter.”

Most key reps predicted that spot volume for their companies, though off by varying percentages would level at a median percentage loss of about 5%.

The networks, though obviously behind in sales in 1971, set their sights on the fall season where the outlook is best. All three TV networks said they were optimistic about the fall, with sales levels for the period reported ahead of last year's at this time. But here, too, specifics are clouded by what effect the government price freeze may have on rates.

Local sales, it was conceded, have been going exceptionally well this year, despite the economic slowdown, with local gains continuing in many cases to offset or exceed slippages occurring in national-spot business.

The Television Bureau of Advertising, which had tempered its forecasts for 1970, was especially cautious for 1971. According to Harvey Spiegel, vice president and director of sales and marketing, 1971 total sales at best will show only a slight inching upward. But, he said, any projected rise will not include national sales. He forecast a 5% drop in network sales, a 5% decline in national and regional spot but a 12% increase in local advertising.

For 1970, TVB's prognostications had been on the more favorable side; it anticipated a 5% gain in network and a 2% rise in spot. In local sales, the bureau had put the increase at 10%. At that time all indications pointed to a short-lived recession and, by mid-1970, a sudden surge in national spending as advertisers released increased budgets.

Station reps commented that spot business—in the doldrums for the better part of the year—has been buffeted by successive setbacks, among them an alleged network drain on their sources of revenue with subsequent loss to network of such traditional spot-TV advertisers as Avon products. The stepped-up network activity, it was pointed out, was motivated by a need to replace lost cigarette billing and to attract network advertisers by, among other things, reducing the basic selling unit from 60 to 30 seconds.

Most major reps agreed that the decline for the full year will not be as severe as that for the first six months.

A leading rep said that for the year to date, for example, sales volume is down 5% but that for the year as a whole the percentage may be 2%.

Some reps voiced considerable concern over the ups and downs of the year. One called business in August a “dis-

aster” and brushed off July as “not good.” Buying for the fall, this rep said, has had flurries of activity in the past week or two—“but we saw the same thing in the spring and it died.”

Several reps pointed to checks of top-spending national advertisers, made independently and individually by the companies, that show reduced spot-TV allocations. And, it was stressed, these are the advertisers who account for the bulk of the money in spot.

A number of reps also indicated surprise at the mixed pattern this year in markets. Unlike years past, many smaller-market stations—traditionally “undernourished” in spot activity because of national advertisers bunching the greater parts of their budgets in the

larger markets—appear to be in a stronger position compared to many large-market stations. The latter were depicted as “hurting” or “scrambling for spot money.”

Some bright notes were reported by the reps. Automotive business, they said, hopefully will improve in the final quarter of the year. Also, there are new tobacco products being introduced, and TV, a proven medium in new-product introduction, could well be the chosen vehicle, as it could be for the wave of new detergents and other laundry soaps.

When broadcast business leveled off in 1970, the reasons given were not always the same as those being heard now. But, as the FCC's official figures make clear, the results of 1970 and the ex-

Broadcast revenues, expenses and income of television networks and stations, 1969-1970
(In millions of dollars)

	1970	1969	% Change 1969-1970
Broadcast revenues			
3 networks	\$1,144.6	\$1,144.1	0.0
15 network owned and operated stations	312.5	323.3	— 3.4
All other stations			
491 VHF	1,226.6	1,214.9	1.0
180 UHF	124.5	114.0	9.2
Subtotal	1,351.1	1,328.9	1.7
INDUSTRY TOTAL	\$2,808.2	\$2,796.2	0.4
Broadcast expenses			
3 networks	\$1,094.5	\$1,051.3	4.1
15 network owned and operated stations	195.1	189.9	2.7
All other stations			
491 VHF	894.7	844.2	6.0
180 UHF	170.0	157.2	8.1
Subtotal	1,064.7	1,001.3	6.3
INDUSTRY TOTAL	\$2,354.4	\$2,242.5	5.0
Broadcast income (before federal income tax)			
3 networks	\$ 50.1	\$ 92.7	—46.0
15 network owned and operated stations	117.3	133.4	—12.1
All other stations			
491 VHF	331.9	370.7	—10.5
180 UHF	(45.5)	(43.2)	—
Subtotal	286.4	327.5	—12.5
INDUSTRY TOTAL	\$ 453.8	\$ 553.6	—18.0

Note: Data for 1969 is for 3 networks and 673 stations (504 VHF including 16 satellites that filed a combination report with their parent station, and 169 UHF including 6 satellites that filed a combined report with their parent station). Data for 1970 is for 3 networks and 686 stations (506 VHF including 19 satellites that filed combination reports with their parent station, and 180 UHF including 8 satellites that filed combined reports). Last digits may not add to totals because of rounding.

Number of television stations reporting profit or loss by amount of profit or loss, 1970¹

	Total		Network Affiliated		Independent	
	VHF	UHF	VHF	UHF	VHF	UHF
Total number of stations reporting	453	146	424	98	29	48
Number of stations reporting profits	373	47	355	42	18	5
Profitable stations as percent of total	82.3	32.2	83.7	42.9	62.1	10.4
Number of stations reporting profits of:						
\$5,000,000 or over	19	—	18	—	1	—
3,000,000-5,000,000	24	—	22	—	2	—
1,500,000-3,000,000	46	—	42	—	4	—
1,000,000-1,500,000	34	—	33	—	1	—
600,000-1,000,000	30	—	27	—	3	—
400,000- 600,000	33	4	32	4	1	—
200,000- 400,000	68	5	65	5	3	—
100,000- 200,000	54	11	51	10	3	1
50,000- 100,000	25	13	25	12	—	1
25,000- 50,000	22	4	22	2	—	2
Less than 25,000	18	10	18	9	—	1
Number of stations reporting losses	80	99	69	56	11	43
Unprofitable stations as percent of total	17.7	67.8	16.3	57.1	37.9	89.6
Number of stations reporting losses of:						
Less than \$10,000	5	2	5	2	—	—
10,000- 25,000	10	9	10	9	—	—
25,000- 50,000	8	8	8	7	—	1
50,000-100,000	24	13	22	9	2	4
100,000-200,000	10	14	7	9	3	5
200,000-400,000	15	19	13	14	2	5
400,000 and over	8	34	4	6	4	28

¹ Stations operating full year only excluding satellite stations. Profits are before federal income tax.

pected results for 1971 are much the same. To invert the well known song, it wasn't a very good year.

The commission reported total revenues last year of \$2.8 billion—up only 0.4% from the preceding year's figure of just under \$2.8 billion. Expenses increased 5.0% to \$2.35 billion over \$2.24 billion in 1969. Profits declined to their lowest level since 1967, \$453.8 million—a hefty 18% drop from 1969, and more than 8% down from the 1968 figure of \$494.8 million.

The biggest plunge in profits was reported by the three television networks. Their revenues in 1970 were \$1.14 billion, essentially unchanged from the preceding year; however, income before federal income tax declined by 46%, from \$92.7 million to \$50.1 million. Expenses correspondingly were up from \$1.05 billion in 1969 to \$1.09 billion in 1970, a 4.1% increase.

The 15 network owned-and-operated television stations showed revenues of

\$312.5 million, a 3.4% drop from 1969's figure of \$323.3 million. Pretax income was \$117.3 million, down 12.1% from \$133.4 million the previous year. Expenses in 1970 came to \$195.1 million, a 2.7% increase over the \$189.9 million recorded in 1970.

The 671 other TV stations had revenues of \$1.35 billion, up 1.7% from the preceding year's \$1.33 billion; pretax income of \$286.4 million, down 12.5% from \$327.5 million the preceding year; and \$1.06 billion in expenses, a 6.3% jump from slightly over \$1 billion in 1969.

In time sales, the industry total for 1970 was \$3.24 billion—with network sales accounting for \$1.55 billion, down 1.2%; national and regional spot, \$1.1 billion, down 1.5%; and local, \$589 million, up 7.7%. The increase in local advertising offset declines in the other two areas, resulting in a slight rise of 0.2% in total television advertising expenditures. Sales to other than adver-

tisers accounted for \$93.8 million, up 4.6%. Total sales before commissions thus totaled \$3,336.6 billion, up 0.3%.

The 180 UHF stations posted a 9.2% increase in revenues, which was offset by an 8.1% increase in expenses. Revenues in 1970 were \$124.5 million compared to \$114.0 in 1969; expenses climbed to \$170 million (from \$157.2 million the previous year), resulting in a loss of \$45.5 million before federal income tax. Losses suffered by UHF's in 1968, when there were 169 stations, were \$43.2 million.

Of the 420 stations reporting profits in 1970, 373 were VHF. Of that number, 355 were affiliated with a network. Of the 47 UHF's reporting profit, 42 were network affiliated. In all, 453 VHF's and 146 UHF's reported; 82.3% of the V's showed a profit; 32.2% of the total U's made money. (These figures include no satellites or stations that operated for only a part of the year.)

Nineteen stations—all VHF—report-

Number of VHF television stations reporting profit or loss by volume of broadcast revenues, 1970¹ (in thousands of dollars)

	Total Number of stations reporting	Number of stations reporting profits	Number of stations reporting profits of:										Number of stations reporting losses	Number of stations reporting losses of:				
			\$5,000 and over	\$3,000 to \$5,000	\$1,500 to \$3,000	\$1,000 to \$1,500	\$600 to \$1,000	\$400 to \$600	\$200 to \$400	\$100 to \$200	\$50 to \$100	Less than \$50		Less than \$50	\$50 to \$100	\$100 to \$200	\$200 to \$400	\$400 and over
Revenues of:																		
Over \$10,000	31	31	19	6	2	1	1	1		1								
\$8,000-\$10,000	13	12		11							1		1					1
\$6,000-\$8,000	19	19		5	12	1		1										
\$4,000-\$6,000	48	45		2	26	11	4		2				3	1	1	1		
\$3,000-\$4,000	32	31			5	16	7	1	1			1					1	
\$2,000-\$3,000	54	52			1	5	15	12	9	4	2	1	2	2	1			
\$1,500-\$2,000	54	42					3	11	18	8	1	1	12	2	1	1	4	4
\$1,000-\$1,500	75	66						7	33	18	3	5	9	2	3	1	2	1
\$800-\$1,000	32	22							3	10	3	6	10	1	5		2	2
\$600-\$800	36	26							2	10	7	7	10	1	5	1	3	
\$400-\$600	30	17								2	8	13	7	3	2	1		
\$200-\$400	17	9									2	7	8	4	1	2	1	
\$100-\$200	9	1										1	8	2	3	2	1	
Less than \$100	3												3	3				
Totals	454	373	19	24	46	34	30	33	68	54	25	40	80	23	24	10	15	8

¹ Stations operating full year only, excluding satellites. Profits are before federal income tax.

Selected expense items of VHF stations classified by volume of revenues, 1970¹ (in thousands of dollars)

Broadcast revenues	Selected Expenses ²									
	Total expenses		Salaries and wages		Film and tape		Talent ³		Royalties and license fees ⁴	
	Stations reporting	Amount	Stations reporting	Amount	Stations reporting	Amount	Stations reporting	Amount	Stations reporting	Amount
\$7,500 and over	45	\$ 425,511	45	\$ 148,669	45	\$ 78,707	31	\$ 6,013	45	\$ 21,708
5,000-7,500	38	151,563	38	60,535	38	19,253	32	1,344	38	7,232
4,000-5,000	28	86,225	28	34,881	28	11,212	21	584	28	3,577
3,000-4,000	32	79,290	32	32,488	32	9,891	23	315	32	3,299
2,000-3,000	54	101,431	54	40,407	54	10,350	36	578	54	3,625
1,500-2,000	54	85,667	54	32,389	54	8,386	37	524	54	3,495
1,000-1,500	75	78,257	75	32,251	74	5,357	39	207	75	2,450
800-1,000	32	28,113	32	11,432	30	1,459	11	50	37	672
700- 800	18	12,909	18	5,087	17	733	9	10	18	296
600- 700	18	11,074	18	4,386	18	509	4	28	17	297
500- 600	11	6,576	11	2,550	11	490	4	50	11	116
400- 500	19	7,987	19	3,269	18	326	8	33	18	280
300- 400	10	3,923	10	1,520	10	303	7	19	10	67
200- 300	7	1,873	7	821	7	108	3	5	4	12
100- 200	9	2,118	9	831	7	99	2	2	7	20
Under 100	3	237	3	72	2	50			1	*
Total VHF	453	\$1,082,763	453	\$ 411,595	445	\$ 47,240	267	\$ 9,770	444	\$ 47,153

¹ Excludes part-year stations, satellite stations, and stations reporting less than \$25,000 in time sales.

² Not all expense items are shown; therefore the sum of the selected items does not equal total expenses. The number of stations reporting selected items are in some cases less than the number of stations reporting total expenses, since not all stations incurred all expense items.

³ Includes only payment to contractual talent not on the station's payroll.

⁴ Includes music license fees and payments for other performance and program rights except film and tape.

* Less than \$1,000.

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Number of UHF television stations reporting profit or loss, by volume of broadcast revenues, 1970¹ (in thousands of dollars)

	Total number of stations reporting	Number of stations reporting profits	Number of stations reporting profits of:					Number of stations reporting losses	Number of stations reporting losses of:				
			\$300 and over	\$200 to \$300	\$100 to \$200	\$50 to \$100	Less than \$50		Less than \$50	\$50 to \$100	\$100 to \$200	\$200 to \$400	\$400 and over
Revenues of: (\$000)													
Over \$2,000	8	3	1		2			5					5
\$1,000-\$2,000	42	25	5	3	9	4	4	17	2		3	2	10
\$800-\$1,000	10	7				2	5	3	1			1	1
\$600-\$800	18	8				5	3	10	1	1		2	6
\$400-\$600	20	3				2	1	17	4	2	2	2	7
\$200-\$400	25							25	5	4	6	8	2
\$100-\$200	10							10	2	1	1	3	3
Less than \$100	13	1					1	12	4	5	2	1	
Totals	146	47	6	3	11	13	14	99	19	13	14	19	34

¹ Stations operating full year only, excluding satellite stations. Profits are before federal income tax.

Selected expense items of UHF stations classified by volume of revenues, 1970¹ (in thousands of dollars)

Broadcast revenues	Selected expenses ²									
	Total expenses		Salaries and wages		Film and tape		Talent ³		Royalties and license fees ⁴	
	Stations reporting	Amount	Stations reporting	Amount	Stations reporting	Amount	Stations reporting	Amount	Stations reporting	Amount
\$3,000 and over	2	\$ 8,549	2	\$ 2,420	2	\$ 2,177	1	\$ 3	2	\$ 589
\$2,000-3,000	6	20,907	6	6,308	6	4,135	3	33	8	1,916
\$1,500-2,000	15	26,638	15	10,619	15	3,810	9	89	15	733
\$1,000-1,500	27	41,315	27	14,424	27	5,676	20	294	27	1,435
\$ 800-1,000	10	9,941	10	3,788	10	1,159	7	15	10	219
\$ 700- 800	8	9,352	8	2,757	8	1,591	1	7	8	136
\$ 600- 700	10	10,919	10	3,343	10	1,668	3	17	10	210
\$ 500- 600	10	8,487	10	3,191	10	869	5	24	10	331
\$ 400- 500	10	8,830	10	3,060	10	1,015	4	24	10	187
\$ 300- 400	12	6,330	12	2,148	11	577	7	29	12	140
\$ 200- 300	13	5,634	13	2,056	13	476	9	19	13	120
\$ 100- 200	10	4,029	10	1,296	9	346	3	6	8	38
Under 100	8	1,072	8	475	4	18	3	13	6	10
Total UHF	141	\$162,008	141	\$ 55,894	135	\$ 23,524	75	\$ 581	137	\$ 6,070

¹ Excludes part-year stations, satellite stations, and stations reporting less than \$25,000 in time sales.

² Not all expense items are shown; therefore the sum of the selected items does not equal total expenses. The number of stations reporting selected items are in some cases less than the number of stations reporting total expenses, since not all stations incurred all expense items.

³ Includes only payment to contractual talent not on the station's payroll.

⁴ Includes music license fees and payments for other performance and program rights except film and tape.

ed profits of \$5 million or more last year (down from 24 stations in 1969). All but one of the 19 were network affiliates.

Of the 179 stations reporting losses in 1970, 80 were VHF and 99 were UHF. Sixty-nine of the V's and 56 of the U's were affiliated with networks. Of the 54 independents reporting losses, 11 were VHF stations and 43 were UHF stations.

A total of 42 stations reported losses of \$400,000 or more last year, of which eight were VHF and 34 were UHF. In this category, four VHF's and six UHF's were network affiliates; four V's and 28 U's were independents.

There were 31 VHF stations reporting revenues of over \$10 million.

Of the 50 UHF stations with revenues of over \$1 million in 1970, six reported profits of \$300,000 and over; three reported \$200,000 to \$300,000; 11 were in the \$100,000-\$200,000 profit category; four, \$50,000-\$100,000, and four, less than \$50,000. Twenty-two UHF's with over \$1 million in revenues lost money; of that number, 15 lost \$400,000 or more.

Expenses were up in all categories with total expenses exceeding last year's by nearly \$112 million—to \$2,339,680 (again excluding satellite and part-time

stations). In the category of technical plus program expenses (combined under one heading because methods of treating these expenses differ among the networks), the total was \$1,691,223,000 in 1970, compared to \$1,595,892,000 in 1969. Selling expenses were \$183,956,000, compared to \$177,559,000 the year before; general and administrative expenses rose to \$464,500,000 from \$454,332,000 in 1969.

Original investment in tangible broadcast property for the networks and their 15 O&O's amounted to \$296,247,000; depreciated cost was \$157,329,000. For the 671 other stations, original cost was \$1,201,064,000; depreciated cost, \$582,068,000.

There were 58,245 people employed by the networks, O&O's and all other stations as of Dec. 31, 1970, of whom 51,452 were full-time employees. Total employment in 1969 was 57,785.

In 1970, 357 stations reported \$50,575,673 in payments to proprietors, partners or stockholders (excluding dividends and other payments from surplus). Of these, nine outlets paid over \$300,000 and 33 paid under \$5,000. The largest number—68—fell in the \$25,000-to-\$49,999 range and paid a total of \$2,358,670.

There were 179 stations reporting

losses totaling \$62,999,769 in 1970. Seventeen of the stations in the red reported payments to proprietors and others which alone exceeded the amount of their losses, while 67 reported payments and depreciation expense that individually or combined exceeded the amount of their losses.

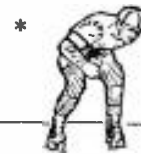
The top-10 markets in revenues were identical to those in 1969. New York, with eight stations, had sales of \$152.6 million; Los Angeles, 11 stations, \$118.1 million; Chicago, eight stations, \$89.1 million; Philadelphia, six stations, \$56.0 million; San Francisco-Oakland, eight stations, \$52.1 million; Boston, five stations, \$47.9 million; Detroit, five stations, \$43.9 million; Cleveland, five stations, \$36.6 million; Washington, six stations, \$33.7 million; Dallas-Fort Worth, six stations, \$30.6 million.

In six markets, profits were over \$15 million: New York, \$43.8 million; Los Angeles, \$31.9 million; Chicago, \$25.8 million; Boston, \$18.6 million; Detroit, \$18.5 million; Philadelphia, \$16.1 million. Profits were down, however, in every one of those markets.

Markets where profits before federal income taxes amounted to 33⅓% or more of revenues were Albany-Schenectady-Troy (N.Y.), Baltimore, Birmingham (Ala.), Boston, Buffalo

Markets	Total ³ stations reporting	Total ⁴ (000)	Total broadcast expenses (000)	Total ⁵ broadcast income (000)	Network			Spot ²			Local ^{1,2}		
					1970 (000)	1969 (000)	Gain or (loss) (000)	1970 (000)	1969 (000)	Gain or (loss) (000)	1970 (000)	1969 (000)	Gain or (loss) (000)
Johnson City-Kingsport, Tenn.-Bristol, Va.	3	2,801	2,486	315	700	759	(59)	1,299	1,296	3	1,049	853	196
Johnstown-Altoona, Pa.	3	4,138	2,950	1,188	1,405	1,507	(103)	1,779	1,845	(66)	1,176	1,192	16
Joplin, Mo.-Pittsburg, Kan.	3	2,645	2,195	450	994	1,003	(9)	969	1,005	(36)	800	772	28
*Kansas City, Mo.	5	15,890	10,843	5,047	2,069	2,239	(171)	10,159	11,694	(1,535)	6,368	4,955	1,411
Knoxville, Tenn.	3	5,030	3,618	1,412	1,121	1,194	(73)	2,723	2,769	(46)	1,730	1,458	245
Lafayette, La.	3	2,722	2,763	(41)	452	407	45	730	755	(25)	1,748	1,700	47
Las Vegas-Henderson, Nev.	4	4,920	4,830	90	444	460	(16)	1,165	999	166	3,722	3,151	570
Lexington, Ky.	3	2,797	3,463	(667)	548	610	(62)	1,385	1,141	244	1,082	1,276	(194)
Lincoln-Hastings-Kearney, Neb.	5	3,604	3,318	287	924	983	(59)	1,432	1,510	(78)	1,498	1,354	144
Little Rock, Ark.	3	6,350	5,709	641	987	1,023	(36)	2,506	2,564	(58)	3,478	2,628	850
*Los Angeles	11	118,088	86,209	31,879	7,860	8,498	(638)	93,840	93,529	311	39,200	37,374	1,826
Louisville, Ky.	3	10,072	8,526	1,546	1,952	2,093	(141)	5,788	6,187	(400)	3,663	3,507	156
*Lubbock, Tex.	4	3,596	3,958	(362)	782	898	(116)	1,013	980	33	2,039	1,961	78
Madison, Wis.	3	3,328	2,976	353	708	806	(98)	1,864	1,830	34	1,117	1,047	70
Memphis	3	10,563	6,116	4,447	1,844	1,974	(130)	5,978	6,349	(371)	3,998	3,220	778
*Miami	5	21,649	15,025	6,624	2,086	2,301	(215)	15,815	15,612	203	7,544	7,201	343
Minneapolis-St. Paul	4	16,983	12,319	4,664	2,378	2,534	(156)	11,328	11,797	(469)	6,150	5,747	403
Mobile-Pensacola, Fla.	4	24,823	16,455	8,168	2,560	2,766	(206)	14,925	14,248	677	10,844	9,572	1,272
*Monroe, La.-El Dorado, Ark.	3	5,108	4,094	1,014	1,066	1,132	(66)	2,096	2,167	(71)	2,131	2,008	123
Montgomery, Ala.	3	3,036	2,317	684	629	684	(55)	1,513	1,480	33	1,121	868	253
Nashville	3	9,248	8,068	1,180	1,613	1,707	(94)	4,704	4,887	(183)	3,777	3,859	(82)
New Orleans	4	12,881	10,508	2,373	1,804	1,808	(4)	6,571	7,064	(493)	6,040	6,677	(637)
New York	8	152,555	108,745	43,811	15,187	16,457	(1,270)	137,309	145,976	(8,668)	21,155	18,774	2,381
Norfolk-Portsmouth-Newport News-Hampton, Va.	3	7,873	6,154	1,718	1,533	1,593	(60)	3,419	3,496	(77)	3,860	3,842	18
Odessa-Midland-Monahans, Tex.	4	2,203	2,394	(191)	476	471	5	787	764	23	938	838	100
Oklahoma City-Enid	3	8,992	7,185	1,807	1,677	1,794	(117)	5,726	6,166	(440)	2,899	2,575	324
Omaha	3	7,072	5,505	1,567	1,613	1,715	(102)	3,662	3,755	(93)	2,628	2,537	91
Orlando-Daytona Beach, Fla.	3	6,812	5,107	1,705	1,156	1,170	(14)	3,760	3,283	477	3,042	2,736	305
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburgh, Ill.	3	3,352	2,569	784	1,029	1,127	(98)	1,822	1,853	(31)	858	830	28
*Pasco, Wash.	1	4,088	3,983	105	843	937	(94)	1,619	1,625	(6)	2,056	2,002	54
Peoria, Ill.	3	56,028	39,922	16,106	6,715	6,921	(206)	44,182	45,864	(1,682)	15,807	13,751	2,056
Philadelphia	6	13,489	9,408	4,080	1,162	1,184	(23)	7,628	6,234	1,394	6,248	5,690	558
Phoenix-Mesa, Ariz.	5												

continues on overleaf



Roller Derby
RAY PRODUCTIONS INC.

ANOTHER LOVE STORY

What can you say about a 36-year old game that lived, flourished, was loved by millions of fans, patted on the head by 125 program directors?

And filled time with such returns, such numbers that the air was aswarm with a buzz of affection?

What can you say now that this sweet-heart of a programming device is currently available in shapely segments of one hour, 90 minutes, 120 hours? Sensuous flexibility.

Loved on Saturdays and Sundays everywhere. Ahhh, those notes under the pillow:

WHBQ Memphis 11 Rating
(Sat. 10:30-11:30 pm) 38% Share

WHYN Springfield, Ma. 15 Rating
(Sun. 12 Noon) 73% Share

WGR Buffalo 10 Rating
(Sat. 2:00-3:00 pm) 53% Share

WTVN Columbus, Oh. 9 Rating
(Sat. 12:30 pm) 50% Share

KPLR St. Louis, Mo. 8 Rating
(Sun. 10:00-11:00 am) 48% Share

WSAZ Huntington 14 Rating
(Sun. 3:30-4:30 pm) 44% Share

And more, much more!

(For instance, this fall WTEV-(ABC) Providence is running it Mondays in prime time before N.F.L. Football!)

For lurid details whisper to
Budd Wiener,
Director of Roller Derby®
TV Syndication. (415) 839-5600
P.O. Box 1828
Oakland, CA 94604

Source: February/March 1971 ARB.
Details of methodology
available for review.



Roller Derby
RAY PRODUCTIONS INC.

Markets	Total stations reporting	Total ¹ expenses (000)	Total ² broadcast income (000)	Network			Spot ³			Local ⁴		
				1970 (000)	1969 (000)	Gain or (loss) (000)	1970 (000)	1969 (000)	Gain or (loss) (000)	1970 (000)	1969 (000)	Gain or (loss) (000)
Pittsburgh, Pa.	4	25,299	19,235	3,733	4,071	(338)	18,334	19,391	(1,057)	7,676	7,832	(156)
*Ponce, Puerto Rico	1	..	..	..	..	..	..	..	..	..	..	..
Portland, Ore.	4	13,676	10,899	1,892	2,000	(108)	9,790	9,101	689	4,072	4,183	(111)
Portland-Poland Springs, Me.	3	4,286	3,759	1,108	1,137	(29)	1,937	2,223	(286)	1,655	1,493	162
Providence, R.I.-New Bedford, Mass.	3	11,367	7,963	3,504	2,206	(98)	7,486	7,915	(429)	3,777	2,956	821
Raleigh-Durham, N.C.	3	6,314	4,224	1,989	2,047	(58)	2,973	3,024	(51)	2,088	1,832	256
Reno	3	2,269	2,263	430	449	(19)	488	438	50	1,528	1,188	340
Richmond-Petersburg, Va.	3	6,007	5,432	1,188	1,288	(100)	3,073	3,045	28	2,680	2,627	53
Rochester-Lynchburg, Va.	4	4,807	4,848	1,101	1,130	(29)	2,344	2,298	46	2,016	2,061	(45)
Rochester, N.Y.	3	6,872	5,842	1,405	1,549	(144)	3,489	3,465	24	2,930	3,039	(109)
Rochester-Austin, Minn.-Mason City, Iowa	3	2,542	2,170	725	721	4	748	698	50	1,191	1,228	(39)
Rochester-Freepoint, Ill.	3	4,317	3,969	1,261	1,273	(12)	1,190	1,165	25	2,194	2,068	126
Sacramento-Stockton, Calif.	4	14,608	11,623	2,985	1,842	(36)	9,759	9,388	371	5,377	4,572	805
Salinas-Monterey-San Jose, Calif.	4	3,960	4,968	843	792	51	1,719	1,581	137	1,732	1,446	286
Salt Lake City-Ogden-Provo, Utah	3	8,013	7,312	1,203	1,310	(107)	3,760	3,940	(180)	3,945	3,716	229
San Antonio, Tex.	4	8,132	6,112	1,388	1,486	(98)	3,868	4,339	(471)	3,974	3,712	262
San Diego	3	9,729	8,333	1,346	1,292	54	6,201	5,766	435	3,725	3,712	13
*San Francisco-Oakland	8	52,145	37,375	4,161	4,429	(268)	45,428	45,304	124	12,810	11,962	848
San Juan Caguas, Puerto Rico	3	9,916	10,314	11	9	2	6,704	7,458	(754)	1,699	1,947	(248)
*Santa Barbara, Calif.	2	..	..	..	..	..	..	..	..	..	..	..
*Savannah, Ga.	3	2,079	1,815	264	396	—	679	392	—	1,000	488	—
Seattle-Tacoma	5	19,548	14,482	2,181	2,243	(62)	14,608	14,147	461	6,322	6,196	125
Shreveport, La.-Texarkana, Tex.	3	4,506	3,566	1,169	1,204	(35)	2,203	2,214	(11)	1,752	1,595	157
Sioux City, Iowa	3	2,713	2,733	1,077	1,186	(109)	817	922	(105)	1,022	981	41
Sioux Falls-Mitchell, S.D.	3	3,059	2,720	1,007	1,007	—	1,568	—	—	770	—	—
South Bend-Elkhart, Ind.	3	3,693	3,337	768	767	1	1,347	1,611	(264)	1,966	1,647	319
Springfield-Decatur-Champaign-Urbana-Danville, Ill. ⁵	8	6,610	6,106	1,294	1,323	(29)	2,760	2,721	39	2,982	3,016	(34)
Spokane, Wash.	3	3,735	3,735	1,022	1,100	(78)	2,559	2,655	(96)	1,360	1,391	(31)
Springfield, Ill.	3	2,829	2,504	533	627	(94)	1,141	1,216	(75)	1,353	1,248	105
St. Louis, Mo.	5	24,102	19,191	2,988	3,157	(169)	18,914	20,222	(1,308)	6,767	6,979	(212)
Syracuse, N.Y.	3	9,335	6,062	3,272	1,961	(135)	6,911	6,636	274	2,345	2,304	41
*Tampa-St. Petersburg, Fla.	5	12,915	9,325	3,590	1,747	(82)	7,670	7,581	89	5,549	4,538	1,011
Toledo, Ohio	3	8,054	6,257	2,030	2,344	(314)	4,571	4,905	(335)	2,619	2,509	110
Tucson, Ariz.	4	3,636	4,696	550	577	(26)	1,332	1,230	102	2,173	1,995	178
Tulsa, Okla.	3	6,992	6,084	1,305	1,372	(67)	2,952	3,276	(324)	3,502	2,731	771
Walluku, Hawaii	2	..	..	..	..	..	..	..	..	..	..	..
Washington	6	33,727	28,478	2,848	3,066	(218)	25,405	25,134	271	9,113	8,191	922
Wichita Falls, Tex.-Lawton, Okla.	3	3,014	2,736	625	669	(44)	827	850	(23)	1,618	1,543	75
Wichita-Hutchinson, Kan.	3	5,392	4,100	1,106	1,188	(82)	2,169	2,404	(235)	2,615	2,342	273
Wilkes-Barre-Scranton, Pa.	3	4,825	4,235	1,137	1,221	(84)	2,335	2,120	215	1,988	1,924	64
*Yakima, Wash.	3	2,025	2,424	752	—	—	660	—	—	823	—	—
Youngstown, Ohio	3	3,367	3,004	755	807	(52)	1,775	1,732	43	1,247	1,060	187
*Yuma, Ariz.	2	..	..	..	158	—	..	194	—	..	151	—

TOTALS:

Markets of three or more stations	134	473	\$1,544,603	\$1,152,492	\$392,111	\$212,443	\$221,071	\$ (9,000)	\$ (13,478)	\$509,030	\$465,156	\$43,874
Markets of fewer than three stations	158	186	119,013	107,354	11,659	27,671	33,048	(5,377)	(3,195)	54,038	53,797	241
All markets	290	659	\$1,663,616	\$1,259,846	\$403,770	\$240,113	\$254,119	\$ (14,006)	\$ (15,673)	\$563,068	\$518,953	\$44,115

¹ National and regional spot and local spot sales are for time only. Excluded are revenues from programs, talent, materials, facilities and services sold in connection with the sale of time. These amounts totaled \$10,119,073 from national and regional advertisers, and \$26,045,871 from local advertisers.

² Before commissions to agencies, representatives and brokers. Because clarifying instructions were issued in 1969 regarding the classification of time sales into national and local, caution should be used in comparing these figures with figures for years prior to 1969.

³ Does not include 27 satellites that filed combined reports with their parent stations.

⁴ Total time sales less commissions to advertising agencies, representatives and brokers, plus sales of programs, materials, facilities and services, plus other broadcast revenue.

⁵ Before federal income tax. Parentheses indicates loss.

⁶ The Oak Hill, W. Va., station is no longer included in the Charleston-Huntington-Ashland market but has been combined with the Bluefield, W. Va., station to form a new two-station market, Bluefield-Beckley.

⁷ The Mitchell, N.D., station has been added to Sioux Falls to create the Sioux Falls-Mitchell market.

⁸ The Jacksonville, Ill., station is included in the Springfield-Decatur-Champaign-Urbana-Danville, Ill., market.

* One or more stations did not report data for the full year.

** Data withheld to maintain confidentiality of individual station figures.

(N.Y.), Charleston-Huntington (W. Va.)-Ashland (Ky.), Chicago, Columbus (Ohio), Dallas-Fort Worth, Detroit, Greenville-Spartanburg (S.C.)-Asheville (N.C.), Hartford-New Haven-Waterbury (Conn.), Houston-Galveston, Indianapolis-Bloomington (Ind.),

Memphis and Syracuse (N.Y.).

However, in 17 markets expenses exceeded revenues: Albuquerque (N.M.), Amarillo (Tex.), Bakersfield (Calif.), Fresno-Hanford-Visalia (Calif.), Honolulu, Idaho Falls-Pocatello (Idaho), Lafayette (La.), Lexington (Ky.), Lub-

bock (Tex.), Odessa-Midland-Monahans (Tex.).

And Reno, Roanoke-Lynchburg (Va.), Salinas-Monterey-San Jose (Calif.), San Juan-Caguas (Puerto Rico), Sioux City (Iowa), Tucson, and Yakima (Wash.).

Revenue and expense items of three national television networks, 1970
(In thousands of dollars)

Broadcast revenues of networks

I. NETWORK REVENUES:

- (a) Revenues from sale of time when program is supplied by advertiser
- (b) All other advertising revenues
- (c) Revenues from stations for cooperative programs
- (d) All other broadcast revenues

\$ 51,918¹
1,494,626¹
5,142
61,393
\$1,613,079

Depreciation of tangible property 24,049
Amortization expense on programs obtained from others (total) 596,120
(a) Feature film shown or expected to be shown in U.S. theaters 116,757
(b) All other feature film 5,126
(c) All other programs 474,237
Records and transcriptions 3,867
Music license fees 7,099
Other performance or program rights 87,490
Cost of intercity and intracity program relay circuits 64,570
Total expense for news and public affairs³ \$ 115,538

II. DEDUCT:

- (a) Payments to networks and stations
- (b) Commissions to advertising agencies
- (c) Commission to representatives, brokers, and others
- (d) Cash discounts allowed by network

\$ 235,527
232,959¹
—
—
\$ 468,486

III. NET BROADCAST REVENUES

\$1,144,593

Network broadcast expenses

GENERAL CATEGORIES OF EXPENSES:

- Technical expenses
- Program expenses
- Selling expenses
- General and administrative expenses

2
\$ 985,933
32,461
76,128
1,094,522

Broadcast income

Broadcast revenues \$1,144,593
Broadcast expenses 1,094,522
Broadcast operating income (or loss) 50,071

Total of any amounts included in line 2 above which represent payments (salaries, commissions, rents, etc.) for services or materials supplied by the owners or stockholders, or any close relative of such persons 4

¹ Advertising agency commissions on network billings are paid directly by the advertiser to the agency. These commissions estimated as \$233.0 million (approximately 15% of network advertising revenues) have been included in each of the footnoted entries above.

² Because methods of treating technical and program expenses differ among the networks, the two figures have been combined.

³ This figure contains some of the costs already shown in selected expense items above. Costs of sports program are not included.

⁴ Data withheld to maintain confidentiality of individual network figure.

Note: Last digits may not add to totals because of rounding.

Revenue and expense items for all TV stations reporting, 1970
(In thousands of dollars)

	Individual items	Totals		
Broadcast revenues			Broadcast expenses	
A. REVENUES FROM THE SALE OF STATION TIME			TECHNICAL EXPENSES:	
(1) Network			Technical payroll*	\$ 119,097
Sale of station time to networks:			All other technical expenses	54,506
Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges)	\$ 238,271		Total technical expenses	\$ 173,604
Sale of station time to other networks (before line or service charges)	1,842		PROGRAM EXPENSES:	
Total		\$ 240,113	Payroll* for employees considered "talent"	1
(2) Nonnetwork (after trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers):			Payroll* for all other program employees	201,422
Sale of station time to national and regional advertisers or sponsors	1,092,440		Rental and amortization of film and tape	171,668
Sales of station time to local advertisers or sponsors	563,068		Records and transcriptions	1,169
Total nonnetwork		1,655,508	Cost of outside news services	14,231
Total sale of station time		1,895,621	Payments to talent other than reported in line (6)	10,374
B. BROADCAST REVENUES OTHER THAN FROM SALE OF STATION TIME (after deduction for trade discounts but before cash discounts and before commissions):			Music license fees	37,445
(1) Revenues from separate charges made for programs, materials, facilities, and services supplied to advertisers or sponsors in connection with sale of station time:			Other performance and program rights	15,971
(a) to national and regional advertisers or sponsors	10,119		All other program expenses	85,928
(b) to local advertisers or sponsors	26,046		Total program expenses	538,180
(2) Other broadcast revenues	27,250		SELLING EXPENSES:	
Total broadcast revenues, other than from time sales		63,415	Selling payroll*	75,852
C. TOTAL BROADCAST REVENUES			All other selling expenses	77,235
(1) Less commissions to agencies, representatives, and brokers (but not to staff salesmen or employees) and less cash discounts	295,420		Total selling expenses	153,087
D. NET BROADCAST REVENUES			GENERAL AND ADMINISTRATIVE EXPENSES:	
		\$1,863,616	General and administrative payroll*	76,642
			Depreciation and amortization	106,869
			All other general and administrative expenses	211,664
			Total general and administrative expenses	394,975
			TOTAL BROADCAST EXPENSES	
			\$1,259,846	
			* Payroll includes salaries, wages, bonuses and commissions.	
			Total payroll: \$472,984.	
			Broadcast income	
			Broadcast revenues	\$1,863,616
			Broadcast expenses	1,259,846
			Broadcast operating income (or loss)	403,770
			Total of any amounts included in expenses line which represent payments (salaries, commissions, rents, etc.) for services or materials supplied by the owners or stockholders, or any close relative of such persons	
			50,576	

¹ Included in payroll for all other program employees.

Note: Last digits may not add to totals because of rounding.

Market-by-market listing of TV revenues, expenses and profits starts overleaf

Market-by-market: TV revenue, expenses, profit¹

Markets	Total ³ stations reporting	Total ⁴ (000)	Total broadcast expenses (000)	Totals broadcast income (000)	Network			Spot ²			Local ²		
					1970 (000)	1969 (000)	Gain or (loss) (000)	1970 (000)	1969 (000)	Gain or (loss) (000)	1970 (000)	1969 (000)	Gain or (loss) (000)
Albany-Schenectady-Troy, N.Y.	3	\$ 10,051	\$ 6,552	\$ 3,499	\$ 1,883	\$ 2,066	\$ (183)	\$ 6,710	\$ 6,608	\$ 102	\$ 3,185	\$ 3,018	\$ 167
Albuquerque, N.M.	3	4,366	4,639	273	883	913	(30)	1,509	1,561	(52)	2,510	2,032	478
Amarillo, Tex.	3	3,285	4,313	(1,028)	604	653	(49)	1,034	1,067	(33)	1,848	1,966	(118)
Anchorage	3	1,411	54	54	223	223	(0)	251	209	42	1,012	828	184
Atlanta	5	21,095	16,238	4,857	2,196	2,350	(155)	14,572	14,425	147	8,116	7,283	833
Augusta, Ga.	2	..	..	..	..	1,300	..	..	873	..	..	1,538	..
Bakersfield, Calif.	3	2,389	2,435	(46)	573	601	(28)	853	728	125	1,314	990	324
Baltimore	4	21,200	12,856	8,343	2,391	2,610	(219)	15,346	14,849	497	7,526	5,723	1,803
Bangor, Me.	3	1,887	1,885	2	578	599	(21)	444	536	(93)	842	842	95
Beaumont-Port Arthur, Tex.	3	2,905	2,641	264	681	742	(61)	1,148	1,239	(91)	1,428	1,360	48
Binghamton, N.Y.	3	3,325	2,559	766	964	1,065	(101)	1,266	1,123	143	1,470	1,563	(93)
Birmingham, Ala.	3	9,617	5,091	4,526	2,701	2,627	74	5,110	5,185	(75)	3,044	2,679	365
Buffalo	5	47,882	29,270	18,612	4,579	4,889	(310)	42,309	42,016	293	11,332	11,332	325
Burlington-Plattsburg, Vt.	4	21,252	11,676	9,576	2,752	2,841	(89)	18,652	18,030	622	4,302	4,544	(243)
Cedar Rapids-Waterloo, Iowa	3	3,029	2,549	481	906	992	(86)	1,312	1,181	131	995	914	81
Charleston, S.C.	3	4,731	4,458	273	1,130	1,129	1	2,024	2,237	(213)	2,081	1,657	422
Charleston-Huntington-Ashland, Ky. ⁶	3	2,811	2,734	77	737	802	(65)	1,136	949	187	1,241	1,357	(116)
Charlotte, N.C.	3	7,259	4,771	2,488	1,969	2,223	(254)	3,777	3,723	54	2,282	2,604	(322)
Chattanooga	3	3,988	2,916	1,082	2,020	2,130	(110)	6,308	5,918	390	3,282	3,260	22
Chicago	7	89,145	63,301	25,844	816	907	(91)	1,596	1,633	(37)	2,073	1,673	400
Cincinnati	4	16,860	12,711	4,149	7,485	7,988	(503)	72,482	79,574	(7,092)	21,018	17,979	3,039
Cleveland	5	36,576	24,895	11,680	2,602	2,721	(119)	9,848	10,533	(685)	5,823	5,513	310
Colorado Springs-Pueblo	5	2,680	2,455	225	4,580	590	(21)	24,566	26,622	(2,056)	11,524	10,958	566
Columbia, S.C.	3	3,968	2,738	1,230	569	725	(156)	1,207	1,205	2	1,248	1,215	33
Columbus, Ga.	3	3,414	2,398	1,016	668	725	(57)	2,018	2,013	5	1,476	1,313	163
Columbus, Ohio	3	14,282	9,059	5,223	1,111	1,852	(741)	901	903	(334)	1,510	5,696	213
Corpus Christi, Tex.	3	2,588	2,585	3	534	573	(39)	870	862	8	1,481	1,508	(27)
Dallas-Fort Worth	5	30,564	19,419	11,146	52,713	2,927	(214)	19,132	18,719	412	12,217	10,929	1,288
Davenport, Iowa-Rock Island-Moline, Ill.	3	4,864	4,455	409	1,477	1,569	(92)	2,399	2,470	(71)	1,359	1,357	(2)
Dayton, Ohio	4	10,984	7,585	3,399	1,990	1,569	(431)	5,664	5,445	219	4,960	5,178	(218)
Denver	4	15,871	11,709	4,162	1,608	1,703	(95)	9,888	9,265	623	7,137	6,398	775
Des Moines-Ames, Iowa	5	5,392	4,659	733	1,107	1,210	(103)	3,016	3,154	(138)	2,055	2,002	53
Detroit	5	43,860	25,281	18,579	4,959	5,322	(364)	33,836	32,940	896	13,080	12,321	759
Duluth-Superior, Wis.	3	3,543	3,347	196	1,061	1,133	(73)	1,302	1,206	96	1,268	1,237	31
El Paso	3	3,505	3,204	302	491	538	(47)	1,122	1,089	33	2,227	2,037	190
Erie, Pa.	3	2,885	2,451	434	821	904	(83)	904	926	(22)	1,441	1,497	(56)
Evansville, Ind.	3	3,539	3,131	408	954	996	(42)	1,061	1,236	(175)	1,899	1,737	161
Fargo-Valley City, N.D.	3	3,615	3,545	70	904	946	(42)	1,070	1,107	(37)	1,744	1,624	120
Flint-Saginaw-Bay City, Mich.	3	6,939	5,284	1,655	1,260	1,354	(94)	3,667	3,875	(208)	3,139	3,021	118
Fort Wayne, Ind.	4	4,298	3,362	936	785	990	(22)	2,020	2,047	(27)	2,081	1,949	132
Fresno-Hanford-Visalia, Calif.	4	4,794	4,946	(152)	968	990	(22)	2,585	2,548	37	1,959	1,855	104
Grand Rapids-Kalamazoo, Mich.	3	9,909	7,064	2,845	2,089	2,245	(156)	6,985	7,461	(476)	2,490	2,520	(30)
Green Bay, Wis.	3	5,672	4,655	1,017	1,227	1,190	37	2,162	2,246	(85)	2,242	2,072	169
Greensboro-High Point-Winston Salem, N.C.	4	7,406	5,385	2,021	1,498	1,605	(107)	3,823	3,875	(52)	3,059	2,901	158
Greenville-Spartanburg, S.C.-Asheville, N.C.	4	6,832	4,271	2,561	1,308	1,401	(93)	4,603	4,770	(167)	1,807	1,607	200
Harrisburg-Lancaster York-Lebanon, Pa.	3	3,846	3,253	593	897	941	(56)	1,884	1,773	111	1,358	1,116	242
Hartford-New Haven-Britain- Waterbury, Conn.	5	7,373	5,532	1,842	1,715	1,825	(110)	4,363	4,090	273	2,428	2,320	108
Honolulu	5	19,600	12,407	7,193	2,697	2,695	2	15,596	15,834	(1,238)	4,959	4,169	790
Houston-Galveston, Tex.	4	7,404	8,670	1,086	677	701	(31)	2,056	2,055	1	5,353	4,119	1,234
Huntsville-Decatur, Ala.	4	22,948	13,069	9,879	2,265	2,335	(70)	16,327	16,291	(36)	7,771	7,529	242
Idaho Falls-Pocatello, Idaho	3	2,089	2,015	75	464	468	(4)	717	701	16	1,044	986	58
Indianapolis-Bloomington, Ind.	4	1,291	1,339	48	511	542	(31)	481	542	(61)	388	405	50
Jackson, Miss.	3	3,757	3,085	673	785	785	..	12,285	12,837	(552)	7,758	7,818	(61)
Jacksonville, Fla.	3	7,541	5,806	1,735	1,312	1,390	(78)	4,830	4,759	71	2,529	2,010	519

Broadcast advertising

Daniel Denenholz, VP and secretary of the Katz Agency Inc., New York, is retiring at end of year after 40 years with national TV-radio representative firm. He organized, developed and supervised research-promotion activities of Katz. He was elected VP of company in 1957 and secretary in 1960. Successor to Mr. Denenholz has not been appointed.



Harold G. Bay Jr., group copy supervisor for D'Arcy-MacManus-Intermarco-Bloomfield, Bloomfield Hills, Mich., promoted to divisional VP. He retains present duties which includes primary

creative responsibility for agency's Pontiac Motor Division account.

Robert A. Niemi, regional account executive, Kenyon & Eckhardt, Detroit, named VP and account supervisor for Midcontinent area of Clinton E. Frank/West Coast. He will be based in Chicago.

Kent J. Fredericks, account executive, ABC Television Spot Sales, New York, appointed Eastern sales manager.

John L. Decker, former VP in charge of media/marketing, VanSant Dugdale & Co., Baltimore, joins N. W. Ayer & Son as VP and media director of agency's Philadelphia office. **Donald R. Reath**, former media director at Ayer/Philadelphia, assumes account management responsibilities there.

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

Larry Grogan, former general sales manager of WBEN-AM-FM Buffalo, N.Y., appointed VP in charge of sales for WEBR(AM) that city. He is one of 17 new owners buying WEBR.

Eugene F. Messinger, account executive, Needham, Harper & Steers, New York, appointed account supervisor.

Henry K. Yaggi III, account executive, Avco Radio Television Sales, Chicago, joins WCHS-TV Charleston, W.Va. as national sales manager.

Robert P. Carson, account executive, WPRI-TV Providence, R.I., appointed local sales manager.



Michael D. Moore, VP and director of media services for Benton & Bowles (l), New York, has been named to the new post of VP and associate director of media management. In B&B's television studio, **George Simko**, B&B VP and director of media management, shows Mr. Moore the ropes.

Thomas J. Ashley, with Telerep Inc., Chicago, appointed assistant general sales manager, WTCG(TV) Atlanta.

Irving N. Ivers, general sales manager, KFRC(AM) San Francisco, transfers to KHJ(AM) Los Angeles, in similar capacity. Both are RKO-General stations.

Douglas B. Slye, former account executive at KFRC, rejoins station as Mr. Ivers's successor. **Al Mackay**, with KFRC, appointed local sales manager.

Robert J. Russo, with WBEN(AM) Buffalo, N.Y., appointed local sales manager.

Joe Wright Jr., with WKIX(AM) Raleigh, N.C., appointed sales manager.

Ron Mendelsohn, retail sales manager, WRFM(FM) New York, joins WRVR(FM) New York as sales manager.

Jere Chamberlain, president, Gerald Schnitzer Productions, Hollywood, joins W. B. Doner, Baltimore agency, as executive radio and TV producer.

James M. Harvey, with WTTG(TV) Washington, appointed station's manager of commercial operations.

The Media

David G. Fulton has resigned as controller at ABC, New York. Successor expected to be named shortly.

J. Edmund Cramer, program director, WCBS-TV New York, joins WCAU-TV Philadelphia as director of broadcasting, newly created position. Both are CBS-owned stations. **Melvin D. Levine**, assistant to general manager, WCAU-TV, appointed to newly created position of

director of planning and administration.

Lloyd L. Purvis, chief accountant, Lake Huron Broadcasting Corp., Saginaw, Mich., appointed controller for the company. Company operates WKNX-AM-TV Saginaw, and KENR(AM) Houston, Tex.

Beavis Gibb, area manager, Finer Living, CATV system, Redding, Calif., appointed director of marketing for parent Tele-Vue systems, Fairfax, Calif. He is succeeded by **Bruce Ellis**, assistant manager in Redding.

Carl E. Hirsch, sales manager, WCUE-AM-FM Cuyahoga and Akron, both Ohio, named VP and station manager.

Programming



Mr. Harper, VP, Warner Bros.-Seven Arts, New York, joins Cannon Releasing Corp. there as VP-television, newly created position. Cannon Releasing, producer and distributor of motion pictures, is expanding into TV and Mr. Harper will be responsible for all TV activities including broadcast licensing, product acquisition, production, as well as operations in CATV.

Stephen K. Nenno, supervisor of program unit managers, ABC-TV, New York, appointed director of program administration, East Coast.

Lawrence A. Forsdick, assistant director of programs, WCBS-TV New York, appointed manager of programming.

Charles Irving Jarvis, producer, WPIX-TV New York, appointed executive producer. **Joe Hall**, director, appointed assistant to VP in charge of programs.

Robert Currie, unit manager, ABC television center, Hollywood, appointed supervisor, VTR library management, ABC-TV west coast.

Ralph S. Mann, with various subsidiaries of Marvin Josephson Associates, Los Angeles, elected senior executive VP, International Famous Agency, New York, MJA-owned firm. **Sam Kaplan** and **Franklin Konigsberg**, also with MJA subsidiaries, elected executive VPs, Los Angeles.

Broadcast Journalism

Jack Swanson, newsman, WTSO(AM) Madison, Wis., appointed news director.

Robert A. Feldman, news and program director, WNEP-TV Scranton - Wilkes Barre, Pa., joins WEWS-TV Cleveland as news producer/editor.

Rich D. Adams, news correspondent, WTOP-AM-TV Washington, joins National Public Radio there as producer for news portion of NPR's *All Things Considered*. **Josh Darsa**, reporter, CBS News, joins NPR as producer/reporter.

Dick McDaniel, with division of information, U.S. Marine Corps, Washington, returns to KOA-AM-FM-TV Denver, as newsman.

Vivian Silverstein, PR writer, B'nai B'rith Women, Washington, joins WETA-FM-TV Washington as writer-editor.

Kenneth J. Black, executive TV producer, Canadian Broadcasting Corp., Toronto, appointed assistant director of TV information programs; **Bill Cunningham**, CBC London correspondent, appointed chief news editor for TV and **John Kerr**, deputy director of information programs, appointed head of current affairs department succeeding **Robert W. Patchell**, appointed head of arts division.

Bill Brubaker, with sports department, WFUN(AM) South Miami, Fla., joins WGBS(AM) Miami, as sports reporter and score service coordinator.

Promotion

Robert Sutton, assistant program director of ABC-owned WXYZ-TV Detroit, named director of advertising, promotion and public relations of ABC's WABC-TV New York.

Jay Michellis, manager, promotion, NBC, West Coast, Burbank, Calif., appointed director of promotion for NBC New York. He is succeeded by

Jerry Fielder, promotion assistant, NBC, Burbank.

Linda G. Brodsky, account executive, Straus Associates, New York, PR firm, appointed PR director of Television Communications Corp., CATV owner and operator there.

Equipment & Engineering



Mr. Hausman plans and profit achievement of company.

Jake Sneller, assistant chief engineer, KRNT-AM-FM-TV Des Moines, Iowa, appointed chief engineer, succeeding **Charles F. Quentin** who retires.

Sam Houston, who was with WBEN(AM) Buffalo, N.Y., technical staff, appointed technical director of WEBR(AM) that city.

Eugene M. Keys, president, Selectronics division of Oak Electro/Netics Corp., named VP-sales of parent.

I. I. (Luke) Weaver, senior microwave field engineer, Theta-Com, Los Angeles-based CATV firm, appointed chief microwave field engineer.

Ferris Peery, sales manager, CATV division, Anixter-Pruzan Co., CATV equipment manufacturer and distributor, Seattle, appointed division manager.

Allied Fields

Charles W. (Bill) Shipley, research associate and TV news instructor, Florida State University, named chairman of Southern Illinois University department of radio-television.

Ben Gross, television columnist and critic for *New York Daily News*, retired last Monday (Aug. 30) after serving newspaper for 46 years as radio-TV editor and, more recently, as critic. Succeeding Mr. Gross as TV columnist and critic is **Kay Gardella**, TV-radio editor, who also continues in that post.

Louis Hausman, former broadcasting executive, appointed deputy director of communications of Democratic National Committee, Washington, and staff director of the Democratic Policy Council. Mr. Hausman will coordinate work of the council committees and planning groups in preparing materials for consideration by platform committee of the 1972 Democratic National convention. Mr. Hausman is former VP of CBS

Radio, first director of Television Information Office and former VP and general executive of NBC.

Deaths

Phillips Carlin, 77, in radio-TV programming for 43 years, died Aug. 27 of heart attack at his home in Guilford, Conn. Starting at NBC's WEA(AM) New York as on-air broadcaster with late **Graham McNamee**, Mr. Carlin advanced to program VP of network prior to World War II. He is credited with production of NBC's *Breakfast at Sardi's*, national audience participation show of forties. Becoming program VP at Mutual, he was responsible for *Queen for a Day*, pioneer daytime giveaway show. He left network and opened radio-TV program consultancy before retiring in 1964. Mr. Carlin's wife, **Claire**, and two daughters survive.

Bennett Cerf, 73, founder and chairman of Random House publishing company, died Aug. 27 at his Mount Kisco, N.Y., home. Mr. Cerf also was well known as panelist on TV's *What's My Line* for 14 years. Mr. Cerf was chairman of TV Peabody Awards Committee from 1955 to 1967, and was director of RCA Inc., Alfred Knopf publishers and Bantam Books. He is survived by his wife, **Phyllis**, and two sons.

Benjamin Miller, 58, *TV Guide* regional manager in Washington, died Aug. 26 after heart attack in his Annapolis, Md., home. Prior to 1954, he had been associated in programing capacities with the National Association of Broadcasters, Washington; Association of American Railroads, Washington; Young & Rubicam, New York, and radio stations in the South. During World War II and the Korean War he was with Army's Public Information Office. Mr. Miller's wife, **Mary Francis**, and three sons survive.

Walter R. Humphrey, 67, national president of Sigma Delta Chi journalism society in thirties, died Aug. 24 in Fort Worth, Tex. Mr. Humphrey was retired editor of the *Fort Worth Press*.

Mary Lou (Jo) Wilson, 42, former director of marketing for WWDC(AM) Washington, died Aug. 19 in hospital at St. Croix, Virgin Islands. Miss Wilson had moved to St. Croix several months ago after more than 19 years with station.

Willard A. (Bill) Osborne, 73, sales representative with KACL(AM) Santa Barbara, Calif., died Aug. 23 from injuries suffered in automobile accident there. Before joining station four years ago, Mr. Osborne had been associated in a similar capacity with KDB(AM) San Diego, Calif. for many years. He is survived by his wife, **Eleanor**, and two sons.

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As compiled by BROADCASTING, Aug. 24 through Aug. 31 and based on findings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—direction antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mbz—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

Action on motion

■ Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co., et al.), TV proceeding, granted petitions filed on July 29 by Orange County Broadcasting Co. and by Orange Empire Broadcasting Co. for leave to amend applications concerning ascertainment of community needs, and accepted amendments (Docs. 18295, 18297-8, 18300). Action Aug. 24.

Other action

■ Review board in Daytona Beach, Fla., TV proceeding, denied motion by Cowles Florida Broadcasting Inc., (WESH-TV) to add financial and "diminution of service . . ." issues against Central Florida Enterprises Inc. Mutually exclusive applications of Cowles, for renewal of license of WESH-TV and for modification of authorized facilities, and of Central Florida for CP for ch. 2, Daytona Beach, were set for hearing March 3, (Docs. 19168-70). Action Aug. 26.

Initial decision

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho, proposed grant of application of Eastern Idaho Television Corp. for new TV to operate on ch. 6 at Pocatello. (Doc. 18402). Application of KBLI Inc. for renewal of license for station KTLT(TV) Pocatello, was dismissed with prejudice by examiner (Doc. 18401). Ann. Aug. 27.

Existing TV stations

Final actions

■ WINK-TV Fort Myers, Fla.—Broadcast Bureau granted mod. of license covering reduction of aur. ERP to 6.46 kw (aux. trans. and ant.). Action Aug. 24.

■ KMED-TV Medford, Ore.—Broadcast Bureau granted mod. of license covering change of aur. ERP to 19.1 kw. Action Aug. 24.

Actions on motions

■ Hearing Examiner Millard F. French in Montgomery, Ala. (Cosmos Broadcasting Corp. [WSFA-TV]), proceeding, on own motion, scheduled pre-

hearing conference for Sept. 13 (Doc. 16984). Action Aug. 25.

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, on own motion, scheduled further hearing conference for Sept. 10, 9 a.m. (Docks. 18791-2). Action Aug. 24.

■ Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, scheduled further conference for Aug. 30, 9:30 a.m. (Docs. 19168-70). Action Aug. 23.

New AM stations

Actions on motions

■ Hearing Examiner Basil P. Cooper in Alexander City, Ala. (Martin Lake Broadcasting Co.), AM proceeding, ordered record opened, received stipulation filed Aug. 18 executed by applicant and chief, Broadcast Bureau, clarifying language in transcript, and closed record (Doc. 18782). Action Aug. 24.

■ Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstell and Circleville Broadcasting Co.), AM proceeding, ordered proposed findings of fact and conclusions of law to be filed by Nov. 12 and replies by Nov. 24 (Docs. 18856, 18858). Action Aug. 23.

■ Hearing Examiner David I. Kraushaar in Eupora and Tupelo, Miss. (Tri County Broadcasting Co. and Radio Tupelo), AM proceeding, granted joint motion by applicants filed Aug. 20 to correct hearing transcript, and ordered transcripts of hearing corrected in manner specified in joint motion (Docs. 19026-7). Action Aug. 24.

■ Hearing Examiner Jay A. Kyle in Humble, Houston and Nassau Bay, all Texas (Albert L. Crain, et al.), AM proceeding, granted request by Artlite Broadcasting Co. and rescheduled hearing conference for Sept. 23 (Docs. 19186-9). Action Aug. 25.

■ Hearing Examiner Chester F. Naumowicz Jr. in Boynton Beach, Fla. (North American Broadcasting Co. and Boynton Beach Community Services Inc.), AM proceeding, granted petition by North American Broadcasting Inc. for leave to amend its application to update employment history of one of its principals (Docs. 18310, 18312). Action Aug. 23.

Other action

■ Review board in Jacksonville, Ala., AM proceeding, granted motion by University Broadcasting Co. for enlargement of issues to determine efforts made by Jacksonville Broadcasting to ascertain community needs and interests of areas to be served and the means by which it proposes to meet those needs and interests. Action Aug. 26.

Existing AM stations

Final actions

■ WCRA Effingham, Ill.—Broadcast Bureau granted CP to increase tower height to 498 ft. and

change studio location and remote control point to 100 North Banker Street, Effingham; change type trans.; condition. Action Aug. 19.

■ WRMN Elgin, Ill.—Broadcast Bureau granted CP to increase over-all height to 253 ft.; condition. Action Aug. 19.

■ KXEL Waterloo, Iowa.—Broadcast Bureau permitted remote control. Action Aug. 18.

■ WTRY Troy, N.Y.—Broadcast Bureau granted CP to install new trans. for alt. main use. Action Aug. 23.

■ WPVL Painesville, Ohio.—Broadcast Bureau granted mod. of CP to make changes in nighttime ant. system. Action Aug. 18.

■ KDWT Stamford, Tex.—Broadcast Bureau granted mod. of license covering change of specified hours with 7 P.M. sign off daily and to remain on past 7 P.M. on special occasions. Action Aug. 20.

■ KERP El Paso.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Aug. 16.

■ KHEY El Paso.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location; conditions. Action Aug. 23.

■ WIBA Madison, Wis.—Broadcast Bureau granted CP to replace north tower of ant. system with new 422 ft. radiator. Action Aug. 20.

Actions on motions

■ Hearing Examiner Isadore A. Hornig in Monroe, Ga. (Walton Broadcasting Co. [WMRE]) on examiner's own motion, moved place of hearing for further proceedings to commission's offices in Washington, from Monroe, Ga.; set certain procedural dates; scheduled further hearing for Nov. 9 (Doc. 19011). Action Aug. 23.

■ Acting deputy chief, Office of Opinions and Review in Gaithersburg, Md. (Nick J. Chaconas [WHMC]) granted petition by applicant and extended through Sept. 7, time to file reply to opposition to petition to reopen record (Doc. 18391). Action Aug. 26.

Other action

■ Review board in Key West, Fla., license renewal proceeding, granted motion by Florida Keys Broadcasting Corp. for extension of time to Sept. 10, to file responsive pleadings to motion by John M. Spottswood to modify issues and suggestion by Spottswood for same time extension to file responses to Florida Keys' motion to enlarge, change, or clarify issues. Proceeding involves application of Spottswood for renewal of license of WKWF Key West (Doc. 19290). Action Aug. 24.

New FM stations

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Anderson, Ind. (Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson), FM proceeding, in absence of presiding examiner, granted request by Eastern Broadcasting Corp. and extended through Aug. 26, time to reply to motion for production of documents filed by Broadcasting Inc. of Anderson, and granted equivalent extension of time to Broadcasting Inc. of Anderson to reply to Eastern's Interrogatories (Docs. 19018-9). Action Aug. 23.

■ Chief Hearing Examiner Arthur A. Gladstone in Easton, Md. (Community Broadcasters Inc. and Easton Broadcasting Co.), FM proceeding, designated Hearing Examiner James F. Tierney to serve as presiding officer and scheduled prehearing conference for Oct. 4, and hearings for Nov. 3 (Docs. 19303-4). Action Aug. 19.

■ Chief Hearing Examiner Arthur A. Gladstone in Shell Lake, Wis. (Erwin Gladdenbegk and Charles R. Lutz), FM proceeding, in absence of presiding officer, granted petition by Erwin Gladdenbegk for leave to amend his application with respect to community survey (Docs. 19211-2). Action Aug. 25.

■ Hearing Examiner James F. Tierney in Harri-man, Tenn. (Folkways Broadcasting Co. and Harri-man Broadcasting Co.), FM proceeding, on request by Folkways Broadcasting Co. set certain procedural dates and ordered hearing for Sept. 8, to remain in effect (Docs. 18912-3). Action Aug. 23.

Other action

■ Review board in Bangor, Me., FM proceeding, petition by Bangor Broadcasting Corp. for

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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.

extension of time to Sept. 8, to file responsive pleadings to further motion to enlarge issues filed by Penobscot Broadcasting Corp. Proceeding involves applications of Bangor and Penobscot for new FM at Bangor (Docs. 19165-66). Action Aug. 25.

Initial decision

■ Hearing Examiner Jay A. Kyle in Gahanna, Ohio, proposed grant of application of Christian Voice of Central Ohio, for new FM to operate on ch. 285-A in Gahanna (Doc. 18308). Ann. Aug. 27.

Existing FM stations

Final actions

■ WWSM(FM) Bay Minette, Ala.—FCC authorized Faulker Radio Inc., licensee, to enter into time brokerage contract with Southland Broadcasting Co., licensee of WATM-FM Atmore, Ala., to broadcast reports of Baldwin County High School football games over WATM-FM. Action Aug. 25.

■ WWSA(FM) Decatur, Ala.—Broadcast Bureau granted license covering changes; ERP 25 kw; ant. height 830 ft. Action Aug. 16.

■ *KANU(FM) Lawrence, Kan.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 khz. Action Aug. 24.

■ WSBA-FM York, Pa.—Broadcast Bureau granted CP to change trans. location to 1.2 mi. n. of Hellam Boro Limits, Hellam Twp., Pa.; change studio and remote control location to along L.R. 66003. 1.3 mi. n. of limits of North York, Pa.; install new trans. and new ant.; make changes in ant. system; ERP 7.9 kw; ant. height 750 ft. Action Aug. 20.

■ WRAR-FM Tappahannock, Va.—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 210 ft. Action Aug. 18.

Rulemaking petition

■ KIOI-FM San Francisco—Requests amendment of rules and regulations to permit transmission of discrete four-channel stereophonic sound. Ann. Aug. 27.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending aux.: KDLO-FM Watertown, KDLO-TV Florence, and KELO-TV Sioux Falls, all South Dakota; KFDA-TV and KGNC-TV Amarillo, KILE(AM) Galveston, KIUN(AM) Pecos, and KMBL Junction, all Texas; KPLO-TV Reliance, S.D.; KPOS(AM) Post, KQXT(FM) San Antonio, KRGV-TV Weslaco, KSEL-FM Lubbock, KTEM(AM) Temple, KWGO-FM Lubbock, KWTX and WACO-AM-FM Waco, and KFDD(AM) Floydada, all Texas; KFAM-AM-FM St. Cloud, Minn. Action Aug. 19.

■ Broadcast Bureau granted renewal of licenses to following stations and their co-pending auxiliaries: KCAW(AM) Port Arthur, Tex.; KCCO(AM) Lawton, Okla.; KGRO(AM) Pampa, KHEM(AM) Big Springs, KMOO(AM) Mineola, KOYL-AM-FM Odessa, KSWA(AM) Graham, KWIL-FM Highland Park, KWEL(AM) Midland, KWLW(FM) San Angelo, KWTX-TV Waco, all Texas; W70AM Fort Myers and W77AC Immaculate and Lehigh Acres, both Florida. Action Aug. 24.

Translator actions

■ San Ardo, Calif.—Monterey county supt. of schools. Broadcast Bureau granted CP for new VHF translator to serve San Ardo and Bradley, both Calif., operating on ch. 9 by rebroadcasting programming of KTEH(TV) San Jose, Calif. Action Aug. 20.

■ K11BC and K13AY, Grace, Bancroft and Soda Springs, all Idaho—Broadcast Bureau granted CP's to change type of trans. and increase output power of VHF translator. Action Aug. 18.

■ Morton, Minn.—Redwood TV Improvement Corp. Broadcast Bureau granted CP for new UHF translator to serve Redwood Falls, Minn., operating on ch. 66 by rebroadcasting programming of KELO-TV Sioux Falls, S.D. Action Aug. 20.

■ K11IL Bitterroot, Camas Prairie, Hot Springs and Niarada, all Montana—Broadcast Bureau granted mod. of license for VHF translator covering change of primary TV station to KPAX-TV Missoula, Mont. Action Aug. 17.

■ K06BP Paisley, Clover Flat and Valley Falls, Ore.—Broadcast Bureau granted CP for VHF translator to change type of trans.; increase output power; make changes in ant. system. Action Aug. 24.

■ K111Y Battle Mountain, Nev.—Broadcast Bureau granted license covering changes for VHF translator; specify input channel as via K06FQ, Copper Canyon Mines and vicinity, Nev. Action Aug. 20.

■ W74AU Cobbs Creek, Va.—Broadcast Bureau granted license covering new UHF translator and specify type trans. Action Aug. 24.

■ W79AX Heathsville, Va.—Broadcast Bureau granted license covering new UHF translator; specify type trans. Action Aug. 19.

Ownership changes

Actions

■ KOLI(AM) Coalinga, Calif.—Broadcast Bureau granted assignment of license from James M. Strain to C. W. Mizner for \$50,000. Seller: James M. Strain, licensee. Buyer: C. W. Mizner (100%). Mr. Mizner is sales manager at KREL-

(AM) Corona, Calif. He has no broadcast interests. Action Aug. 13.

■ WCKS(FM) Cocoa Beach, Fla.—Broadcast Bureau granted assignment of license from Radio Fitchburg Inc. to Southland Broadcasting Inc. for \$220,000. Seller: Norman Knight. Buyers: Pauline Metcalf (45%); Esther E. M. Mauran (45%), and William R. Corkum (10%), president-treasurer. Miss Metcalf is interior decorator. Mrs. Mauran has interests in WEAN(AM) and WPJB-FM, both Providence, R.I. Mr. Corkum is president and director of CATV firm. Ann. Aug. 16.

■ WMEN(AM) Tallahassee, Fla.—Broadcast Bureau granted assignment of license from WPFA Radio Inc. to Plantation Radio Inc. for \$225,000. Sellers: Kevin P. Reilly, president, et al. Buyers: Cecil H. Grider (49%), president, and John H. Chastain (43%), et al. Mr. Grider is owner of WIMO(AM) Winder, Ga. He also has interests in WPFA(AM) Pensacola, Fla., and WGNB-AM-FM Panama City, Fla. Mr. Chastain has interest in WPFA. Action Aug. 16.

■ WAAB(AM) and WAAF(FM), both Worcester, Mass.—Broadcast Bureau granted assignment of license from WAAB Inc. to Southern Massachusetts Broadcasters Inc. for \$800,000. Sellers: James B. Bocock, vice president, et al. Buyers: George Gray, director, sole owner. Mr. Gray owns all stock of Gray Communications Inc., licensee of WGCY(FM) New Bedford, Mass. Action Aug. 30.

■ KVEG-AM-FM Las Vegas—Broadcast Bureau granted transfer of control of Las Vegas Electronics Inc. (100% before, none after) to Specialty Premiums Inc. (none before, 100% after). Consideration: \$416,500. Principals of Specialty Premiums Inc.: Robert A. Bernstein (50%), president; Howard T. Boasberg (30%), vice president; Marvin Newberg (10%), et al. Specialty Premiums Inc. develops types of sales premiums. Mr. Bernstein and Mr. Boasberg also have major interests in Bernstein/Rein & Boasberg Advertising Inc. Mr. Newberg is account executive with same agency. Action Aug. 11.

■ KSVN(AM) Ogden, Utah—Broadcast Bureau granted assignment of license from Lindsey H. Kesler, trustee in bankruptcy for North American Broadcasting Co. to Weber Broadcasting Inc. for \$30,099. Principals of Weber: Bruce R. Hymas, president, Orin G. Geesey, vice president (each 45%), et al. Principals own respective interests in KASL(AM) Newcastle, Wyo. Mr. Hymas owns 73% of KMER(AM) Kemmerer, Wyo. Mr. Geesey is president and owns less than 5% of First National Bank of Kemmerer. Action Aug. 18.

Modification of CP's, all stations

■ KEOS(AM) Flagstaff, Ariz.—Broadcast Bureau granted mod. of CP to specify MEOV's in all directions for both daytime and nighttime horizontal patterns. Action Aug. 18.

■ KRBB-FM Sallisaw, Okla.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in ant. system; ERP 3 kw; ant. height 245 ft. Action Aug. 20.

CATV

Final actions

■ WHE-36 Bryan-College Station, Tex.—Cable Television Bureau granted license covering CP for new community ant. relay station. Action Aug. 19.

■ WIM-60 Hearne, Tex.—Cable Television Bureau granted CP for new community ant. relay station to bring TV signals KTRK-TV and KHTV-TV, both Houston, to CATV system in Hearne. Action Aug. 19.

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KOMA Okla. City	WHAL Shelbyville	WJCW Johnson City	WTIX New Orleans
WDAK Columbus, Ga.	KLCN Blytheville	WJLS Beckley	WSTW Wooster
WAOK Atlanta	WRUF Gainesville	KOKE Austin	KVOL Lafayette

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 Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
 Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Radio Help Wanted

Management

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.

Program manager with first phone and electronic background. New Gates automated FM stereo. WALJ on air December 1971. Naples Image, Inc., 658 Fifth Avenue, South, Naples, Florida 33940.

Sales

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.

Well established Rocky Mountain Station with expansion plans needs career minded salesman. Unusually creative, with proven record of success. Management ability will be recognized. Box J-10 BROADCASTING.

New England contemporary, also New England MOR, both need sales manager and salesman. Welcome Black, Cuban, Indian, Oriental, Spanish, Portuguese backgrounds. Send full details including references, salary requirements and best sales letter to Box J-21, BROADCASTING.

Wanted aggressive sales reps for top rated AM contemporary station in Canada's largest and most beautiful city. Please apply to Box J-36, 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.

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.

An above average salesman, who is a self-starter should be earning near \$1,000 per month once established in our market. We have the station, the audience and the market. Write: King, Box 2090, Casper, Wyoming 82601.

Announcers

Washington, D.C.—need part-time announcer/producer for recorded classical music series. Audition must accompany resume. Box H-258, 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.

An exciting, Massachusetts top-40 operation needs two men: a contemporary air-personality and a newsmen. You must be young, vibrant, and willing to work under a strong program director. We need no beginners nor unstable announcers. Send tape, picture, and complete resume to the Program Director, Box H-344, BROADCASTING.

Black soul jock must be clean for soul Drake format. No floaters. Forward tape, resume and recent photo. Box J-1, BROADCASTING.

Copywriter/announcer position open. Beautiful area and excellent facilities. \$130 plus insurance benefits. Tape, resume, recent pic requested. 3 years minimum experience required. Box J-8, BROADCASTING.

Announcers continued

Top 10 station has immediate opening for an experienced jock to complement the contemporary format. Production work involved. Send tape, resume and references. Box J-14, BROADCASTING.

Announcers both MOR and contemporary. Anxious to hear from minority group members. Prefer man or woman with Northeast area experience. Send non-returnable tape, resume and salary requirement to Box J-22, BROADCASTING.

Chief announcer and news director small market California station. AM & FM. Must have experience. First phone preferred. First class equip for news and programming. Good place to live. Send resume and salary to Box J-33, BROADCASTING.

Help wanted (announcer) 24 hour contemp. Requires 3rd endorsed. Cookers okay but you'd better be able to follow a format. Major New England market. Send tape and resume to Box J-39, BROADCASTING.

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.

Morning man for personality C&W station now leading in competitive market. Production ability means more dough. KVOC, Casper, Wyoming 82601.

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.

**EFFECTIVE with the
 September 6, 1971 issue
 Box Number & Reply Service
 will carry a \$1.00 charge.
 See Classified heading above.**

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.

Announcers with 1st ticket at jazz oriented MOR. Good news delivery a must contact WRGM, 6001 Wilkinson Road, Richmond, Virginia 23227. An equal opportunity employer.

Fast growing, contemporary MOR AM & TV looking for radio announcers with first class ticket and mature air sound. Must be willing to work for modest salary at first, but with fantastic growth potential. Send tape and resume to Dan Dworikin, WSLT, 957 Asbury Ave., Ocean City, N.J. 08226.

Newsmen to dig, write and air local news with plenty of beepers. Must have 1st phone and experience. \$160 to start. Call Herb Andrews 617-485-1470 . . . no collect calls . . . near Boston.

Immediate opening for DJ on East Coast, first phone, pro or beginner with some experience, salary according to man. Modern country station, ideally located in year round resort area. Send resume and air check or call Wayne Stewart, 912-264-3820. No collect calls.

Experienced announcer-salesman, 3rd endorsed. \$120 week, plus commission. Central Pa. CBS affiliate. Call Mr. Lane or Mr. Ott 717-323-7119 daily 9-5 Saturday til noon.

Announcers continued

As soon as we find the right man, we will expand to twenty-four hour operation. We are an exciting, growing Top-40 operation, fifteen miles out of Providence. If you are aggressive, intelligent, great on the air and have a first ticket . . . rush your tape, picture and complete resume to me: Richard Reese, Program Director, WSAR Radio, P.O. Box 927, Fall River, Massachusetts 02722. If you are from a minority group, we encourage you to apply. We judge only your on-the-air performance.

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.

Qualified, experienced engineer with above average board or production abilities. Above average salary. Rockies. Box J-11, BROADCASTING.

Chief engineer with initiative and desire. Successful AM station with plans for expansion. Rockies. Start at \$600. Create your own future. Box J-38, BROADCASTING.

News

Permanent position for experienced newsmen 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.

Immediate opening for morning news announcer/reporter at one of Arizona's top adult stations. Send tape, photo, references and resume to Tom Churchill, KRFM, P.O. Box 10098, Phoenix 85016. Mature voice and minimum 5 years news experience required; ability to deliver, gather, edit, rewrite and interview essential. Equal opportunity employer.

We're a sharp news operation now—we want to do even better. WFIN, Findlay, Ohio seeks second newsmen to join our professional staff, work in new ultra-modern facilities, become part of progressive city, 40-thousand. Good voice wanted, but ability to dig for news of prime importance. Send full details in letter that sells yourself to Tom Sheldon, WFIN, Findlay, Ohio 45840.

Programing, Production, Others

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.

If you can produce commercials that zing, then we want you on our staff at our medium market Rocky Mountain station. Make me laugh and you'll laugh all the way to the bank. No hang ups, please. References. Box J-12, BROADCASTING.

Ten years experience in broadcasting to teach in school. Box J-17, BROADCASTING.

Creative individual to handle production and programming of modern successful station, soon to be automated. Position is creative and administrative. Excellent salary. KVOC, Casper, Wyoming 82601.

Radio Help Wanted

Programing, Production, Others

continued

Join the innovators! Oklahoma's top small market station (3 station group) has an immediate opening for a professional program director. First phone, experience, strong production, desire to grow musts. Good salary, fringe benefits, best equipment and working conditions. Call 405-224-2890, Michael McKee or Jack Brewer. KWCO Radio and equal opportunity employer.

Production man experienced. Send resume, non-returnable tape to Craig Johnson, P.D. WFRS, Worcester, Mass. An equal opportunity employer.

Wanted: production man. Salary open. Nine to five men not wanted . . . needs writing, voice, and engineering skills. Write or call WNCR, Cleveland, Ohio 44101.

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.

Successful general manager. 15 years broadcast experience, 34, budget minded, creative. Seeking medium or large market management. Skilled all phases. Box H-250, BROADCASTING.

Experienced salesman/broadcaster wants manager's job small-medium Florida market. Box H-357, BROADCASTING.

Engineering manager of small AM station group with some programming knowledge. Desire combo sales/engineering and management position. Prefer small or medium markets. Goal is equity position. BSEE, youthful, 32, diversified engineering & business experience. Box J-16, BROADCASTING.

Employed manager/sales manager available. Dependable, hard worker, sober. Family. Currently Maryland. Box J-51, BROADCASTING.

Need leadership? Sales, production, copy writing, news, sports, community involvement, FCC regulations and ambition. Dan Ratuondo, 2341 Palmour Dr., N.E. Apt. #10, Atlanta, Ga. 30305.

New station? Studio renovation? Let's discuss your plans. Free advice, inexpensive construction, outstanding workmanship. Write, phone: Butler, Hutchins & Company, Box 156, Clayton, New York 13624.

Successful sales manager with General Manager experience. Sales ideas and management ideas for stations with limited revenue. 19 years of broadcasting experience former farm director, sports and news director. Heavy on production and on air experience, phone 309-663-1436.

Sales

Over 20 years experience in time sales; 10 years experience in telephone talk shows; presently employed; excellent references; prefer commission to salary; small or medium market; northern Illinois or southern Wisconsin preferred. Box J-18, BROADCASTING.

Time salesman—experienced. Seeking position with management possibilities. Single, sober, middle forties, first phone, good credit references. Personal interview required. Box J-41, BROADCASTING.

Announcers

Soul DJ—newscaster announcer—salesman experienced—dependable—creative—versatile, tight board. Third endorsed. Prefer East coast. Box H-316, 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.

DJ-newsman team available soul or pop New York experience. Box H-339, BROADCASTING.

Aggressive, hard worker, prefer New England or Ohio. Box H-342, BROADCASTING.

Announcers continued

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.

First phone. 22 years old. 14 months experience in Los Angeles, wants another job in radio. Will relocate. Box H-354, BROADCASTING.

Everybody says he's creative & original, so how do I convince you I'm the real thing? Original wit & easy delivery on the air, just right for MOR, progressive or adult top-40. And I'm mighty proud of my copywriting & production. Third phone. Box J-7, BROADCASTING.

Resonant voiced 1st phone announcer desires MOR station. 10 years radio and television experience, play-by-play sports, college grad, married. Box J-9, BROADCASTING.

12 years TV/radio. Newsman/announcer/weatherman. Box J-19, BROADCASTING.

Combo-man—1st phone announcer—DJ—progressive rock format. Available immediately. Box J-25, BROADCASTING.

1st phone top 40 jock with experience as music director. Currently in Washington, D.C. area. Will relocate anywhere for suitable position. Send for tape and resume to Box J-26, BROADCASTING.

Seeking play-by-play. Nine years radio experience. All offers considered. No small markets. Box J-27, BROADCASTING.

First ticket, 2 years, tight pro sound, MOR, C&W, or contemporary, young and dynamic. Box J-28, BROADCASTING.

Experienced announcer, DJ, 30, 3rd phone, seeks permanent position with MOR AM or FM. Box J-42, BROADCASTING.

Pro rock jock—first phone. \$200. Box J-44, BROADCASTING.

Fact: To have good business, you need good people. Six years of broadcasting experience ready to work for you. Box J-52, BROADCASTING.

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.

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.

Desire top forty, third phone with endorsement, no military obligation, willing to relocate. (412) 381-2370.

Professional D.J.—music director. First phone; no maintenance. Experienced, stable, dedicated. Married and draft-exempt. Desire medium market top 40 station—south or midwest. Contact: Henry Kastell, P.O. Box 337, Cumberland, Maryland 21502 (301) 689-9312.

What you don't know about me might hurt. Save on pain. Get the facts. Joe Mizway. (216) 663-8571. 5968 Turney Road, Cleveland, Ohio 44125.

Position wanted as announcer or announcer-salesman, Degree, four years experience, draft exempt. Ron Botterbusch, 1784 Argyle Dr., York, Pa. 17402.

Available immediately Bill Wade graduate. Have 3rd phone, can run any format tight board. I am willing to dedicate myself in good radio with potential. Gary Belzman, 7969 W. Norton Ave. #6 Los Angeles, Calif. 90046.

P.D.—DJ with first ticket and extensive experience seeks a permanent, happy home. \$10,000 minimum. 312-227-5523 evenings.

Top 40 jock, 3 years experience. Desires middle Atlantic states. Single. Military complete. 3rd endorsed. Pa. phone 215-368-1292.

Progressive rock jock who knows prog. rock, oldies. N.Y., N.J. or Conn. but willing to relocate. Phone 914-946-3324.

Black beginner. 27—3rd endorsed—career academy—married—hard worker—please give me a chance. Dewey (Duke) Hawes, 13362 S. Michigan, Chicago, Ill.

Experienced first phone announcer, with some sales. Dependable. Mature voice. Desire south or midwest area. Bill Hannen, Prior Lake, Minn. 55372, 612-447-2835.

Announcers continued

Black/rock/R&B/personality dynamite/delivery/news/weather/commercials/BSG. Will relocate. Salary open. Rufus Bristow, 31 Carroll Court, Bridgeport, Connecticut 06607.

1st phone—one year experience. Eager, talented. Paul Krakus, 1-513-825-2430.

Announcer sports. Professionally trained all phases of radio—3rd ticket seeks sports minded station. Will relocate, married, dedicated. Guarantee 1 yr. 6130 Woodman, Van Nuys, Calif. 91401.

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.

Exper. announcer and programmer with first class license—seeks employment at AM or FM radio station—write George Woods, 1114 1/2 Cloverdale, Los Angeles, Calif. or call 938-8446.

News

Experienced man seek position as news reporter/broadcaster. Can do the job for you . . . and bring dynamic attention to news segments. 212-874-3668. Box H-241, BROADCASTING.

News director, sports play-by-play, northeast preferred. Seeking fall position. Box H-362, BROADCASTING.

Young announcer, school trained, 3rd ticket endorsed. Veteran & Black. No experience but loads of enthusiasm. Seeks position in news dept. of any format station. Box J-2, BROADCASTING.

Radio-TV newsman, 15 years experience all phases of broadcasting. Seeks challenging position with advancement opportunities. Now employed in top 20 market. Box J-5, BROADCASTING.

Broadcaster; experienced in news, program directing, and production. Have 1st phone. Prefer news or P.D. slot, with growing company. Box J-35, BROADCASTING.

Help. Lack of pay regularly forces me to seek new position. Prefer southwest. Consider all. 14 years experience, all tools of trade, do play-by-play, news, other. Would consider teaching post at University in broadcasting. Box J-43, BROADCASTING.

Ambitious reporter-writer, 25, anxious for first full-time newsbeat. Will go anywhere. Newsman, DJ; commercial radio (part-time) N.D., Talk-host: College radio, M.S.J., B.A., Pol. Sci., 1 yr. law school. Married. Military obligation just completed. Mark Wisan, c/o Bonyng, Wilton, N.H. 03086.

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.

Experience: 2 years of sportscasts and play-by-play on med. market station, limited dee-jay experience also. Education: college degree—phys. ed. major. Other info: married, 2 children, Army veteran, would prefer Ohio station—radio or TV, sportscasting. Contact by calling A.C. 614-253-8448 person-to-person for T. Williams.

Experienced newsman. Also strong play-by-play. I'm looking primarily for a moderate market area where local news really counts. First phone. Excellent references. Prefer northeast. 201-572-1928 Rich.

Major market newsman, presently working, wants coastal station, six years radio, degree, married, draft exempt, heavy local news, documentary, also sales. 713-522-6387 or 1919 West Main, #19 Houston, Texas. \$150 min.

Programing, Production, Others

Attention Charlottesville and central Virginia: Four year veteran of Virginia's largest market desires announcing/copy/programming position in God's country. English degree . . . third endorsed. Let's grow together. Box H-336, BROADCASTING.

Sell more with unique copy in your hand, the audience in your pocket: sell my compelling campaigns, community-involving programming . . . and listenable announcing, authoritative reporting, team spirit. Put my 4+ years heavy experience and Missouri University journalism degree to work for you! 304 East Duncan #3, Alexandria, Va. 22301. (703) 549-4079 evenings. Paul Burcham. Good for your profits, good for your community.

Programing, Production,

Others continued

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 J-24, BROADCASTING.

Television Help Wanted

Management

TV sales manager. Large midwest market—\$30,000 plus. Salesman with management potential considered. Box H-199, BROADCASTING.

Program director. Must be creative and know all the production gimmicks in the book for tape and film. Take charge large on-air and production staff, help nws dir put zing in heavy news schedule, produce commercials for agencies, design sets, be knowledgeable film-buyer . . . the works! Minimum 7 yrs exp w/2 yrs as p.d. or prod mgr. The market is right, the pay is right in this group-owned sta. Send complete resume including salary history and photo in confidence to Box J-23, BROADCASTING.

Promotion manager for group-owned NBC affil in good southwest mkt. Must know the ropes . . . graphics, layout, copy, on-air production, sales as well as audience promotion, etc. Must have at least 3 yrs exp in TV prom dept. This may be that "next step" you've been waiting for. Good pay and benefits. Samples will be returned if requested. Box J-37, BROADCASTING.

Sales manager, VHF netw affil in 4-sta SW market. Must know national business, be good administrator w/proven ability to sell local retail and motivate four salesmen. Base plus percentage will provide top income for right man. Send detailed resume, income history & recent photo in confidence to Box J-48, BROADCASTING.

Sales

Young experienced A.E. for established list in major Northern California market with CBS affiliated VHF. Salary, commission, car allowance. Send resume and earnings record to Sales Manager, P.O. Box 10, Sacramento, Calif. 95801.

Announcers

Announcer, young-looking, young-sounding pro with good voice for booth work and good appearance on-camera. Outstanding opportunity for man just out of college or bdcst school, or ready to move up to larger mkt. Must have your tape or film w/our promise to return. Pay commensurate with ability at this group-owned netw affil. Box J-49, BROADCASTING.

Technical

TV engineer, KRDO, Colorado Springs, best equipment, minimum two years experience TV. Contact Charles Upton, Chief Engineer.

Versatile audio technician wanted for motion picture and TV production. Must be experienced in "On location" sound recording, transfers, mixing and post production, as well as studio operation. Must be responsible for maintenance of Audio Equipment. Send resume to Personnel Manager, WGBH-TV, 125 Western Avenue, Boston, Mass. 02134.

Have opening for chief engineer in our Berlin-Ocean City, Maryland, CATV system. Send resume to A. M. Carollo, Sweetwater Television Company, Inc., 602 Broadway, Rock Springs, Wyoming.

News

Cinematographer, must be creative and productive for prime time local documentary series. Top ten markets group owned. Equal Opportunity Employer. Box H-343, BROADCASTING.

Film supervisor—immediate opening for experienced photographer and lab technician to supervise all film operations, news and commercial for medium market, full color TV stations. Must be skilled in all phases of 16mm including shooting, sound, editing and in-house processing. Must also be able to instruct and supervise. Top wage and fringe package to right candidate. Reply in full with all particulars and sample reel if possible. Will return reel. Box J-4, BROADCASTING. E.O.E.

Weather Gal (or guy) for early and late news on news-oriented netw group sta in southwest. Experienced only. Good mkt, good pay & benefits. Box J-13, BROADCASTING.

News continued

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Programing, Production, Others

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News continued

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Programing, Production, Others

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Miscellaneous

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When the directors of the National Association of Broadcasters reorganized the association last year, establishing a triumvirate of executive vice presidents, they publicly and privately stressed that the public-relations post was to be filled by someone whose PR credentials were of the highest order. First to be chosen for the slot was Paul Haney, former "voice of the astronauts", publicist for the Houston Astros, ex-newspaperman. In short, one who seemed to have all the background for the job. Mr. Haney, for personal reasons, found it necessary to leave the NAB job after a mere four months in office.

To fill that vacancy, the NAB turned to one of its own, James H. Hulbert, vice president and assistant to NAB President Vincent T. Wasilewski. Jim Hulbert is commended by all who know him in such terms as "competent," "conscientious," "sound," "sensible," "dependable"—in short, as the antithesis of the PR stereotype.

Mr. Hulbert's credentials, however, are sound. He has a certain knack for words—he's authored two novels that have been published—and he has for many years been Mr. Wasilewski's chief speech writer. In addition he's had two years of broadcast station experience, plus seven years with what is now the broadcast management department of the NAB. "That's where you learn the nitty-gritty of broadcasting," he says, "the daily problems of broadcasters, big and little." And for the last 11 years he has been, as assistant first to LeRoy Collins and then Mr. Wasilewski, privy to the big picture, the national issues that affect broadcasting.

He's conscious of the importance of his new job and he has clear ideas about it: Forget about trying to gain the sympathy of all people; concentrate on those who control the levers of power. In brief, he says, "activate your friends, persuade the neutrals, and neutralize your enemies." As to the last, it is Mr. Hulbert's contention that they must be met head on: "Debate them, confront them, correct them wherever and whenever the opportunity."

Since he took over the post a little only a month ago, it remains to be seen if his ideas can be translated into results.

It was Charles H. Tower, now executive vice president of Corinthian Broadcasting's TV stations division, who recruited Mr. Hulbert for the NAB. At that time, Mr. Tower was director of the broadcast management department of the association, and Mr. Hulbert was assistant to the station manager of the NBC stations in New York. Mr. Tower regards Mr. Hulbert with affection, noting that one of his strongest features is good judgment. "And," Mr. Tower

James Helim Hulbert: into the hot seat as NAB's PR chief

adds, "he's creative. Just what we need in that job."

The creative side of Mr. Hulbert is evident in the two published novels he has authored. One, *Noon on the Third Day*, tells the story of Washington politics; the other, *The Disputed Barricade*, deals with a labor union during the Depression years and he acknowledges the book stems from his experiences when he was running the broadcast management department of the NAB.

There is a third novel, still in manuscript form, that in chronology actually

Week's Profile



James Helim Hulbert—executive vice president for public relations, National Association of Broadcasters; b. April 22, 1926, St. Joseph, Mo. B.A., Harvard University, 1948; M.A., Harvard Graduate School of Business Administration, 1950; training program, NBC; producer, director, assistant to station manager, WNBC-AM-FM-TV New York, 1952-54; assistant manager, then manager, department of broadcast management (then known as department of employer-employee relations), NAB, 1954-63; assistant to president, NAB, 1963-71 (named vice president in 1967); executive vice president for public relations, NAB, July 22, 1971; author of two novels: "Noon on the Third Day" and "The Disputed Barricade"; m. Joan Carson, 1952; two children, Anne, 17; Patrick, 14; hobbies—writing, reading.

is his first. It was written after he returned to Washington from a year of knocking around Europe, the British Isles and North Africa. It was his year "on the road" following six years at Harvard, four as an undergraduate and two as a graduate student. That year abroad still brings a reminiscent smile to Mr. Hulbert's normally impassive aquiline features. "It was," he says, "a great experience." And one can almost palpably see the memories flooding his mind. The novel, incidentally, is about a young man's growth to manhood and is, Mr. Hulbert says in a deprecating manner, "probably the same novel all young men write about their growing up."

Although his major interest in his youth was writing, broadcasting exercised a strong appeal, fanned by the fact that the young lady whom he was courting at that time, Joan Carson (who is now Mrs. Hulbert), was working in the promotion department of the Washington NBC stations. Mrs. Hulbert is the daughter of John Carson, who was an independent member of the Federal Trade Commission from 1949 to 1953, and who was, according to Mr. Hulbert, "the Nick Johnson of that agency in those days."

In any event, after knocking at the doors of New York publishers and broadcast stations, he was taken on at NBC as a trainee, and in due time graduated to directing and producing at that network's New York stations. During those days he worked on children's programs, news-sports-weather programs, *Ask the Camera* program and a feature on the circus. He subsequently became an assistant to Ted Cott, then station manager, and to Mr. Cott's successor, Ernest de la Ossa.

During the last few years, Mr. Hulbert's influence in broadcast matters has been felt mostly behind the scenes. As secretary to the association's executive committee, which meets monthly, he has been in a sense the H. R. Haldeman of the Wasilewski NAB administration. One member of the executive committee notes that, although in public Mr. Hulbert is calm and composed, in private he "can advocate positions and express his point of view eloquently."

Today, Jim Hulbert is in the hot seat, responsible, according to the NAB table of organization, for selling broadcasting to the many-faceted public that includes the growing activist pressure groups as well as the FCC, Congress and the courts. As one of Mr. Hulbert's acquaintances said the other day: "Broadcasters are going to expect miracles. But that is impossible for anyone. No one in that job can produce miracles; it's a long, hard, day-in, day-out grind. But, if anyone can do it, it's Jim."

Editorials

Note of hope

The federal Cost of Living Council has sensibly decided that the prices of broadcast advertising customarily vary with the seasons and the availability of audiences. As reported elsewhere in this issue, broadcasters have been liberated from the July-August base period, when sets in use, especially television, were at summer lows and advertising rates were pegged accordingly.

The ruling on seasonality came as good news to a broadcasting system that has grown accustomed to hear nothing but the worst from Washington. It came in the same week that the FCC, in official tabulations, confirmed what everybody had known—that 1970 marked a leveling off of television billings and a sharp decline of profits.

It came during a year that has been shaky enough for all kinds of businessmen but especially trying for broadcasters. To the common problems affecting everyone had been added the broadcasters' exclusive deprivation of nearly a quarter-billion dollars of cigarette advertising, taken off the air as of the start of 1971 by act of Congress.

The ruling on price controls was very nearly a matter of survival. Without it, 1971 would have been bleak, especially in television which is counting on an upsurge in billings in the fourth quarter to take some of the curse off the first three quarters of the year.

Now that fall pricing has received formal affirmation television broadcasters must invigorate their selling efforts. Asking prices and getting prices will not coincide if the asking is unaccompanied by appropriate persuasion.

FCC in disarray

When President Franklin D. Roosevelt in 1934 named the first chairman to the FCC, he told the nominee, a lame-duck New York congressman, Anning S. Prall, that the position was destined to be second in importance only to the Presidency. FDR, great showman that he was, might have said that to his old Tammany Hall crony tongue-in-cheek, but a succession of FCC chairmen since then will attest it has to be among the hotter seats in Washington.

The incumbent, Dean Burch, must yearn for the peace and quiet of a Tucson, Ariz., law practice or even the chairmanship of the Republican National Committee, as he nears the end of his second year as head of the FCC. It has been a struggle to muster a majority; there are three built-in votes in opposition and a couple that float. The result is compromise—usually the wrong way. And in those rare instances when he steers a hard-won majority in the right direction, a take-charge court of appeals that seems to be poisoned against free enterprise turns the FCC around.

A few weeks ago the word was that Mr. Burch might be leaving. But that prospect has evaporated, even though he has been the subject of criticism direct to the White House, notably because of his pro-CATV and pay-TV stance. He isn't one to give up easily, and friends feel he won't leave unless he can get a shot at the senatorial seat held by his friend and mentor, Barry Goldwater.

The crazy-quilt make-up of the FCC is likely to undergo change beyond the substitution, by Oct. 1, of Representative Charlotte Reid of Illinois for interim Commissioner Thomas Houser. Mr. Houser will return this month to Chicago, perhaps to become GOP campaign manager there for the 1972 elections.

Hanging fire now is the tenure of the commissioner most

broadcasters like best—the ex-broadcaster, Robert Wells. Mr. Wells has an overpowering desire to run for the GOP gubernatorial nomination in Kansas. He has so told the administration. There's little doubt he would stay if Mr. Burch decided to leave and he could inherit the chairmanship. Odds are that Mr. Wells will depart by November, and the search is already on to fill the balance of his seven-year term that runs until 1977.

The administration has implied that the successor to the FCC's dean, Commissioner Robert T. Bartley, of Texas, will be a black Democrat. Mr. Bartley, who has served since 1952, has said he does not want re-appointment after his third term runs out next year. There is pressure, however, for an earlier appointment of a black Republican.

In this climate the administration will be hard-pressed to find a qualified successor to Mr. Wells. The prudent move would be promotion of a department head who would not have to be taught from scratch. On merit, Chairman Burch and Mr. Wells would favor the elevation of Richard E. Wiley, 37-year-old attorney with excellent marks in private practice and in government since he became the commission's general counsel a year ago. Moreover, it would supply needed lift to staff morale to have a promotion from within the strife-torn agency.

Just in time

On its own hook the FCC has decided to make a general inquiry into settlements between applicants for license renewals or transfers and citizen groups that file petitions to deny. It announced its new interest in a decision approving the sale of WGKA-AM-FM Atlanta but rejecting an agreement between the buyer and a group that had protested the transfer because of an original plan to change program formats (BROADCASTING, Aug. 30).

The commission was right to step in. The proposed settlement in Atlanta was too modest to smack of personal gain—a maximum of \$2,000 a year for three years for out-of-pocket expenses. But governmental endorsement of the principle could only invite ultimate abuse—and there have been earlier arrangements of much larger consequence approved by the FCC.

The line between citizen intervention and blackmail should be meticulously defined.



Drawn for BROADCASTING, by Sid Hix

"Very funny! Now turn it right side up!"

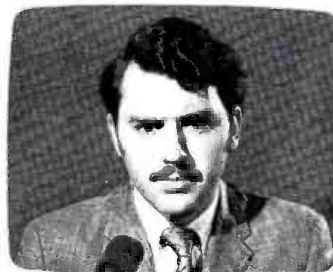


"I don't like to think in black or white terms..."

I like to think of myself as a good American. We should all work together toward a common goal!" The voice is that of a 33-year-old black Syracusan. The program is a WSYR-TV exclusive, recently awarded the New York State Broadcasters Association award for

Outstanding Public Affairs Programming: "Created equal . . . a day in the life of Ken Christie." The interviewers were WSYR newsman Colin Campbell and cameraman Frank Rossi, producing a genuinely warm and moving portrayal of a black family in a white society.

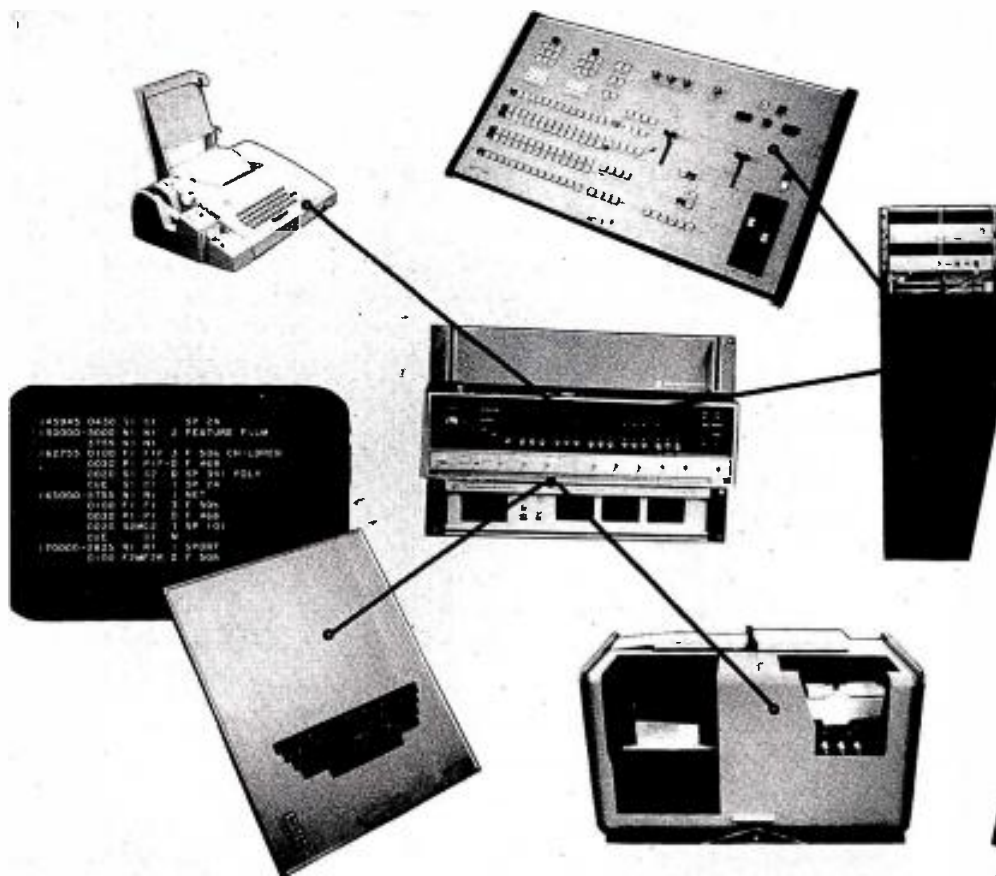
Whatever the community problem, WSYR's Central New York viewers know that local programming centers on their interests. Their needs are our primary concern.



Colin
Campbell

WSYR-TV

Channel 3
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