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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NEWSPAPER

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Broadcast journalists find a friend in Congress, an ally from abroad
Whitehead takes on the Communications Act in frontal attack for change
Falling out in San Diego: split in ranks of broadcast challengers
Progress report on children's TV tells Pastore there are gains in sight



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

WGN Continental Broadcasting Company

- **Chicago:** WGN Radio, WGN Television, WGN Continental Productions Company, WGN World Travel Services, Inc.
- **Duluth-Superior:** KDAL Radio and KDAL Television
- **Denver:** KWGN Television
- **Michigan and California:** WGN Electronic Systems Company
- **New York, Chicago, Los Angeles, San Francisco and Tokyo:** WGN Continental Sales Company



Some of our most important stockholders don't know they're stockholders.

For one, this secretary. But she does own a part of us.

Her company's pension fund invested in us a few years ago, and every dividend we issue adds to the value of her part of the fund.

And she's not alone.

Millions of owners

While over 239,000 people own our stock directly, millions more are indirect stockholders.

Maybe the mutual funds they own hold our stock. Over 80 funds do.

Or their life and health insurance policies may be backed by investments that include our stock.

Record performance

For 48 consecutive quarters—including the first two quarters of this year as well as 1970, a year when many U.S. companies experienced lower sales and profits—we have established new records in consolidated sales and revenues, net

income and earnings per share.

Last year, our consolidated sales and revenues reached \$6.4 billion, an increase of 12% over 1969 restated sales and revenues of \$5.7 billion.

Consolidated net income rose to \$353 million, an increase of 21% over restated 1969 net income of \$293 million.

Earnings per common share, after recognition of all common stock equivalents, were equal to \$3.17, for an increase of 20% over 1969 restated earnings per share of \$2.65.

Millions benefit

Millions and millions of Americans, like you, share in our growth. Our stockholders, certainly. The indirect stockholders, too, like the secretary.

And all those who benefit from low-cost public housing, medicare, training of the hard-core unemployed, veterans' education programs, research in air and

water pollution, the wars on drug abuse and cancer.

ITT and you

It is the profitable businesses like ours that are the original source of all funds—through taxes, employment and investment—for activities that generate change for the better for you. Especially change that is Government sponsored.

That's the system. The free enterprise system—in which 31,900,000 Americans have invested.

For the way of life it has given us, you can't beat it.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N.Y. 10022.

ITT

SERVING PEOPLE AND NATIONS EVERYWHERE

From Boston to Washington, with stopovers in Anaheim and sundry other points, broadcast journalism had a busy week. The score, for a change, seemed to be coming out in the industry's favor. See . . .

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Charles W. Yost, former ambassador to United Nations, is named head of National Advertising Review Board, an industry's vehicle for policing its own house. Former Borden Inc. executive William Ewen is second in command. See . . .

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At New York media workshop of Association of National Advertisers, there's disagreement with National Association of Broadcasters' interpretation of freeze—that price limitations do not affect new rates. See . . .

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Split in ranks of citizen groups is evident as National Mexican Antidefamation Committee chastises Citizens Communications Center and Church of Christ for excluding it from McGraw-Hill reconciliation conference. See . . .

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In light of struggle for access, Office of Telecommunications Policy Director Clay T. Whitehead sees need for changes in Communications Act that would redefine broadcaster's relationship with public. See . . .

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The National Association of Broadcasters' task force on license renewals is enlisting the aid of every broadcaster in the nation in its lobbying efforts to push through federal legislation friendly to its cause. See . . .

A call to arms on renewals . . . 31

Surgeon general tells Senate Commerce panel that study of TV violence, particularly its effects on children, will be ready by end of year. FCC and Federal Trade Commission outline related activities. See . . .

Moves toward reform in children's TV . . . 34

Faced with the demanding task of analyzing and providing counsel to the FCC on children's programming, Elizabeth Roberts and Alan Pearce assume their duties on the commission's children's TV task force. See . . .

Settling in: Mrs. Roberts and Dr. Pearce . . . 36

Teleprompter tells FCC that its efforts in CATV program origination probably exceed that of entire cable industry combined. It spent \$4.3 million on origination last year on 70 systems—59 more than last year. See . . .

Proud of its programing . . . 40

WWLP(TV) Springfield, Mass., asks FCC to approve its plan to bring at least three distant signals into area via revolutionary three-input channel translator. It says facility will offer CATV's advantages without cost to viewers. See . . .

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Back to fundamentals

American Research Bureau has quietly decided to dump all those estimates of product usage in local-market television-audience reports. It's decision made by new ARB president, Theodore F. Shaker, in office only couple of weeks (BROADCASTING, Sept. 20), and it will eliminate favorite target of ARB critics. Details on use of 10 standard products (deodorants, headache remedies, etc.), volume of washloads, supermarket expenditures, department-store visits, new-car purchases have been solicited—along with period-by-period information on TV viewing—in ARB's regular diaries.

Critics have said collection of product data detracts from completeness and accuracy of TV-viewing reports. There's also been question about dependability of product-usage estimates. Main reason Mr. Shaker ordered discontinuance of product data was to reduce costs of regular reports, reassign research editors to main effort (audience data), speed delivery of audience reports. In future ARB will think about putting out product data in different form.

Ins and outs

Representative Charlotte Reid (R-Ill.) is expected to be sworn in this week as FCC commissioner in setting designed to call attention to President Nixon's appointment of woman to high office. She'll take oath in White House, reportedly with President in attendance. Last Friday she joined other FCC members at farewell luncheon for Commissioner Thomas J. Houser, who departed afterward for Chicago and law firm he left two years ago to go to Washington as deputy director of Peace Corps, from which he moved to FCC. Firm is Leibman Williams Bennett Baird & Minow (the last Newton Minow, one-time chairman of FCC).

In other movement on FCC personnel front, John H. Powell Jr., general counsel to U.S. Commission on Civil Rights, stepped up campaign to be first black appointed to FCC. Mr. Powell, Republican, has not been put off by reports that FCC General Counsel Richard Wiley will get seat vacated by Commissioner Robert Wells, ticketed for return to Kansas. There's still talk, however, that White House will go through with Wiley appointment, at same time choose or announce intention to choose black for Democrat Robert Bartley's seat when he retires next June.

Changing times

Growing dissatisfaction with direction in which ETV is going has triggered quiet reappraisal of formats, funding and functions of whole noncommercial system. Of concern to Republican leadership is said to be what's seen as "obvious" move toward networking of news and public affairs rather than advancing local programming which, it's argued, was keystone of Carnegie Commission recommendations.

Means are being considered to transfer funding from Corporation for Public Broadcasting, possibly to Office of Education in Department of Health, Education and Welfare. HEW now allocates funds for new construction and upgrading of educational stations, with programming monies allotted through CPB, private foundations, and local contributions. Announcement (BROADCASTING, Sept. 29) of hiring of former NBC newsmen Sander Vanocur and Robert MacNeil by newly created "National Public Affairs Center for Television" as political correspondents who will have staff of 55 to 60 people to cover next year's elections, accelerated routine study which had been under way ("Closed Circuit," Aug. 23).

Favors

Appointment of LeRoy Collins as one of 10 "public" members of new National Advertising Review Board (see page 20) may be small tit for larger tat. Back in 1963, when Mr. Collins was president of National Association of Broadcasters, he promoted Howard Bell to director of NAB Code Authority—where Mr. Bell was to get idea for larger apparatus put into operation last week. Mr. Bell, as president of Advertising Federation of America since early 1968, has been among foremost promoters of all-advertising system of self-regulation.

Caught in middle

Situation could still change, but way things stood between networks and Cost of Living Council late last week, networks may have to take price roll-back rather than mere price freeze on commercials sold in some programs. Unless they manage to change council officials' minds, programs whose subsequent popularity lifted values and boosted price-tags above last fall's rates will have to go back to old pricing for duration of freeze. If it comes to that, networks are hopeful advertisers won't merely pocket savings but will reinvest

in other TV buys. While issue is being resolved, some are asking clients to pay due bills at committed prices, subject to any adjustment that outcome may require. Agencies are accepting prompt billing—so they can collect and keep revenues flowing.

While pricing outcome is still uncertain, profit squeeze between increased production costs and frozen rates appears to be sure thing. Networks made commitments to higher outlays for production of new episodes of many shows, and deliveries were made and paid for before freeze started. Hence networks are stuck with higher costs without increased rates to help recoup them.

Flank attack

Because license renewal and related regulatory issues have first priority in quest for legislative relief, some Washington observers feel broadcasters have tended to lose track of basic allocations problem haunting TV. It's case for UHF TV against inroads of land mobile aggravated by claim of CATV it can all be done by wire. Inside FCC report is that land-mobile interests have their case for pre-emption of additional UHF spectrum (already reduced from 83 to 70 channels) pretty well documented.

Broadcasters, according to these sources, need to build case to "justify" use of all remaining 70 UHF channels, taking into account that International Telecommunications Conference set aside three bands for direct satellite-to-home transmission aimed at providing India and other countries with needed service. FCC, said one authority, would welcome "program of alternatives" to preserve over-the-air TV in CATV and satellite economy, and in light of land-mobile demands.

It's 30 for spots

Rapid increase of isolated 30-second ads in spot TV is pointed up in commercial-length analysis by Broadcast Advertisers Reports, based on monitoring in 75 markets. Using average-week figures for second quarter each year, BAR found incidence of isolated 30's jumped from 1.3% of all nonnetwork TV commercials monitored in 1967 to 58.5% this year—at expense of all other lengths. Once highly popular piggyback 30's rose from 18.4% in 1967 to 20.4% in 1969, then began to tail off, dropping to 7.5% this year. 60's dropped from 52.1% to 19.3%, ID's from 14.7% to 11.5%, 20's from 12% to 2.5% and 40's from 1.5% to 0.4%.

WHO NEEDS MARTIANS?



Remember the imaginary weapon Orson Wells' invading Martians used to strike down earthly resistance? A deadly, all-killing pall of poisonous smoke.

Back in 1968, before "environment" and "ecology" were the popular subjects for public crusade that they are today, Detroit's "fresh air" wasn't quite up to Martian standards, but it was gaining, and becoming more serious all the time. Storer's Detroit television station, WJBK-TV, did not procrastinate, but opened fire on air pollution

without delay, implementing an intensive program to spell out just how bad the situation was becoming. An ingenious use of time-lapse photos showed the constancy of pollutants, and periodic reports of the city's "MURC-Index" measured their alarming density. Now many others have followed the lead.

And when Storer stations speak out, people listen. Climaxing a barrage of editorials, news features, in-depth reports, WJBK-TV recently staged a live studio program with a panel of experts to answer telephone

questions. It took 25 operators to handle the calls. Concerned citizens talking to a concerned television station about mutual problems.

You learn a lot in 44 years. Through experience, you develop practical guidelines within which stations like WJBK-TV can build responsive audiences through dedicated community service. And you learn that when you really work at it everybody wins!

STORER
BROADCASTING COMPANY

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

Around the first turn: CBS still in the lead

Networks ratings race tightened as CBS-TV for second week of new season led in Nielsen 70-market multinet-work area (MNA) average ratings (network prime time). Averages for week ended Sept. 26, in report out Friday (Oct. 1): CBS 19.5, ABC 18.6 and NBC 18.3.

In nights of week, ABC won Tuesday, Friday and Sunday; CBS took Monday, Wednesday and Saturday, and NBC had Thursday.

CBS's *Funny Face* was only regularly scheduled new series to place in top 10, second week in row for show.

Other regularly scheduled series in top 40 were CBS's *Dick Van Dyke* (17), ABC's *Longstreet* and NBC's *Night Gallery* (tied at 20), CBS's *Cannon* (24), CBS's *O'Hara, U.S. Treasury* (28) and ABC's *Owen Marshall* (39).

Also in top-40 were NBC's *Mystery Movie* ("McCloud," one of trilogy but carryover from last season), and CBS's new Friday movie (made for TV) and CBS's *Sunday Movie* (features).

New shows that failed to place in top-40 ranking in MNA's: *Shirley's World*, *The Man and the City*, *Getting Together* and *The Persuaders*, all ABC;

Bearcats!, *Cade's County* and *Chicago Teddy Bears*, all CBS; *Sarge*, *The Funny Side*, *Nichols*, *The D.A.*, *The Partners*, *The Good Life* and the *Jimmy Stewart Show*, all NBC.

Top 40 in MNA's:

(1) *Marcus Welby* (ABC); (2) *Flip Wilson* (NBC); (3) *All in the Family* (CBS); (4) *Movie of the Week* (ABC); (5) *Here's Lucy* (CBS); (6) *Funny Face* (CBS); (7) *Mannix* (CBS); (8) *Gunsmoke* and *Medical Center*, both CBS; (10) *ABC Sunday Movie*; (11) *Doris Day* (CBS); (12) *NBC Mystery Theater*; (13) *NBC Monday Movie*; (14) *Carol Burnett* and *Mary Tyler Moore*, both CBS; (16) *My Three Sons* (CBS); (17) *Dick Van Dyke* (CBS); (18) *FBI* (ABC); (19) *Laugh-in* (NBC); (20) *Longstreet* (ABC) and *Night Gallery* (NBC); (22) *Partridge Family* (ABC); (23) *Bonanza* (NBC); (24) *Cannon* (CBS); (25) *Love, American Style* and *Odd Couple*, both ABC; (27) *Adam 12* (NBC); (28) *O'Hara, U.S. Treasury* (CBS); (29) *CBS Thursday Movie*, *CBS Friday Movie* and *Mod Squad* (ABC); (32) *Ironside* and *Bold Ones* (both NBC); (34) *Arnie* (CBS) and *NBC Saturday Movie*; (36) *NFL Football* (ABC); (37) *CBS Sunday Movie* and *Brady Bunch* (ABC), and (39) *Owen Marshall* and *Room 222* (both ABC).

Senate bill appears for renewal protection

License-renewal legislation to be introduced Wednesday (Oct. 6) by Senator John G. Tower (R-Tex.) would provide that a licensee's past record is best gauge of his future performance. And, it would put burden on challengers to prove they can offer substantially better service (BROADCASTING, Aug. 16, et seq.).

Spokesman for senator said Friday (Oct. 1) that bill would amend Communications Act to require that FCC first determine which, if any, applications for facility should be denied on "citizenship, character, financial, technical or other qualifications grounds." Those not disqualified, bill says, "shall be designated for hearing on the single comparative issue of which will provide the best program service to the area to be served." When one of applicants is applying for license renewal "his past operating record shall be taken as the most reliable indicator of his future performance," measure states.

And, bill states, "no applicant for renewal of license shall be denied on comparative consideration with a mutually exclusive applicant for a new station except upon a finding supported by the weight of the record evidence that the new applicant will provide a substantially superior program service."

In prepared statement, Senator Tower said purpose of measure is "to clarify the intent of Congress that the overriding purpose of the FCC in administering this [Communications] act, and more specifically its licensing procedures, is to provide for the general public the best possible broadcast service." At the same time, he said, FCC "must maintain that intricate balance of providing sufficient stability for the established market, yet not to the exclusion of enterprising new potential station operators."

Senator Tower's measure is first of its kind on Senate side this year. Senator John O. Pastore's (D-R.I.) bill in 1969 that would require FCC to find incumbent disqualified before it could entertain competing applications was unsuccessful. But, 13 bills to that effect have

been introduced this year in House (BROADCASTING, Aug. 16).

Even more waiting is word for BBI and WHDH

U.S. Court of Appeals in Washington says it will not rule on FCC's request for remand of Boston channel 5 case until Supreme Court acts on WHDH Inc.'s petition for rehearing.

In event rehearing is denied, court said, FCC would be requested to supplement remand request with any data it has on misrepresentation or ex parte activities by Boston Broadcasters Inc. and with submission on court's authority to grant remand.

Commission on Aug. 20 had requested remand for purpose of holding oral argument on what steps it should take in light of civil action Securities and Exchange Commission against BBI principal Nathan H. David.

Commission in January 1969 had denied WHDH's renewal application for Boston channel 5 in favor of BBI. Appeals court affirmed FCC decision on Nov. 13, 1970, and Supreme Court refused request for review in June. But WHDH subsequently asked high court to reconsider that order.

Besides requesting data on possible improper activities of BBI or its principals and legal submission on its authority to grant remand, appeals court said FCC should submit views on whether it could protect public interest by separating Mr. David from interest in BBI pending further consideration.

In Boston, Leo L. Beranek, president of BBI, saw court order as giving commission "a final opportunity to justify" its request for remand.

Meanwhile, federal judge in case in which SEC has accused Mr. David of violating provisions of Securities Act, has granted indefinite postponement Mr. David requested of hearing on his motion to dismiss SEC suit. However, case can be put back on calendar at request of either party.

Parting shot

Report recommending revision of minimum spacing requirements of UHF TV assignments as means of increasing spectrum-management efficiency, was released last week by office of outgoing commissioner, Thomas J. Houser.

Study, "Some Preliminary Recommendations Concerning Study of the UHF-TV Taboos," was written by

Philip M. Walker, who had been on former commissioner's staff. Mr. Walker is now communications consultant and Georgetown University law student.

Mr. Houser, who had been FCC spectrum-management commissioner, had called for new approaches to problem of spectrum congestion, especially in land-mobile radio services. Mr. Walker contends that present taboos, which have been unchanged since 1952, inhibit commission's ability to make maximum use of UHF spectrum. Copies of report are available from FCC Public Information Officer, Room 202, FCC offices, 1919 M Street, N.W., Washington.

CBS and NAB have words on children's programs

CBS and National Association of Broadcasters last week attempted to dispel what they apparently feel is aura of negativity against broadcasters in regard to children's programming.

In reply comments filed with FCC in inquiry into performance of nation's commercial TV stations in field of children's programming—proceeding inspired by efforts of Action for Children's Television—both NAB and CBS urged commission not to be misled by antibroadcast interests that have filed comments in this proceeding. They directed their attack particularly at ACT and National Citizens Committee for Broadcasting.

Both NAB and network contended that there were number of inaccuracies and untenable conclusions in ACT and NCCB arguments.

NAB said it "firmly believed that the young public is best served by a system of television which is unafraid to innovate and experiment, which proceeds to improve its broadcast matter through regulation which is voluntarily carried out, not government enforced as ACT, NCCB and others are urging."

"These parties," NAB continued, "have painted a picture of American television which is both unfair and inaccurate."

Likewise, CBS said that "the record laid before the commission (in the ACT proceeding) during the past 18 months belies the . . . charge by television critics that current programming for children is '[not] acceptable to the public.' Indeed, this record demonstrates that there is not television market wanting in quality children's fare."

Both parties were totally opposed to proposal that commercials be eliminated from children's airwaves. "We believe it is rather far-fetched to maintain that responses to the relatively trivial stimulus of television commercials could 'determine' a child's attitude toward other social and political institutions," CBS said.

KOIN stations now all Newhouse's

FCC has authorized Newhouse Broadcasting Corp., half owner of KOIN-AM-FM-TV Portland, Ore., to acquire other half for \$8.1 million.

Action, announced Friday (Oct. 1) overrode objections of Department of Justice as well as two commission members, Nicholas Johnson and H. Rex Lee, who expressed concern over concentration of control of media issue.

Newhouse which acquired 50% interest in Mount Hood Radio and Television Broadcasting Corp. from members of a Portland voting trust owns only two daily newspapers in Portland. Company also owns newspapers in 13 other cities, and besides its interest in Portland, Newhouse is licensee of WSYR-AM-FM-TV Syracuse and WSYE-TV Elmira, both New York; WAPI-AM-FM-TV Birmingham, Ala.; WTPA-FM-TV Harrisburg, Pa.; and also KTVI(TV) St. Louis, Mo.

Through Advance Publications, Newhouse owns 20% of *Denver Post*, which holds construction permit for KHBC(TV) Denver; operates CATV systems in 12 New York cities, one in Alabama, and

holds 11 New York CATV franchises.

Justice Department had opposed transfer in letter in which it referred to its position in commission's rulemaking aimed at breaking up multimedia ownership in individual communities. Justice, in its comments, urged commission to adopt rule at least so far as newspaper-television crossownership is concerned (BROADCASTING, May 24).

Commissioners Johnson and Lee said FCC should approve transfer only on condition Newhouse break up its Portland multimedia ownership.

Newhouse had argued that, because it already owns 50% of licensee, it does not seek approval of transfer as prospective new owner. But Commissioner Lee said commission's approach "should be in favor of the broad application of our diversification policies rather than the creation of an additional exemption that emasculates the literal meaning of our regulations."

Commissioner Johnson said that, in approving transfer, commission was turning its back on concern previously expressed for media concentration. Media concentration involved in Newhouse acquisition, he said, "is precisely the sort of condition we have sought to change in our extended rulemaking involving multiple ownership."

More chance for translators

FCC last week announced that it will permit construction of 1-kw translator stations on UHF channels presently listed in its TV table of assignments but not occupied by existing television stations. Commission also said it will permit translators to operate on unassigned, unoccupied channels between 55 and 69.

Commission said use of higher-powered translators will eliminate need in certain areas for multiple-translator systems. It will also reduce costs for licensees and allow for more diverse use of assigned but unused channels. Translator with power of 1 kw, however, will be limited to assigned channels to avoid interference.

Translators currently operating with 1-kw power on unassigned channels under waiver will not be required to switch over to assigned channels, commission said, but they cannot expect protection from interference from new facility with equal power on assigned channel.

Commission said it specified translator use on unassigned channels between 55 and 69 because most UHF stations are situated below ch. 55 and there would be little room for translator use on lower channels in view of spacing requirements. Channels 70-83 are reserved for land-mobile use. In some cases, translator use on lower channels will be permitted, but only if applicant can show that no space is available in area on regularly allocated channels.

Week's Headliners



Mr. MacLennan Miss Parisi

J. Ross MacLennan, senior VP, Doyle Dane Bernbach, New York, elected treasurer succeeding Maxwell Dane, who is retiring. Mr. Maxwell was also named executive VP and was elected to board of directors. Dorothy Parisi, senior VP and general manager of DDB, elected secretary succeeding Mr. Dane. Appointments are effective Nov. 1

Charles W. Yost, former U.S. ambassador to the United Nations, named chairman of National Advertising Review Board (see page 20).

Chet Casselman, KSFO(AM) San Francisco, and VP, Radio-Television News Directors Association, elected president, RTNDA (see page 12).

For other industry developments see "Fates & Fortunes" page 46

This week:

- Oct. 3-5—Fall convention, *New Jersey Broadcasters Association*. Hotel Dennis, Atlantic City.
- Oct. 3-8—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—Senate Commerce Committee hearing on Truth in Advertising Act (H.R. 1461) and National Institute of Advertising, Marketing and Society Act (H.R. 1753). 9:30 a.m., Room 5110, New Senate Office building, Washington.
- Oct. 4-7—Fall conference, *Electronic Industries Association*. Beverly Hilton hotel, Beverly Hills, Calif.
- Oct. 5—Deadline for filing statements in FCC proceeding looking toward rulemaking that would require stations to make FCC form 324 (annual financial report of networks and licenses) available to the public.
- Oct. 6—Newsmaker luncheon, sponsored by *International Radio and Television Society*. Speaker will be Dr. Clay T. Whitehead. 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. 6-8—Sixth district conference, *American Advertising Federation*. Topic will be study of new directions for advertising, entitled "How Now and What Next?" St. Nicholas hotel, Springfield, Ill.
- 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. 7-9—Management seminar, *Association for Professional Broadcasting Education*, National Association of Broadcasters headquarters, Washington.
- Oct. 8—Fourth annual management seminar, sponsored by *Kansas Association of Broadcasters*, Ramada Inn, Manhattan, Kan.
- Oct. 9—Fall convention, *Connecticut Broadcasters Association*, U.S. Submarine Base, Groton.
- Oct. 8-10—Annual convention, *National Association of Farm Broadcasters*, Muehlebach hotel, Kansas City, Mo.
- Oct. 10-12—Meeting, *Mississippi Cable Television Association*. Broadwater Beach hotel, Biloxi.

Also in October

- Oct. 11—Sales clinic, sponsored by *Radio Advertising Bureau*. Seattle Hyatt House, Seattle.
- Oct. 11—Deadline for filing comments in FCC's inquiry into fairness doctrine, phase regarding "access to the broadcast media as a result of carriage of product commercials."
- 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. 12-14—Senate Judiciary Subcommittee on Constitutional Rights hearing on application of First Amendment to broadcast and print journalism. 10 a.m., Room 2228, New Senate Office building, Washington.
- Oct. 13—"Wavemaker" luncheon, *National Broadcasters Club*, Washington. Guest will be William H. Brown III, chairman of Equal Employment Opportunities Commission.
- Oct. 14—Sales clinic, sponsored by *Radio Ad-*

- vertising Bureau*. Wilshire Hyatt House, Los Angeles.
- Oct. 14-15—First fall conference, *National Association of Broadcasters*. Regency Hyatt House, Atlanta. Senator Ernest Hollings (D-S.C.), Senate Commerce Committee, will speak.
- Oct. 14-16—Annual birthday celebration and convention, *Grand Ole Opry*. Municipal auditorium, Nashville.
- Oct. 14-16—12th annual conference, *Information Film Producers of America Inc.* Location to be announced, San Diego.
- Oct. 15-17—Northeast area conference, *American Women in Radio and Television*. Otesaga hotel, Cooperstown, N.Y.
- Oct. 15-17—Southwest area conference, *American Women in Radio and Television*. Red Carpet Inn, Beaumont, Tex.
- Oct. 15-17—West central area conference, *American Women in Radio and Television*. St. Paul Hilton, St. Paul.
- Oct. 17—Japan electronics show, *Electronics Industries Association of Japan*. International Trade Fair grounds, Osaka, Japan. Information: Mamoru Tsukamoto, EIAJ, 437 Fifth Avenue, New York 10016.
- Oct. 17-19—Annual convention, *North Carolina Association of Broadcasters*. Speakers include Herb Klein, special assistant to President Nixon and director of communications, executive department; Richard Wiley, general counsel, FCC; Richard Chapin, chairman, joint board, and Andrew Ockershausen, chairman, radio board, both National Association of Broadcasters, and Representative James T. Broyhill (R-N.C.), member of House Commerce Committee. Grove Park inn, Asheville.
- Oct. 17-19—Annual convention, *Nevada Broadcasters Association*. Sahara-Tahoe hotel, Lake Tahoe.
- Oct. 17-20—Annual convention, *National Association of Educational Broadcasters*. Fontainebleau hotel, Miami Beach.
- Oct. 18—Sales clinic, sponsored by *Radio Advertising Bureau*. Statler Hilton, Boston.
- Oct. 18—Second national symposium on children and television, sponsored by *Action for Children's Television and American Academy of Pediatrics' Committee on Public Information*, as part of *Annual Conference of the American Academy of Pediatrics*. Luncheon speaker will be FCC Commissioner Nicholas Johnson. Panel on "Children and Television: Professional Opinions" will be conducted by Evelyn Sarson. Among speakers at session will be Miles W. Kirkpatrick, chairman, Federal Trade Commission, and Fred Rogers, producer and performer, *Misterogers' Neighborhood*.
- Oct. 18—Sales clinic, sponsored by *Radio Advertising Bureau*. Sheraton Inn (airport), Denver.
- Oct. 18-19—Regional meeting, *National Association of Broadcasters*. Pick Congress hotel, Chicago.
- Oct. 18-19—Annual conference, *Advertising Research Foundation*. New York Hilton, New York.
- Oct. 18-20—Fall electronics conference, sponsored by *Institute of Electrical and Electronics Engineers*. Co-chairmen: Dr. J. Robert Betten, University of Missouri, and O. H. Cunningham, Illinois Bell Telephone Co. Pick Congress hotel, Chicago.
- Oct. 19—Sales clinic, sponsored by *Radio Advertising Bureau*. Hilton hotel, Kansas City, Mo.
- Oct. 19—Senate Judiciary Subcommittee on Constitutional Rights hearing on application of First Amendment to broadcast and print journalism. 10 a.m., Room 1114, New Senate Office building, Washington.
- Oct. 19—Sales clinic, sponsored by *Radio Advertising Bureau*. Warwick hotel, Philadelphia.
- Oct. 20—Sales clinic, sponsored by *Radio Advertising Bureau*. Howard Johnson motor inn, Oklahoma City.
- Oct. 20—Sales clinic, sponsored by *Radio Advertising Bureau*. Horizon House, Washington.
- Oct. 20—Senate Judiciary Subcommittee on Constitutional Rights hearing on application of First Amendment to broadcast and print journalism. 10 a.m. Room 318, Old Senate Office building, Washington.
- Oct. 20-21—Federal Trade Commission inquiry into advertising, with special emphasis on television. Four major areas are to be considered: advertising addressed to children; TV advertising as it may exploit desires, fears and anxieties; technical aspects of the preparation and production of TV commercials; consumers' physical, emotional and psychological responses to advertising. FTC building, Washington.
- Oct. 20-22—18th annual convention, *Advertising*

- Media Credit Executives International Association*. Bellview Stratford hotel, Philadelphia.
- Oct. 20-22—Meeting, *Kentucky CATV Association*. Continental Inn, Lexington.
- Oct. 20-22—Fall meeting, *Indiana Broadcasters Association*. Ramada Inn, Nashville, Ind.
- Oct. 20-22—Meeting, *Pennsylvania Community Antenna Television Association*. Host farm, Lancaster, Pa.
- Oct. 21—Sales clinic, sponsored by *Radio Advertising Bureau*. Hollenden House, Cleveland.
- Oct. 21—Sales clinic, sponsored by *Radio Advertising Bureau*. Shamrock Hilton, Houston.
- Oct. 21-22—Regional meeting, *National Association of Broadcasters*. Statler Hilton hotel, Boston. Senator Marlow W. Cook (R-Ky.), Senate Commerce Committee, will speak.
- Oct. 21-23—Annual fall meeting, *Missouri Broadcasters Association*. Stouffer's Riverfront Inn, St. Louis.
- Oct. 22-23—Annual advertising seminar, *Mid-Oregon Advertising Club*. Eugene hotel, Eugene.
- Oct. 22-24—Western conference, *American Women in Radio and Television*. Holiday Inn-Fisherman's Wharf, San Francisco.
- Oct. 22-30—Meeting, *International Film, TV Film and Documentary Market (MIFED)*. Contracts will be made for negotiating agreements in any branch of film production, co-production, financing and issue of import and export licenses made. Advance booking should be made to MIFED before Sept. 25. Largo Domodossola 1—20145 Milan, Italy.
- Oct. 25-26—Fall meeting, *Kentucky Association of Broadcasters*, Phoenix hotel, Lexington.
- Oct. 26—New deadline for filing comments in FCC rulemaking proceeding on regulating a new restricted radiation device which produces an RF carrier modulated by a TV signal (Doc. 19281).
- Oct. 26-28—Fall conference, *North Central CATV Association*. Radisson South, Minneapolis.
- Oct. 27—Senate Commerce Committee hearing on Truth in Advertising Act (H.R. 1461) and National Institute of Advertising, Marketing and Society Act (H.R. 1753). 9:30 a.m., Room 5110, New Senate Office building, Washington.
- Oct. 27—Newsmaker Luncheon, sponsored by *International Radio and Television Society*. Waldorf-Astoria, New York.
- Oct. 27-30—Annual meeting, *Association of National Advertisers*. The Homestead, Hot Springs, Va.
- Oct. 29-31—Midwest area conference, *American Women in Radio and Television*. Motor House, Williamsburg, Va.
- Oct. 31 - Nov. 1—Fall meeting, *Texas Association of Broadcasters*. Hilton hotel, San Antonio.

November

- Nov. 2-5—Annual educational communication convocation, *New York State Educational Communication Association*, Grossinger's, Grossinger, N.Y.
- Nov. 3-6—Fall convention, *California Community Television Association*. Hotel Del Coronado, San Diego.
- Nov. 4-5—Fall conference, *Oregon Association of Broadcasters*. Benson hotel, Portland.
- Nov. 4-7—Western region fall conference, *American Advertising Federation*. Harrah's, Reno.
- Nov. 8—New deadline for filing reply comments in FCC rulemaking proceeding on regulating a new restricted radiation device which produces an RF carrier modulated by a TV signal (Doc. 19281).

Major meeting dates in '71 and '72

- 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.
- April 9-12, 1972—Annual convention, *National Association of Broadcasters*, Conrad Hilton hotel, Chicago.
- May 3-7, 1972—Annual convention, *American Women in Radio and Television*. Stardust hotel, Las Vegas.

Acclaim for access

EDITOR: I want to congratulate you on the excellent articles on ["The Struggle Over Broadcast Access"], which appeared in the Sept. 20 and 27 BROADCASTING. I was impressed with the thoroughness with which you researched the subject and the objectivity presented in your findings.—*Michael Finkelstein, attorney, Washington, D.C.*

Epilogue

EDITOR: THANK YOU FOR YOUR SCRUPULOUS AND FAIR SUMMARY OF THE HIGH POINTS OF MY BOOK AND FOR YOUR REPORTER'S RESPECT FOR MY COMPLEX AND CHANGING CONTEXTS.

MY ONLY DISAPPOINTMENT WAS THAT WHILE YOU MENTIONED MY "CONSERVATIVE FINANCIAL ANGELS" YOU FAILED TO MENTION THE FULL POLITICAL SPECTRUM OF MY NATIONALLY PROMINENT "INTELLECTUAL ANGELS"—LIBERAL, CONSERVATIVE, DEMOCRAT, REPUBLICAN, RADICAL AND BLACK—WHO HAVE SO STRONGLY ENDORSED MY BOOK, AND STAND AS EVIDENCE OF ITS NON-PARTISAN NATURE.

FOR THE RECORD I AM NOT A CLASSICAL CONSERVATIVE. I AM A RADICAL LIBERTARIAN. ALTHOUGH I SHARE CERTAIN POSITIONS WITH THE CONSERVATIVES, I DEPART FROM THEM STRONGLY

ON OTHERS: I OPPOSE ALL FORMS OF STATISM INCLUDING THOSE WHICH BENEFIT BUSINESS; I HAVE ALWAYS OPPOSED THE WAR IN VIETNAM; I STRONGLY OPPOSE THE DRAFT; I ADVOCATE THE ABSOLUTIST INTERPRETATION OF THE FIRST AMENDMENT, ETC. YOU DID HOWEVER STRONGLY STRESS MY LIBERTARIAN POSITION ON THE FIRST AMENDMENT AND FOR THAT I AM GRATEFUL.

AS FOR CBS'S CRITICISMS, THEY ARE VERY FUNNY. THE HUMOR, AS ALL READERS OF MY BOOK WILL SEE, LIES IN WHAT CBS FAILED TO CHALLENGE AFTER WEEKS OF FRENZIED PORING OVER "THE NEWS TWISTERS."—*Edith Efron, New York*

WHEC-TV's Attica coverage

EDITOR: The Sept. 20 BROADCASTING carried an informative story on Attica prison and its revolt. No mention was made of the news covering efforts of WHEC-TV, acknowledged by at least one network (CBS) to have been the best in upstate New York. Also, the CBS-TV special mentioned included a three-minute interview with two wounded guards by WHEC-TV's Warren Doremus. This was indeed an exclusive. We would be pleased to see credit given where credit is due.—*Howard C. Hosmer, managing editor/news, WHEC Inc., Rochester, N.Y.*

BookNotes


"Television's Child," 1971, by Norman S. Morris. Little, Brown & Co., Boston. 238 pp. \$6.95.

This is a simplified, slender, but often lively discussion of the growing controversy over children's television. Mr. Morris, a producer-writer with CBS News, provides material better suited to the layman than to the professional (his book reads like a 19-part TV Guide article), and his sympathy with the outlook of groups such as Action for Children's Television may jar some commercial-broadcasting types, but the volume is straightforward and largely free of the strident tone that mars some similar efforts. Included are sections on television as a learning tool, the effects of television, the economics and creation of children's programming, public television as a children's programmer (praised), advertising for children (deplored at some length), and a look at present potential action by parents against doubtful TV fare.

"Broadcasting and Government: Responsibilities and Regulations," second edition, by Walter B. Emery. Michigan State University Press, East Lansing, Mich., 403 pp. plus appendices, \$12.50.

Professor Emery has updated his 1961 landmark volume to include new policies and court decisions relating to those topics that have come to the fore in the last decade: fairness, obscenity, concentration of control of mass media, license-renewal procedures and, of course, the newest area of broadcast dissemination, CATV. Included also in the appendices are brief sketches of the past decade's FCC commissioners and their opinions on various aspects of communications law, as well as a list and description of American overseas broadcasting activities, amendments to the Communications Act, new FCC policies and regulations, and court decisions.


Professor Emery is now professor of communications at Ohio State University.



Cartridge Tape Supermarket!

Here's a one-stop shopping center for the most and best in broadcast quality cartridge tape equipment—a SPOTMASTER supermarket of variety and value.

Just check the boxes and send us this advertisement with your letterhead. We'll speed complete information to you by return mail.




Ten/70 Record-Play

Single-Cartridge Equipment

Record-play & play-back models, compact & rack-mounted

- The incomparable Ten/70
- The classic 500C
- The economical 400 (from \$415)
- Stereo models
- Delayed programming models



Versatile Five-Spot

Multiple-Cartridge Equipment

- Five-Spot (5-cartridge deck)
- Ten-Spot (10-cartridge deck)

Cartridge Tape Accessories

- Tape cartridge winder
- Calibrated tape timer
- Remote controllers
- Cartridge racks (wall, floor & table top models)
- Degaussers (head demagnetizers & cartridge erasers)
- Telephone answering accessory
- Replacement tape heads
- Adjustable head brackets
- Head cleaning fluid
- Alignment tape
- Bulk tape (lubricated, heavy duty)
- Tape tags
- Cartridges, all sizes, any length tape (or empty), no minimum order, lowest prices

Cartridges: All Sizes

The nation's leader in cartridge tape technology can fill your every need, quickly and economically. That's how we became the leader. Write:

BROADCAST ELECTRONICS, INC.
A Filmways Company
8810 Brookville Rd., Silver Spring, Md. 20910
(301) 588-4983

Advertising in the uncommon international market

The advertising manager of a food company with distribution in three or four black African countries is looking at the interlock of his latest commercial. So as to avoid the cost of separate films, it has been carefully produced to be usable in all markets. The manager smiles at the establishing shot of a supermarket interior. The merchandise on the shelves is nondescript, sold all over Africa. He keeps smiling as the camera moves in on the actors. No extremes in wardrobe that would label their nationality. He smiles through the tight close-ups of happy faces sampling the product, faces unblemished by tell-tale tribal scars. Truly a pan-African campaign. But what's this? He's frowning now. It's the final scene. A hand has reached into a supermarket basket and is offering the product to the camera. "My God, it's the left hand," he exclaims. "To some tribes that means the food is poisoned!"

Tribal superstitions are only one obstacle to multinational advertising. As even those who have been no nearer to the international scene than the United Nations dining room know, the world is the *uncommon* market. It's not just the language of your passport stamp that changes when you cross frontiers. It's also the standards and styles of living, the customs, religions and appetites, the quality and quantity of education and the availability of various media, to mention just a few.

And if these differences aren't formidable enough to staunch the flow of communication, consider the segmented structure of multinational businesses. Most of them are run with a high degree of autonomy given to the management in each country. This, combined with equal amounts of national pride and prejudice, often makes "was it invented here?" the principal criteria for accepting an advertising campaign. No wonder then that common advertising in the uncommon market is usually a happy curiosity.

What is the answer then? If incongruous markets, corporate federalism and a little pardonable chauvinism force the advertiser into isolation he can't afford, what's the poor guy to do? Aside from the occasional film clip that is uncontaminated by idiosyncratic costume, faces and behavior, one of the most exportable ingredients in the advertising brew is the basic selling idea. As long as it can be adapted into the national idiom and ambiance, an adver-

tising idea can be international. But let's not confuse the creative idea with its execution. A little anecdote will illustrate the distinction:

Having approached the top of the charts in the U.S., the United Kingdom and one or two other cereal cultures, a leading brand of breakfast food was committed by its manufacturer to a kind of international roll-out. The basic selling idea that had launched the brand had to do with health and nourishment. This in turn was given advertising expression in terms of the breakfast meal.

But "breakfast" is not simply the English word for "petit déjeuner." Nor is "petit déjeuner" just the French translation of "Frühstück." And in Finland, where the little flakes of health and nourishment were slated next for introduction, the premiere meal is most apt to be meat or sausage on top of rye wafers. Like motherhood and the flag, the idea of health and nourishment is just as motivating in Finland as in any other country. But not when it's served by Finnish dawn's cold light in a bowl of milk and sugar. So the old idea was given a new twist. And today one of America's leading breakfast cereals is, from Lapland to Helsinki, one of Finland's favorite snack foods.

Travelworthy though it is, the advertising idea is not the only exportable and adaptable advertising commodity in the uncommon market. Expertise can also be transported across boundaries. And, usually without stepping on the prerogatives of either the agency or the advertiser.

Sometimes expertise from one country can be profitably invested in another country before it is needed. Take commercial TV for example. At the moment, Norway, Sweden, Denmark and

Belgium don't have it. But with neighbors France, Holland and Luxembourg all beaming sponsored signals into the country, it's a safe bet that at least Belgium soon will. So in anticipation, Lintas set up a TV workshop at its agency in Brussels to get experience in writing, acting, directing and producing. To head the workshop, Lintas Rotterdam contributed a senior producer who, even before the advent of commercial TV in his native Netherlands, had learned his trade in the U.S. and practiced it with a production company in London.

A similar procedure is now being followed in the U.K. There, with an "if-you-can't-beat-'em-join-'em" gesture, the government has given approval to radio advertising. As a result British agencies must acquire a whole new set of skills—in timebuying, writing and producing. While to many here in the U.S. it may seem like teaching jet pilots to fly the DC-3, there is still a lot for them to learn about radio. And British as well as international clients will be expecting instant know-how. Those agencies with an American affiliation seem to be best placed to provide it. Lintas Ltd. in London, for example, working through SSC&B in New York, was able to draw heavily, not only from the agency's own experience but also from a plethora of facts and opinions which SSC&B assembled for its overseas partner from industry sources throughout the U.S.

Until that day when some commercial Telstar beams advertising in Esperanto to a world of uniform behavior, international advertisers will continue to depend upon agency organizations that have the resources to create powerful selling ideas, the team work to internationalize them and the experience to make them work.



Marston Myers, senior vice president of SSC&B, New York, began his career as an announcer at KFDA(AM), now KPUR(AM), Amarillo, Tex. That's a long way from London, England, where he was until recently on the board of directors of SSC&B-Lintas an international advertising agency with 35 offices around the world. In between he worked at N. W. Ayer & Son and the Marschalk Co., finding time along the way to handle speech-writing and television in a gubernatorial campaign (William Scranton's, in Pennsylvania).

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Stephen Glassman, *staff writer*.
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CHICAGO: Midwest advertising sales representative,
Bailey & Co., David J. Bailey,
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Phone: 312-381-3220

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**The WJEF Countrywise buyers
...they know what they want
and can afford it!**

Today's WJEF Countrywise buyers are very particular families.

Typically, they're under thirty, own their own homes, have two cars and three children. If they live in Kent County they have a family income of about \$10,117. Ottawa County families have an average income of \$9,193. They're solid citizens with buying power to get what they want. And they learn about products from WJEF.

WJEF-ers may be bankers, businessmen or farmers. But more likely, they're among the 70 thousand or so working in the area's 880 manufacturing plants—part of an expanding economy already accounting for \$902,087,000 in retail sales. Their particular like is WJEF. If you'd like these particular people, contact Avery-Knodel. They'll give you some wise advice on our Countrywise buyers.



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WJEF Kalamazoo-Brattle Creek
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WFLC Grand Rapids-Kalamazoo
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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Company _____

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City _____ State _____ Zip _____

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SUBSCRIBER SERVICE

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

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

1971 Yearbook \$13.50
 1972 Yearbook \$14.50
(if payment with order: \$13.)

Payment enclosed
 Bill me

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

Broadcast news making more of its own

Radio-TV journalists talk shop, hear counsel,
get hand from the hill in busy week for profession

It was, in the contemporary idiom, a heavy week for broadcast journalism. Newsmen were practicing it, critics were attacking it and—for a change—others were praising and defending it.

The principal action was in Boston and Washington, the first the scene of the annual convention of the Radio Television News Directors Association, the second the site for hearings into the First Amendment by Senator Sam J. Ervin's Constitutional Rights Subcommittee. The news, in both towns, was generally on the good side.

There were skirmishes on the sidelines, however, that reflected the kind of news treatment broadcast journalists are most accustomed to these days. Vice President Agnew was back on the stump (before the International Chiefs of Police in Anaheim, Calif.) laying much of the blame for Attica's ills on the media doorstep. Edith Efron, whose book, "The News Twisters," deals harshly with a liberal bias she discerns among the three TV networks, was in Washington finding friends among Accuracy in Media (AIM), an organization which thus far has found little accuracy in media.

Still, on balance, it was a better week than most. This is how it went.

Back to basics

Somewhere in between the veteran newsman's plea for honest, objective reporting, rather than "new journalism," and a network president's plea for honest, objective reporting in the face of "new barriers against the free flow of information and ideas," a young professor got up last week and told the nation's broadcast news directors that their audiences have considerable difficulty remembering anything at all about television news broadcasts. If all these statements are to be taken at face value, it would appear that broadcast journalists are being subjected to unprecedented attack by people who don't like

what they see but can't remember what they saw. It is not hard to understand why many professional newsmen become introspective about their work.

There was, nevertheless, a coherent if unstated theme at last week's annual convention of the Radio Television News Directors Association in Boston: back to fundamentals. Neither the usual diet of concern about the government, nor reflection on changes in society, nor resolution of internal RTNDA matters overshadowed this emphasis on the nuts and bolts of compiling and disseminating news.

It was as if the entire broadcast news fraternity had taken to heart what CBS's Walter Cronkite told them at the close of last year's convention. At a time when the threat of government intervention was absolutely dominating newsmen's attention. Mr. Cronkite exhorted them to put that concern behind them: "Let's get on with the job of reporting the news," he said then. "and let the chips fall where they may."

As several of the delegates themselves commented, this year's convention provided evidence that newsmen are doing just that. The emphasis came through in a variety of ways.

There was Jim Bormann, retiring from RTNDA after 25 years, telling his colleagues that the real threat to their profession comes not from without but within—in the form of the "new journalism," with its emphasis on subjectivity and partisanship by newsmen in the events they cover. He called for unqualified rejection of this "phony, plastic reporting" and a reaffirmation of "honesty, fairness and real objectivity."

The speech was greeted by a standing ovation that clearly was more than a sentimental gesture. Although some newsmen later commented that the "new journalism" is not really a potent force in broadcast journalism, they welcomed Mr. Bormann's hard-hitting affirmation of traditional news values.

There was a recurrent emphasis on

"professionalism." It was voiced by outgoing president Jim McCulla, who called it a basic RTNDA goal, and linked the concept to pending Supreme Court cases dealing with the right of newsmen to protect their sources. He called that right "a basic, rock-bottom requirement" for the profession. The word was heard again when Nancy Dickerson urged news directors to demand the same quality and integrity in network news programs as they do in their own.

Nowhere was the emphasis on the essentials of news coverage more evident than in this year's workshop sessions. For the first time in many years, there were practical sessions in, for example, news writing and tape editing, where those attending not only listened but also participated. The sessions were well attended and widely praised.

The problem of government was, of course, far from absent. ABC President Elton Rule hit it hard in a speech on Friday (Oct. 1); recalling broadcast journalism's recent clashes with government, from *The Selling of the Pentagon* controversy on down, Mr. Rule warned that these pressures "could, if not checked, destroy the house we live in, destroy our very reason for being." Later that evening, Charles Curran, director general of the British Broadcasting Corporation, alluded to those same pressures in paying tribute to CBS's Frank Stanton, a second-time recipient of RTNDA's Paul White award. And that award was given to Dr. Stanton precisely because of his stand against a congressional committee's subpoena of unaired broadcast materials.

It seemed, however, that the news profession found itself between crises. As one news director put it, there was considerable thought being given to "where we stand, where we're going, what we're doing to build clear understanding about what our business is about." The consistent focus on fundamentals, techniques, traditions of re-

porting also demonstrated that even those who head television and radio news operations like to remind themselves, at regular intervals, of what their business is about.

Bravo from Britain

Great Britain's foremost broadcasting executive called it both the shortest and the most significant visit he has ever paid to this country. His 48-hour round-trip was for one purpose: to address the annual convention of the Radio Television News Directors Association, in tribute to CBS Vice Chairman Frank Stanton and in recognition of the problems shared by professional journalists in both countries.

What the RTNDA delegates heard last Friday (Oct. 1) from Charles Curran, director general of the British Broadcasting Corporation, was a forceful British equivalent of the U.S. newsman's own defense of his profession. Using examples drawn from his own country, Mr. Curran dissected several areas in which newsmen have been criticized—and emerged, in each case, with a ringing defense of the craft as practiced by today's journalists.

On hard news: "It is alleged that we choose the sensational, ignore its context, and thereby disturb and distort the public mind. . . . Now I agree that there are occasions when the fact that nothing is happening is important and newsworthy. I concede, too, that the prevalence of normality can be news. No citizen of Belfast would dispute that proposition. . . . But it is no criticism of the people who report and present the news to say that they are presenting the unusual. That must be their job, and I do not see what other practical approach there can be. Nor does anybody suggest one."

On news analysis: "The news cannot be understood without the background. . . . If [British journalists] think of themselves as tribunes of the people it is not to accuse the government but to find out what they are really saying. That, for me, is a wholly proper role and one which ought not to be diminished. It is sometimes awkward for politicians to be asked what they are saying, if only because they do not always know."

On documentaries: "High editing ratios can be a matter of simple extravagance and inefficiency, but they can also be an indication of the distillation of the significant from the mass of the ordinary and everyday. This process of selection. . . does raise serious questions of integrity, and there must be clear warning to the subject that this is the process in which he is involved. . . [but] there is a special contribution in the documentary technique which ought

not to be abandoned simply because there is the risk of an accusation of lack of integrity on the part of the editor."

On the marketplace of ideas: "My view of the BBC—and indeed I think it would be appropriate to any broadcaster in the free world—is that of an editor who starts from the position of tolerance. I mean by tolerance the readiness to assist in the active circulation of ideas. . . . There is no particular difficulty about balancing the representation in our programs of those ideas which we would find broadly acceptable. What is difficult, what is courageous, is to find the place for those new ideas which we do not accept, which, because of their rational or emotional force, demand examination by an informed public."

On self-censorship: "From time to time it is suggested that there are items in the news which we ought not to have reported because of the effect they may have. . . . In my view that policy would be subject to one fatal criticism. It is an essential function of news that it be believed. Unless people have a conviction that the agency from which they are receiving their news is honestly attempting to tell the truth, they will cease to believe it and the most valuable quality which news can have—its credibility—will be undermined."

Only in the opening moments of his speech did Mr. Curran refer specifically to Dr. Stanton, who was the recipient of RTNDA's Paul White Award. In those remarks, however, the BBC executive made clear his regard for both Dr. Stanton and the CBS News organization. Mr. Curran paid tribute to the "immense achievement in building up CBS News, which is a service of international as well as national reputation." And he added: "Today particularly, I am paying tribute to Frank Stanton's stand for free journalism on behalf of all my colleagues."

In behalf of the verities

Journalists, particularly broadcast journalists, have spent much of their time in recent years coping with attacks by critics outside their profession. This year, the keynote speaker at RTNDA launched a different debate—over "the assault on journalistic practices from within."

Jim Bormann, retiring director of news and public affairs for WCCO-AM-FM Minneapolis, did not have in mind the question of generalized "liberal bias," which has so outraged some critics. He spoke instead of what is commonly known as the "new journalism"—which, freely translated, is the conception of the journalist as participant rather than observer, transmitter of feelings and moral judgments rather



RTNDA's new president, Chet Casselman (l) of KSFO(AM) San Francisco, in corridor conversation with the organization's new vice president, Charles Harrison of WGN-AM-TV Chicago. In the normal course of events Mr. Harrison would succeed to the presidency next year. Bos Johnson of WSAZ-AM-FM Huntington, W. Va., was reelected treasurer. Three new RTNDA directors also were elected in Boston last week: Travis Linn, WFAA-TV Dallas; Ken Kurtz, WANE-AM-TV Fort Wayne, Ind., and William P. Huddy, KEYT-TV Santa Barbara, Calif.

than fact alone, and agent of social change rather than mere recorder of it. To Mr. Bormann, a newsman for 36 years, that philosophy represents an attack on old and tested news values—and plays into the hands of journalism's critics.

"It's clear enough," he said, "that the media are under bombardment: not just from the Spiro Agnews, but from thinking members of our audiences. . . . Sometimes that growing skepticism about what they read or hear is simply based on a misunderstanding of our methods or of the realities of news reporting. But sometimes it isn't."

So many thinking individuals have discovered from personal knowledge that news stories have been dishonestly reported, Mr. Bormann said, that the problem has become "an American epidemic. And we cannot afford to be complacent or merely defensive about it any longer. If confidence in the media



Mr. Bormann

is being undermined from within, it's up to us as responsible journalists to identify the problem and then eliminate it. If we lose our credibility, then we have lost everything." And as Mr. Bormann identified the problem—particularly for newspapers, but "to a lesser extent" in the broadcast media—it is the growth of "new journalism" as a working philosophy.

How does the philosophy translate into practice? To answer that question, Mr. Bormann took as his text some remarks attributed to Alexander Kendrick of CBS News. Mr. Kendrick, it is said, offered the opinion "that a good reporter in the modern milieu should not be afraid, while covering a riot, to throw a few bricks himself. Rather than standing on the sidelines as a competent observer and then going to the mike to 'tell it like it is,'" Kendrick urged the contemporary newsmen to get involved and then report what he "felt inside."

It might be noted, at the risk of lapsing into new journalism, that so brief a description inevitably oversimplifies what new journalism is all about. Nevertheless, the example did provide Mr. Bormann with an opportunity to make his central point—that any journalism, new or old, must start with a respect for fact and an acceptance of objectivity as a valid goal.

"It is simply outrageous," he said, "to think that we as modern practitioners have any rights or duties or privileges to deal more lightly with the truth than the journalists of another age may have had."

What is the principal source of this new philosophy among journalists? Mr. Bormann located it in the universities; it "is emerging from many journalism schools today," he said. "I'm sure you all have interviewed young graduates whose chief interest in journalism is to use it and the media as tools for shaping a new social order." Although he readily acknowledged that the phenomenon is not universal, he added that many "are so intent on destroying the Establishment—and the universities along with it—that they would blindly destroy the credibility of the media in the bargain."

These, he said, "are the real villains—the root source of our 'crisis of confidence' with the public."

Mr. Bormann was not anxious to have his argument construed as an assault on conviction. "Nobody is seriously considering," he emphasized, "that journalists must be neutral on the great issues of the day. We all have a right to our opinions and we have the right to express them in editorials and to some extent in writing clearly labeled interpretive articles. But we reject the idea of imposing those opinions on our readers, listeners and viewers under the guise

of *factual* reporting. There's no dedication to the truth or to the public interest in that. Yet that's exactly what the new journalism has brought about.

"Is it any wonder," he asked, "that we are in danger of breaking our pick with the public?"

Mr. Bormann remarked that during his 25 years of membership in RTNDA, broadcast news has "come of age," the news directors' association has developed the "maturity" to deal with problems that arise, and the profession as a whole has not yet abandoned "the unchanging principles of honesty, fairness and *real* objectivity." He suggested that RTNDA might have a concrete role to play in maintaining those traditions—by citing some new journalism practitioners for violations of its code of professional practices.

In one eye...

What does the television viewer really absorb when watching a network news program? According to a study unveiled last week at the Radio Television News Directors Association convention, the answer is slightly more than half of all cases is: nothing, absolutely nothing.

Andrew A. Stern, head of the graduate broadcasting program at the University of California at Berkeley, told a heavily attended RTNDA session that a sample of the San Francisco area showed that 51% of respondents were unable to recall even one news story from a network broadcast they had seen earlier the same evening. The average unaided recall was one story per newscast.

When the respondents were read a few headlines from the broadcast, to jog their memories, Mr. Stern said, their scores improved—but even then,



Mr. Stern

the average recall was only 9 out of 19.

The study, which is still in progress, also found that the level of recall was unrelated to age, sex, occupation or education. The only variable that mattered very much, according to Mr. Stern, was the extent to which a viewer was distracted while watching the news.

Lead stories and stories with violence were most frequently remembered; commentary, features and stories at the end of a broadcast were least likely to be recalled. "People almost never remembered the subject of a Seavreid, Smith or Reasoner commentary," Mr. Stern said.

The study was drawn from more than 2,000 telephone calls, which resulted in a sample of 232 adults. Mr. Stern said he was encouraged by the fact that his respondents reflected "quite closely" the Nielsen ratings in their choice of network news broadcasts.

Noting the high correlation between recall and lack of distraction, Mr. Stern said: "It is quite evident that if you want a better informed public—one that retains a news item better, possibly even one that has time to think about it—scheduling the news away from the dinner hour and other early evening distractions would seem to be the best answer."

Mr. Stern's research was financed in part by a grant from the National Association of Broadcasters.

Rule's warning

Elton H. Rule, president of ABC, urged radio and television newsmen last week to "raise strong voices" against the threat of "new barriers against the free flow of information and ideas."

He warned an audience at the Radio Television News Directors Association convention in Boston Friday (Oct. 1) that if the pressures being exerted on electronic journalism go unchecked, they could "destroy the house we live in, destroy our very reason for being."

Mr. Rule cited as recent examples of pressures an attempt by a congressional committee to subpoena outtakes of CBS News's *Selling of the Pentagon*; the resulting attempt to secure a congressional contempt citation against CBS for its refusal to provide the outtakes, and requests by both major political parties to review the logs of ABC News's coverage of the Vietnam war for a specific period.

He suggested that the current climate has developed because the world has been struggling through a quarter-century of crisis, and added that electronic journalism has shown "images so shocking and frightening to so many, I do not think that we should be surprised at outcries of pain on the part of some of the beholders."

Senator Ervin to Dr. Stanton:

"Thomas Jefferson said to a group of students in 1799 [that] to preserve the freedom of the mind and the freedom of the press every spirit should be ready to devote himself to martyrdom. For as long as we may think as we will, and speak as we think, the condition of man will proceed in improvement . . . I think that you exhibited this spirit when you declined to produce the data that had been collected by CBS in preparation of *The Selling of the Pentagon* . . . I think you struck a great blow for the preservation of the freedom of the press when you declined to produce those documents, and I rejoiced in the House vote which upheld that action."



Help on the Hill

"If First Amendment principles are held not to apply to the broadcast media, it may well be that the Constitution's guarantee of a free press is on its death bed."

That was the warning issued by Senator Sam J. Ervin Jr. (D-N.C.) as his Constitutional Rights Subcommittee began hearings last Tuesday (Sept. 28) on the thorny and elusive subject of the First Amendment's application to the press—print and broadcast.

The subcommittee is gathering information from broadcasters, newspapers and the academic community in an effort to determine what specific issues are involved in the maze of conflicts that have developed between the press and government over freedom of the press.

The subcommittee is also examining legislation introduced by Senator James B. Pearson (R-Kan.) earlier this year (BROADCASTING, March 29). The bill (S. 1311) and its House counterpart (H.R. 4271), introduced by Representative Charles W. Whalen Jr. (R-Ohio) and co-sponsored by 51 House members, provide that Congress, courts or other government agencies cannot require a newsman to disclose confidential information or sources he gathers in his capacity as a journalist. But, the protection would not apply to the source of an alleged defamatory information in cases where the defense is based on that information. In addition, it would not apply to sources of information about a proceeding that is required by law to be kept secret. The bills also establish procedures for divesting the privilege when there is substantial evidence that disclosure of confidential information is required to prevent a threat to human life or to protect national security.

Broadcasters testifying at the first round of hearings, which ran through

last Thursday (Sept. 30), were CBS President Frank Stanton and CBS newsmen Walter Cronkite.

Dr. Stanton told the subcommittee that "there is no doubt whatsoever in my mind that in referring to the press those prescient authors of the Bill of Rights intended to describe all means of communicating ideas.

"And yet," he said, "some contend that, because broadcasting is licensed and print is not, that fact—springing wholly from technological factors—justifies governmental surveillance of broadcast journalism. We reject that view. The true test of government devotion to the First Amendment is the sensitivity with which it exercises its licensing power and declines to take advantage of technical factors to impose controls that would otherwise be clearly against public policy."

But he noted that attempts to regulate the content or methods of broadcast journalism are on the upswing—and those attempts include "unreasonable application of the FCC's fairness doctrine to the coverage of controversial public issues."

The commission's policy that broadcasters cannot exclude paid spot announcements on public issues—which was upheld by the U.S. Court of Appeals in Washington (BROADCASTING, Aug. 9)—"constitutes a real threat to a free broadcast press because it empowers a government agency to decide what issues a journalist must cover . . .," Dr. Stanton said.

The CBS president also voiced alarm over "the increasing tendency of governmental agencies to make print and broadcast journalists de facto 'investigative arms of government' through the use of subpoenas—a particularly insidious threat to the ability of newsmen to carry out their responsibilities effectively." CBS's refusal to give the House Investigations Subcommittee outtakes

from *The Selling of the Pentagon* documentary, he said, stemmed from its concern over "the chilling effect that such legislative scrutiny would have not only on our own newsmen but on all other broadcast journalists as well."

Dr. Stanton said Senator Pearson's bill—the Newsmen's Privilege Act—"goes a long way" toward defining newsmen's rights. But he suggested that the bill should be revised to protect not only confidential information but all information that has not been broadcast or published.

Speaking for himself and not CBS, Mr. Cronkite acknowledged that broadcast journalists have "awesome power" in deciding what news items are to go on the air, but added that they "feel the creeping danger" that prejudice and bias can enter into the decision-making process and "most of the time—not always because we are not perfect—we react and we bend over backwards to regain balance. . . ."

But when the courts or Congress or anyone else impose their own standards on broadcast news, he said, "then it ceases to be a virile seeker of the truth and becomes a pallid conduit for that propaganda which is palatable to the majority of the people, or the Congress, or the administration of the moment."

The greatest threat to freedom of information is government licensing of broadcasting, he said.

Although he paid tribute to the FCC for not using its regulatory power to the fullest extent, he noted that "the axe lies there temptingly for the use of any enraged administration."

"The least that must be done . . . is to legislate assurances that no restrictive laws or government decrees interfere with broadcast journalism's full exercise of those freedoms of press and speech guaranteed by the First Amendment," he said.

"The cleanest and perfect solution—

clearly much harder to obtain than the First Amendment guarantee—would be to eliminate all government control of broadcasting,” he said, leaving it to a federal authority to assign channels as well as to monitor technical performance.

Senator Pearson was unable to testify because of illness, but he submitted a statement for the record that called for passage of his bill to “protect the public, who, in the final analysis, must depend upon the press for information about the actions of its government.” He said “it is axiomatic that a newsman cannot report information without first collecting it, and Congress and the courts must be vigilant against all vestiges of governmental action which have a ‘chilling effect’ on a newsman’s efforts to gather information. . . .”

Then in his testimony, Congressman Whalen suggested that the Newsmen’s Privilege Act be broadened “to protect all unpublished information from government subpoena . . . [and] the ‘exceptions’ to the privilege should be inspected thoroughly to determine whether they can be narrowed or eliminated.”

Representative Ogden R. Reid (R-N.Y.), a co-sponsor of the Newsmen’s Privilege Act, also called for legislation “to prohibit the issuance by the courts of injunctions against publication, thereby removing prior restraint from the reach of the executive.”

The Newsmen’s Privilege Act also was endorsed by Norman E. Isaacs, editor in residence at the Graduate School of Journalism, Columbia University. But, he noted, the measure overlooks the necessity of including photographers in the listing of those to whom the protection would apply. “On countless occasions, a newsman with a camera is as much privy to confidential information as are his colleagues carrying notebooks or tape equipment,” he said.

If the protection of newsmen’s confidential sources is not also extended to public scholars—those who analyze the operations of government and make the information public—the public will suffer. That was the point made by Richard J. Barnet, co-director of the Institute for Policy Studies. Mr. Barnet said denying public scholars the protection will mean that newsmen who do only superficial investigation will have more complete access to sources, while scholars, who do indepth research, will be effectively cut off.

But, Harding F. Bancroft, executive vice president of The New York Times Co., told the subcommittee he is not convinced that federal legislation to protect newsmen’s information is what is needed.

“In general, we believe that judicial

resolution of difficult Constitutional questions involving the Bill of Rights, is more desirable,” he said. “There is the danger that legislative attempts to define rights under the First Amendment may raise more problems than are put to rest.”

Senator Ervin’s hearings will resume Oct. 12-14 and Oct. 19-20.

Agnew resumes attack

Even as a Senate subcommittee was preparing last week to hold hearings aimed at “re-examining and re-emphasizing First Amendment principles,” Vice President Spiro T. Agnew let loose with the kind of charge that the subcommittee chairman, Senator Sam Ervin Jr. (D-N.C.) has expressed an interest in exploring as a threat to a free press.

The vice president, speaking before a conference of the International Chiefs of Police, in Anaheim, Calif., said the news media, by providing “inverted” coverage, play a role in developing “celebrated radical left causes.”

Taking the coverage of the prison revolt at Attica, N.Y., as his point of departure, he said, at some point in the development of such causes, “the full force of the major national media will be brought to bear as columnists, commentators and the producers of television documentaries descend on the scene. They will plumb the purported ‘root causes’ of the incident, focus on members of the militant minority, and emerge with a verdict that the ‘tragedy’ which occurred could have been avoided had the legally constituted authorities not ‘over-reacted,’ but instead had shown more sensitivity to the need for change in these difficult times.”

Along with “millions of other Americans,” the vice president said, “I reject the inversion of values which has enabled the enemies of our society to thus advance their pernicious objectives.”

The inevitable question that the speech prompted at the White House brought a familiar reply. “The Vice President has every right to express himself” on the news media, White House News Secretary Ronald L. Ziegler said, when asked for comment on the speech and whether it reflects the administration position. Contrary to the view expressed by some individuals over the last two years, he added, the administration has no intention of intimidating the news media. “We respect the free press,” he said.

“But,” he said, “just as government should be criticized and should be self-critical, that criticism of the press in itself does not suggest intimidation.” He expressed the personal view that the news media have shown “too much sensitivity to criticism.”

ACLU cries censorship

The American Civil Liberties Union released a report last week that it says documents censorship of the press during the Nixon administration.

The report, first in a planned series, was prepared for ACLU by freelance writer Fred Powledge, principally from interviews with more than 45 members of the press and government.

“Attacks on the press by the officers of government,” the report says, “have become so widespread and all-pervasive that they constitute a massive federal-level attempt to subvert the letter and the spirit of the First Amendment. . . .”

The ACLU report—“The Nixon Administration and the Press: The Engineering of Restraint”—also says that there is a “subtle tendency” of the press to engage in self-censorship in an effort to “play it safe” to avoid criticism. “In commercial television, the chill has become as ordinary as a station break,” Mr. Powledge writes.

The report sets the origin of the government’s campaign to “chill the press,” in Vice President Spiro Agnew’s November 1969 speech criticizing the TV networks and noting they are a “government sanctioned and licensed monopoly.”

Efron revisited

The author of “The News Twisters” found a sympathetic audience in Washington last week at a luncheon sponsored by Accuracy in Media (AIM), an organization which earlier clutched Representative Harley O. Staggers (D-W. Va.) to its bosom for his attack on CBS News’s *The Selling of the Pentagon*. Edith Efron, the *TV Guide* staff writer whose analysis of television-network performance during the closing weeks of the 1968 election campaign found it slanted toward the left (BROADCASTING, Sept. 27), began her remarks by noting there is “a dangerous illusion in the land” that public criticism of media performance was something new (i.e., post-Agnew), and ended by saying that it was because of media performance that “the so-called Silent Majority blew up.”

The thesis of her luncheon remarks—as of her new book—was not so much that bias was a journalistic evil to be avoided as one to be identified. She told BROADCASTING later that the FCC’s fairness doctrine now forces networks to pretend a neutrality that does not exist. Were the FCC actually to apply a bias standard of its own to network newscasts, she believes, “it would blow the networks off the air.”

Miss Efron’s methodology—already under attack by professional researchers as well as journalists (prominent among

you are invited to join the . . .

INTERNATIONAL BROADCASTERS CLUB of NEW YORK

A luncheon club for broadcasters and their guests is being established in New York to begin operation in early November. It will provide a congenial, convenient meeting place for those engaged in broadcasting or in activities related to it.

The Club will be located in a spacious, attractive suite of rooms below the main lobby of the Hotel Lexington at 48th and Lexington Avenue. Good food and beverages at reasonable prices will be served on a limited-menu, partial self-service basis.

Annual dues for resident members (those whose place of business is located within 50 miles of New York City) are \$35 a year. Dues for non-resident members are \$25 a year. Each non-resident member may sponsor one associate member who works for the same organization at an additional cost of \$10 per year.

Planning for this new club has been carried out by the Broadcast Pioneers as a service to the industry. Once established, the club will function as an independent entity. The operating plan involves no real estate or other financial commitment or guarantee on the part of the club. Direct responsibility for the operation of the dining room and kitchen will be placed in the hands of experienced, successful restaurateurs.

Please complete the application form below or include the same information in a brief letter. Mail the application or letter, with your check for dues, to IBC, Room 531, 420 Lexington Avenue, New York, New York 10017.

Applications for membership, which will be limited by the size of the dining facility, will be accepted in order of receipt, subject to maintaining a balance among various segments of the industry.

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Art Harrison
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them CBS News President Richard S. Salant; see story below)—was to count the words devoted to various sides of an issue or news subject. She does not commend the technique as the ultimate method for determining bias paths, but she does defend it as a legitimate one and—in the absence of any other—appropriate to be used. She also concedes that the margin of error in her research might well be great. “I will grant them [the networks] 20% error [on her part]. “If I’m 80% right it proves my point,” she asserted.

Miss Efron’s research was supported by the Historical Research Foundation. It began from a cocktail-party discussion with William F. Buckley Jr., the

noted conservative and, as it happened, a trustee of the foundation. He remarked to Miss Efron that although he believed there was liberal bias on the networks, he had no quantitative proof. She volunteered her opinion that such a determination might be accomplished; he volunteered that the Historical Research Foundation might be willing to finance the try, and “The News Twisters” was born. (The manuscript itself, however, was rejected by 22 publishers, Miss Efron noted, before Nash Publishing, “an enormously broke publisher on the West Coast,” agreed to bring it out.) The subsidy itself was negligible as research projects go, about \$6,000 in all, primarily for the costs of

transcribing audio transcripts of the three commercial networks’ prime-time newscasts.

Miss Efron’s own solution to the problem she has identified is to revoke the fairness doctrine and turn broadcast journalism loose in the spirit of free enterprise. Two contemporary electronic technologies make this possible, she believes—cable and pay TV. Short of that, she feels, the government ought to exert its effort to “identify the phenomenon [of bias] so that the ‘Emperor’s New Clothes’ syndrome will be exposed.” Such an identification might be all that would be necessary to start the broadcasting industry on the road to correction, she asserted.

Salant says it isn’t so

“The News Twisters,” the new book charging TV-network news with bias favoring the left and opposing the right (BROADCASTING, Sept. 27), contains “many serious flaws,” including one that “completely discredits” it, Richard S. Salant, president of CBS News, said last week.

With his statement he released an appendix of some 20 passages comparing the book’s version of what was said on CBS newscasts with what was actually said, offering them as “a few of the many examples of the startling distortions” in the book, written by Edith Efron of *TV Guide*.

Mr. Salant also said that CBS News “has retained two highly qualified, experienced, independent research organizations, one to study the methodology used by Miss Efron and the other to review the identical 1968 campaign coverage on which her book reports.” International Research Associates Inc., New York, will evaluate the Efron methodology and Dr. Charles Winick of New York University will review the CBS News coverage on which Miss Efron reported. Their conclusions will be made public, he said.

Mr. Salant said CBS News “has a continuing interest in any suggestions or studies” that can help improve fairness and objectivity but that “regrettably, Miss Efron’s book does not contribute to this goal.”

The “one basic flaw that permeates and completely discredits the book,” Mr. Salant said, was that:

“Its drastic conclusions, with respect to CBS News, depend entirely on the accuracy and objectivity with which Miss Efron describes and characterizes the CBS News stories on which she relies. But, in story after story, there is just no resemblance between the story as broadcast and Miss Efron’s description of that story. They simply do not state what Miss Efron claims they state. She sees sinister meanings where none

were intended and none exist. Her conclusions are based, in large part, on non-existent facts.”

He offered a sampling of comparisons of Miss Efron’s descriptions with what they purported to describe because, he said, “Miss Efron, generally speaking, does not quote the full, as-broadcast text of the stories mentioned in the book,” so that the reader cannot make such comparisons himself. Here are some of the examples he cited, which he said are based on a spot check and are “among many which can be cited,” as “a measure of the accuracy and fairness of her facts and conclusions”:

“9/25/68. CBS News transcript: (concluding paragraph in a report on Mr. Nixon’s campaign visit in the Seattle area): ‘This week’s tour, all in friendly territory, is to reassure the faithful, and to boost local GOP candidates. Nixon says he is warning his staff against over-confidence, but he himself hardly looks worried.’

“Appendix D [of book] (page 281). Miss Efron classified this report as an ‘anti-Nixon editorial’ by the reporter. Without setting out the actual words of the broadcast, Miss Efron writes that the CBS News reporter ‘says Nixon is over-confident; suggests he is a *liar*.’ (emphasis added).”

“9/30/68. CBS News transcript: After broadcasting an excerpt from a Humphrey campaign speech, CBS News reported that Mr. Humphrey ‘has not, however, figured out how to handle the demonstrators. When the hecklers wish, they can dominate his campaign appearances, and that frustrates and angers Humphrey and his staff. To that extent, at least, the hecklers have the upper hand.’

“Appendix K (page 330). Miss Efron classified this report as a ‘pro-demonstrator editorial’ by the reporter and comments: ‘Reporter supports demonstrators (demonstrators politically unidentified).’”

Mr. Salant offered two examples of what he said were charges based on “alleged but nonexistent statements” in CBS newscasts. In one he said Miss Efron cited a reference to “young, restless hecklers” when the phrase used on the air was “young, leftist hecklers,” and this “led her mistakenly to charge (pages 89, 92) that CBS News editorialized by ‘suppressing’ the political or ideological identity of hecklers and demonstrators.”

In another case, the analysis said, Miss Efron charged that the reporter “attacks those who would prevent Cleaver from teaching at Berkeley as ‘censors,’” but that she mistook “censure” for “censors” in this statement by the reporter: “His (Cleaver’s) tough talk prompted the state senate to censure the university.” Either way, Mr. Salant said, “there is no basis, whatsoever, for her charge. The reporter does not ‘attack’ the state senate for this ‘censure.’”

Mr. Salant’s analysis also quotes Miss Efron as saying (page 32) that during the seven weeks of her study there were only 320 “words spoken for” Mr. Nixon on the CBS evening news. But, his analysis continued, “a quick check of the broadcast transcripts shows that, during the period in question, the CBS evening news carried a total of 4,747 words spoken *only* by Mr. Nixon in the course of his campaign—and presumably spoken in his own behalf as a candidate. But this fact does not appear in the book. Certainly, it is pertinent to an evaluation of the coverage given to Mr. Nixon.”

Mr. Salant’s statement and accompanying comparisons were prepared for release Oct. 11, publication date of Miss Efron’s book (Nash Publishing, Los Angeles: 355 pages, \$7.95). CBS News released them to BROADCASTING in advance of that date because BROADCASTING, with the publisher’s permission, had already reported on the contents of the book (in its issue of Sept. 27) and had carried rebuttal by CBS News.

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Diplomat heads self-regulation

New all-advertising apparatus of restraint will act on complaints about deceptions

Membership of the advertising industry's new self-regulatory arm, the National Advertising Review Board, created to "sustain high standards of truth in national advertising," was announced last week. The 50-member board will be headed by Charles W. Yost, former U.S. ambassador to the United Nations, as chairman. William H. Ewen, former director of advertising for Borden Inc., has been named executive director of the board.

Most of the board's composition and its leadership—and also its operating procedures, which generally follow the lines disclosed earlier in the evolution of the NARB structure (BROADCASTING, March 29, May 24)—were announced at a news conference in New York last Tuesday (Sept. 28) by Victor Elting Jr., one of the prime architects of the plan and chairman of the National Advertising Review Council, NARB's sponsoring agency.

From the 50-member NARB board—30 members representing advertisers (a few of them yet to be selected), 10 representing advertising agencies and 10 representing the public—a five-man

panel will be selected to pass upon each complaint of false or deceptive advertising that cannot be settled in earlier stages of processing. These earlier stages will be handled by the National Advertising Division of the Council of Better Business Bureaus.

The system is intended to deal only with national advertising "disseminated in all of the United States or a substantial section thereof," according to the NARB's by-laws.

Two of the public members are well known to broadcasters: Kenneth A. Cox, former FCC commissioner, and LeRoy Collins, one-time president of the National Association of Broadcasters.

Mr. Elting said that for the present, the board's criterion in passing upon challenged or questioned advertising would be simply: "Is it truthful or deceptive?" He said that within four to six weeks, when the board is in full operation, it would address itself to the question of whether a code of advertising standards should be developed.

Mr. Yost will coordinate the NARB's activities and will be its spokesman. He

will also appoint the five-member panels that pass on individual cases referred to the board by the Council of Better Business Bureaus. Mr. Ewen will assist him and will maintain liaison with the council. The board's offices are at 845 Third Avenue, New York 10022.

Procedurally, the wheels of the organization are set in motion whenever an individual consumer, group or industry spokesman lodges a complaint by calling one of the approximately 140 local offices of the council's National Advertising Division. The division will evaluate, investigate, analyze and hold initial negotiations with the advertiser involved in the complaint or challenge relating to the truth or accuracy of his national advertising. Cases that cannot be resolved satisfactorily by mutual agreement will be forwarded to the NARB.

The chairman will appoint a panel of five board members—three representing the advertisers, one the agencies and one the public—to consider each case. Advertising that is judged unacceptable will be publicized, and results of the judgment will be turned over to the appropriate governmental agency.

The NARB's sponsoring agency, the National Advertising Review Council, is made up of the presidents and chairmen of the American Advertising Federation, the American Association of Advertising Agencies, the Association of National Advertisers and the Council of Better Business Bureaus. The National Advertising Review Council elects NARB members. It also approved final by-laws and operational procedures for the NARB.

The lists of 10 public members and 10 agency members of the NARB are complete (as is a list of 10 agency alternates, made necessary by the likelihood of conflicts of interests; agency members are not eligible to serve on a panel if they represent a client that sells a product or service directly competitive with the product or service involved in the proceeding). Most of the advertiser representatives have been designated and others are being added promptly, NARB officials said.

Agency members (all based in New York unless otherwise indicated): Thomas B. Adams, Campbell-Ewald, Detroit; Edward L. Bond Jr., Young & Rubicam; Archibald McG. Foster, Ted Bates & Co.; Robert S. Marker, McCann-Erickson; Alfred J. Seaman, SSC&B; Walter Bregman, Norman,



Mr. Yost (at podium) and Mr. Ewen during the news conference.

Craig & Kummel; Neal W. O'Connor, N. W. Ayer & Son, Philadelphia; John E. O'Toole, Foote, Cone & Belding, Bradley O. Potter, Klemtner Advertising; Stanley Tannenbaum, Kenyon & Eckhardt.

Agency alternates: Bruce Friedlich, Friedlich, Fearon & Strohmeier, New York; John H. McLagan, Henderson, Bucknum, Denver; James C. Nelson Jr., Hofer, Dieterich & Brown, San Francisco; H. W. Neuwoehner Jr., Batz, Hodgson, Neuwoehner, St. Louis; Gerald J. Stern, Stern, Walters & Simmons, Chicago; Robert L. Christiansen, Cramer-Krasselt, Milwaukee; Frank M. Hutchins, Hutchins Advertising, Rochester, N.Y.; Richard S. Lessler, Grey Advertising, New York; Jack Roberts, Carson/Roberts, Los Angeles; David L. Stashower, Lang, Fisher & Stashower, Cleveland.

Advertiser members: Charles R. Stuart, Bank of America, San Francisco; Robert L. Ficks Jr., Baumritter Corp., New York; Arthur Schwartz, Bulova Watch Co., New York; William L. Jackson, Chesebrough-Ponds, New York; Ira C. Herbert, Coca-Cola USA, Atlanta; A. Dexter Johnson, Eastman Kodak, Rochester, N.Y.; F. Kent Mitchell, General Foods, White Plains, N.Y.; Robert L. Garrison, ITT Levitt Development Corp., New York; William K. Eastham, S.C. Johnson & Son, Racine, Wis.; Walter Roberts Jr., Miles Labs, Elkhart, Ind.; Harry F. Schroeter, Nabisco, New York.

Also: William M. Claggett, Ralston Purina, St. Louis; Richard N. Confer, Reynolds Metals, Richmond, Va.; Norbert W. Markus Jr., Scott Paper, Philadelphia; Thomas R. Chadwick, Admiral Corp., Chicago; Craig Moodie Jr., Armstrong Cork, Lancaster, Pa.; Alfred L. Plant, Block Drug, Jersey City, N.J.; Samuel White, Liggett & Myers, New York; H. Walton Cloke, North American Philips, New York; Jack J. Bard, Purex Corp., Lakewood, Calif.; Earl G. Tyree, Glenbrook Labs Division, Sterling Drug, New York; W. M. Oliver, Westinghouse Electric Corp., Pittsburgh.

Public members: Messrs. Cox (now a Washington lawyer) and Collins (now a Tallahassee, Fla., lawyer); Professor Raymond A. Bauer, Harvard Business School; Norman Cousins, *The Saturday Review*; Arnold Elkind, Product Safety Council; Benny L. Kass, Washington specialist in legal aid to minorities and disadvantaged; Otis A. Pease, University of Washington; Virginia Trotter, dean, College of Home Economics, University of Nebraska; Dr. Aurelia Toyer Miller, National Board of YWCA; Dr. Harold Williams, dean, School of Business, University of California at Los Angeles.

FTC ad hearings: bigger and bigger

With scope of inquiry growing, it might be held in additional cities

The large-scale Federal Trade Commission inquiry into today's advertising practices and their effects on consumers, set to begin Oct. 20, is growing larger daily. Originally scheduled for only three days (BROADCASTING, Aug. 30), the inquiry has stretched to some 15 to 17 sessions to be conducted at the commission's Washington headquarters, and that's only the first round, an FTC spokesman said.

Growing interest on the part of consumers, advertisers, media and agencies may well require additional hearings, not only in Washington but also in other major population centers throughout the nation, the spokesman said.

Emphasis was placed on the "informational" nature of the inquiry, which will investigate television advertising practices in particular. The FTC has continually stated that the hearings will involve neither review nor evaluation of specific advertising representations or claims in terms of their possible violation of the law. Complaint and rulemaking procedures will still be applied to such questions.

FTC Chairman Miles T. Kirkpatrick has told the Food and Drug Law Institute (BROADCASTING, Sept. 27) that the hearings are unprecedented and "perhaps the most interesting of our current projects." At the same time, he hinted that deeper involvement by the FTC in the area of consumer protection is probable. The commission has "heretofore barely scratched the surface in developing new approaches to our consumer-protection responsibilities," he said. Mr. Kirkpatrick emphasized the FTC authority to require specific reports and information from corporations regarding advertising practices and to publicize such material, much like the recent FTC demands for substantiation of advertising claims from automobile, air-conditioner and electric-shaver manufacturers (BROADCASTING, Aug. 30).

Mr. Kirkpatrick feels the hearings will tell the commission not only what advertising does, but also what it doesn't do.

The second through fifth day of the hearings will be devoted to an "advertising symposium," to be conducted by the American Association of Advertising Agencies and the Association of National Advertisers. The FTC spokesman said the format of the presentations is at the discretion of the associations.

Some 300 individual advertising agencies have been invited to participate, but most have indicated to the FTC that they will respond through AAAA. However, a few agencies will make individual appearances before the commission to present their views.

Following the associations, the topic will turn to advertising for children, as seen from a child's point of view. Child psychiatrists, psychologists and others with relative information in this area are scheduled to appear at the sessions.

Included will be agencies and other advertising-industry representatives who deal in children's advertising. They will be asked to relate their practices and the effects they hope to achieve through their advertisements.

Some discussion within the commission centered on inviting children to testify on their reaction to advertising, but concern about exploitation of the youngsters prevented their inclusion.

This first round is expected to conclude "sometime around Thanksgiving," the FTC indicated. Agendas and witness lists are expected later this week.

Army keeps pushing on advertising

Research will be made into effectiveness of public-service spots

The Department of Defense is conducting a major inquiry into the use of public-service announcements by radio and television stations throughout the United States.

The intent, according to a DOD spokesman, is to provide a basis for deciding whether to spend some \$9 million earmarked for a prime-time advertising campaign to boost Army enlistments (BROADCASTING, Sept. 27). But a questionnaire now being sent to some 1,500 radio and television stations by the Gallup Organization, Princeton, N.J., research firm, is devoted entirely to their use of unpaid public-service announcements.

At least six research firms have been engaged to study prospects of recruitment by paid advertising or contributed promotion, it was said.

Of immediate interest to broadcasters is the Gallup survey which is to be conducted in two parts. The first is a mailing of a comprehensive questionnaire to the 1,500 stations, inquiring deeply into the frequency, placement and volume of free messages they carry on behalf of all types of causes.

Most questions are related to the use of U.S. Army announcements in par-

ticular, such as: "Have you ever received complaints from individuals or antiwar groups after you have played Army or other armed services public-service recruitment advertising?" If the respondent answers yes, he is then asked to note the effect of such complaints on his playing of Army PSA's. Did he reduce, eliminate or move the spots to poorer times?

Gallup's second-phase questionnaire may cause more consternation among broadcasters. It deals with a station-log analysis. About 250 stations will be selected by the New Jersey-based organization, which will ask to send a re-

searcher to each of those stations to review actual log entries and calculate the frequency, time, length, and so on of PSA's, particularly those relating to military matters.

Emphasis on Army advertising is understandable in light of the experiment in prime-time recruiting ads conducted earlier this year (BROADCASTING, Feb. 22, et seq.), and the recent request by Secretary of the Army Robert F. Froehlke that radio and TV networks increase their public-service time devoted to recruitment by five-to-ten-fold (BROADCASTING, Sept. 27).

Secretary Froehlke's letter to TV and

radio network presidents stressed the "remarkable" response from the March 1 to June 15 prime-time campaign, attributing "approximately 8,000 enlistments" directly to the \$10.6-million campaign.

Among the other research agencies conducting the survey are Opinion Research, Rome-Arnold, Stanford Research Institute, Audits and Surveys Inc. and Cincom.

Areas of their investigations include thematic appeals to enlistees, the cost of advertising campaigns, effectiveness of ad campaigns, effectiveness of time slots and reach of announcements.

ANA panelists buck NAB on freeze

Insist the restrictions do apply to new rates; other sessions in New York offer advice on media buying

The broadcaster is not off the hook as to the effects on his business of the current price freeze—not by a long shot.

This was the message last week from the "other side" of the fence in buying and selling—the advertiser.

In a late-scheduled appearance before a media workshop of the Association of National Advertisers in New York Thursday (Sept. 30), two experts said flatly that they take issue with the freeze interpretations made by the National Association of Broadcasters a few weeks ago (BROADCASTING, Sept. 20).

The experts—both active in the American Association of Advertising Agencies' ad hoc legal committee's continuing discussion and interpretation of the impact on media rates of the price-wage freeze—were Richard Killin, senior vice president and general counsel, Young & Rubicam, and Felix Kent, senior partner in Lawler, Sterling & Kent New York law firm, who serves as legal counsel to a number of advertising agencies.

Mr. Killin referred to a report published in BROADCASTING that cited Grover Cobb, NAB executive vice president for station relations, as saying that positions sold during this past summer for delivery during the fall season (within the freeze period) are "unaffected by price limitations."

The Y&R executive said he could not go along with that interpretation and that he believed that the freeze did apply in limiting price. "The real question is," Mr. Killin said, "what is its [freeze's] effect?"

He said that little information has been forthcoming from the television networks as to what their official positions will be. Mr. Killin, however, noted that NBC has indicated to Y&R in one instance that its price on a particular

program will be "rolled back," and that NBC's invoice stated that the network is now studying the impact of the freeze on the price of the program and, in the meantime, it would base charges on the "old rate" but that subsequently an adjustment may be made.

Mr. Killin questioned (as in effect did Mr. Kent) the report that "whichever base period is selected by seasonal broadcasters, it must be consistently applied in setting prices," to this extent:

Mr. Killin said he saw no reason to deny a broadcaster the right to sell prime time on the basis of seasonality (thus following the pricing of last fall), while he sells daytime programs on the basis of average price charged during the month (statutory base period) previous to the freeze date, and say, "movies" according to the average price obtained on May 25, 1970.

According to Mr. Kent, advertisers do not necessarily have to accept the premise of price increase, unless substantiation under the freeze rules is obtainable for rationale behind the hike. His example was the sponsor of professional football in 1970-71 who had option for renewal in 1971-72 but at a price increase. Mr. Kent said a price hike was not permissible unless the network can demonstrate that in the base period the network sold sponsorship to an advertiser at the price level at which he now seeks to sell the show.

Mr. Killin brought up a question of advertisers who buy network scatter plans at a package price knowing what each minute is worth so as to permit year-to-year comparisons (an essential ingredient possibly in assessing freeze-price applicability). Because comparison would be needed with buys made in the past seasons, Mr. Killin suggested that advertisers could ask the TV net-

works for the past records of prices received in prime-time programs sold in participations—a suggestion that was received if not with gusto by the advertiser-agency audience then with audible amusement.

The expertise by the AAAA representatives also was trained on "what qualified [under the freeze interpretation] as a new product in television?"

They noted that Mr. Cobb had mentioned that most prime-time TV positions are environmentally different from what they were last year and thus comply with the Cost of Living Council standards for new products and can be priced up by the average mark-up realized last fall. They questioned this statement in light of CLC ruling that a "new model is not necessarily a new product."

They made it clear that in their opinion broadcasters must find a "substantially comparable" program priced in the past when considering the pricing of a new program. And, they said, still further interpretation was needed to establish what qualifies as a new product in TV:

"Is it a new program series, a new program in a continuing series, a continuing series in a new time period, a new 'special' (even though containing the same basic ingredients as prior specials), or perhaps the World Series where a night game will be telecast for the first time?"

From the more fuzzy area of interpreting the effects of the price freeze in media rates, the ANA workshop—on the theme of "Improving the Return on Media Investments"—moved into the realm of the need for more precision in planning, in negotiation and in research.

Advertisers were cautioned in a panel

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By Raymond Spottiswoode, General Editor

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session on "people power—the final ingredient" that buying media cheaply is not necessarily the route to effective and efficient advertising. Participants were Herbert D. Maneloveg, vice president and director of media service, McCann-Erickson Inc.; Hope Martinez, president, U.S. Media International, and Charles Benesch, manager, media analysis, General Foods Corp.

Mr. Maneloveg urged advertisers to find media talent that understand the art of negotiating and of planning. He stressed that negotiating need not be a synonym for rate-cutting. He said it entails the ability to mix packages and units together effectively and to be alert to advertising opportunities that crop up unexpectedly.

Similarly, Mr. Maneloveg continued, advertisers should rely on media men who are skilled in planning. He described them as people with "the uncanny knowledge of when to recommend flights, when to suggest continuity" and with "an understanding of what's the proper balance between print and broadcast." They make decisions that are not spelled out in media research, he said, because these people "grasp the fact that they're planning for the future."

Miss Martinez, who articulated the merits of a well-run media-buying service staffed by experienced personnel, warned advertisers against engaging these units "just to buy a campaign cheaper." She said U.S. Media attempts to buy a campaign more effectively and more efficiently, and in some cases, this may mean the savings of dollars and in others, it may mean better spots for the same money or superior target reach.

She contended that large agency media departments are hamstrung because staffers initially are trained in media research and become numbers-oriented rather than buying-oriented; they use media as a stepping-stone to account work or other areas of the agency, or they move on quickly to other agencies or other jobs. She predicted that in the years ahead, there will be more widespread use of outside media services and of the fee arrangement, and there will be more and more major advertisers establishing the post of corporate media director.

In a look at what general management required from its media investment—as well as from those who are practitioners in the media field—M. R. Bohm, executive vice president of General Foods, ticked off various "quantitative" needs. Foremost among these, he said, is spot television: "Certainly the industry could use a high-quality broadly accepted method of providing proof of performance for spot television activities."

Similarly, Mr. Bohm took note of

BAR reports: television-network sales as of Sept. 12

CBS \$387,337,100 (37%); NBC \$359,919,400 (35%); ABC \$287,077,000 (28%)*

Day parts	Total minutes week ended Sept. 12	Total dollars week ended Sept. 12	1971 total minutes	1971 total dollars	1970 total dollars
Monday-Friday					
Sign-on-10 a.m.	68	\$ 428,800	2,676	\$ 15,589,400	\$ 15,298,900
Monday-Friday					
10 a.m.-6 p.m.	920	5,765,500	32,467	216,424,100	236,793,800
Saturday-Sunday					
Sign-on-6 p.m.	288	2,965,900	9,888	96,743,400	100,577,600
Monday-Saturday					
6 p.m.-7:30 p.m.	87	1,330,500	3,279	48,643,600	54,612,800
Sunday					
6 p.m.-7:30 p.m.	14	309,200	558	14,022,900	19,973,200
Monday-Sunday					
7:30 p.m.-11 p.m.	437	15,362,200	15,886	595,897,500	648,533,200
Monday-Sunday					
11 p.m.-Sign-off	132	1,948,900	4,580	47,012,600	49,964,900
Total	1,946	\$28,111,000	69,334	\$1,034,333,500	\$1,125,754,400

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

local ratings: "I get rather nervous," he said, "when I hear that the quality of the ratings, in particular local ratings, is under constant attack and question by competent experts. Yet those ratings are a primary quantitative tool in determining the effectiveness of our advertising dollar."

Also asked for in Mr. Bohm's address: research into comparative performance of individual media: ability to calculate in advance "and with some reliability" levels of reach and frequency against a specific audience, and encouragement and support by the advertiser (and his agency) of "higher quality in what media offers to the public."

Of the last, he said, "for one thing, It means sponsoring programs that will sometimes deliver lower ratings but will make a contribution to the improvement of the over-all programming fare," which he indicated General Foods was doing in children's shows on the networks and in local public-service programming.

In another session, Andrew Kershaw, president, and Stanley Canter, senior vice president, Ogilvy & Mather, New York, presented a discussion which centered on formularization of advertising expenditures to share of market and brand profitability.

They contended that by a mathematical assessment (analytical method developed by the Hendry Corp. and adapted at O&M), it was possible to determine the weight of increase in an ad expenditure for an individual brand without affecting materially the share of market achieved and yet increasing the profitability.

In the area of research, Thomas Dunkerton, senior vice president, director of media and research services, Compton Advertising, urged involvement by the advertiser in media studies conducted on a custom basis by adver-

tisers and/or by agencies for their own needs.

He said one controversial area is in intermedia comparisons. While accepting the obvious pitfalls, Mr. Dunkerton said he believed it was possible to make such comparisons by using techniques that are the same for "both print, radio and television" and then "securing values." But, he warned, it was also necessary to temper the results "with judgment."

According to Mr. Dunkerton, testing of one medium with another is best conducted "in the marketplace" though in doing so it is necessary to recognize weaknesses when comparing one market with another. This difficulty may be eased, he speculated, with the advent of split-cable systems whereby it is possible to test in small communities "at reasonable cost" over a period of time.

Now-familiar answer: the 'base period'

CLC says it is price guide for long-term contracts, rate-protection agreements

More clarifications on the effects of the wage/price freeze on broadcast advertising trickled from the Cost of Living Council last week.

Foremost among them was a question relating to the permissibility of raising the cost of advertising when long-term contracts or rate-protection agreements expire within the freeze period.

CLC said the ceiling price is based on the prices at which a substantial number of transactions took place during the base period. If the ceiling is higher than the price under the long-term contract, it is permissible to charge

the higher rate after the contract expires.

A station may also change the basis for sale of programs, CLC said, but cannot charge prices higher than those obtained for the show during the base period. Example: A special news show is sold at spot rates. On July 1, 1971, the station announced that effective Sept. 1, 1971, the program would be sold under a restructured "sponsorship" basis, at higher than spot rates. The station may sell on the new basis, but may not charge more than the spot rates realized during the base period.

Do advance arrangements, such as positions sold before the freeze but not to be delivered and paid for until during the freeze, allow for prices to be increased above those in the base period?

CLC says no. Ceiling prices are based on advertising services actually delivered during the base period. Advertising services may not be delivered during the freeze at prices above the ceiling price (BROADCASTING, Aug. 23 et seq.).

Questions relating to seasonality, new

products or services and establishment of and selection of base period are answered by previously issued CLC guidelines and left for the broadcaster to determine applicability.

Saab first account for new Cox & Pare

New York's newest advertising agency, Cox & Pare Inc., opened shop last week in temporary quarters at the Time & Life building, suite 27-21. The new agency's principals, Michael Cox, president, was a writer with Young & Rubicam, and John D. Pare, executive vice president and treasurer, was a vice president and manager of Y&R's Mexico City office.

First account of the new company is auto manufacturer and distributor Saab-Scania of America, with billings of approximately \$3.5 million. An agency spokesman said monies would be divided between radio and print advertising but that campaign plans were not final. Former agency for Saab was Kracht, Ryder & Minicus, New York.

Argo buys in TV for toy cookers

"It's much more fun—when you see how it's done" is the jingle attached to a new series of one-minute commercials for Argo Industries Corp., New York toy manufacturer. Approximately \$500,000 has been allocated for a fall campaign for its Junior Chef See-It line of food toys. The television schedule is the largest in company history, according to Robert Gottlieb, president.

A network schedule on ABC-TV is set to start Saturday (Oct. 9) and continue through mid-December on weekend morning children's programs and in spot-TV in 75 markets beginning Oct. 18, also on children's shows.

The commercials, produced by Cine-dyne Productions for Helitzer Advertising, both New York, will feature Argo's See-It bake oven, pop corn popper and spin cotton candy maker. Transparent tops on all the cooking toys allow the youngsters to watch the cooking process. A safety switch regulates the heating devices.

TheMedia

A rift in the challengers' ranks

Reyes split with Kramer, United Church surfaces after San Diego meeting with McGraw-Hill

A long-festering dispute between the National Mexican American Anti-Defamation Committee and other agencies aiding community groups in their

efforts to gain access to the broadcasting medium has broken into the open. Domingo Nick Reyes, executive director of the committee, and its counsel, Joseph Gibson, last week accused Albert Kramer, of the Citizens Communications Center, and the United Church of Christ, in effect, of seducing away from the committee, chicano groups it was trying to aid.

The rupture became known at a time when Mr. Kramer and church representatives were counseling chicano groups in a meeting in San Diego, Calif., with representatives of McGraw-Hill Inc. The meeting, attended also by a black group represented by William Wright, of Black Efforts for Soul in Television, was held in an effort to produce a settlement under which the minority groups would withdraw the petitions they have filed with FCC seeking a denial of McGraw-Hill's applications to acquire Time Inc.'s five television stations for \$69.3 million. Sources among the groups said McGraw-Hill suggested the meeting, but

that there was no confirmation available.

Participants in the meeting, which was held during part of Tuesday and all day Wednesday at the La Barron hotel, declined to discuss its results. However, Bernard Koteen, Washington counsel for McGraw-Hill, said he expected further contacts between the two sides to discuss their differences.

Mr. Kramer's participation gave rise to speculation that the groups would seek a settlement similar to the one



Mr. Reyes



Mr. Kramer

under which groups aided by CCC early this year withdrew their opposition to Capital Cities Broadcasting Corp.'s purchase of three television stations from Triangle Publications Inc. (BROADCASTING, Jan. 11). That agreement calls for Capacities to invest \$1 million in minority-interest programming by the three stations over a three-year period.

The petitions to deny the McGraw-Hill purchase cite McGraw-Hill's failure to make a similar commitment. However, it also raised a number of regulatory issues, among them the allegation that the purchase would run counter to the commission's policy of diversifying ownership of media. And at least one of the chicanos present at the San Diego meeting said later the chicanos were particularly interested in the regulatory issues. He expressed concern about the "damage" a "conglomerate like McGraw-Hill can do to a community."

The chicano groups involved are from each of the cities where a Time station is located—Indianapolis (WFBM-TV), Grand Rapids, Mich. (WOOD-TV), Denver (KLZ-TV), San Diego (KOGO-TV), and Bakersfield, Calif. (KERO-TV). The black group is from Denver.

The fact that a settlement meeting was being held came to light in a letter Mr. Reyes wrote to the commission last week urging it to disapprove a request McGraw-Hill had made for authority to underwrite the costs of those attending. Mr. Reyes said the proposal is "fraught with many potential abuses."

The letter was received by the commission after it had already voted on the question, and had split 2-to-2, with Chairman Dean Burch and Commissioner Nicholas Johnson voting to approve the arrangement and Commissioners Robert E. Lee and Robert T. Bartley, to disapprove it. In view of that vote, and Mr. Reyes's letter, Mr. Koteen said, McGraw-Hill decided not to pay the costs.

Mr. Reyes and Mr. Gibson vented their criticisms of Mr. Kramer and the United Church of Christ—and specifically its part-time field representative, Jane Goodman—in discussing the background of Mr. Reyes's letter.

Mr. Reyes, who has been active among chicano groups in the Southwest, said he and Mr. Gibson made the first move to organize the opposition to the McGraw-Hill purchase. He said he arranged a number of meetings early in the year, before the applications were filed but while McGraw-Hill was making its ascertainment of needs survey.

It was the Denver group, according to Mr. Reyes's account, that brought in Mr. Kramer and. "because of his track record—Capacities—" insisted he participate in the representation.

Following a meeting of the groups

and the attorneys in Denver. in May, the petition to deny the proposed sale was prepared and signed by Mr. Kramer and Mr. Gibson. But at a subsequent meeting in Denver, in June. Mr. Reyes said, Mr. Kramer "did a tremendous selling job" in persuading the groups to use only one attorney, and to exclude Mr. Gibson. Neither Mr. Reyes nor Mr. Gibson attended the meeting, but they say they were filled in by those who did.

The allegation that the church was moving in on the committee's territory was made by Mr. Gibson. He said the church went into "every one" of several southwest communities that he had told Miss Goodman the committee had found to be ripe for citizen-group organizing campaigns.

A Denver attorney who has worked with Mr. Kramer in aiding a local group that has filed petitions to deny the renewal applications of Denver stations says he believes he "got Kramer involved" in the McGraw-Hill case. But the attorney, I. Jack Kerner, rejects the notion that Mr. Kramer made an effort to become the sole attorney.

Rather, he says, Mr. Reyes forced the issue of representation on the groups—and found himself "kicked out." "The leaders from the different cities took a vote, and they decided to stay with Kramer."

As for Mr. Kramer, he said that he is a lawyer, "and lawyers don't solicit clients." He also said the citizens movement in broadcasting is generating enough work for everyone. "There's plenty to be done. It's not as though I don't have enough to do."

And Miss Goodman denied the charge that the church is taking away the committee's clients. On the contrary, she said, Mr. Reyes has gone into cities where the church was already active. "He has seen fit not to cooperate but to pull away and make bitter accusations," she said.

She and Earle K. Moore, the counsel retained by the church to work with community groups, were the church representatives at the San Diego meeting. Miss Goodman said the church had been asked to participate by the groups in Bakersfield and San Diego whom it is assisting in negotiating with local stations.

Mr. Reyes, who acknowledges that Mr. Kramer and the church have done a creditable job in aiding minority groups, sees the question of representation in racial terms. "White groups ought to work among whites, or enable minority groups to do the work themselves," he said last week. "For the most part, the United Church of Christ and Kramer mean well, but their whole philosophy is not to let us do it for ourselves. It's superwhite to the rescue."

Memphis TV station wins renewal fight

FCC overturns charges of bias, distortion against Scripps-Howard's WMC-TV

Scripps-Howard Broadcasting Co.'s application for renewal of its WMC-TV Memphis was granted by the FCC last week over the objections of two local groups who had conflicting opinions about the station's service to blacks in the area.

Oppositions to WMC-TV's renewal were filed last summer by the Memphis Coalition for Better Broadcasting and the Memphis Citizens Council (BROADCASTING, July 13, et seq.).

The coalition's pleading, filed by Allen Black Jr., director of the NAACP Legal Defense Fund Inc., and representatives of 10 other organizations, charged that Scripps-Howard failed to conduct an adequate survey of community needs, failed to serve the needs of the Memphis area, discriminated in employment and had an undue concentration of media control in the Memphis area.

But the commission said Scripps-Howard "more than adequately" complied with its ascertainment responsibilities and there was no evidence to support the other charges. Further, it said, WMC's programming record "amply demonstrates" that the station has presented programs of interest to both blacks and whites, as well as a number of programs of particular interest to blacks.

The council's petition to deny was filed by its president, Emmett L. Baker, and alleged that Scripps-Howard had distorted its news coverage, had exerted undue concentration of control over area media and had given too much coverage to blacks.

In rejecting the charges, the commission again found no evidence of media concentration and said the council had provided no specific examples of news distortion. In response to the council's charge that WMC-AM-FM-TV had refused to present spokesmen for the Ku Klux Klan and the White Citizens Council, the FCC pointed out that, in matters involving controversial subjects of public importance, the selection of spokesmen is left to the discretion of the individual licensee.

Vote on the commission's denial of the petitions to deny and grant of WMC-TV's renewal application was 6 to 1, with Commissioner Robert T. Bartley not participating and Commissioner Nicholas Johnson dissenting and issuing a statement.

With FCC OK, Sterling considers pay cable

Sterling Manhattan Cable Television Inc., New York, reported last week it is "interested" in beginning pay cablecasting on its system in New York, but has no timetable for the start of such an operation.

Charles Dolan, president of Sterling Manhattan, said a recent FCC ruling affirming the legality of pay cablecasting paves the way for the inauguration of an alternative service to viewers who are willing to pay. He pointed out the commission has made it clear that local authorities may not ban pay cablecasting in their franchise agreements with CATV systems.

The commission's declaratory ruling on the matter came at the request of Time-Life Broadcast Inc. and Sterling Manhattan Cable Television Inc. Sterling, one of three franchised cable operators in New York, is 48%-owned by Time. The firms sought FCC authorization on pay cablecasting last July, noting that a clause of Sterling's franchise agreement with the city stated that franchised companies cannot engage in subscription operations without affirmative authorization from the FCC (BROADCASTING, July 12).

The commission said that it has already affirmed legality of pay-CATV in

past ruling (it had indicated it would permit such operations when it disposed of various petitions for reconsideration of its order requiring local origination on systems with more than 3,500 subscribers), and that no further authorization of pay-CATV pre-empts any local franchise terms on record stating the contrary, the commission said.

It was emphasized, however, that this ruling "is not to be construed . . . to sanction, authorize or encourage the carriage of any specific program on pay cablevision." It noted concern that existing over-the-air TV signals could be siphoned off to subscription cable, and indicated it would keep a close eye on such developments and take whatever action necessary to prevent such siphoning.

FCC gets it together with new advisory group

In an attempt to improve communications among its various divisions, the FCC has established an Executive Advisory Council.

In an announcement last Thursday (Sept. 30) the commission said the council will include the chiefs of the broadcast, cable television, common carrier, field engineering and safety and special services bureaus, as well as Richard Wiley, FCC's general counsel,

John Torbet, executive director, and Raymond Spence, chief engineer.

The council will meet on a bi-monthly basis, or whenever necessary, to provide the interchange of information and ideas.

Mr. Torbet, who spearheaded the council's establishment, said the new body grew out of a seminar attended by all the members last August at the Federal Executive Institute at Charlottesville, Va. Mr. Torbet said the council will meet at an out-of-town location, away from the ordinary pressures at the commission's Washington headquarters. There is no designated chairman for the group, he added, and meetings will be conducted on an informal basis.

The council has already met twice, at Charlottesville—once in August and again in September.

The new council replaces an ad-hoc body with the same membership, known as the Planning Advisory Committee. Regarded as generally ineffective, it had met only twice in the past three years.

Changing Hands

Announced

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

▪ KARM-AM-FM Fresno, Calif.: Sold by George R. Harm and Floyd H. Hyde to Empire Broadcasting Corp. for \$675,000. Sellers are trustees of the estate of the late Hattie Harm. Empire owns KLIV(AM) San Jose, Calif. Its president is Robert S. Kieve. KARM(AM) operates on 1430 khz with 5 kw full time. KARM-FM is on 101.9 mhz with 1.8 kw and an antenna 1,870 feet above average terrain. Broker: Hamilton-Landis & Associates.

▪ KABO(AM) Albuquerque, N.M.: Sold by Oscar I. Dodeck to Edward L. Gomez and others for \$450,000. Mr. Gomez has a controlling interest in KOXX(FM) McAllen and KIRT(AM) Mission, both Texas. KABO is full time on 1350 khz with 5 kw day and 500 w night. Broker: Hamilton-Landis & Associates.

▪ KHUZ(AM) Borger, Tex.: Sold by J. Robert Wooten to Larry Dean Hickerson for \$100,000. Mr. Hickerson is presently manager of KBGO(AM) Waco, Tex. KHUZ is full time on 1490 khz with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

▪ KAVA(AM) Burney, Calif.: Sold by Ulysses B. Bartmess to Hermiston Broadcasting Corp. for \$50,000. Robert Chopping, president of Hermiston, has an interest in KOHU(AM) Hermiston, Ore., and is general manager and



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71-39



Tickling the ivories—to the obvious enjoyment of (l to r) Red Skelton, Mamie Eisenhower, Ethel Merman, Lawrence Welk, Ray Bolger and Betty Bialek, president of the Washington chapter of American Women in Radio & Television—is President Nixon. The occasion was last week's celebration of Mrs. Eisenhower's diamond jubilee, held in the Washington Hilton hotel and sponsored by the local AWRT chapter. Proceeds from the \$100-a-plate dinner and show will go to establish the Mamie Eisenhower scholarship fund at Eisenhower College, Seneca Falls, N.Y.

stockholder of KAST(AM) Astoria, Ore. KAVA is on 1450 khz with 1 kw day and 250 w night. 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 49).

▪ WMBO(AM)-WRLX(FM) Auburn, N.Y.: Sold by Auburn Publishing Co. to Floyd J. Keese and others for \$350,000. Auburn Publishing prints the *Auburn Citizen-Advertiser* and is applicant for a new FM at Rochester, N.Y. Frederick R. J. Osborne is its president. Mr. Keese is manager of the two stations. WMBO is full time on 1340 khz with 1 kw day and 250 w night. WRLX operates on 106.9 mhz with 45 kw and an antenna 530 feet above average terrain.

▪ WCSM-AM-FM Celina, Ohio: Sold by Lester G. Spencer to Hugh E. Johnson for \$175,000. Mr. Johnson is station manager of WDUZ(AM) Green Bay, Wis., and has a 50% interest in an Albuquerque, N.M., restaurant. WCSM(AM) is on 1350 khz with 500 w day. WCSM-FM operates on 96.7 mhz with 3 kw and an antenna 125 feet above average terrain.

▪ WHDM(AM) McKenzie, Tenn.: 80% sold by Ben M. Gaines, Ludie Gaines, Edgar R. Perkins and Demetra Perkins to Holiday Inns Inc. for stock exchange valued at \$149,974.86. Messrs. Gaines and Perkins will retain 10% each of the station, and Mr. Perkins will continue as the station's general manager. Holiday Inns, a publicly-owned motel and transportation corporation, is making

an initial broadcast venture. Kemmons Wilson, the company's board chairman, has a 32% interest in WMER(AM) Memphis, and Roy M. Scott Jr., a director and minority stockholder, has a 4% interest in that station. The FCC conditioned its grant of the sale on the out-

come of rulemaking proceedings that would relax the restrictions on bank ownership of multiple-broadcast facilities. First National City Bank and Bankers Trust Co., both New York, hold in a trustee capacity 8.96% and 5.02%, respectively, of Holiday Inns and also hold interests in other companies with broadcast ownerships. WHDM is a daytimer on 1440 khz with 500 w.

S. F. trainee project set

A training program for minorities and women will begin this month at non-commercial KQED(TV) San Francisco. It is being conducted by the Bay Area Educational Television Association with applicants selected on the basis of written and oral examinations and personal interviews. KQED said special attention would be given to motivation, community involvement and problem-solving ability in choosing the trainees.

Classes in all aspects of TV production will be held on a five-day-per-week, eight-hour-a-day schedule at the KQED facilities. Five students will be taken in the first training semester and will be paid \$100 per week.

Richard Moore, president of BAETA, hoped that graduates of the training sessions would form the nucleus of the station's professional staff at all levels for technical services and management.

25

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The new game needs new rules

OTP's Whitehead criticizes vagueness and inadequacies in Communications Act as hobbling everyone

Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, feels that the widening struggle for public access to the broadcast media—a struggle he sees as involving CATV, FCC license-renewal policy and the fairness doctrine—requires changes in the Communications Act that would do nothing less than redefine the broadcaster's relationship with his public. This week, Mr. Whitehead is expected to explore that theme more thoroughly and, possibly, to suggest the Communications Act amendments he has in mind.

Mr. Whitehead last week spoke before the Ohio Association of Broadcasters, in Columbus, outlining his concern over what he sees as the lack of "equity and clarity" in the administration of broadcast regulations and several times suggesting that the root causes of that problem are to be found in what he regards as the vagueness or inadequacies of the Communications Act, the basic statute underlying communications regulation. Later his office said he may discuss proposed amendments to that act at the International Radio and Television Society in New York in what is being billed as Mr. Whitehead's most important speech on broadcasting since OTP was established a year ago.

Speaking of the struggle over access to the media—a struggle that has resulted in scores of citizen groups filing petitions to deny renewal applications of their local radio and television stations—he said: "It's fruitless to argue at this late stage that the intent of the [Communications] act has been perverted. Times change—this is the way it is now. If you don't like it, either change the act or find a line of business where there's no Communications Act and a

public committed enough to tell you what its interest is. It's a fundamental issue—one that won't be solved by patchwork approaches to superficially unrelated regulatory problems."

The "ultimate perversion" of the Communications Act's intent, he said, is when broadcasters and local citizens see themselves as adversaries. "We've got to go back and work out a new relationship between the licensee and the public before this goes much further."

He also said a separate policy is required for cable television, whose technology, he added, will require government to consider access problems in terms of the over-all context of a public communications system of the future. There should be separate policies for broadcasting and CATV, with "each tailored to the different technologies of distribution but each directed to the same access goals," he said.

Mr. Whitehead is chairman of a high-level administration committee that is formulating proposals for long-range CATV policy for submission to President Nixon. And OTP is expected to respond "shortly" to a Senate Communications Subcommittee request for comment on the FCC's CATV proposals. Broadcasters, Mr. Whitehead predicted, "will not like all" that they hear when OTP's comments are submitted. However, he said that should not be taken to mean OTP is pro-cable or antibroadcasting. But he does think cable "has a lot of appeal . . . the appeal of a technology that offers an opportunity to recast the mold set for our public communications system back in 1934," when the Communications Act was adopted.

Since OTP has not yet submitted its

views to the Senate subcommittee, Mr. Whitehead is not likely to discuss CATV in much detail in his speech this week. But he is expected to delve into such issues as FCC license-renewal policy and the fairness doctrine. Discussing the former, he said he is aware of problems broadcasters face when their judgments conflict with government's on types and amounts of programming that best serve the public interest. "How will you juggle your schedules to get 3% of public affairs programs in prime time? Is it safe to put that USDA film at 5 a.m. on Mondays? . . . It's really not a joking matter; you risk your future on the way you answer some pretty ridiculous questions."

He also questioned the "appropriateness" of the U.S. Court of Appeals in Washington in "second-guessing" the commission on its "substantial-performance standard." He was referring to the court's action in overturning the FCC's 1970 policy statement on comparative hearings involving renewal applicants, designed to afford broadcasters renewal protection.

Mr. Whitehead did not disagree with the court's conclusion that the policy statement violated the hearing requirements of the Communications Act. But he suggested that the court had departed from the traditional principle holding that courts do not substitute their judgment for that of regulatory agencies on the substantive merits of a case. But "the vagueness of the public-interest standard under which that power was granted [to the commission] simply invites this type of court review," he said.

He said "a direct approach which will go to the heart of that problem"—that is, the Communications Act—is required in the matter of renewals as it is in the matter of the fairness doctrine. The public must have access to the airwaves, he added, and the access mechanism should be uncomplicated and inexpensive, and administered in a manner that does not intrude unduly on broadcasters' operations. But the government, he said, has not discharged its duty in the fairness area.

"We . . . have let you down by not doing our job of setting the metes and bounds of what is now an amorphous set of far-reaching requirements which you interpret at your peril." He added that OTP will take "a careful look" at the doctrine. The commission itself is conducting a massive inquiry into the doctrine, seeking answers to the kinds

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of questions which Mr. Whitehead had raised.

Mr. Whitehead also saw broadcast regulation lacking in its failure, really, to distinguish between radio and television. "We started out regulating TV as if it were radio with pictures—now

we regulate radio as if it were TV without pictures," he said. And in discussing radio he may have given a hint as to the particular kind of regulation which he favors.

"We don't have to change human nature—even I'm not expecting this,"

he said. "All we have to do is to give our regulators fewer details to get into. Let's start with radio. Maybe we should think about the deregulation of radio instead of pulling it along as television regulation is expanded in a policy vacuum."

A call to arms on renewals

NAB seeks to draft all broadcasters in man-to-man campaign for legislation

The National Association of Broadcasters is courting allies in its push to win substantial federal legislation as the answer to the broadcasters' license-renewal problems.

Mark Evans, chairman of the NAB task force on renewals, has sent a letter to every broadcaster in the United States, NAB member or not, asking for commitment and dedication of time and effort to secure "a fair license-renewal policy," in this time of the "greatest danger ever faced by free broadcasters."

At a task-force meeting last week, attended also by 18 Federal Communications Bar Association lawyers representing most of the larger and more prominent communications law firms who are drafting proposed bills, the consensus reached was that strong legislation is the only way to insure stability in the broadcast industry.

Paul B. Comstock, NAB executive vice president for governmental relations, said the need is for substantial legislation in the face of recent renewal challenges and court decisions (BROADCASTING, Aug. 30).

Mr. Evans, who is vice president and director of public affairs for Metro-media in Washington, said: "No broadcaster is sacrosanct." He said the hope was to develop an all-industry effort to "sell Congress" on the need for legislation to protect the public's interest in free broadcasting.

"Consider the alternatives," Mr. Evans said. "I have lived overseas for three years and have witnessed these attempts at broadcasting. It [the U.S. system] is like our governmental system—it's the worst, except for all the others."

Since the whole structure of free broadcasting is at stake, Mr. Evans said, the task force is mounting a "no-holds-barred" approach. The large-market stations are not alone in jeopardy, he said, but every licensee faces a challenge at renewal time.

In addition, if filing on top of licensees becomes "the in thing to do," it could destroy the present broadcasting system, he said.

Without strong legal guidelines,



Richard W. Chapin (second left), National Association of Broadcasters board chairman, discusses license renewal with members of Nebraska Association after his maiden speech to NBA convention last week. Officers are (from left): A. James Ebel, vice president, general manager KOLN-TV Lincoln and KGIN-TV Grand Island; Mr. Chapin, president, Stuart Stations; Amos Eastridge, KMTV(TV) Omaha, outgoing NBA president; Howard Bell, president, American Advertising Federation, and Roger Larson, KFOR(AM) Lincoln, new NBA president.

which, according to Mr. Evans, even the FCC wants in light of recent court decisions, he fears there will be an increase in challenges at renewal time, and threats to file on top of a broadcaster who has limited financial resources.

This intimidation is nothing short of "blackmail of the first order," Mr. Evans said. "By threatening a small-market broadcaster with a renewal challenge, any group or even one person could effectively dictate the policies of that station."

Richard W. Chapin, of the Stuart Stations, in his maiden speech as NAB board chairman, told the Nebraska State Broadcasters that the NAB believes "the FCC itself should take the first steps to solve the problem—and there is some evidence it is doing so."

Mr. Chapin cited the FCC's recent grant of a renewal to WQAD-TV Moline, Ill., and denial of a competing application (BROADCASTING, Aug. 23). In that decision the FCC said the incumbent's record of service was superior to the challenger's promises. If the decision stands, it could be a step back toward the 1970 policy statement that the Court of Appeals overturned earlier.

Despite the encouragement to be drawn from the FCC's Moline decision, Mr. Chapin said, most NAB board members see Congress as the hope for a solution to license-renewal.

"Only if it is written into law will we have a permanent national policy, binding the FCC and the courts. Only if it is clearly written into law will we have a policy on which we can rely," Mr. Chapin said.

"And it's going to be one hell of a job to get legislation like that," he added, calling for broadcasting to respond with money, hard work and time, and "with the maximum use of all the influence it has."

The solving of the license renewal problem, Mr. Chapin said, would help solve many other problems facing broadcasters. "The eight-day announcement rule . . . the annual report which we all feel is an unnecessary pile of paper . . . the pressure to release our financial figures—all of these are products of the license-renewal struggle, and they may well dissipate if we can solve the main problem," he said.

As part of the package, he would like to see the license period extended. "Seven years has a nice biblical ring

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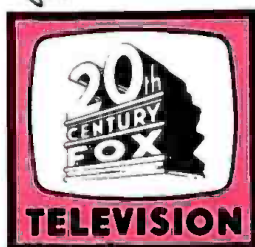
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LOS ANGELES—KNXT† Friday 7:30 PM	28
MINN.—ST. PAUL—KSTP-TV Thursday 6:30 PM	34
NEW YORK—WCBS-TV* Friday 7:30 PM	35
PHILADELPHIA—WCAU-TV Friday 7:30 PM	44



Source: ARB Coincidentals
†NSI Instantaneous Audimeter
* ARBitron

The audience data presented are estimates only and are subject to the qualifications as listed in the reports used.

about it. . . . I am reasonably optimistic that we might get it."

No special funds are being requested by NAB now. The emphasis is to coordinate efforts of individual broadcasters to persuade their congressional delegates of the danger that free broadcasting faces.

Mr. Evans said last week he hoped that the legislation to be sought would be centered on the broadcasters' First Amendment rights and put in a form to attract bipartisan support. He wants to see a draft that could be equally appealing to Vice President Spiro Agnew and Senator Hubert Humphrey.

But, he said, "no broadcaster should be under the illusion that this is going to be easy."

Denver chicanos want another try at KWGN-TV

A Denver Mexican-American group rebuffed two months ago by the FCC in an attempt to block the license renewal of KWGN-TV in that city has asked the commission to take another look at the case.

In a petition for reconsideration filed with the commission last week, the Colorado Committee for the Mass Media and the Spanish Surnamed said the commission erred last August when it granted KWGN-TV a full three-year renewal and simultaneously rejected the organization's petition to deny the station's license renewal.

In the August action, the commission said it was disturbed by the committee's attempts to bring about a settlement with WGN Continental Broadcasting Co., KWGN-TV's licensee. The committee reportedly had offered to withdraw its challenge if the station agreed to hire



The first fruits of the National Association of Broadcasters radio code "all-out drive" to increase subscribers were realized last week. Harold Krelstein (l), president of Plough Broadcasting Co., Memphis, signs up his firm's 10 stations as Grover C. Cobb (c), NAB executive vice president for station relations, and Thom Winkler, radio code manager, observe. Plough stations are WMPS-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore, and WPLO-AM-FM Atlanta.

two chicano employees at a salary of at least \$600 a month, or as an alternative, to make a donation to the petitioners of \$15,000 (BROADCASTING, Aug. 9). The committee last week found fault with what it called a "new mood" at the FCC regarding citizen compensation, as evidenced by this case.

Further, the committee contended, the commission had not acted with the best interests of the public in mind when it refused the committee a further seven-day time extension within which to file its petition to deny. That petition was filed four days past the deadline imposed by the commission when it had earlier granted the group a week's ex-

ension to file. The committee had initially asked for a 60-day time extension, and, having only received seven days, requested another week, which was denied. The committee argued that within the extension it had been granted, it had attempted "to resolve amicably its differences with local broadcasters." The commission's refusal to give it more time to prepare its objections precluded the further submission of information relevant to this case, it said. The committee's petition was treated as an informal objection due to late filing.

In its petition last week, the committee renewed its argument that KWGN-TV had failed to ascertain the needs of the Denver Mexican-American community "in any area."

Financial disclosure into Washington court

The Alianza Federal de Pueblos Libres, an Albuquerque, N.M., Mexican-American organization, has filed a petition for review with the U.S. Court of Appeals for the District of Columbia, seeking reversal of an FCC decision last month denying the group's request to inspect the financial records of KOB-TV, KOAT-TV and KGGM-TV, all Albuquerque. In its court brief, filed by Tracy Westen of the Stern Community Law Firm, Washington, the Alianza charged that the commission "improperly" refused its motion, and has "impaired the petitioner's ability to participate fully in the license-renewal process."

The commission, in its action last month, ruled that it would not grant the Alianza request on the grounds that it might help an individual organization to prepare a challenge to a station's license renewal (BROADCASTING, Sept. 6).

Programming

Moves toward reform in children's TV

Surgeon general promises million-dollar report by end of year, but Burch says FCC won't wait

The Senate Commerce Committee last week got encouraging progress reports on actions that the surgeon general, the FCC and the Federal Trade Commission are taking in the area of children's television.

Appearing before the committee last Tuesday (Sept. 28), Surgeon General Jesse L. Steinfeld said his Scientific Ad-

visory Committee on Television and Social Behavior, which is studying the effects of TV violence, expects to submit its report to the committee "in approximately two months, but no later than the end of this calendar year." The advisory committee, which consists of 12 behavioral scientists, was formed in 1969 by the secretary of health, edu-

cation and welfare at the request of Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.). It was given a budget of \$1 million, staff support from the National Institute of Mental Health (part of HEW's Public Health Service) and a mandate to determine whether there is a connection between TV and mental health, partic-

ularly that of children. Coordinator of the program and vice chairman of the advisory committee is Eli A. Rubenstein, who is NIMH's assistant director for extramural programs and behavioral sciences.

Dr. Steinfeld gave no hint of the conclusions the final report will draw. But he noted that papers on the subject—written by researchers for the advisory committee—were presented last month at the American Psychological Association convention (BROADCASTING, Sept. 6). Although some of their findings suggested there may be some link between TV violence and the aggressive behavior of normal children, Dr. Steinfeld emphasized that “these are independent findings and conclusions of some of our participating researchers and are not necessarily the conclusions of the Scientific Advisory Committee.”

He said a total of 40 technical reports have been produced by the committee's staff and these will be published in five volumes about the time the committee submits its formal report to Congress.

Noting that the three TV networks are also engaged in examining the effects of TV violence, he said that “to the best of our knowledge, none of that work . . . will have been published by the time the committee makes its report.”

Dr. Steinfeld said that “the precision of the data and the conclusions are even more difficult to establish,” than in its study of smoking and health because “the issue of social behavior and mental health makes the problem even more complex.” He said the final report “should serve to stimulate more research on an even broader basis.”

In his opening statement, Senator Pastore, who presided over the hearing, said: “I . . . want to serve notice on the FCC, the FTC, the networks and broadcasters that this [Commerce] committee . . . expects them to follow the progress of the surgeon general's committee closely so that when its final report is issued all parties will be in a position quickly to take whatever action, if any, that is necessary. . . .”

FCC Chairman Dean Burch told the committee that “we are by no means just waiting around” for the surgeon general's report. He pointed out that the commission has formed a special task force on children's programming (see page 36) “and one of their first major efforts will be to analyze and evaluate the surgeon general's report and back up research, and to advise the commission as to its possible future options” and to assist the FCC in its formal inquiry into children's programming.

“In our budget projections for the next several years, furthermore, we have penciled in under ‘external contract research’ a specific category for children's



Dr. Steinfeld

programming,” Chairman Burch said.

He told the committee that “it is not necessary that we have perfect knowledge about television's negative impacts before coming down hard on the side of the positive.” And he added: “Clearly, the prevailing guidepost should be to avoid all undue violence—and especially to eschew violence for its own sake—for its audience-getting potential.” Broadcasters should also accent

the positive by presenting truly worthwhile TV fare for children, he continued.

He pointed to improved network programs for children, plans of many stations to reduce commercial minutes during the daytime and run them in clusters only at the beginning and end of programs, and the National Association of Broadcasters' new toy advertising code, “which promises to put real limits on super-hardsell commercialism. . . .” And, he noted, “there are hopeful signs” that major advertisers are pushing for better children's programming and willing to pick up the tab for it. “All in all,” he said, “there are reasons for cautious optimism. . . . But no celebration is in order unless and until a pattern is established and maintained.”

FTC Chairman Miles W. Kirkpatrick said he could not discuss the agency's pending cases involving deception and unfairness in advertising, “for I may have to sit in judgment upon some or all of them.” Instead, he spoke in general terms of the FTC's activities in the area of broadcast advertising, mentioning the agency's continuing cooperation with the FCC, and the distribution to licensees of an FTC bulletin on actions relating to advertising that is “designed to be helpful in assisting them in dis-

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charging their responsibilities to the public. . . ."

He also noted that "last fall the FTC staff, in a report to the commission on advertising addressed to children, discussed the subject of product endorsements by program personalities." If this practice were to be regulated, Mr. Kirkpatrick said, it could be done by the FTC from an advertising standpoint or the FCC from a programing standpoint. (But Senator Howard H. Baker Jr. [R-Tenn.] warned him that this is a "very treacherous field" of inquiry because it "borders on editorial intrusion by government.") The FTC chairman said this issue and others in the general area of children's TV, were discussed at a meet-

ing of the two agencies. "Such exchanges are useful even if no concrete action results . . .", he said.

He noted the FTC's new policy of requiring advertisers in selected industries to provide documentation of claims they make in their product advertising. And, he said, "an important segment" of the FTC's informational hearings later this month on advertising practices will be devoted to ads directed at children (see page 21).

"We hope to gain a better understanding of the relationship between the child's world and the meaning of the words 'deceptive' and 'unfair' which govern our actions in this area," he said.

Changing times

The dawn of a new day in children's programing may come not a moment too soon for the new kind of children's audiences on the rise. As a case in point, consider a *Bozo the Clown* episode on an East Coast station which last week had the following exchange:

Kid (trying to blow ping-pong ball across the studio, or some similar task): "Oh, darn it."

Bozo (in admonishment): "Oh, that's a Bozo no-no!"

Kid (in exasperation): "Oh, cram it, clown."

Settling in: Mrs. Roberts and Dr. Pearce

But head of FCC task force on, and economic analyst of, children's programing are making no predictions

Elizabeth Roberts, 27-year-old mother of a 2½-year-old daughter, moves into her new job as director of the FCC's just-established task force on children's programing with an acknowledged long way to go in developing the expertise and background needed to make policy recommendations to the FCC. But she is buoyed by expressions of concern she has heard at the FCC and the Federal Trade Commission aimed at television advertising and programing.

Her colleague, Dr. Alan Pearce, a 33-year-old British subject who has made a speciality of American broadcast economics, is already digging into the project assigned to him—the costs and revenues of network children's programing—with what he says is a pragmatist's approach; he is not going to make "moral judgments"; he is aware of the costs and problems besetting the networks and will consider them in his study. Dr. Pearce has a 7-year-old daughter and a 6-year-old son.

FCC Chairman Dean Burch announced the appointments of Mrs. Roberts and Dr. Pearce last month, in his speech before the International Radio and Television Society, which was devoted to the subject of children's programing. At the same time he said the appointments were "just the beginning of a standing commitment" (BROADCASTING, Sept. 20).

The commission is in the midst of an inquiry into children's programing that has elicited a broader and more emotional response than any FCC proceeding that has gone before. More than 80,000 pieces of mail have been received from members of the public, in addition to scores of pleadings by industry and organized citizen groups.

Mrs. Roberts joined the commission

from National Public Radio, where she was executive assistant to the program director. But she got her new job largely on the strength of her experience as

a member of the staff of the 1970 White House Conference on Children. She helped design the conference's format and worked with several of the task



Elizabeth Roberts and Alan Pearce, the FCC's newly resident experts on the subject of children's programing, were doing some of their homework last week at Senator John O. Pastore's Communications Subcommittee hearing at which the surgeon general gave his own progress report on a study of television and violence (story page 34).

forces—though not specifically with the one that issued a critical report of children's programming (BROADCASTING, Dec. 21, 1970)—and later with a group assigned to implement conference recommendations.

Mrs. Roberts, who is a native of St. Louis, has an MA degree in political philosophy from Marquette University, has completed courses toward a doctorate and taught at Marquette for a year before joining the White House conference.

She has no feelings about children's television that she is ready to talk about publicly. "But I have the same visceral reaction as any parent" to television, she said last week. "Sometimes I like something my daughter doesn't and vice versa."

Mrs. Roberts does not claim to be an expert in the field of children's programming, but she is working at becoming one. She is reading her way through a stack of literature on the subject, including studies on the effect of advertising on children and the papers now beginning to be filed in the surgeon general's study on the connection, if any, between television violence and aggressive behavior in children. She will also dip into the filings in the children's programming inquiry—and she is awaiting with particular interest the surgeon general's report, which is due by the end of this year (see page 34).

She plans to interview producers of commercials and programs designed for children, to find out how they operate—and why they operate as they do. What kind of preparation goes into their work? How do they tailor material for a particular age group? What is their concern about impact? What are their projected plans for 1973, if any? She also wants to sort out what individual stations and networks are providing in the way of children's programming.

"Where do we go from there? That depends on what answers the questions bring," she said. "I don't know if there'll be rules, or what my recommendation would be. There's no way to put this into perspective until after the surgeon general's report is issued."

Mrs. Roberts who, with Dr. Pearce, maintains liaison with the FTC on the subject of advertising, speaks of the "evidence of concern" she has witnessed at the FCC and the FTC with respect to "complaints received from the public." She singles out Chairman Burch as one who has a "commitment, both personal and professional," to the improvement of children's programming. The question of how that commitment is to be kept, however, is "open-ended." Echoing a passage in the chairman's IRTS speech she said, "It's easy to be committed to quality children's programming, but what do any of those

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terms mean?" Then she said, "We'll try to find out."

Dr. Pearce, who joined the commission two months ago ("Closed Circuit," Sept. 13), was tapped for his job after he interviewed Chairman Burch for the doctoral dissertation he was doing on broadcast economics—the costs, revenues and benefits of broadcast news and sports, as experienced by NBC News. The chairman decided the commission could use someone with that kind of expertise and interest.

Dr. Pearce was born in Manchester, England, is an honor graduate of the London School of Economics and has a background as a journalist, both with print media and with the British International News, the news and current-affairs division of the British commercial television network. He crossed the Atlantic for his PhD, which he received at Indiana University last summer, because of his interest in American broadcasting.

Unlike Mrs. Roberts, Dr. Pearce does not see his work on the children's programming project as permanent. He expects to complete his portion of the job by Christmas, then move on to other things which are happening within the commission.

Dr. Pearce tries to disabuse questioners of the notion that the broadcasting industry should regard him as an ogre. "There's nothing sinister in what I'm doing," he says. "I'm trying to get some data, as an input. We need to know as much about the problem [children's programming] as possible."

He also indicates he realizes that, for all their lush economic grosses, networks have problems. "I will look specifically at children's television," he says. "But I'm not overlooking outside factors." The over-all business climate is one. Another he stresses is the FTC's concern with truth in advertising. ("Whatever the FTC does in that area will have an impact on broadcast advertising.") The recent court ruling extending application of the fairness doctrine to product commercials—in the case at hand for automobiles and gasoline, on the ground they raise the issue of air pollution—should also be kept in mind, he feels.

Dr. Pearce also said that the wide variety of factors affecting broadcast revenues makes predictions difficult, though his job would require him to make predictions. Broadcasters trying to divine what the new task force will do also have their problems. But although Mrs. Roberts says she does not know at this point what, if anything, the new task force will recommend. It seems doubtful that, given its interest, the commission will soon again leave children's programming exclusively to the broadcaster.

Only two new hits in first nationals

Tested shows dominate as CBS takes averages and movie stars bomb

Old series and old and new movies dominated the top of the first national ratings of the new network-television season, the A. C. Nielsen Co.'s Fast National Television Index published last Monday (Sept. 27) for the week of Sept. 13-19.

Cade's County, CBS-TV's contemporary western starring Glenn Ford, was the highest-rated regular new series, taking 11th place and missing the top 10 by a fraction of a rating point. The only other new regular series in the top 20 were *The Dick Van Dyke Show*, also on CBS, which was in a three-way tie for 14th; NBC-TV's *Nichols*, with James Garner, 19th, and CBS's *Funny Face*, with Sandy Duncan, 20th. Ten new series placed in the bottom third—between 50th and 75th—of the rankings.

For the week, CBS had an average prime-time rating of 19.9 and an average share of 33.7, followed by NBC with 18.2 and 30.8 and ABC with 17.1 and 29.2. By nights, CBS took Monday, Friday, Saturday and Sunday; NBC took Wednesday and Thursday, and ABC had a solid hold on Tuesday, its best night last year and repeated intact this year under a waiver of the FCC's prime-time access rule.

Television authorities tend to treat the initial ratings of a season as inconclusive if not meaningless as audiences switch back and forth in sampling programs before beginning to settle down into discernible viewing patterns, a process that usually takes several weeks.

None of the three networks, then, showed alarm over the first week's report, and ABC, though it was a clear third, found a great deal to be thankful for—in average shares it was only 1.6 points out of second place, ABC officials said, whereas it was roughly four points out for all of the fourth quarter a year ago. They also noted that ABC's Monday-night professional football had not started during the measured period; instead a repeat movie was shown.

ABC's *Marcus Welby* and NBC's *Flip Wilson Show* ranked one, two in the first week, followed by CBS's Sunday movie and *Here's Lucy*. Then came NBC's new *Mystery Movie* and ABC's *Movie of the Week* in fifth and sixth places, with ABC's Sunday movie and a Bob Hope special on NBC tied for seventh, followed by CBS's *Gunsmoke* in ninth and NBC's *Laugh-In* in tenth.

Among other new shows, NBC's new

Friday movie ranked 22d, Rod Serling's *Night Gallery* on NBC was 27th, and David Janssen in *O'Hara, U.S. Treasury* on CBS was 28th. A special premiere movie combining NBC's *Ironside* with its new *Sarge* ranked 30th.

It was not an altogether auspicious start for Hollywood movie names. Jimmy Stewart in his own show on NBC and Anthony Quinn in *The Man and the City*, Shirley MacLaine in *Shirley's World* and the Tony Curtis/Roger Moore combination in *The Persuaders*, all on ABC, were all in the below-50 group. Other new shows in that group were CBS's *Chicago Teddy Bears and Bearcats!*, ABC's *Getting Together*, and NBC's *Funny Side*, *The Partners* and *The Good Life*.

Arthur Hill in ABC's *Owen Marshall: Counselor at Law* just made it into the top 50—one step ahead of NBC's *Bonanza* which dropped to an unaccustomed 50th after years at or near the top of the ratings.

ABC's *Longstreet*, NBC's *The DA* and CBS's *Cannon* were 34th, 35th and 40th, respectively, and ABC's new *Movie of the Weekend* was 47th.

Who chooses records? Court asked to rule

When the FCC announced two months ago that it would offer no further amplification of its March 5 public notice on licensees' responsibility to screen recordings for phrases pertaining to illegal drug usage (BROADCASTING, Aug. 9), it thought it had put an end to the controversy. Such may not be the case.

Last week, Tracy Westen of the Washington-based Stern Community Law Firm filed a petition with the U.S. Court of Appeals for the District of Columbia seeking review of the FCC's August ruling. Mr. Westen further requested that the court study the commission's March 5 notice and a subsequent April 16 "clarification" statement. He asked for no specific action on these commission rulings, requesting simply that the court "order such relief as may be necessary and appropriate."

Mr. Westen's brief, which was filed in behalf of several individuals and organizations, dealt specifically with the agency's refusal to make a declaratory ruling on the legality of a program proposal submitted by WYBC (FM), the Yale University radio station. WYBC wanted the announcer on duty to be given wide latitude in the selection and playing of records (BROADCASTING, May 24).

The commission's refusal to make a statement on the untested programming of an individual station, Mr. Westen said, was a violation of the Administrative Procedures Act, the First Amendment and the commission's own rules.

Why cables claim copyright exemption

Teleprompter's Kahn plays down nonbroadcast services and revenues

Teleprompter Corp., New York, assembled an array of witnesses in court last week to buttress its claim that the cable systems it operates are not subject to copyright laws since their basic function is to improve and transmit television signals.

Teleprompter's principal witness was Board Chairman Irving B. Kahn, who testified last Thursday (Sept. 30) and who sought to refute earlier testimony of CBS Inc. and other plaintiffs (BROADCASTING, Sept. 27).

The plaintiffs have claimed that Teleprompter cable systems should be subject to copyright laws, as are television stations, because they import distant signals, originate programs, carry advertising, transmit through the air and interconnect with one another.

Mr. Kahn emphasized several times the improved-reception function of cable systems. He acknowledged that programs are originated and commercials

are carried on some systems, but said these were minor considerations.

"Cable systems are definitely not television stations," Mr. Kahn testified. "We originate programs to provide additional services for subscribers, be they community-oriented or special-interest shows. We hope, of course, that these services, for which we do not levy an extra charge, will attract new subscribers."

Mr. Kahn said that when the FCC ordered local programming origination for the larger systems and permitted advertising, Teleprompter decided to seek sponsorship to help defray some of the added expense.

Under cross-examination by CBS counsel, Mr. Kahn conceded he had said in a speech that TV and radio stations are competitors of CATV systems. But he stressed that his full statement was that all forms of entertainment, including the theater, motion pictures, sports events, books and newspapers, as well as TV and radio stations, are competitive with cable systems. He agreed also that he has said there have been vast changes in CATV over the past decade, but indicated he was referring mainly to technological advances.

Earlier in the week, Teleprompter called as witnesses the managers of a number of its cable systems, who pro-

Repaving 'Sesame Street'

U.S. Commissioner of Education Sidney P. Marland last week announced the awarding of \$2 million to the Children's Television Workshop to support both *Sesame Street* and the new reading series, *The Electric Company*. The amount is partial payment on a total commitment of \$5 million during this fiscal year. In making the announcement, Dr. Marland called *Sesame Street* "one of the best continuing investments the Office of Education has ever made," and said *The Electric Company* shows "the same imagination and careful grounding in research that have distinguished *Sesame Street*."

vided testimony similar to Mr. Kahn's. Teleprompter rested its case Thursday afternoon.

Justice Constance Baker Motley of the U.S. Southern District Court in New York, who heard the case, directed counsel for CBS and Teleprompter to submit proposed findings of fact to the court by Nov. 15.

Other plaintiffs are Calvada Productions, Jack Chertok Television Inc. and Dena Pictures Inc.



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Proud of its programing

Teleprompter, as required, reports to FCC on origination: \$4.3 million spent in one year

Teleprompter Corp., New York, has submitted to the FCC its first annual report on program origination by its cable systems, detailing progress achieved from September 1970 to September 1971 and outlining extensive programing plans for the next four years.

The report, presented to the commission on Sept. 15 and made available last week, complies with a requirement the FCC imposed when it approved the merger of Teleprompter and H & B American Corp. in August 1970. Topics covered in Teleprompter's submission included the number of its systems now originating programs; the growth of its staff in this sector; a recital of the types of programs created; financial information on production and equipment costs, and a summary of programing projected for the future.

From Sept. 15, 1970, to Sept. 15, 1971, Teleprompter reported, it spent a total of \$4.3 million on program origination cost and investment. This breakdown shows \$2,287,000 allocated to system and syndication equipment cost; \$1,575,000 to system origination costs; \$280,000 to independent program acquisition and \$158,000 to syndication production cost.

Over the next four years, Teleprompter said, its production and investment costs are expected to total \$4,511,000 in 1971-72; \$6,584,100 in 1972-73; \$8,695,300 in 1973-74 and \$10,715,460 in 1974-75. Against these expenses, Teleprompter anticipates income from advertising and fees over the next four years, respectively, of \$3,670,000, \$5,405,000, \$7,205,000 and \$9,400,000, resulting in a total deficit of almost \$5 million over that period.

Teleprompter notified the commission that in September 1970, 11 of its cable systems originated local programs. This past September there were 70 originating systems, the company said, adding that "in numbers of programs, numbers of personnel participating in programing and total expenditures, Teleprompter probably exceeds the combined efforts of all of the rest of the cable-television industry."

Teleprompter emphasized that it had met and exceeded proposed FCC criteria for program origination. As of last April 1, it said, all of its systems with 3,500 or more subscribers, plus 16 additional systems with less than 3,500 subscribers, were originating local programing. "There has been no cutback in the Teleprompter performance despite the subsequent suspension of the original requirement," the company said.

Teleprompter advised the FCC that more than 80 full-time and 50 part-time program staffers are now employed at the local systems and an additional 40 full-time program employees are being recruited. The company explained that the vice president and assistant general manager of its CATV division directly supervises programing, assisted by a staff of 16, with three to be added.

"Twenty-two systems have been equipped with color studios, with 10 scheduled for next year," Teleprompter reported.

The company cited various awards received by some of its local programs, including *King Heroin*, produced by its New York (Manhattan) system; *The Un-birthday Party*, produced by its Rawlins, Wyo., system, and coverage of sporting events, produced by its Lakeland, Fla., system.

Teleprompter described a wide array of programing it intends to produce in 1971-72 for syndication to other systems. These include six plays in cooperation with the Afro-American Theater: three plays in cooperation with the National Theater of the Deaf; 52 plays under the working title of *Teleprompter Repertory Theater*, co-produced with the drama department of Cal-State University; three plays with the Tulsa Children's Theater Group and a series of programs with the American Film Institute.

Other programing planned for this year, Teleprompter reported, will encompass music, sports, children's fare, documentaries and specials. The company also said it intends to acquire programs from independent production sources and will utilize the facilities of its wholly owned subsidiary, Filmation Associates, to produce live dramatic programs. Teleprompter revealed its technical and engineering staffs are working on the problem of effective distribution of programs to cable-television systems. The report noted that the eventual establishment of a domestic satellite distribution system will solve this problem, but until then, "more mundane methods of distribution are required."

The one-inch videotape that is in prevailing use throughout the cable-TV industry is economical and provides satisfactory reception quality for cablecasting, Teleprompter said. But the company observed that various brands of one-inch equipment are not compatible with each other, and a one-inch tape played back on another tape recorder of the same make "often gives a picture

of such poor quality as to be virtually unusable."

"We are confident of finding a solution at costs that bear a more reasonable relationship to the cost of the program themselves," Teleprompter said.

Teleprompter brought the commission up to date on the progress of its public-access channels (C and D) in Manhattan, which began operations last July 1. It acknowledged that only limited use has been made of these channels but cited these programs: the annual kick-off day of Operation Head Start; total TV and audio pool coverage of the Apollo 15 moon mission; a block party in Harlem to promote voter registration, and coverage of the two-day public hearings on mental and health care in the city's prisons.

In his covering letter to FCC Chairman Dean Burch, Teleprompter Chairman Irving B. Kahn said the company was "proud of the achievements" chronicled in the report and voiced the view that Teleprompter has built the foundation of "performance, not promises," upon which the cable-television industry will continue to grow.

Changing Formats

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

▪ **KNX-FM Los Angeles**—CBS Inc. modifies station's automated top-40 format to live, middle-of-the-road programing. The change is a departure from other CBS-owned FM's which continue to play hard rock. Station is on 93.1 mhz with 67 kw and an antenna 2,870 feet above average terrain.

▪ **WPEO(AM) Peoria, Ill.**—Wister Broadcasting alters station's afternoon programing by dropping its easy-listening format in favor of the Nashville sound. Station is on 1020 khz with 1 kw day.

▪ **KJPW(AM) Waynesville, Mo.**—South Central Broadcasters has modified station's predominantly middle-of-the-road format by adding substantial general pop programing. Station continues to broadcast limited amounts of country-and-western music. KJPW broadcasts on 1390 khz with 1 kw day.

▪ **WRVR(FM) New York**—Riverside Church effective Sept. 27 changed from chiefly classical music and jazz to public affairs and news programing. At the same time it became a commercial station after 10 years of operating from contributions exclusively (BROADCASTING, June 14). Station operates on 106.7 mhz with 19 kw and an antenna 460 feet above average terrain.

▪ **WFMJ(AM) Youngstown, Ohio**—WFMJ Broadcasting announces that it has altered station's broadcast day by

dropping four hours daily telephone talk, in favor of contemporary music. Station is full time on 1390 khz with 5 kw and directional antenna at night.

▪ **WJCW(AM)** Johnson City, Tenn.—Tri-Cities Broadcasting modifies station's format from country-and-western music to gospel programming. Station operates on 910 khz and 1 kw day.

▪ **WKPT-FM** Kingsport, Tenn.—Holston Valley Broadcasting announces that it has switched from predominantly country-and-western music to a rock music format. Allotment for each format is: 51% rock, 22% country and western, with the remainder jazz, standard pop and classical music. **WKPT-FM** operates in stereo on 98.5 mhz with 45 kw and an antenna 960 feet above average terrain.

▪ **WROL(AM)** Knoxville, Tenn.—**WROL** Inc. announces that station has changed its format from country-and-western to contemporary music. Station operates on 1490 khz with 1 kw day and 250 w night.

▪ **KOQT(AM)** Bellingham, Wash.—Hillcrest Chapel alters format from easy listening to predominantly gospel music. **KOQT** operates on 1550 khz with 1 kw day.

Football closed-circuit: a personnel foul?

Pro football players are getting their backs up about closed-circuit TV. The issue is on the agenda for a meeting of the National Football League Players Association tomorrow (Oct. 5), according to football sources.

The issue broke into the open last week when Edward R. Garvey, executive director of the association, demanded that the owners of the Denver Broncos and Washington Redskins cancel their respective plans for adding closed-circuit TV to their coverage. The Broncos had planned to feed coverage of yesterday's (Oct. 3) Broncos-Kansas City game into the 8,000-seat Denver Coliseum, and late last week were reported still planning to do so. The Redskins plan to feed their last four home games into the 6,000-seat Washington Coliseum.

Mr. Garvey reportedly took the position that players sharing in clubs' closed-circuit revenues was not written into this year's player-owner agreement, on football commissioner Pete Rozelle's assurance that such closed-circuit coverage was forbidden in network-TV contracts. Mr. Rozelle's office told **BROADCASTING**, however, that the network contracts contained no such ban and that the closed-circuit question was up to the individual teams involved.

Receipts from the Denver Broncos'

planned closed-circuit coverage yesterday were said to have been earmarked for urban development in underprivileged areas.

Did San Francisco TV's forget the children?

The Committee on Children's Television has charged five San Francisco area television stations with failure to research the needs and interests of 23% of their community—specifically the city's 726,000 children under 14.

In a report filed with the FCC last week, the San Francisco-based group pointed out that the stations had ignored this segment of their audience when preparing their license-renewal applications. While the CCT recognized that many of the stations were locally developing new children's programming, the group stated that "no station has cited in their renewal application any specific steps to utilize the professional resources of the community and learn children's needs."

A portion of the report, which was mailed to each station, was devoted to statements by such professionals which, the committee hoped, would "make it clear to stations that community resources do exist." A cover letter to the report urged that it be considered when the stations' licenses (which expire Dec. 1) are considered for renewal.

The five stations are **KTVU** (Cox Broadcasting), **KRON** (Chronicle Broadcasting), **KPIX** (Westinghouse Broadcasting), **KBHK-TV** (Kaiser Broadcasting), and **KGO-TV** (ABC).

Nonbroadcast markets sought for ABC shows

ABC Media Concepts has been created to distribute programming from all of the broadcast operations of ABC to the nonbroadcast audio-visual market, it was announced last week.

Elton H. Rule, president of ABC, said the new department will function under ABC Merchandising Inc. and will be headed by Susan T. Mitchell, formerly manager of audio-visual education projects for ABC Merchandising. She has been named director of the new department and will report to William F. Dennis, vice president in charge of ABC Merchandising.

"ABC Media Concepts has been created," Mr. Rule said, "to expand the distribution of ABC's news, public affairs, documentary, sports and children's programming throughout nonbroadcast audio-visual markets, including educational, industrial and civic groups. In the past, some of the programs . . . have been distributed under arrangements with organizations such as McGraw-Hill Films. In the past year,

however, the successful efforts of ABC Merchandising in its direct distribution of the award-winning ABC News documentary, *Eye of the Storm*, and the continuing growth of the audio-visual market have led us to create this new department."

ABC Media Concepts will begin operations immediately, with headquarters in New York and a Hollywood office to be opened soon. A catalogue of more than 50 films to be initially available is in preparation.

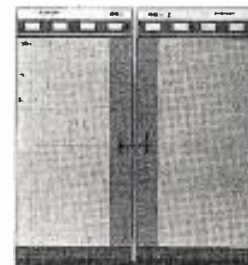
Miss Mitchell joined ABC Merchandising in 1969. Previously she was associated for five years with Chandler Publishing Co., San Francisco, a publisher of textbooks and educational materials for the college, high-school and elementary-school markets.

Viacom now dealing films

Viacom Enterprises, which heretofore has distributed TV series and specials to stations on a worldwide basis, is moving into the area of syndicating feature films. As a first step in this expansion, the company has appointed Elliott Abrams as a vice president, with the responsibility of acquiring and marketing feature films to stations in the U.S. and abroad. Mr. Abrams is from the Walter Reade Organization, where he was vice president in charge of the TV division.

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A no-cost cable substitute?

UHF asks FCC permission to use translator to pick up three signals, selectively rebroadcast one

An alternative to CATV?

That's what Springfield Television Broadcasting Corp., licensee of WWLP-TV (ch. 22) Springfield, Mass., was proposing at the FCC last week. Its argument, in essence, was that while cable television offers a beneficial service by importing distant off-air TV signals, that service is limited to those individuals in the community who can afford to pay for it, and those who happen to live in an area that the cable-system operator chooses to wire.

WWLP's alternative, which it claims can offer the advantages of cable without the alleged economic discrimination, is founded on an old engineering principle with some contemporary modifications. The station is proposing to build a translator at Springfield on UHF channel 69 that would rebroadcast the signals of at least three distant TV stations rather than the customary one. This would be accomplished by demodulating the incoming signals and then selecting among signals to carry the programming of one chosen station at a time.

WWLP applied for a CP to build the translator last week, in an application that included several requests for waivers of FCC rules applying to ordinary translator ownership and operation which, under normal circumstances, preclude the proposed three-station pick up. The advantage of such an operation, the station told the commission, is that of diverse media reception for all viewers in the Springfield market regardless of economic means.

The low-power facility (it would operate with 5.73 kw), WWLP said, would bring in the signals of two Boston independent stations, WSBK-TV and WKBG-TV, and independent WSMW-TV Worcester, Mass. WWLP said it plans to rebroadcast the programs of these three stations on a selective basis, using only the program material "not already available from existing local stations." Specifically "minority interest" fare would be picked up and local news and other purely locally oriented programming would usually be rejected. The translator would also broadcast public-affairs programming produced exclusively for it at WWLP's studios, involving community organizations. It would also broad-

cast programming of local sports events.

Commercials from the three input channels would be blacked out and local time spots will be substituted. WWLP stated in its application that it "hopes to establish that translator operations as hereby proposed can be made economically viable broadcast operations, thus encouraging other progressive and public-spirited parties in other communities to offer this same service." It emphasized, however, that it does not intend to "obtain any commercial comparative advantage over other local television stations," noting that there will be other channels available in the Springfield market for translator operation by other parties. Additionally, WWLP promised that after establishing the translator, it will, if requested, sell the facility to any interested local public-service organization in return for out-of-pocket expenses.

WWLP argued that the FCC's duopoly rules, which bar one party from operating two TV stations whose signals overlap, are "patently meaningless" in this situation. It contended that although the commission in the past refused to permit RKO General to expand the facilities of WHCT-TV in nearby Hartford, Conn. (which RKO is now do-

NAB picks convention planners

The National Association of Broadcasters has named the 10 broadcast engineers who will function as the NAB 1972 Engineering Conference Committee to plan technical activities in conjunction with the NAB annual convention April 9-12, 1972, in Chicago.

Ralph F. Batt, VP and manager of engineering for WGN Continental Broadcasting Co. of Chicago, will be chairman. Committee members are: Ernest L. Adams, Cox Broadcasting Co., Atlanta; Eugene A. Chase, WKJG-AM Fort Wayne, Ind.; William B. Honeycutt, FDFW-TV Dallas; Andrew M. Jackson, LIN Broadcasting Corp., Louisville, Ky.; Leslie S. Learned, MBS, New York; Royce L. Pointer, ABC New York; Russell B. Hope, Golden Empire Broadcasting Co., Chico, Calif., and William H. Trevarthen, NBC New York.

minating to a California religious organization), because the power increase would result in an overlap between WHCT and the company's WOR-TV New York and WBZ-TV Boston, the commission "has quite willingly allowed CATV systems to accomplish the same result . . ." Both WOR-TV and WBZ-TV are carried on cable systems in communities in the surrounding Connecticut river valley, WWLP said. There are, at present, no cable systems operating in Springfield.

"If CATV importation and carriage of distant, independent signals is in the public interest because of consequent diversification of programming to the public," the station argued, the translator application in question is "equally, in fact, far more in the public interest . . . Springfield's translator will provide diversified program service on a free, over-the-air, and nondiscriminatory basis."

William L. Putnam, president of the WWLP licensee, is a frequent critic of cable television.

The applicant also expressed an intention to offer the programming of other distant stations "of apparently significant interest to the local community" from time to time (or for some on a regular basis) on the proposed translator. Such programming, it said, would have "full local commercial support whenever such can be obtained."

In addition to WWLP, an NBC affiliate, Springfield is served by WHYN-TV (ch. 40), the ABC affiliate there, and lies within the reception area of several other stations.

UHF envisions harm if contours are changed

Several months ago, UHF broadcasters implored the FCC to abandon a rule-making aimed at reducing field-strength measurements—the primary factor in determining a television station's grade B contour (BROADCASTING, July 12). One of their chief arguments was that if their contours were diminished as a result of the proposed rules, CATV systems that are now forced to provide them exclusivity would be free to carry more viable signals in their place. Last week, WBRE-TV (ch. 28) Wilkes Barre-Scranton, Pa., asked the commission to insure that this does not happen—whether the proposed rule becomes a reality or not.

In essence, WBRE-TV's proposal called on the commission to grandfather the

exclusivity requirement for all cable systems now in operation. It asked that the determining factor in deciding which station a cable system should be forced to carry be designated as the field-strength curves in effect at the time the particular system commenced operation. If this request is granted, present cable systems would be required to provide exclusivity to stations whose grade B contours now fall in their service area—even if, as a result of the new rules, that contour were reduced to exclude that system.

In arguing its case, WBRE-TV contended that if the new rules go into effect, the station's NBC-TV programming would be eliminated on eight cable systems because another NBC-affiliated station would have a higher priority. In addition, it said, 12 other systems would no longer be required to furnish the sta-

tion exclusivity since their service areas would no longer fall within its grade B contour. And another seven cable systems would undergo a priority switch from WBRE-TV to KYW-TV Philadelphia because of the diminished WBRE-TV contour, the station said. In all, the cable systems lost to WBRE-TV would represent 37,000 subscribers, with an additional probable loss of 65,000 subscribers due to audience dilution, the station said.

Such a loss, the station said, "would have a devastating impact on . . . revenues and could well jeopardize the ability of the station to sustain its operations."

Although the proposed rules were intended to restructure only the mathematical computation used to determine a station's projected viewing area, WBRE-TV said, in an area such as its

own where there is heavy CATV penetration "the new curves would actually result in a change of the viewing patterns" unless the commission also adopts the additional proposal.

Color-set sales going strong

The sale of color TV receivers by distributors to dealers was up 25.5% for the first eight months of this year, compared with the same period last year, the Electronic Industries Association has reported.

For the January-August period:

Television	1971	1970
Color	3,327,885	2,651,395
Monochrome	2,895,566	2,678,953
Total	6,223,451	5,330,348
Radio		
AM	2,923,929	2,846,355
FM	2,239,831	1,792,380
Auto	6,618,306	5,628,489
Total	11,782,086	10,267,224

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Slow payers go unpenalized

Report presented at IBFM conference shows few broadcasters charge interest

Less than .04% (nine out of 228) broadcasting stations replying to an Institute of Broadcasting Financial Management survey indicated that they charge interest to delinquent accounts.

The survey results, released last week at IBFM's 11th annual conference

in Atlanta, show that five of the nine charge 1% per month on the unpaid balance, one charges 1½% and the rest ½%.

Most stations levy the charge after 60 days' delinquency, and then only against local accounts. The nine stations report that the interest charge has not substantially influenced their collection situation.

Those who do not now charge interest numbered some 189 and 30 stations replied that they are considering such a move.

The consensus of those considering the charge is that, in order to be effective, it must be industry-wide. Many

feel such a levy would be difficult to collect. About half of them now stipulate an interest charge for delinquent

continues on page 45



A slate of board members and officers was elected by the Institute of Broadcasting Financial Management last week at its annual conference. They are (l to r): James E. Feeley, WGN Continental Broadcasting; Don Shomburg, KSD-AM-TV St. Louis; Ruth Talley, WLAC-TV Nashville; Paul W. Freas, WMAL-AM-FM-TV Washington; Jim Rouse, WQXI-AM-FM-TV Atlanta; Gene R. Anderson, Forward Communications, Wausau, Wis.; C. Mack Murphy, WSOC-AM-FM-TV Charlotte, N.C.; William G. Mueller, KTVU(TV) Oakland-San Francisco, and Juanita Whitton, KOLD-TV Tucson, Ariz. Not shown: Gerald Carrus, Metromedia Radio, New York.

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	Stock symbol	Ex-change	Closing Sept. 29	Closing Sept. 22	Net change In week	High	Low	1971	Approx. shares out (000)	Total market capitalization (000)
Service										
John Blair	BJ	N	18%	18%	—	24%	16		2,584	\$50,388
ComSat	CQ	N	59%	61½	— ¾	84½	49%		10,000	651,200
Creative Management	CMA	A	10	9%	+ ½	17%	7%		1,050	10,500
Doyle Dane Bernbach	DOYL	O	23½	23%	— ¾	26½	21		1,929	38,098
Elkins Institute	ELKN	O	8%	9%	— ½	16%	8½		1,664	16,008
Foote, Cone & Belding	FCB	N	10%	11½	— ½	13%	7%		2,196	28,548
Grey Advertising	GREY	O	15½	16%	— 1½	16%	9%		1,209	20,251
Interpublic Group	IPG	N	25	26	— 1	27½	24%		1,673	43,498
Marvin Josephson Assoc.	MRVN	O	7%	7½	— ½	12	7%		902	7,442
LaRoche, McCaffrey & McCall		O	11½	—	—	16½	9		585	6,435
Marketing Resources & Applications		O	7	7	—	18%	2%		504	4,914
Movielab	MOV	A	2	2	—	4	1%		1,407	2,983
MPO Videotronics	MPO	A	4%	5½	— ¾	8%	4%		557	3,130
Nielsen	NIELA	O	41%	42%	— 1%	49%	39%		5,299	229,182
Ogilvy & Mather	DGIL	O	36	36%	— ½	36	24		1,096	37,264
PKL Co.	PKL	A	7%	7%	+ ½	9%	3%		742	6,678
J. Walter Thompson	JWT	N	42%	42%	— ¾	60	34½		2,721	1,143
Transmedia International		O	½	½	— ½	3%	½		535	134
Wells, Rich, Greene	WRG	N	20%	19%	+ ½	25%	15%		1,601	34,213
Total									38,254	\$1,192,009
Manufacturing										
Admiral	ADL	N	15%	16	— ½	21	8		5,163	\$98,097
Ampex	APX	N	13%	15½	— 1%	25%	13%		10,873	171,250
CCA Electronics	CCAE	O	4%	4	+ ½	4%	2%		897	3,588
Collins Radio	CRI	N	13%	13%	—	20%	11%		2,968	40,424
Computer Equipment	CEC	A	3½	3%	— ½	7%	3½		2,434	9,736
Conrac	CAX	N	22½	22%	— ½	29	15%		1,259	29,423
General Electric	GE	N	60%	61%	— 1	65%	52%		181,626	11,215,406
Harris-Intertype	HI	N	59	60½	— 1½	69%	49%		6,333	378,397
Magnavox	MAG	N	51½	52	— ½	55	37%		17,283	933,282
3M	MMM	N	122	119%	+ 2%	123%	95%		56,186	6,847,388
Motorola	MOT	N	76%	82%	— 4½	89%	51½		13,370	1,166,532
RCA	RCA	N	36%	36	+ ¾	40%	26		74,437	2,679,732
Reeves Industries	RSC	A	3%	3%	+ ½	6%	2%		3,458	12,968
Telemation	TIMT	O	9%	7%	+ 2%	13%	8%		14,040	135,065
Westinghouse	WX	N	95%	94%	+ 1%	95%	65%		41,555	3,854,226
Zenith	ZE	N	49%	48%	+ 1%	54%	36%		19,022	977,160
Total									450,904	\$28,552,674
Grand Total									893,072	\$42,454,330
Standard & Poor Industrial Average			108.28	108.85	— 0.57					

accounts in their contracts, but rarely enforce it.

Over-all, among all respondents that expressed an opinion, the feeling is that an interest charge is needed in the broadcasting industry and most are willing to participate as soon as "somebody" organizes the majority of stations.

That "somebody" may be the standardized invoice and the standard broadcast week. Robert Purcell, secretary of the American Association of Advertising Agencies, told all broadcasters who have not done so, to put into use the standard invoice forms at their stations. This, he said, would alleviate many of the problems now plaguing agencies and stations. Also speaking at the panel session during the Sept. 26-29 meeting, Robert Brady, treasurer of Peters, Griffin and Woodward, stated that the discipline needed for standardization of invoices and the broadcast week will increase communication and prevent mistakes.

C. Dan Clay, vice president and general manager of Cox Data Systems, Atlanta, told another panel that use of standard invoices and standard confirmation forms, integrated through a computer system, would help to eliminate discrepancies. He cautioned stations that are considering such a system to ensure it is flexible to change.

Jim Rouse, controller, WQXI-AM-FM-TV Atlanta, was chosen IBFM president at the board of directors meeting on Wednesday (Sept. 28). Others are: chairman, Don Shomburg, KSD-AM-TV St. Louis; vice president, Paul W. Freas, WMAL-AM-FM-TV Washington; secretary treasurer, C. Mack Murphy, WSOC-AM-FM-TV Charlotte, N.C. The newly elected officers will serve for a one-year term commencing immediately.

Five new members of the board elected to three-year terms are: Jim Feeley, WGN Continental Broadcasting Co., Chicago; Gene R. Anderson, Forward Communications Corp., Wausau, Wis.; Gerald Carrus, Metromedia Radio Division, New York; William G. Mueller, KTVU-TV Oakland, Calif. and Juanita Whittom, KOLD(AM) Tucson, Ariz. Selected for a one-year term: Ruth Talley, WLAC-TV Nashville.

Computer decision boosts RCA stock

RCA stock gained sharply following the company's announcement that, after almost two decades in the general-purpose computer field, it was ceasing operations in this area because of losses sustained in the past and the fierce competition it faces in the future.

In announcing the decision on Sept.

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17, RCA Board Chairman Robert W. Sarnoff said the company henceforth will concentrate its computer efforts in the development, manufacture and marketing of specialized data communications systems for government, defense and business. He added the company would absorb a special charge from the write-off this year that could reach \$250 million after taxes, producing a substantial loss position for 1971, but clearing the way "for a resumption of vigorous profit growth."

RCA has laid off a total of 2,666 employees in various plants, and, according to a company spokesman, a larger percentage of the approximately 10,000 workers involved in computer manufacturing probably will eventually be dismissed as the operation is phased out.

RCA's stock was the most actively traded issue on the New York Stock Exchange on Sept. 20, the first day of trading after the announcement, up 2½ and closing at 35 on a turnover of 325,000 shares. A week later, last Monday (Sept. 27), it slipped more than a point in a downside market but at 35¾ still remained over three points ahead of its pre-announcement closing.

Fun and games at Taft

Taft Broadcasting Co., Cincinnati-based group owner, has announced that it has obtained an option on a 700-acre tract of land just north of Richmond, Va., for its second family amusement center. Taft is presently developing Kings Island Amusement Park near Cincinnati, which is scheduled to open in May 1972. The Cincinnati complex is a \$30-

million 1,600 acre development.

The Richmond site was selected for its proximity to the East Coast megalopolis and its accessibility by car. Go-ahead is pending final approval to be based on a market feasibility study.

Taft hopes to involve Hanna-Barbera Productions, a subsidiary, in plans for the park. Hanna-Barbera is known for animated cartoon characters and programs which it has produced, among them *The Flintstones* and *Yogi Bear*.

Company Reports

■ Cypress Communications Corp., Los Angeles, owner of CATV systems, reported record revenues and income for the fiscal year ended June 30:

	1971	1970
Earned per share (loss)	\$ 0.10	\$ (0.27)
Revenues	8,698,890	6,157,722
Net income (loss)	206,848	(398,781)

■ LVO Cable Inc., Tulsa, Okla., reported an increase in income, earnings and subscribers for the first quarter of the current fiscal year. It said the number of its subscribers had jumped from 70,700 to 91,300. For the first quarter ended Aug. 31:

	1971	1970
Earned per share	\$ 0.05	\$ 0.03
Revenues	1,474,000	1,296,000
Net income	68,000	29,000
Average shares outstanding	1,465,800	1,100,000

■ Moviefab Inc., New York and Hollywood, reported a substantial net loss in 1970, attributed to a curtailment in film processing because of a reduction in production of motion pictures, programs and TV commercials. The company said it had terminated, on Sept. 17,

pending merger negotiations with Technicolor Inc.

For the year ended Jan. 2, 1971:

	1970	1969
Earnings per share (loss)	\$ (3.61)	\$ \$(1.88)
Net sales	25,274,194	18,475,358
Net (loss)	(5,088,847)	(2,654,918)

■ Harris-Intertype Corp., Cleveland, manufacturer of printing and electronics equipment, showed declines in sales and net earnings for the fiscal year ended last June 30. The annual report provides for the first time a breakout of sales by principal product lines. It shows that electronic products accounted for \$181.4 million, or 52% of total sales, while printing equipment contributed \$170.5 million or 48%.

For the fiscal year ended June 30:

	1971	1970
Earned per share	\$ 2.35	\$ 3.26
Sales	351,953,000	379,597,000
Net income	14,853,000	20,670,000

Reinsch sees solid gains in next decade

Revenue in the broadcasting industry can be expected to grow at rate of 8% to 10% annually over the next five to ten years, according to Leonard J. Reinsch, president of Cox Broadcasting Corp., Atlanta.

In a presentation Sept. 24 before the New York Society of Security Analysts, Mr. Reinsch said he was confident that Cox stations will "continue to outperform the industry average" over the next five to 10 years. He reported that Cox's net income for 1970 was at a record level of \$7.6 million, equal to \$1.32 per share, and he said he expected net income to rise in 1971 to between \$1.35 and \$1.45 per share.

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Broadcast Advertising

James R. Kelly, with Chicago sales staff of Blair Television, station representative, named to newly created position of VP and national sales manager for division, based in New York.

Arnold E. Grisman, senior VP, J. Walter Thompson, New York, named executive VP and creative director. **Mike Davis**, promotion manager, KWTW(TV) Oklahoma City, joins JWT there as account executive and field representative.

Joseph H. Zoller, account supervisor, and **Robert N. Bauer**, media director, Kenyon & Eckhardt, Chicago, named VP's.



Mr. McDonald

Frank P. McDonald, VP and director of TV programming, Cunningham & Walsh, New York, appointed director of media services.

Milton K. Harkrader Jr. and **Sanford G. Reynolds**, account supervisors, Young & Rubicam, New York, elected VP's.

Sherman J. McQueen, VP and director, West Coast broadcast, Foote, Cone & Belding, Los Angeles, appointed to newly created post of director, media and

broadcast. He continues as firm's VP.

David T. Boyack, account executive, KAKE-TV Wichita, Kan., appointed TV sales manager for Avco Television Sales, San Francisco. He succeeds **Ed Nugent**, appointed to similar post in Avco's Atlanta office, where there now will be separate managers for TV and radio. **Tom Helfmann**, sales manager for Avco Radio Sales, Dallas, moves to Atlanta in same title and is succeeded in Dallas by **Gary Andon**, formerly account executive at WOAI(AM) San Antonio, Tex.

Charles Decker, account supervisor, Ogilvy & Mather, New York, elected VP.

John R. Morrison, management service

officer, McCann-Erickson Inc., New York, elected senior VP.

Craig Lesly, group manager for new products, Libby, McNeill, Libby Co., food manufacturer, Chicago, joins W. B. Doner Co., Detroit, as senior account executive.

David Geyer and **Peter Hanley**, account executives, Dancer-Fitzgerald-Sample, New York, appointed account supervisors.

Hal Shore, general sales manager, WKNX-AM-TV Saginaw, Mich., joins Pepper & Tanner, Chicago, as manager, responsible for Chicago and Milwaukee media accounts.

James E. Baldwin, associate creative director, Rutledge Advertising, St. Louis, appointed creative director of parent agency, Stemmler, Bartram, Fisher & Payne, there.

Joel Rappin, VP, Caruso, Malis & Pollack, Chicago agency, joins A. Eicoff & Co. there, as broadcast writer-producer in creative department.

R. Dennis Evans, field sales manager, Jos. Schlitz Brewing Co., Milwaukee, appointed Southern region manager of advertising and merchandising services, based in Atlanta.

Jackson Brown and **Larry Johns**, account executives, Leo Burnett, Chicago, appointed account supervisors.

Bill Doty, production director, WASH-FM Washington, joins Raider Advertising there, as creative director.

Thomas Meacham Jr., WCCB-TV Charlotte, N.C., appointed sales manager.

Stan Byrnes, with sales staff, KWKW-AM Los Angeles, appointed VP for sales.

Wolcott A. Ranck, general sales manager, WRTH-AM Wood River, Ill., joins WLS-AM Chicago, as sales manager.

John Langlois, with WLEE-AM Richmond, Va., appointed national sales manager.

George Oliviere, former general sales manager, WTTG-TV Washington, appointed to similar position, WWBA-AM-FM St. Petersburg, Fla.

A. Victor Sylvia, local sales manager, WPRI-TV Providence, R.I., joins WHIM-AM-FM there as general sales manager.

Rohert L. Metz, with sales staff, wow-TV Omaha, appointed local sales manager.

Rich Forrester, with sales staff, WSTV-TV Steubenville, Ohio-Wheeling, W. Va., appointed local sales manager.

Hugh K. Boice Jr., general manager, WNFL-AM Green Bay, Wis., joins WNAM-AM Neenah, Wis., as general sales manager.

The Media

Peter M. McCoy, general sales manager of CBS-owned WCBS-AM New York, named VP, and general manager of CBS's KCBS-AM San Francisco. He succeeds Neil Derrough, recently named VP and general manager of WCBS-AM (BROADCASTING, Sept. 13).

John W. Donahy Jr., assistant VP, WLAC-AM-FM Nashville, named VP and commercial manager, Cape Canaveral Broadcasting Corp., licensee of WTAT-AM Melbourne, Fla.

Clifford H. Paul, systems manager, American TV and Communications, CATV system, Cocoa-Merritt, Fla., appointed to similar position with Middlesex Cablevision, East Brunswick, N.J.

John F. Lubey, project leader and systems engineer, Kraftco Corp., New York, joins Sterling Manhattan Cable Television, there, Sterling Communications subsidiary, as director of customer relations.

Donald M. Trapp, program officer, educational broadcasting facilities program, Department of Health, Education and Welfare, Washington, joins Corporation for Public Broadcasting there as radio projects manager to administer CPB radio grant projects. **David Stewart**, director of special activities, CPB, appointed director of national program projects. **Ronald Morrisseau**, assistant director of station development support, CPB, appointed assistant director of TV activities.

Richard D. Foerster, general sales manager, WISN-TV Milwaukee, joins WCUTV Chicago, as assistant station manager and general sales manager.

John Gilman, VP and part owner, WONN-AM Lakeland, Fla., appointed general manager.

James P. Miller, business manager, WNEW-TV New York, appointed business manager and controller of WCVB-TV Boston.

Hugh Barr, program director, WHAS-AM-FM Louisville, Ky., appointed station manager.

Eddie Hash, with Family Radio Network, San Francisco, joins KVIP-AM Redding, Calif., as manager.

Programing

J. Michael Donohew, director of business affairs, CBS-TV, Los Angeles and New York, joins Winters/Rosen Productions, New York, as senior VP.

Joseph M. Taritero, director of on-air advertising, ABC-TV, New York, ap-

pointed to newly created position of director of children's feature films, responsible for *Saturday Morning at the Movies*, new series of children's made-for-TV motion pictures scheduled to premiere in 1972-73 season.

Jack Wiedenmann, executive VP, Famous Music Corp., joins Metromedia Music, New York, as general manager.

F. Torey Southwick, with KCIT-TV Kansas City, Mo., appointed program manager, noncommercial KCSD-TV there.

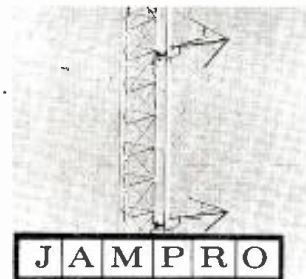
William E. Dent, Lenco photo products division, GAF Corp., New York, joins Hervic Corp./Cinema Beaulieu, Sherman Oaks, Calif., as VP and general manager. Firm is U.S. distributor of motion picture and photographic equipment.

Squire D. Rushnell, assistant program director, WLS-TV Chicago, appointed program director. He succeeds **George Resing Jr.**, who became station manager of WQXI-TV Atlanta (BROADCASTING, Sept. 13).

Joe N. Gwathmey Jr., assistant director, Radio Communications Center, University of Texas, Austin, joins National Public Radio, Washington, as director of programing. **David A. Cooper**, assistant counsel and investigator, Senate District Committee, Washington joins NPR

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as reporter and producer for network. **Joseph Sands**, program director, KNXT-TV Los Angeles, appointed to newly created post of director of broadcasting with over-all responsibility for programming, production and technical operations.

Robert L. Parker, chief producer, WREC-TV Memphis, appointed production manager.

Rich Rapiti, features reporter, WHN-AM New York, joins WRVR-FM there, as operations manager.

Bob Rubin, with sports department, KOA-AM-FM Denver, appointed program manager.

Norman H. Brooks, program director, KARK-AM-FM Little Rock, Ark., joins WFBR-AM Baltimore, in similar position.

Broadcast Journalism

Bruce Bakke, general news editor, UPI, New York, appointed Southern division news editor. He succeeds **Lewis Lord**, who becomes UPI regional executive for Tennessee and Mississippi.

Phil Nye, with news staff, WXYZ-TV Detroit, appointed news director.

Paul McGonigle, news director, WKNR-AM-FM Detroit, joins WKIX-AM-FM Raleigh, N.C., as director of news and public affairs.

Ed Dorsey, with news staff, WIND-AM Chicago, appointed news director.

Michael B. Russell, newsman, WJRT-TV Flint-Saginaw-Bay City, Mich., appointed assignment editor.

J. Michael White, anchorman, KHON-TV Honolulu, joins KIRO-TV Seattle, as anchorman and reporter. **Tanna Beebe**, former editor, *Tribal Spokesman*, national Indian newspaper, joins KIRO-TV as reporter.

William Balleza, with news staff, WOAI-AM San Antonio, Tex., joins KRON-TV San Francisco, as reporter.

Richard Anderson, with KERO-TV Bakersfield, Calif., joins KTAR-TV Phoenix, as reporter-producer-anchorman.

Bill Kenner, with WNOV-AM Milwaukee, joins WITI-TV there as reporter and co-anchorman.

John Wallace, with KYNO-AM-FM Fresno, Calif., joins KJEO-TV there as anchorman.

Larry Schmidt, with KDKA-TV Pittsburgh, joins WCCO-TV Minneapolis, as investigative-consumer reporter.

John A. Kerans, former news editor, KWK-AM St. Louis, appointed news and business editor, WWTC-AM Minneapolis.

W. Vincent Burke, reporter, WHEN-TV

Syracuse, N.Y., appointed news director for WHEN-AM there.

J. Marc Doyle, news editor-producer, WLOS-TV Asheville, N.C., appointed news director. **Bill Stroupe**, anchorman, appointed community affairs director. **Arthur Whiteside**, public affairs director, appointed editorial affairs director.

John Holliman, news director WGAU-AM Athens, Ga., joins WSB-AM-FM Atlanta, as newsman.

Edwin M. Klitch, newsman, WHAG-TV Hagerstown, Md., joins WMHI-AM Frederick, Md., as news director. **Rex Barney**, former major league pitcher, joins station as sports director.

Promotion

Pat Throne, former director of sales promotion and trade press publicity for Metromedia Program Sales, New York, appointed publicity director of RKO General's WOR-TV New York.

Pat Blue, associate producer, KHOU-TV Houston, joins KHJ-TV Los Angeles as publicity director.

Camille Keith, promotion assistant and publicity director, WFAA-TV Dallas-Fort Worth joins Read-Poland, advertising and PR agency, there, as publicity director.

Thomas D. Stanford, advertising and sales promotion manager, KDKA-TV Pittsburgh, joins KIRO-TV Seattle as promotion director.

Dolores Finlay, with 20th Century-Fox, joins Bill Burrud Productions, Los Angeles, as director, publicity and promotion.

Martin A. Grove, director of PR for Foote, Cone & Belding, New York, joins 20th Century-Fox Film Corp., there, in newly created position of director of corporate and financial PR.

Lynda Dartnell, with advertising and sales promotion staff, KYW-TV Philadelphia, appointed audience promotion director.

James P. Langford, TV promotion manager, WDAF-TV Kansas City, Mo., joins WXYZ-TV Detroit as assistant director of advertising and promotion.

George Staudt, promotion manager, WZZM-FM-TV Grand Rapids, Mich., appointed to similar position, WGR-TV Buffalo, N.Y. All are Taft Broadcasting stations.

Melvyn B. Smith, communications instructor, Webster College, St. Louis, appointed director of information services, KPLR-TV there, responsible for all station advertising, promotion, and publicity.

Don Weeks, creative director, Churchill Associates, Albany-Schenectady-Troy, N.Y., joins WABY-AM Albany, N.Y., as promotion director.

Equipment & Engineering

Floyd R. McNicol, manager of engineering, RCA Broadcast Systems, Burbank, Calif., appointed manager, professional electronic systems.

Mark L. McGowan, technical operations supervisor, WOW-AM-FM-TV Omaha, retires after 34 years with stations.

Robert E. Wohlberg, with sales staff, Superior Continental, Hickory, N.C., equipment manufacturer, appointed major account manager. **Johnny C. Caldwell**, Southeast division marketing manager, West Virginia Telephone Co., joins Superior as manager of marketing services.

Allied Fields

FCC Commissioner **Robert E. Lee**, appointed to head commission's preparation for Plenipotentiary Conference sponsored by International Telecommunication Union (ITU) scheduled to convene in Geneva, Sept. 14, 1973. FCC Commissioner **Robert T. Bartley** appointed to head commission's preparatory work for World Administrative Radio Conference (WARC) for maritime mobile telecommunications to be convened by ITU in early 1974.

Avra Fliegelman, managing editor, Film Source Books published by Broadcast Information Bureau Inc., New York, appointed editor-in-chief and administrative head of BIB.

Arthur H. O'Neil, director of PR, United Cerebral Palsy Associations, New York, joins the Arthritis Foundation there as radio-TV director.

International

Oswaldo Barzelatto, director of sales, Screen Gems de Mexico, Mexico City, appointed general manager there.

David Halton, Paris correspondent, and **Peter Daniel**, Montreal news correspondent, Canadian Broadcasting Corp., exchange positions.

Deaths

L. W. Frolich, 58, founder and chairman of L. W. Frolich-Intercon International Inc., New York agency, and owner of stations in National Science Network, died on Sept. 28 after long illness. Stations are WNCN-FM New York, WDFH-FM Chicago, KMPX-FM San Francisco and KPFC-AM-FM Los Angeles.

As compiled by BROADCASTING, Sept. 21 through Sept. 28 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—direction antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Final action

■ Norwalk, Calif.—FCC granted petition by Fidelity Television Inc., for permission to amend its application for CP for new television station in Norwalk, to reflect changes in its by-laws and to report election of four new directors and new treasurer (Docs. 16679-80). Action Sept. 24.

Action on motion

■ Hearing Examiner Lenore G. Ehrig in Jackson, Miss.—(Lamar Life Broadcasting Co., et al.), TV proceeding, rejected Lamar Life Broadcasting Co.'s exhibit 118 (Docs. 18845-9). Action Sept. 20.

Existing TV stations

Applications

■ WMAV(TV) Senatobia, Miss.—Seeks CP to change station location to Oxford, Miss.; and change frequency from ch. 22 to ch. 18. Ann. Sept. 28.

■ WYTV(TV) Youngstown, Ohio—Seeks CP to change ERP to vis 1,000 kw, aur. 199 kw; type trans. to RCA TTU-60B; and type ant. to RCA TFU-20G. Ann. Sept. 21.

Final actions

■ KTXL-TV Sacramento, Calif.—FCC proposed, in response to request by Camellia City Telecasters, licensee, for declaratory ruling concerning applicability of non-prime time exception to the program exclusivity rule for network programs, amending rule to make it apply also to nationally syndicated programs released on same-day basis. Action Sept. 24.

■ *KTEH(TV) San Jose, Calif.—Broadcast Bureau granted CP to change vis. ERP to 234 kw; aur. ERP 46.8 kw; change type trans. Action Sept. 22.

■ WHCT(TV) Hartford, Conn.—FCC granted extension of time to Oct. 1, to file reply to opposition to petition to deny an application for assignment of license of WHCT, from RKO General Inc., to Faith Center. Action Sept. 22.

■ WLUC-TV Marquette, Mich.—FCC granted application by WLUC Inc., to make facility changes in its station WLUC-TV. Action Sept. 24.

Actions on motions

■ Hearing Examiner Forest L. McClenning in Washington (United Television Co. [WFAN-TV], et al.), TV and AM proceeding, granted petition by Washington Community Broadcasting Co. for leave to amend its application to show transfer of stock rights of Hobart Taylor Jr. to his wife Lynnette Taylor, her election to board of directors and execution of voting trust agreement which is irrevocable so long as Hobart Taylor Jr. is officer or director of Westinghouse Electric Corp.; under which all voting rights of stock issued to Lynnette Taylor shall be voted by Marjorie M. Lawson or her designee; grant is subject to condition that voting rights conferred on Marjorie M. Lawson by voting trust shall not be considered in any comparative evaluation of applicants herein (Docs. 18559, 18561-3). Action Sept. 21.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX] and Forum Communications Inc.), TV proceeding, denied request by Forum Communications Inc. for protective order (Docs. 18711-2). Action Sept. 23.

Call letter applications

■ KJTS-TV Springfield, Mo.—Requests KOLR (TV).
 ■ WUSN-TV Charleston, S.C.—Requests WCBD. TV.

New AM stations

Starts authorized

■ KGOE Thousand Oaks, Calif.—Authorized program operation on 850 khz, 500w-DA-D. Action Sept. 17.

■ KWBY Edna, Tex.—Authorized program operation on 1130, 10 kw-DA-D. Action Sept. 15.

Final actions

■ Jackson, Mo., and Mattoon, Ill.—Initial decision issued Aug. 3, granting applications of Robert Neather Jr. and Ann Rebecca Raymond (Jackson Missouri Broadcasting Co.) for new AM at Jackson, and of Mattoon Broadcasting Co. to change facilities of station WLBH Mattoon, Ill., became effective Sept. 22, under rules (Docs. 18354-5). Ann. Sept. 28.

■ El Paso, Tex.—Jack R. McVeigh. Broadcast Bureau granted 1060 khz, 10 kw-D. P.O. address: 2421 Frankfort Avenue, El Paso 79930. Estimated construction cost \$44,854; first-year operating cost \$47,500; revenue \$55,000. Principals: Mr. McVeigh is president and director and has 35% interest in Broadcast Services Inc. and is general manager of XELO Ciudad Juarez, Chih., Mexico. Action Aug. 20.

■ Broadway-Timberville, Va.—FCC gave notice that initial decision, released July 28, proposing grant of application of Massanutten Broadcasting Company Inc. for a new daytime AM to operate on 1470 khz with power of 5 kw at Broadway-Timberville, and dismissal of application by Charlottesville-Albermarle Broadcasters Inc., for new AM at Charlottesville, Va., became effective Sept. 16, in keeping with rules (Docs. 18903-4). Ann. Sept. 22.

Actions on motions

■ Hearing Examiner Millard F. French in Calhoun, Ga. (John C. Roach), AM proceeding, set certain procedural dates, and scheduled hearing for Nov. 10, Action Sept. 22; and by separate action, granted petition by applicant for leave to amend its application (Doc. 17695). Action Sept. 23.

■ Hearing Examiner Arthur A. Gladstone in New Albany, Ind. (Shell Broadcasting Inc.), AM proceeding, cancelled hearing now scheduled for Nov. 17 and ordered that proceeding remain subject to further appropriate order (Doc. 19120). Action Sept. 22.

■ Hearing Examiner David I. Kraushaar in Eureka, Calif. (Phil D. Jackson, et al.), AM proceeding, granted petition by W. H. Hansen for leave to amend his application to supplement prior amendment in regard to so-called suburban issue (Docs 19294-6). Action Sept. 22.

Call letter applications

■ Waseca-Owatonna Broadcasting Co., Waseca, Minn.—Requests KOWO.
 ■ Upshur Broadcasting Co., Gilmer, Tex.—Requests KHYM.

Existing AM stations

Applications

■ WCCR Urbana, Ill.—Seeks CP to change main

studio location. Ann. Sept. 24.

■ WKIK Leonardtown, Md.—Seeks CP to increase tower height to accommodate FM ant. Ann. Sept. 22.

■ WRPM Poplarville, Miss.—Seeks CP to change main and aux. trans. site to 1.6 miles southeast of city limits on Interstate 59, Poplarville, Miss. and install new ant. system. Ann. Sept. 22.

■ KMBZ Kansas City, Mo.—Seeks CP to make changes in directional ant. system for main and alt. main trans. Ann. Sept. 24.

■ Paoli, Ind.—FCC gave notice that initial decision, released July 23, proposing grant of application of Z. Denzel King and Virginia A. King (King & King Broadcasters) for CP for new FM to operate on ch. 237, 3 kw-U, at Paoli, became effective Sept. 13, in keeping with rules (Doc. 18614). Ann. Sept. 22.

■ Ishpeming, Mich.—WJFD-FM Inc. Broadcast Bureau granted 92.3 mhz, 100 w. Ant. height above average terrain 880 ft. P.O. address Box D, Ishpeming 49849. Estimated construction cost \$56,136; first-year operating cost \$10,000; revenue \$20,000. Principals: E. A. Halker, president, et al. Action Aug. 20.

■ Aitken, Minn.—Upper Minnesota Broadcasting Corp. Broadcast Bureau granted 94.3 mhz, 3 kw. Ant. height above average terrain 185 ft. P.O. address Box 287, Aitken 56431. Estimated construction cost \$21,653; first-year operating cost \$3,460; revenue \$10,000. Principals: Ralph J. Coursolle, president (82.5%), James R. Coursolle (16.5%), and F. P. Rolfe (1%). Ralph Coursolle is attorney. James Coursolle has interest in KKIN-(AM) Aitken. Mr. Rolfe is vice president of Campbell-Mithune advertising agency. Action July 13.

■ Cleveland, Miss.—Radio Cleveland Inc. Broadcast Bureau granted 103.9 mhz, ch. 280, 3 kw. Ant. height above average terrain 140 ft. P.O. address: c/o J. R. Denton, WCLD Cleveland, Miss. 38732. Estimated construction cost \$19,258.60; first-year operating cost \$15,000; revenue \$20,000. Principal: J. R. Denton, president. Radio Cleveland Inc. is licensee of WCLD Cleveland, Miss. Action Sept. 1.

■ Exeter, N.H.—Coastal Broadcasting Co. Broadcast Bureau granted 107.1 mhz, 3 kw. Ant. height above average terrain 58 ft. P.O. address 11 Downing Court, Exeter 03833. Estimated construction cost \$16,700; first-year operating cost \$16,150; revenue \$20,000. Principals: Frank B. Estes (79%), president-treasurer, et al. Mr. Estes is sole owner of WKXL(AM) Concord, N.H. and is applicant for WKXL-FM Concord. Action Sept. 15.

■ Streetsboro, Ohio—Streetsboro City School District. Broadcast Bureau granted 91.5 mhz, 332 kw. Ant. height above average terrain 85 ft. P.O. address 1900 Annalane Drive, Streetsboro 44240. Estimated construction cost \$14,523.93; first-year operating cost \$10,082; revenue none. Principals: Lowell B. Myers, Superintendent of Schools. Action Sept. 22.

■ Scottsdale, Pa.—FCC gave notice that initial decision, released July 23, proposing grant of application of L. Stanley Wall for CP for new FM to operate on frequency 103.9 mhz at Scottsdale, Pa., became effective Sept. 13, in keeping rules (Doc. 19054). Ann. Sept. 22.

■ Greenville, S.C.—South Carolina Educational Television Commission. Broadcast Bureau granted

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90.1 mhz, 100 kw. Ant. height above average terrain 1,110 ft. P.O. address 2712 Millwood Avenue, Columbia, S.C. 29205. Estimated construction cost \$70,916; first-year operating cost \$34,500; revenue none. Principals: Henry J. Cauthen, general manager, et al. Action Sept. 22.

■ Berlin, Wis.—Kingsley H. Murphy Jr. Broadcast Bureau granted 94.3 mhz, 3 kw. Ant. height above average terrain 155 ft. P.O. address 1821½ Logan Avenue, South, Minneapolis 55403. Estimated construction cost \$24,103; first-year operating cost \$12,000; revenue \$12,000. Principals: Kingsley H. Murphy Jr., sole owner. Mr. Murphy owns WISS(AM) Berlin. Action July 15.

■ Durand, Wis.—Pepin County Broadcasting Co. Broadcast Bureau granted 95.9 mhz, 930 w. Ant. height above average terrain 500 ft. P.O. address 408 John Street, Rosemount, Minn. 55068. Estimated construction cost \$22,162.50; first-year operating cost \$12,000; revenue \$15,000. Principals: Melvin Pulley, sole owner. Mr. Pulley owns WRDN(AM) Durand. Action Sept. 1.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Lake Oswego and Milwaukie, Ore. (Walter J. M. Kraus and Willamette Broadcasting Co. Inc.), FM proceeding, granted petition and supplement petition by Willamette for leave to amend its application to show Kraus as succeeding to 90% stock interest of Russell J. Gibb and to show that it is adopting Kraus engineering proposal which specifies highest ant. tower with resulting greater coverage; waived five day rule of rules, to extent applicable; approved joint petition for approval of agreement between Kraus, Willamette and Gibb; dismissed with prejudice application of Walter J. M. Kraus (Doc. 19209); granted application of Willamette Broadcasting Co. (Doc. 19210). Action Sept. 22.

■ Hearing Examiner Lenore G. Ehrig in Anderson, Ind. (Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson), FM proceeding, denied motion by Broadcasting Inc. of Anderson for production of documents (Docs. 19018-9). Action Sept. 20.

■ Hearing Examiner Isadore A. Honig in Rochester, N.Y. (Auburn Publishing Co., et al.), FM proceeding, on own motion advanced further pre-hearing conference to Sept. 23 (Docs. 18674-6). Action Sept. 22.

■ Hearing Examiner David I. Kraushaar in Las Vegas (James B. Francis and Quality Broadcasting Corporation), FM proceeding, granted petition by Quality Broadcasting for leave to amend its application to revise Quality's financial plan to meet financial issue, report certain changes in its stockholders and board of directors, and make purportedly minor changes in certain equipment in order to conform to revised financial plan (Doc. 18437-8). Action Sept. 22.

■ Hearing Examiner Forest L. McClenning in Wilmington, Ohio (5 KW Inc. and Clinton County Broadcasting Corp.), FM proceeding, granted petition by 5 KW Inc. for leave to amend its application to show new letter of credit for \$50,000 loan commitment by The Citizens National Bank of Marietta (Docs. 19218-9). Action Sept. 21.

Other actions

■ Review board in Macon, Ga., FM proceeding, dismissed petition by Middle Georgia Broadcasting Co. filed Aug. 20, 1971, for reconsideration and grant without further hearing its application for new FM at Macon, and its petition for withdrawal of Aug. 20, 1971, granted. Hearing Examiner Chester F. Naumowicz, Jr., issued supplemental initial decision, released Sept. 13, proposing grant of Middle George's application (Doc. 18279). Action Sept. 21.

■ Review board in Easton, Md., FM proceeding, granted request by Broadcast Bureau for extension of time to Oct. 7, to file responsive pleadings to petition by Easton Broadcasting Co. to enlarge issues. Proceeding involves applications of Easton Broadcasting and Community Broadcasters Inc. for new FM at Easton (Docs. 19303-4). Action Sept. 22.

■ Review board in Harriman, Tenn., FM proceeding, granted motion by Harriman Broadcasting Co. for extension of time in Sept. 30, to file responsive pleadings to petition by Folkways Broadcasting Co., to enlarge issues. Proceeding involves applications of Harriman Broadcasting and Folkways Broadcasting for new FM at Harriman, Tenn. (Docs. 18912-3). Action Sept. 22.

■ Review board in Williamson and Matewan, both W. Va., in response to petitions by Harvit Broadcasting Corp. and Broadcast Bureau, added hearing issues on application of Three States Broadcasting Co., in proceeding involving mutually exclusive applications of Harvit and Three States ways Broadcasting for new FM at Harriman, for new FM at Williamson and Matewan, W. Va., respectively (Docs. 18456-7). Actions Sept. 27.

Initial decision

■ Hearing Examiner Basil P. Cooper in Donaldsonville, La., application of Lafourche Valley En-

terprises Inc., for new FM to operate on 104.9 mhz at Donaldsonville (Doc. 19004). Ann. Sept. 23.

Rulemaking petitions

■ San Francisco—Meyer Gottesman. Requests amendment of Table of FM Assignments to add ch. 260 (99.9 mhz). Ann. Sept. 24.

■ Pensacola, Fla.—Barba Investment Co. Requests amendment of Table of FM Assignments to add ch. 297C (107.3 mhz). Ann. Sept. 24.

Final actions

■ WJLD Fairfield, Ala.—FCC granted Johnston Broadcasting Co.'s application for change in location of station WJLD from Homewood, Ala., to Fairfield, together with change in ant. site and ant. system. Action Sept. 22.

■ KSUN Bisbee, Ariz.—FCC granted request by Bisbee Broadcasters Inc., licensee, for temporary authorization to operate with 500 w-D until December 31, 1972. Action Sept. 24.

■ KOTS Deming, N.M.—Broadcast Bureau granted CP to increase power to 1 kw and install new trans. Action Sept. 22.

■ WOHI East Liverpool, Ohio—Broadcast Bureau granted CP to change from 1490 khz, 250 w, 500 w-LS, DA-D, U, to 1490 khz, 250 w, 1 kw-LS, U, non-DA; conditions. Action Sept. 21.

■ KBEN Carizo Springs, Tex.—Broadcast Bureau granted CP to increase daytime power to 1 kw and install new trans. Action Sept. 22.

Action on motion

■ Hearing Examiner David I. Kraushaar in Jackson, Ala. (Vogel-Ellington Corp. (WHOD) et al.), AM and FM proceeding, rescheduled hearing for Oct. 18 (Docs. 18897, 19299, 19300). Action Sept. 22.

Other action

■ Review board in Huntsville, Ala., and Warner Robins, Ga., AM proceeding, in response to petition by Garrett Broadcasting Service (WEUP), Huntsville, has enlarged hearing issues on application of WRBN Inc. (WRBN), Warner Robins. Proceeding involves mutually exclusive applications of Garrett Broadcasting and WRBN Inc. for changes in facilities of WEUP and WRBN (Docs. 19258-9). Action Sept. 21.

Fines

■ WTBV Waterbury, Conn.—FCC ordered Trend Broadcasting Inc., former licensee of WTBV, and parent corporation of Radio Trend, Inc., current licensee, to forfeit \$1,000 for repeated violation of rules by falsifying operating logs. Action Sept. 24.

■ KDJO Ortonville, Minn.—FCC notified Tri-State Broadcasting Co., licensee, to pay \$700 for willful or repeated violation of rules, and terms of station's PSA, by operating during presunrise period with excess power. Action Sept. 24.

Call letter applications

■ KOAG Arroyo Grande, Calif.—Requests KFYV.

■ KBTO El Dorado, Kan.—Requests KOYY.

■ WLUX Baton Rouge—Requests WWOR.

■ KRSD Rapid City, S.D.—Requests KTMD.

■ WPIP Collierville, Tenn.—Requests WMSO.

■ WBFJ Woodbury, Tenn.—Requests WBRY.

■ KLME Laramie, Wyo.—Requests KOJO.

Call letter actions

■ WJTS Jupiter, Fla.—Granted WRYZ.

■ WKQV Sullivan, Ind.—Granted WNDI.

■ WNJH Hammon, N.J.—Granted WRDI.

■ KOSG Pawhuska, Okla.—Granted KOKN.

■ KTSL Burnet, Tex.—Granted KHLB.

New FM stations

Application

■ *Hartford, Conn.—Hartford Board of Education. Seeks 89.9 mhz, 10 w. Ant. height above average terrain 108 ft. P.O. address 249 High Street, Hartford 06103. Estimated construction cost \$10,556.92; first year operating cost \$150; revenue none. Principals: Rev. Richard Battles, president, town board, et al. Ann. Sept. 21.

■ *St. Petersburg, Fla.—Southern Keswick Inc. Seeks 88.5 mhz, 100 kw. Ant. height above average terrain 450 ft. P.O. address 5700 - 100th Way, North St. Petersburg, 33708. Estimated construction cost \$59,010; first-year operating cost \$92,000; revenue none. Principals: C. W. Caldwell, president, et al. Ann. Sept. 7.

■ Manhattan, Kan.—Manhattan Broadcasting Co.

Seeks 101.7 mhz, 1.6 kw. Ant. height above average terrain 395 ft. P.O. address 2414 Casement Road, Manhattan 66502. Estimated construction cost \$46,491; first-year operating cost \$20,000; revenue \$20,000. Principals: Fred A. Seaton (37.5%), president; Richard M. Seaton (37.5%), secretary; Lowell E. Jack (20%), treasurer, et al. Messrs. Seaton have interests in KHAS(AM) Hastings, Neb., and KGGF Coffeyville, Kan. Mr. Jack has interest in KMAN(AM) Manhattan, Kan. Ann. Sept. 21.

■ Central City, Pa.—Central Broadcasting Co. Seeks 101.7 mhz, 500 w. Ant. height above average terrain 651 ft. P.O. address, Box 10, Greencastle, Pa. 17225. Estimated construction cost \$37,800; first-year operating cost \$43,264; revenue \$36,000. Principals: Benjamin F. Thomas (90%) and Barry F. Thomas (10%). Benjamin F. Thomas is father of Barry F. Thomas, Benjamin F. Thomas has 95% partnership interest in KWSL(FM) Greencastle, Pa. Ann. Sept. 21.

■ *Vernal, Utah—Uintah School District. Seeks 89.1 mhz, 10 w. Ant. height above average terrain 70 ft. P.O. address 209 South First West, Vernal 84078. Estimated construction cost \$34,600; first-year operating cost \$1,550; revenue None. Principals: Douglas Lawson, president Uintah County Board of Education, et al. Ann. Sept. 24.

■ *Spokane, Wash.—Spokane Public Broadcasting Association. Seeks 91.1 mhz, 10 w. Ant. height above average terrain 66 ft. P.O. address 24 West 27th Avenue, Spokane 99203. Estimated construction cost \$1,766.60; first-year operating cost \$1,200; revenue none. Principals: George Cole, president, et al. Ann. Sept. 16.

Starts authorized

■ WBOW-FM Terre Haute, Ind.—Authorized program operation on 107.5 khz, ERP 46 kw. Ant. height above average terrain 185 ft. Action Sept. 22.

■ *KAVS(FM) Thief River Falls, Minn.—Authorized program operation on 89.5 mhz, ERP 10 w. Ant. height above average terrain 100 ft. Action Sept. 17.

■ WRDR(FM) Egg Harbor, N.J.—Authorized program operation on 104.9 mhz, ERP 3 kw. Ant. height above average terrain 280 ft. Action Sept. 22.

■ *WAFR(FM) Durham, N.C.—Authorized program operation on 90.3 mhz, ERP 3 kw. Ant. height above average terrain 135 ft. Action Sept. 17.

■ *WKDU(FM) Philadelphia—Authorized program operation on 91.7 mhz, ERP 10 w. Ant. height above average terrain 216 ft. Action Sept. 20.

■ WINH-FM Georgetown, S.C.—Authorized program operation on 97.7 mhz, ERP 3 kw. Ant. height above average terrain 180 ft. Action Sept. 22.

Final actions

■ Chief, Broadcast Bureau on request of Gerity Broadcasting Co., extended through Oct. 4, time to file replies to oppositions submitted in matter of amendment of table of assignments, FM broadcast stations (Adrian, Mich.). Action Sept. 24.

■ Arcata, Calif.—D. A. Plank. Broadcast Bureau granted 93.5 mhz, 220 w. Ant. height above average terrain 920 ft. P.O. address 6609 Waverly Road, Martinez, Calif. 94553. Estimated construction cost \$16,126; first-year operating cost \$10,428; revenue none. Principals: Dick A. Plank, sole owner. Mr. Plank is deputy ordnance officer, Naval Weapons Station, Yorktown, Va. Action Aug. 20.

■ DeFuniak Springs, Fla.—Euchee Valley Broadcasting Co. Broadcast Bureau granted 103.1 mhz, 3 kw. Ant. height above average terrain 181.95 ft. P.O. address 640 South Second Street, DeFuniak Springs 32433. Estimated construction cost \$21,833.86; first-year operating cost \$4,000; revenue \$8,000. Principals: R. Dean Hubbard, president-general manager, et al. Principals own WGTX(AM) DeFuniak. Action Aug. 30.

■ *Bloomington, Ill.—Illinois Wesleyan University. Broadcast Bureau granted 88.1 mhz, 10 w. Ant. height above average terrain 100 ft. P.O. address 210 East University St., Bloomington 61701. Estimated construction cost \$12,346; first-year operating cost \$2,200; revenue none. Principals: Robert S. Eckley, president, et al. Action Sept. 22.

■ *Mount Carmel, Ill.—Illinois Eastern Junior College. Broadcast Bureau granted 89.1 mhz, .01 kw. Ant. height above average terrain 153 ft. P.O. address 2200 College Drive, Mt. Carmel 62865. Estimated construction cost \$10,734; first-year operating cost \$12,650; revenue none. Principals: Dr. Kent L. Wattleworth, chairman Board of Trustees, et al. Action Sept. 16.

Call letter applications

■ Monroe Board of Education, Monroe, Conn.—Requests *WMNR(FM).

■ Jones College, Jacksonville, Fla.—Requests *WJCR(FM).

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Summary of broadcasting

Compiled by FCC, Sept. 1, 1971

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,330 ¹	4	12	4,346 ¹	52	4,398 ¹
Commercial FM	2,232	1	37	2,270	111	2,381
Commercial TV-VHF	501	2	8	511 ²	15	526 ²
Commercial TV-UHF	171	0	15	186 ²	81	267 ^{2†}
Total commercial TV	672	2	23	697	86	793
Educational FM	458	0	6	464	63	527
Educational TV-VHF	82	0	5	87	4	91
Educational TV-UHF	106	0	9	115	16	131
Total educational TV	188	0	14	202	20	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.

- Anniston Road Christian Schools, Jacksonville, Fla.—Requests *WYFL-FM.
- K & M Broadcasting Co., Catlettsburg, Ky.—Requests WCAK(FM).
- Tulane University, New Orleans—Requests *WTUL(FM).
- Educational TV Council of Central New York, Syracuse, N.Y.—Requests *WCNY-FM.

Call letter actions

- Hot Air Radio, Camarillo, Calif.—Granted KEWE(FM).
- Guilford Community Radio Station Inc., Guilford, Conn.—Granted *WGCT(FM).
- Board of Education Town of Westport, Westport, Conn.—Granted *WWPT(FM).
- Stereo Broadcasting Co., Savannah, Ga.—Granted WSGF-FM.
- Northern Illinois University, Oregon, Ill.—Granted *WNIW-FM.
- Carroll County Broadcasting Co., Savanna, Ill.—Granted WCCI(FM).
- Elkhart Community Schools, Elkhart, Ind.—Granted *WVPE(FM).
- Bridgewater State College, Bridgewater, Mass.—Granted *WBIM-FM.
- University of Michigan, Ann Arbor, Mich.—Granted WCBN-FM.
- Clark Broadcasting Co., Maryville, Mo.—Granted KNIM-FM.
- Frank Anderson, Great Falls, Mont.—Granted KANR(FM).
- Stereo Broadcasting Co., Auburn, Neb.—Granted KAUB(FM).
- K&M Broadcasters Inc., Stirling, N.J.—Granted WKMB.
- Mark/Way Inc., Las Vegas, N.M.—Granted KFUN-FM.
- Central Carolina Technical Institute, Sanford, N.C.—Granted *WDCC-FM.
- Parker-Rew Enterprises, Exmore, Va.—Granted WEXM-FM.
- Sheboygan Public Schools, Sheboygan, Wis.—Granted *WSHS(FM).

Existing FM stations

Final actions

- *KVHS-FM Concord, Calif.; WHMS(FM) Hialeah, Fla., and *WBJC-FM Baltimore—FCC authorized Clayton Valley High School, licensee of KVHS-FM, and Flamingo Broadcasting Corp., licensee of WHMS(FM), to present series of old radio shows with original commercial messages intact. Community College of Baltimore, licensee of WBJC-FM, may continue series already begun. Action Sept. 24.
- WAVT-FM Pottsville, Pa.—Broadcast Bureau granted CP to change remote control location to studio site at 212 South Centre Street, Pottsville; install new trans.; make changes in ant. system; ERP 29 kw; ant. height 540 ft. Action Sept. 22.
- WITU(FM) Cookeville, Tenn.—Broadcast Bureau granted mod. of CP to change frequency from 90.1 mhz to 88.5 mhz. Action Sept. 21.

Fine

- WWWB-FM Jasper, Ala.—FCC notified Tri W Broadcast Inc., licensee, that it incurred apparent liability in amount of \$700 for willful or repeated violation of rules and Section 318 of Communications Act by failing to make equipment performance measurements and failing to have properly licensed operator on duty. Action Sept. 24.

Call letter applications

- KRWL-FM Carson City, Nev.—Requests KPFL-FM.
- WEBR-FM Buffalo, N.Y.—Requests WBCE-FM.
- WNYN(FM) Canton, Ohio—Requests WHLQ-FM.
- WONE-FM Dayton, Ohio—Requests WTUE-FM.
- WKVM-FM San Juan, Puerto Rico—Requests WCAD-FM.
- KCWM(FM) Fort Worth—Requests KXOL-FM.
- KQMU(FM) Salt Lake City—Requests KALL-FM.

Call letter actions

- KTB(T) Garden Grove, Calif.—Granted KORJ(FM).
- WJZZ(FM) Bridgeport, Conn.—Granted WPSB-FM.
- WJTS-FM Jupiter, Fla.—Granted WRYZ-FM.
- WWTR(FM) Thomasville, Ga.—Granted WTUF(FM).
- WIVC(FM) Peoria, Ill.—Granted WUHN-FM.
- WHOE(FM) Terre Haute, Ind.—Granted WBOW-FM.
- KQTY(FM) Wichita, Kan.—Granted KFID-FM.
- KVOX-FM Moorhead, Minn.—Granted KIDA-FM.
- WDSK-FM Cleveland, Miss.—Granted WDLT-FM.
- WTOA(FM) Trenton, N.J.—Granted WPST(FM).
- KVBC(FM) Grand Forks, N.D.—Granted KYTN(FM).
- WTCV(FM) Memphis—Granted WAID(FM).
- KFWT-FM Fort Worth—Granted KFWD(FM).
- WINA-FM Charlottesville, Va.—Granted WQMC(FM).
- WNNR(FM) Neenah-Menasha, Wis.—Granted WROE(FM).

Other action, all services

- FCC denied petition by NBC for reconsideration of June 30 ruling that broadcast of three announcements, by Standard Oil Company of New Jersey, about its oil drilling operations in Alaska, created fairness doctrine obligations for network. Action Sept. 17.

Translator actions

- Raleigh, N.C., Monterey and Salinas, both California, and Newport, Neb.—FCC granted applications for 1 kw UHF translators to Triangle Telecasters Inc., serving Raleigh, Continental Urban Television Corp., serving Monterey and Salinas, and Cornhusker Television Corp., to serve Newport. Action Sept. 24.
- Chiloquin, Ore.—Klamath Reservation Jaycees. Broadcast Bureau granted CP for new VHF translator to serve Chiloquin, operating on ch. 12 by rebroadcasting programs of KOTI(TV) Klamath Falls, Ore. Action Sept. 22.

Modification of CP's, all stations

- KWJB Globe, Ariz.—Broadcast Bureau granted mod. of CP to increase daytime power to 1 kw; conditions. Action Sept. 22.

- WZAT(FM) Savannah, Ga.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ant. height 620 ft. Action Sept. 22.

Ownership changes

Applications

- KKAM(AM) Pueblo, Colo.—Seeks assignment of license from Southwestern Broadcasters Inc. to KKAM Inc. for assumption of debt in amount of \$35,000. Sellers: Edward Shadok, president, et al. Buyers: Thomas T. Farley (70%), president, and W. Bret Kelly (30%), secretary-treasurer. Mr. Farley is attorney and has interest in CATV firm. Mr. Kelly is president, director, and majority stockholder in insurance company. Ann. Sept. 15.
- KHAI(AM) Honolulu—Seeks assignment of license from Griffith Broadcasting of Hawaii Inc. to Fox Broadcasting Co. for \$130,000. Sellers: Reid L. White, secretary, et al. Buyers: Robert H. Thomas (15%), president, et al. Mr. Thomas is account executive with KHVH-AM-FM Honolulu. Ann. Sept. 9.
- WERX(AM) Wyoming, Mich.—Seeks assignment of license from Radio WERX Inc. to Stuart Paul Nordyk for \$115,000. Sellers: A. R. Ellman, president, et al. Buyers: Stuart Paul Nordyk (100%). Mr. Nordyk is owner of WSHN-AM-FM Fremont, Mich. and owns wholesale and retail piano and organ outlets. Ann. Sept. 9.
- WHTV-TV—Meridian, Miss.—Seeks assignment of license from Delta Communications Corp. to Central Television Inc. for assumption of debts up to \$30,000 in bankruptcy proceeding. Sellers: F. Carrington Weems, president, et al. Buyers: Frank K. Spain (80%), president, et al. Mr. Spain has 60% interest in WTVW(TV) Tupelo, Miss. and is owner of Microwave Service Co., Tupelo. Ann. Sept. 15.
- WWDM(FM) Sumpter, S.C.—Seeks assignment of license from Radio Station WFIG Inc. to Gamecock City Broadcasting Co. for \$20,000. Sellers: Thomas P. Tisdale, president, et al. Buyers: KPLT Inc. (90%), and John E. Miles (10%). KPLT Inc. is 90% owned by Clifford D. Methven, an associate of Blackburn and Company Inc., media brokers. Mr. Miles is vice president and general manager of WFIG Inc. Gamecock City Broadcasting Inc. is licensee of WFIG-AM-FM Sumpter, S.C. Ann. Sept. 9.
- KWPR(AM) Claremore, Okla.—Seeks assignment of license from Rowley-Taliaferro Broadcasting Co. to Green Country Broadcasting Inc. for \$150,000. Sellers: Murray Schroyer, general manager, et al. Buyers: Jack Marshall (33 1/3%), president; Bob C. Roden (33 1/3%), and Gale S. Welch (33 1/3%). Mr. Marshall is owner and operator of auto retail outlet. Mr. Roden is vice president of Bank. Mr. Welch is owner and operator of wholesale oil and gas firm. Sept. 20.
- KAVU(TV) Victoria, Tex.—Seeks assignment fee. Buyers: Corpus Christi Broadcasting Co. (54.266%), et al. (Stock of Corpus Christi Broadcasting Co. is voted by Vann M. Kennedy, president of CP from John J. Tibiletti to K-SIX Television det.) Corpus Christi is licensee of KSIX-AM-FM Inc. for \$10,000. Seller: John J. Tibiletti, permit-FM Corpus Christi, Tex. Ann. Sept. 24.

Actions

- KLIN Lincoln, Neb.—FCC granted assignment of license from Shurtleff-Shorr Broadcasting Corp. to KLIN Inc. for \$800,000. Sellers: Donald O. Shurtleff, president, et al. Buyers: Norton E. Warner (50%), president, and Diana H. Warner (50%), secretary-treasurer. Norton E. Warner and Diana H. Warner are husband and wife. Mr. Warner has interests in KIMB(AM) Kimball, Neb. (50%), KRLN(AM) Canon City, Colo. (100%), and KABI-AM-FM Abilene, Kan. (75.9%). Mrs. Warner has 50% interest in KIMB and 24.1% interest in KABI-AM-FM. Mr. and Mrs. Warner have 88.66% interest in KIMB Inc., licensee of KKAN(AM) Phillipsburg, Kan. Action Sept. 1.
- WMBO(AM) and WRLX(FM), both Auburn, N.Y.—Broadcast Bureau granted assignment of license from WMBO Inc. to Auburn Media Inc. for \$350,000. Sellers: Frederick R. L. Osborne, president, et al. Buyers: Floyd A. Keeese (28%), president; George R. Iocolano (18%), vice president; David S. Bowen (9%), treasurer; J. Lester Sawyer (9%); Ro T. Milanette (18%); secretary, and William A. Rondina, chairman of board. Mr. Keeese is secretary-treasurer of WMBO Inc. Mr. Iocolano is attorney. Mr. Bowen and Mr. Sawyer are partners in Bowen & Sawyer, Public Accountants. Mr. Milanette is executive director of Cayuga Home for Children. Mr. Rondina is major stockholder and president of retail furniture, appliance and floor covering firm. Action Sept. 16.
- WNCG(AM) and WKTM(FM), both North Charleston, N.C.—Broadcast Bureau granted transfer of control of KTM Broadcasting Corp. from Alice M. Swanson (33 1/3% before, none after) and William J. Bargmann Jr. (33 1/3% before,

(Continued on page 58)

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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.

Manager for South Carolina small market station needed by end of year. Good market. Must have experience and know how to sell. Salary plus commission. Box J-246, BROADCASTING.

Ownership!—New England suburban chain will give—without investment—ownership to man selected as General Manager. Person selected should be good in local sales. Will consider current salesmen, sales manager & managers for position. Box K-36, BROADCASTING.

Sales Manager/salesman—if you are a heavyweight salesman ready to move up and interested in joining the beginning of a group operation send your track record and needs to: Jim Lowengerg, Manager, KCFI, Box 157, Cedar Falls, Iowa 50613.

Northeastern top-100 market—manager experienced with stereo-FM sales desired. Phone 419-562-6958 or 201-837-2726.

Have you wanted a chance to manage but weren't given the opportunity because you lacked the experience? WBEE is looking for a station manager with strength in sales and administration to work with the present general manager. This is Chicago's only jazz station and has been successful for over 15 years. Future promotion available at other Rollins stations. Contact: John R. Wilson, Rollins Inc., P.O. Box 647, Atlanta, Ga. 30301 with resume, sales success and salary requirements.

Sales

Sales manager for small market station, with great future. Must be mature, self starter, who wants to grow with a growing market. Good salary, plus over-ride. Florida southwest coast. Send resume and photo with first letter. Box J-201, BROADCASTING.

Successful, single east coast needs sales-announcer. Will train for sales. Box J-203, BROADCASTING.

Florida. Before freezing winter comes make that move. Let others enjoy the problems of the north. Your family will love this 100,000 metro west coast paradise. You will like selling both the fulltime separately programed AM and FM. Both the most powerful in the market. One owner for almost 20 years. Fishing, hunting, golfing year round and \$150 week plus 15%. Today send resume to Box J-248, BROADCASTING. All replies confidential. Life can be beautiful.

Staffing new AM northern New Jersey. Write stating experience and salary required. Box K-34, BROADCASTING.

Experienced, creative salesman for MOR/contemporary station. Chance for advancement and fringe benefits for right person. Mail billing record for past six months and resume to WAQY Radio. P.O. Box 1967, Birmingham, Alabama 35201.

Salesman with some experience. Willing to work hard. 60 miles north of N.Y.C. fast growing area. Salary plus commission and bonus. Interview a must. Send resume to WBNR & WSPK-FM, Beacon, New York 12508.

Experienced salesman-announcer who can produce and sell own show on commission basis. Dave Drew, WDLR, Delaware, Ohio.

Money-money-money . . . Tired of hearing about it but not making it? Now is your chance to break into a progressive, new ownership AM. Fantastic climate—booming economy. Liberal commission and incentives. Need four account exec's for this contemporary format station, pronto. Send resume, personal billings, references, and availability to Bruce Baker, WAMEL Radio, P.O. Box 870, Pensacola, Florida 32502.

Wanted: aggressive salesmen to answer the above ad headed: Money-money-money.

Sales continued

Tampa-St. Petersburg, WWBA-AM & FM, the bay area's service of beautiful music, requires 1 acc. exec. This is a permanent, high-income position. If you are the best salesman in your market, and want to move to Florida, this is your chance. Rush resume with recent picture, including your billing and income figures to: George Oliviere, General Sales Manager, BAY Radio, 2787 62nd Ave., North, St. Petersburg, Florida 33733.

Equipment sales—CCA Electronics, the industries largest, independent manufacturer of AM and FM broadcast equipment, has immediate vacancies for several sales oriented personnel with knowledge of AM and FM broadcast equipment. These gentlemen will be trained in the CCA plan for management activities. A background in AM and/or FM station management or high level technical activity would be appropriate. Supply resume to Mr. Bernard Wise, President CCA Electronics Corporation, 716 Jersey Ave., Gloucester City, N.J. 08030.

Announcers

Swingin soul jock for major midwest market. Must be tight, modern and have knowledge of music. Production capability a must. Send resume, picture and salary requirements to Box J-121, BROADCASTING.

Talk man—one of nation's leading all-talk-news stations in major market has opening for experienced talk-man—conservative. Some news. Top salary and potential. Send resume, air check and photo to Box J-174, BROADCASTING.

Successful, single east coast needs sales-announcer. Will train for sales. Box J-204, BROADCASTING.

Early morning or mid-morning man with young adult appeal. Experience in music directing, programming and handling of D.J.'s Tennessee. . . . Send resume and tape immediately. Box K-10, BROADCASTING.

Looking for experienced announcer with PD ability, Florida, send tape & photo write Box K-18, BROADCASTING.

If you're an experienced announcer-sportscaster interested in joining the staff of a well-established Ohio AM-FM station, send complete resume to Box K-31, BROADCASTING.

Staffing new AM northern New Jersey. Write stating experience and salary required. Box K-35, BROADCASTING.

Full time rocker, medium size eastern market requires a disciplined jock with tough delivery. 1st phone required. But don't let it be a crutch for no talent. Write Box K-47, BROADCASTING.

Chief announcer, public radio station. Duties to include a 3-4 hour air shift daily, announcer scheduling, assisting in training of student announcers, some production. B.A., minimum 3 years experience required. Salary \$6,500—\$7,000 to start, depending on qualifications and experience. Send audition tape, resume with first letter. Contact Bob Fidler, KCMW-FM, Central Missouri State College, Warrensburg, Missouri 64093. Phone 816-747-9151.

Experienced 1st (Mexican/American preferred) announcer for Spanish radio KOXR in Oxnard, serving Ventura and Santa Barbara counties in California. Excellent opportunity. Beautiful climate and working conditions. Part of large broadcast group for added benefits. Salary above average for the right man. Send complete resume and aud. tape to: Manuel Palma, KOXR Radio, 131 W. Third St., Oxnard, Calif. 93030.

Combination DJ/entertainer. Must have good knowledge of MOR music. We have a unique MOR format for an entertainer. Send tape and resume including salary requirements to WAQY Radio, P.O. Box 1967, Birmingham, Alabama 35201.

Attention Michigan, Ohio, Indiana. #1 rated Kalamazoo station needs experienced top-40 jock. Send resume, tape, salary requirements to Larry Knight, WYYY, Kalamazoo, Michigan 49001.

Announcers continued

Nome, Alaska 10 KW. Need 1 experienced announcer and 1 newsmen to replace volunteers finishing their yearly tour of duty in Alaska's newest educational radio venture. Men with ideals. Audience 95% English speaking Eskimos in 100 remote villages. All new Collins equipment. Nonsalaried positions. Travel and all living expenses paid. Minimum of one year service. Must have voice, delivery, personality and great interest in helping others. Must have excellent working character references. Send "on air" tape (both news and DJ) resume, and photo. Contact Fr. Jim Poole, S.J., Box 101, Nome, Alaska 99762. Prefer 1st class license. 3rd class with broadcast endorsement required. All varieties of popular music format with educational spot-type fill. Broadcast 7 AM to 11 PM. One hour of religious programming a day. Station sponsored by Catholic Bishop of Northern Alaska.

Technical

Somewhere there is a chief engineer with experience in AM/FM stereo STL who announces and does some sports play-by-play. Good pay, security, an equal opportunity employer. Job in smog free, traffic free southwest. Write all details, picture, tape, experience etc. To Box J-186, BROADCASTING.

Chief engineer—engineering only—northeast fulltime AM directional—must be strong—studio man, company benefits. Complete resume and references first letter. Box J-244, BROADCASTING.

Radio chief engineer wanted—If you are experienced in directional antenna systems, solid state, two way communications and would like to get in on the ground floor in building a highly sophisticated new studio complex we have a position open. Salary of five figures awaits the right man. If you can handle a three tower, DA-2, you could be the top notch engineer we're looking for. Send complete resume and references at once. Box K-48, BROADCASTING.

Chief engineer, must be fully qualified on 5kw AM, stereo FM, SCA, background music also remotes and 2 ways. Personal interview required at your expense, after we evaluate your resume. Beautiful southwest at KGRT in Las Cruces, New Mexico. P.O. Box 968. No phone calls please.

Qualified part time chief engineer with good background in both transmitter and studio maintenance wanted by Orange county FM stereo station. Send resume and salary requirements to Gen. Mgr., KOCM, Newport Beach, Calif. 92660.

Chief engineer—Immediate opening. 5000w DA-N located in Jacksonville, Florida. New equipment and auxiliary systems. Recently completed a new, modern building and transferred our entire operation to this building located at our transmitter site for greater operating efficiency. The man we are looking for must be thoroughly qualified in all phases of engineering. We offer top pay and many fringe benefits. Send resume to R. T. Oldenburg, P.O. Box 37150 Jacksonville, Florida 32205 or call 904-388-0766.

Field Service and transmitter testing: CCA Electronics has immediate openings for experienced AM and FM transmitter engineers, preferably chief engineers, who are familiar with the technical phase of a broadcast station operation. CCA is expanding its total service to the broadcast industry and requires competent technical people in our service growth. Supply resumes together with salary requirements to: Bernard Wise, President, CCA Electronics, 716 Jersey Avenue, Gloucester City, N.J. 08030.

News

Newsman who enjoys digging and reporting local news in midwest. Station located in pleasant and good family area. Must have voice and authoritative delivery. If you qualify, let's hear from you. Equal opportunity employer, male/female. Send tape and resume to Box K-40, BROADCASTING.

Local news reporter—we want a good voice and ambitious digger. Staff of four newsmen. Florida resort, NBC-MOR chain. Airmail tape and resume to Dave Pavlock, Operations Manager, WCOA, Pensacola, Florida 32502.

Programing, Production, Others

KCFI, Cedar Falls, Iowa needs an up-tempo music director/announcer. First class license required. We'll help you obtain it. Hold a first? We'll pay a Bonus. 319-266-7564.

Program director for outstanding contemporary in beautiful Colorado. Must be extremely sharp on production and detail and have stable employment record. Send tape and resume. Equal opportunity employer. KEXO, P.O. Box 1448, Grand Junction, Colo. 81501 or Call Manager, (303) 243-1230.

Development Officer—Excellent career opportunity at West Virginia University in fund raising program. College degree and fund raising experience required. Starting salary based on qualifications. Excellent benefits. Located in scenic area 70 miles south of Pittsburgh, Pa. Apply by resume to: E. J. Podaszwa, Office of Personnel, West Virginia University, Morgantown, West Virginia 26506. An equal opportunity employer.

Situations Wanted Management

Experienced salesman/broadcaster wants manager's job small-medium Florida market. Box H-357, BROADCASTING.

Dedicated 11 year professional broadcaster, Past 4 years in management with proven sales record. 29, married. Desire stock options. Box J-119, BROADCASTING.

Experienced midwest AM/TV manager—small-medium market preferred. Box J-212, BROADCASTING.

Hard-driving professional salesman with engineering and programing background looking for right management opportunity. Now billing \$107,000 annually in 6-station, \$1,200,000 local market. RAB trained. Major university graduate. Current A/E position for three years. 29. First ticket. Box J-227, BROADCASTING.

Creative young radio manager looking for challenge and opportunity. Major market group experience, skilled all phases, solid record. Ready to help build your ratings, image and profits. Contact: Box K-15, BROADCASTING.

Thoroughly experienced manager/salesman offers eighteen years experience to station offering future. Currently Maryland. Box K-21, BROADCASTING.

Progressive or contemporary programing challenge wanted, experienced. 317-362-8977.

Sales

Strong radio salesman. Inside and outside station experience. \$200 per week plus opportunity to grow. Service completed and ready for challenge. Contact Mike Hassan, 618-532-0526 or 21 Mitchell Avenue, Centralia, Illinois 62801.

Announcers

Pro rock jock—first phone. \$200. Box J-44, BROADCASTING.

Combination "oldies" jock/sportscaster, third endorsed, responsible, dedicated. Box J-82 BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box J-137, BROADCASTING.

Graduate top NYC broadcasting school—professionally trained—will locate anywhere in the U.S.—tight board—authoritative news—sales oriented—third endorsed. Box J-146, BROADCASTING.

Competent, personable announcer with music-director background looking for a progressive station. Single, twenty-four, third phone . . . Box J-210, BROADCASTING.

Major market PM drive contemp; music personality. Amusing, tight, and looking. All replies confidential. Box J-214, BROADCASTING.

DJ newscaster, salesman, experienced, dependable, creative, versatile, tight board, third endorsed. Looking for top 40 in rock know all oldies but goodies. Box J-217, BROADCASTING.

Talk-show host, sports, play-by-play, news, variety. Many years experience. Major markets and personal interview preferred. Presently employed. Box J-232, BROADCASTING.

Versatile announcer, any format, currently employed, with first phone. Young but draft free. Box J-233, BROADCASTING.

Soul jock. Looking for my second job and more responsibility. Can move by October. Box J-234, BROADCASTING.

Working at progressive rocker (AM&FM) looking to move up. All offers appreciated. Box J-235, BROADCASTING.

Announcers continued

Radio school graduate (United in Florida) 6 months hard, practical experience in classroom plus part time air experience. All formats. Box J-236, BROADCASTING.

Weekends, part-time availability. 5 years experience in music-news-sales-talk-show host. Attending Emerson College. Excellent references. Third phone. Boston and vicinity only. Box K-1, BROADCASTING.

Major stations/markets. Rock jock wants to move up. Programing know-how, proven ratings, dynamite production, first ticket. Idea man. Box K-4, BROADCASTING.

Experienced NYC metro part-timer seeks full time top 40. I have a broadcasting degree 3rd, talent and desire. The right job is first, location second. Tape and resume are ready now, and so am I. Box K-14, BROADCASTING.

Willing to trade low salary for experience. Degree in broadcast journalism; news bureau background; 3rd phone. Single, 23, military fulfilled. Desire news or sports. Box K-19, BROADCASTING.

Experienced soul PD looking for major market station. Box K-22, BROADCASTING.

1st phone—contemporary jock, news background, strong on production, four years experience, masters degree. Box K-27, BROADCASTING.

Attention—southern Utah—L.A. Pro will manage, P.D., or dj, also TV—First phone. Box K-28, BROADCASTING.

First phone announcer with five years experience desires change to C&W or MOR format. Midwest or East coast area. References. Box K-32, BROADCASTING.

Ten year versatile pro with 1st phone looking for growth-minded personality operation. Box K-41, BROADCASTING.

Fact: To have good business you need good people. Six years of broadcasting experience, ready to work for you. Box K-42, BROADCASTING.

Florida stations! Are you 2nd or 3rd in your market? Please write. I offer 5 years experience, maturity with enthusiasm. Record of reliability. First phone. Box K-44, BROADCASTING.

Self starter, first, maint., production, remotes, seven years. Box K-46, BROADCASTING.

Professional jock wishes work in Michigan. Dependable, family, experienced small, medium and large markets. Write Box K-49, BROADCASTING.

First ticket, 2 years, tight pro sound, MOR, C&W, or contemporary. Young and dynamic. Box K-50, BROADCASTING.

Announcer—dj. Can "Turn on the heavies" and operate tight board. Will relocate. (212) 434-4562, or Box K-53, BROADCASTING.

Sex . . . thanks for your attention Michigan, Northeast. DJ, copy, production. Experienced, 3rd, good voiced. 1-313-881-9348.

Progressive cat needs work/catnip don't come free /1st phone/ 7 years radio, all phases. Contact Lester, 901 California Ave., St. Cloud, Florida 32769.

Soft rock pro/7 years/big numbers/1st phone/programing & production direction/family must settle in southwest. Air Mail J. Diamond, 145 East Alachua Lane, Coca Beach, Florida 32931.

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 Ave., Manhattan Beach, Calif.

1st phone experienced—MOR & rock. Any format. Phone 216-371-0987.

Experienced 1st phone—Black soul or top 40. Available immediately. (213) 848-9729.

Experience radio & television announcer from the W.I. seeks position as newscaster and spot man. Write 19B Madison St., Brooklynn, N.Y.—Sylvester Wilson.

Black—rock—R&B—dynamite—delivery jock. News—spots—3rd phone. Salary—open—will relocate—203-367-5894.

Experienced personality, aged 23, for top 40 or up tempo MOR. BBA, marketing, plus radio schooling. New England, Florida or California. R. Judd, Box 311, Turners Falls, Mass. 01376.

Professionally trained 3rd endorsed combo-man versatile, mature and digs contemporary AM or FM. Location: anywhere, U.S.A.—draft exempt. Jim Sumpter, 24216 Island Ave., Wilmington, Cal. 90744.

All phases & formats, first phone. Brad Melton, 12886 Fremont, Yucaipa, Calif. 92399. 714-797-7666.

Announcers continued

Experienced: four years, mid-west, strong news, broadcast all formats, sports, remotes. Community minded individual. Draft exempt. Will relocate. Charles E. Early, 2912 Sherbrooke Road, Toledo, Ohio. Phone: 419-475-3361.

1st class, experienced announcer wants to relocate in midwest. Roy Schroedl, Jefferson, Wisconsin. 414-674-2120.

Desire top forty, 3rd endorsed, draft exempt, will relocate (412) 381-2370.

Seeking announcer-dj slot. 29, married, veteran. In-experienced but able, school trained, some college, third endorsed. I am a quick-study, complaisant, hard working and available now. A good buy if only you will call Gary Powers at 1-216-835-1788, 2168 Bradley Rd., Westlake, Ohio 44145.

Immediate—1st phone news—dj—Oldie specialist. New England/New York. Brad—914-561-7543—9 am or 7 pm.

First phone in northern Ohio medium market MOR. Young; married; experienced. Good production and news. Locate East of the Mississippi. Prefer Atlantic Coast. Call Randy Swingle 216-997-7768.

Hear me out! Experienced MOR, rock dj. Good news. Super sales, imaginative advertising copy. First phone, young, West coast preferably. Days 213-465-9979, nights 213-656-5529, Jeff Silver.

Announcer/program director desires position with classical or middle-of-the-road station. Six years experience in classical field for a nationally syndicated program. Will send resume on request. Write Bary L. Williams, P.O. Box 186, Portsmouth, Virginia.

Technical

Chief engineer, now with 50 kw FM stereo in NYC, wants change—similar post in greater NYC area. Will consider any northeast, and would also like exposure to AM & TV. AB degree, first phone, and over 10 years experience in FM, audio and electronics. Box J-222, BROADCASTING.

Experienced AM-FM chief looking for station who desires full time quality maintenance. No announcing. Box K-5, BROADCASTING.

Experienced communications engineer wants position with station in southwestern Ohio area. Prefer chief engineer at smaller, well managed station, but will consider other situations. Have AM, FM, SCA, TV experience plus more. 1st class license; college. Box K-13, BROADCASTING. For resume, references.

Southwest—Chief engineer or group director. Broad background in AM-FM operation and technical management, also TV if your future plans include CATV. Box K-36, BROADCASTING.

Maintenance engineer seeking non-directional AM daytimer. Immediate. 703-663-2470 or Box K-55, BROADCASTING.

Highly experienced engineer-announcer. References. Good credit. 918-932-4083.

News

Top-notch news hawk for hire. Young, dynamic and aggressive. Box J-181, BROADCASTING.

Newsman with major market all-news background looking for slot with major or good medium market news operation. Top-notch writer, editor, production, board man; can go inside or out. Prefer northeast, but will consider all replies. Box J-239, BROADCASTING.

Reporter, NYC, 4 years major market experience in news; production. Will relocate or free lance. Box K-3, BROADCASTING.

California newsman, 10 years, 2 years CATV origination experience, seeks challenge in Calif. medium market. Box K-16, BROADCASTING.

Newsgirl, experienced reporter, features, radio production, and film. B.A. in Broadcast Journalism. Seeks position on news staff at information conscious station. Box K-56, BROADCASTING, or 319-351-2078.

News director—still seeking that right opportunity to lead your news operation into top spot. Available now for interview. Call Bill Winchell, 815-398-7664.

A good voice is important. But the ability to dig for and write the news is even more important, right? I have two years experience in local news. Also strong play-by-play. First phone. Excellent references. 201-572-1928.

Programing, Production, Others

Large market experience in sales, copy, promotion and tight board. B.A. in English . . . 3rd endorsed. Desire position in any or all of above in any Virginia market. All offers considered. Box J-209, BROADCASTING.

Programing, Production, Others

continued

Country music programing expert. Currently large major market. Looking for interesting, challenging opportunity. Box J-231, BROADCASTING.

Program/music director. Modern country. Top references. Box K-17, BROADCASTING.

Educational director with Norman Vincent Peale on the brain seeking employment with communications outfit. Educational, commercials, cables, production houses, contact immediately. I'm going places, are you? You can't tell if I'm your man till you write. Box K-23, BROADCASTING.

Recent college graduate seeks position in small market station. Two years experience on college station, both in programing and management. Third phone will travel. Mike Sokolski, 5051 Newport, Chicago, Ill. 60641.

I need a station who needs a production, news, copy and/or sales minded person on the go. Professionally trained ready to start now and guarantee one year of dedicated radio. Allen DeRosie, 801 North Loara #165, Anaheim, Calif. 92801.

Christian-Jesus people leader. Creative, mature family man, envisions youth training center co-ordinated with media communications towards street ministry. Former director. Produced playwright. Can write-up anything well. Does a Gospel format contemporary in style. 3rd class FCC. Will relocate. Salary flexible. Call Russell Stevens 203-889-6115.

A rare occurrence! Herb McFarland soon available. Now program director KLEF. Top award-winning commercials, deep-voiced announcing (non-regional), writing, production in quality areas. Happily married, seeking permanent relocation in stable operation. If you need multi-talented professional performance, call 713-783-0677.

Television Help Wanted

Management

Commercial manager with proven ability for south Texas VHF. Box J-241, BROADCASTING.

Announcers

Versatile TV announcer to deliver weekend sports and weather shows with a daily booth shift. Top VHF 25 market in northeast. Right money for right man. An equal opportunity employer. Send replies to Box J-220, BROADCASTING.

Major League play-by-play baseball announcer. Only experienced big league professionals should reply. Howard Reser, WTCN-TV, 2925 Dean Blvd., Minneapolis, Mn. 55416.

Technical

South Texas television station needs experienced transmitter engineer, and one trainee with first class license. Write Box J-242, BROADCASTING.

Southern California VHF seeks maintenance engineer, minimum 5 years paid experience with G.E. color cameras, including 400's. Top salary for top skills. Immediate opening. Qualified applicants, only. Resume, references. Box K-8, BROADCASTING.

An equal opportunity employer needs first class licensed engineer for full time job located in Florida. Must be heavy on maintenance of studio color equipment. Reply to Box K-20, BROADCASTING.

Transmitter engineer, first phone required, experience not necessary. Excellent fringe benefits, top salary with an equal opportunity employer. Box K-43, BROADCASTING.

TV switcher/engineer, experienced, needed immediately. Equal opportunity employer. Reply Karl Black, KRTV, Great Falls, Montana.

Immediate opening for experienced transmitter technician in major New England market. If qualified contact Chief Engineer, WPRI-TV, Providence, R.I. 401-521-4000. An equal opportunity employer.

News

Weatherman, A.M.S. Full time staff, annual salary, good conditions, Pacific N.W. Must provide VTR audition, we'll send tape. Write and include picture Box J-141, BROADCASTING.

Sports associate to join aggressive four man sports department strong on-air knowledge of SOF editing and writing. Contact O. E. Petty, WIS-TV, Columbia, S.C. 253-6431.

Programing, Production, Others

Promotion director—Independent in major market. Responsible for audience, sales promotion and publicity. We have the tools, now we need a great promotion man. Send resume to Box J-226, BROADCASTING.

Director with technical aptitude and creativity for VHF in Texas Gulf Coast city. Box J-243, BROADCASTING.

Wanted—Experienced producer for northeast major market net affiliated news operation—Need a young, aggressive self-starter to handle a half-hour newscast. Ability to work in and knowledge of all phases of production a must. A top opportunity for the right person. Equal opportunity employer. Box K-29, BROADCASTING.

Television Situations Wanted

Management

Dedicated professional. Program/operations manager. 11 years large market TV. No drifter. Two employers—9 and 2 years. Strong in programing, administrative leadership, film buying, community involvement and service. Seeks medium to small station with goals, commitments and professional pride to benefit from my experience, knowledge and initiative. College graduate. Veteran, family. Box J-160, BROADCASTING.

Technical

First phone: AM-TV experience, strong on engineering. Box J-247, BROADCASTING.

Southwest—Chief engineer position. 11 years TV-AM-FM operation, maintenance, construction and administration. A pro that's decided to settle in the southwest would like to be an asset to your station. Box K-51, BROADCASTING.

One-lung engineer in good health experienced in studio/transmitter operations, maintenance and supervision. Desires position in warm climate. Bob Boyd, Box 1118, Fort Myers, Florida 33902.

First phone with strong education background in electronics. Need experience and an opportunity to advance. Desire challenge. Robert Vette, 2257B Sierra Ln., Holloman AFB, N.M. 88330.

News

Complete news/sports reporter with top 3 background. Family man, 32, will relocate anywhere. Call (312) 325-1538, or write Box J-238, BROADCASTING.

Weathercast that will shine above others. Want one that does? Personable, young, creative, professional, experienced television meteorologist available with new ideas for top flite visual weather. Box K-24, BROADCASTING.

Mass communications graduate (Wisconsin), twenty-five, married. Did news oriented radio talk show, three years, major market, ratings. Seeks TV news or related. Available now. Box K-33, BROADCASTING.

Gutsy, objective discussion host, news analyst, anchorman, editorialist. Late 30's. Eye patch. Emmy, heavy background. Negotiable \$11,000. Start now. VTR available. (312) 642-6770 or Box K-39, BROADCASTING.

Highly qualified sports director able to prepare network quality programs. Strong air work—strong film and editing. Contact immediately. Box 3564, Orlando, Florida 32805.

All dig no dog . . . radio newsman (4-years) with experience in reporting, airing, writing news; interview programs, mobile reports, documentaries, investigative reporting. Prefers medium market TV or major market radio. B.S., family, hard worker. Phone: 518-477-6218.

TV weatherman. AMS professional with informative and interesting program seeks new opportunity. 312-234-3781.

Enthusiastic, contemporary approach to sports broadcasting. Former college athlete with all-sports background. 6 yrs. sports, news, dj interviews. Degree, 1st phone, shoot/edit film, ambition. For VTR call Kin Kelly, 515-279-6200.

News photographer . . . experience in medium market. BJ, resume and reel on request. 10402 Evans, Independence, Mo. 64053 816/461/7175.

Programing, Production, Others

Graduate student-broadcasting, ex-teacher, seeking production position with TV studio. Certificate in production-studio operations. Directing experience in CCTV. NYC-L. I. area. Box J-237, BROADCASTING.

Situations Wanted continued

Programing, Production, Others

Director/switcher, top-20 market experience; programs, news, commercials, P.S.A.'s video animation. B.A. mass communications, A. E. Rho, married. Tape and resume Box K-7, BROADCASTING.

Triple-threat. Commercial artist-photographer-director. Not three; just me. B.A. Communications. Portfolio and video tape available. All inquiries answered. Box K-25, BROADCASTING.

Production or traffic manager—Broadcast, CATV. Ten years broadcasting, advertising (five in top ten). Heavy traffic and inventory control, specialist-sales traffic and billing. Experienced all phases production-live, film. Box K-37, BROADCASTING.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

For Sale Equipment

Helix-styroflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

Two (2) RCA TK-43 Cameras complete with TD-9BC pedestal Varotal V zoom lens. 100 foot cables. Tektronix/RCA monitors, \$15,000.00 each. Call 803-253-6431.

Cartridges reconditioned and reloaded with Scotch 156. Like new at half the price: i.e., 40 seconds . . . 95¢, 70 seconds . . . 99¢, plus major parts. We pay return shipping and insurance. Also best prices anywhere on new Fidelipac and all numbers of 3M audio and splicing tape. Your order is your charge account. Lauderdale Electronic Labs, 16 S.W. 13th Street, Ft. Lauderdale, Florida 305-525-0478.

Television Transmitter—Ampex UHF TA15-BT bought new and used for tests only. Modify to your channel and higher power or for standby. With color and in perfect condition. Newsvision Company, 1016 Broad St., Bridgeport, Conn. 06603 or call evenings 203-378-9242.

For Sale—One General Electric twelve bay batwing antenna Model 47Y70H1. 750 ft. 6 1/8 inch 75 ohms Copper Coax Line in good condition with hangers, guide and bullets. Contact Harvey Mason, VP-Engineering, WITN-TV, P.O. Box 46B, Washington, North Carolina 27889.

Stereo automation. Save money on 2 trade show systems. New guarantee. Call W. Rubin, (213) 776-6933 collect.

For Sale: Two 50KW AM transmitters available 60 to 90 days. One three years old, priced at \$55,000 and one one year old at \$65,000. Equipment manufactured by Gates Radio. For further information contact Robert Sidwell, 609-456-1716, CCA Electronics.

1 1/2"-50 OHM Gas Filled Line. Complete w/"N" connectors; equipped for pressurization Brand New, Phelps Dodge #STA 158-50 One length @ 1000 ft. one length @ 400 ft. \$1.60 per foot for all. Action Electric Sales 312-235-2830. Need Coax, bare copper, power cable?

1-25KW RCA TTU-25B UHF transmitter with set of tubes and spare parts. 400 Ft. 6 1/8 RCA MI transmission line. 3—Lambda Power Supplies—285 Volt 600MA; 1—TA-9 RCA—STAB amp.; 2—TG-2A RCA—Sync Gen.; 9 TA-3B—RCA—Video DA.; 4 TA-4A—RCA—Pulse DA.; 4 WP-15—RCA—Power Supplies.; 2 TM-6—RCA—Master Monitor.; 2 TP-16—RCA—16mm projectors.; 6 Video Heads for Ampex VR-1000; 1 580—RCA—Power Supply; Contact Chief Engineer, WICZ-TV, 70 Henry Street, Binghamton, N.Y. Tel. 607-723-8251.

Continental 315 5KW transmitter in good operating condition, \$3,500.00. Contact Glenn Callison, Director of Engineering, The McLendon Corporation, 1917 Elm St., Dallas, Texas (214) 747-9311.

Automation system, Continental prolog 100; good condition, available now. Box K-9, BROADCASTING.

Mint condition GR 916A rf bridge, \$295; HP 330B distortion analyzer, fine for AM audio proofs, \$295; Sioddart NM-20B field intensity meter, 150kHz—20 MHz, \$550. Box K-11, BROADCASTING.

Two Ampex halftrack 450 playbacks, spare head assembly, rack. Best offer. Phone Freedberg, WHOM 212-246-3900.

Now in our stock—Scully 280's 270's, Metrotech 526A's Ampex AG-600's—500 and 440's—complete Ampex spare parts—call collect AC 305-563-0495—Broadcast Automation Collectives, 3101 N. Federal Hwy., Fort Lauderdale, Fla. 33306.

RCA BTA-5F 5kw AM transmitter excellent condition with spare parts and tubes. Engineering service for reinstallation available. Hy-Power Electronics Co., Dallas, Texas (214) 691-1774.

FOR SALE Equipment continued

Cartridge tape equipment—Completely rebuilt and reconditioned. Tapecaster and Spotmaster Record/playbacks \$375.00. Playbacks \$250. 30-day money-back guarantee. AUTODYNE, P.O. Box 1004, Rockville, Maryland 20850 (301) 762-7626.

General Radio 1181A and RCA BW11A frequency monitors, 1 1/2" rigid coax, RCA limiter amplifiers, speech racks, jack fields, misc RCA preamps, line and monitor amplifiers, etc. Inquire—Hy-Power Electronics Co., Dallas, Texas (214) 691-1774.

Broadcast Crystals: New or repairs for Gates, RCA, Biley, W.E. and JK oven holders. AM frequency monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eidson Electronic Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

4 Fairchild 663 NL compressors at \$125.00 each. 8 Fairchild 664 NL equalizers at \$125.00 each. 1 Fairchild 675 De Esser at \$125.00. Accurate Sound Company, P.O. Box 3505, San Angelo, Texas.

Capstan idlers for Ampex 300, 350, 440 series, self aligning with replaceable ball bearings. \$22.50 net. VIF International, Box 1555, Mtn. View, Cal. 94040. (408) 739-9740.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 2634B, San Francisco 94126.

Counsel on how to up your income prestige; send name, address, and \$2.00 to Scepire, 4812 Imperial Terrace, Louisville, Kentucky 40216.

Add laughs to your weather channel—New CATV Comedy on 3x5 cards. Keep viewers tuned in. Write for sample package and subscription rate. Show-Biz Comedy, 1735 E. 26th St., Brooklyn, N.Y. 11229.

Interested in Christian format for your station? We can help you! Call Dr. Crews, Christian Radio Consultant, 912-432-6436 or write Box 942, Albany, Ga. 31702.

INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. ELKINS INSTITUTE**** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

ELKINS*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-568-1110.

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS*** in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4103 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

Instructions continued

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-521-1426.

ELKINS* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

ELKINS* in Tennessee, 2106-A Bih Avenue. South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS* in Texas, 6801 Viscount Blvd., El Paso, Texas 79925. Phone 915-778-9831.

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS in Washington, 4011 Aurora Ave., North Seattle, Washington 98103. Phone 206-634-1353.

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-778-1234.

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Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates Oct. 6—Jan. 5, April 12. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

Zero to first phone in 5 weeks. R.E.I.'s classes begin Oct. 11, Nov. 15, tuition \$395.00. Rooms \$15-\$20 per week, call toll free: 1-800-237-2251 for more information, or write: R.E.I., 1336 Main Street, Sarasota, Florida 33577. V.A. approved.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. Call Joe Shields (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441.

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NEW MEXICO IS A GOOD PLACE TO LIVE

- Openings for DJ's, salesmen, engineers, newsmen and combos in small to medium sized markets. Applicants from nearby states preferred. Send tape, typed resume and requirements.
- New Mexico Broadcasters Association, 120 Amherst NE, Albuquerque, N. Mex. 87106

Help Wanted Sales

Nationally oriented Rep salesman to manage New York office for Regional Radio stations. Investment possibility with excellent future. Write in confidence:

BOX J-218, BROADCASTING

R.E.I., 625 E. Colorado St., Glendale, Calif. 91205. Call toll free, 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First class F.C.C. license theory and laboratory training in five weeks. Tuition \$333.00. Housing \$16.00 per week. VA approved. New classes start every Monday. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. Type Exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd, and 1st phone exams. 3rd class, \$7.00; 2nd class, \$12.00; 1st class, \$16.00; complete package, \$25.00. Research Company, 3206 Bailey Street, Sarasota, Florida 33580.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

FCC 1st class in 6 weeks. Established 1943. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606.

F.C.C. first class license in 5 weeks. Classes begin Oct. 25 & Nov. 15. \$300.00 total cost. Write United Broadcasting College, 3217 Atlantic Blvd., Jacksonville, Florida.

Are you interested in a professional announcing career in radio? Then enter America's most unique and practical broadcasting school . . . The School of Broadcast Training in Artesia, New Mexico. Three months training on two commercial radio stations . . . KSVF-AM and KSVF-FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first full time radio job. Third class radio-telephone license with broadcast endorsement included . . . needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12 only. Bonded! Approved by the New Mexico State Board of Educational Class begins Jan. 2, 1972. Enroll Now! Write . . . Dave Button, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations!

See our display ad under instruction on page 57. Dan Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HO 2-3281.

Management

MANAGER/INVESTOR

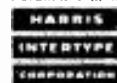
Your opportunity to advance professionally with equity. Invest, build and manage stereo-FM in major northeastern market. For details phone 419-562-6958 or 201-837-2726.

TECHNICAL

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GATES RADIO COMPANY

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123 Hampshire St., Quincy, Illinois 62301
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As Calvin Coolidge did not say but might have, the business of business is business. The paths that take modern corporate managers to the top—sales, marketing, finance, law—often have less to do with specific products and services than with process itself; business acumen has become a gift that transcends product categories. Aside from those few atavistic souls who sell old books or roll their own cigars, does anybody in this age of the conglomerate run a business out of sheer affection for the product?

Well, yes; business hasn't grown quite that large. Still, it is becoming more difficult to find people like Lyle Keys. As president of Telemation Inc., which manufactures and distributes television hardware, he has led the company from modest beginnings in Salt Lake City—not exactly the industrial hub of the Western Hemisphere—to its present status as an international firm that makes over 130 products. Yet Mr. Keys—a 46-year-old Montana native who took his degree in electrical engineering and has remained in that field for over 20 years—is not about to diversify into lipstick and earth-moving equipment. Personally and professionally, he is oriented toward the kinds of products Telemation now makes and distributes.

"My principal value to the company," he says, "is in the area of product. I'm still deeply involved in it from a conceptual standpoint. In marketing, finance and other areas, I'm involved to a much lesser degree."

As president of Telemation, he heads a company with 21 domestic and two overseas sales offices, as well as the corporate headquarters and manufacturing facilities in Salt Lake City. Undeniably, though, television products are his first concern.

They will also be the heart of Telemation's future activity. The company does have two software subsidiaries—Telemation Productions Inc., Chicago, serving industrial and educational clients, and Telemation Program Services Inc., a film-procurement firm for cable systems—but they represent a limited, focused kind of diversification. As Mr. Keys puts it: "We're philosophically committed to confine our activities within the TV industry—to anything and everything involving TV except the consumer end of the business."

When Lyle Keys says "TV," his definition is far broader than the one heard in political circles, where factional squabbles are an everyday occurrence; it is, in fact, as broad as the market—broadcast, cable, closed circuit, instructional, and whatever may emerge next week. A black-haired, deeply tanned man who in smiling moments resembles a younger, smoother and considerably quieter Ernest Borgnine, Mr. Keys is

Telemation is Lyle Keys's most important product

given to brief, direct sentences and to no-nonsense assessments of the things that affect his company. And where "TV" is concerned, his assessment is that the word applies wherever there is a market for what he enjoys doing.

When he first learned electrical engineering—in the Navy during World War II—there was nothing on the market called "television." He first became associated with the industry in 1950 when he joined the Philco Corp. as an engineer. He left Philco and the title microwave project engineer there in 1953 to go with the Allen B. DuMont

Week's Profile



Lyle Oscar Keys—president, Telemation Inc.; b. May 13, 1925, in Wibaux, Mont.; U.S. Navy, 1943-46; BS in electrical engineering, Valparaiso Technical Institute, 1950; engineer, Philco Corp., 1950-53; sales engineer, Allen B. DuMont Laboratories, 1953-55; with several other DuMont marketing personnel formed Visual Electronics Corp., 1955; director of engineering, KUTV(TV) Salt Lake City, 1957-63; while there, was among founders of Electronic Sales Corp., later known as Telemation Sales Inc.; president, Telemation Inc., 1963- ; m. Genevieve Stelter, Hebron, N.D.; children—Jill, 18 (by previous marriage); Camille, 13; Cory, 11; Mary, 8. Hobbies—skiing, boating.

Laboratories as sales engineer. Later, he teamed with other DuMont marketing personnel to establish Visual Electronics Corp. And, although his background includes a stint as engineering director of KUTV(TV) Salt Lake City, it was not in broadcast that Lyle Keys's company got its start in the early sixties. It was in cable.

After two years of running a strictly distribution business that later matured into Telemation's sales arm, Mr. Keys entered the field of cable products in 1963 with "Weather Channel," for automatic presentation of time, weather, and public-service or advertising announcements. Telemation continued to manufacture specialized products for cable while moving into closed-circuit, instructional and—chronologically the latest—commercial television.

Right now, ironically, it is in broadcast that Mr. Keys's company is making its most rapid strides forward. Because of the uncertain Washington situation, he says, "cable is not growing today—except in the amount of column space it gets in publications." (He expects that situation to change dramatically—but only after the FCC nails down new rules that permit cable to grow.)

Telemation moved into broadcasting in a big way late in the sixties with the introduction of a color camera, and the company is also heavily engaged in producing less conspicuous but vital staples of the broadcast art—synchronizing systems, electronic titling devices, and video testing and switching products, for example.

Looking ahead, Mr. Keys views the technical problems of the next several years as questions of refinement rather than dramatic breakthrough—in areas such as automation and the quality of color transmissions. On the latter subject, he laments, "we're miles and miles behind the Europeans. They started later than we did, but they seem to pay more attention to their technical problems than we do."

As for cable, Mr. Keys adopts the posture of friendly critic. He has close ties with the industry, but he worries about what he regards as a past tendency among industry leaders toward rhetorical overkill. "Cable leaders," he says, "have taken to talking about lots of pie-in-the-sky ideas as if they were a fait accompli," he says. He singles out two-way communication as an innovation that, while promising, has been oversold for the near term.

He is as convinced that cable will grow, however, as he is of long-term health of all other phases of that multi-headed, prosperous entity he calls "TV." The prospect pleases him: wherever there is television, there is a market for the mushrooming operation headed by Lyle Keys.

Remaking the FCC

For years there was a standing joke about the kind of appointment a President would be obliged to make to the FCC to satisfy all vocal minorities. The choice would have to be a politically independent black female of the Jewish faith.

The Nixon administration's solution to the personnel problem of today's FCC, which is beginning to resemble a revolving door, is taking shape. There seem to be more pluses than minuses.

There is a woman in the case, Representative Charlotte Reid (R.-Ill.), who takes over from an interim Republican, Thomas Houser. Mr. Houser's record, from the free-enterprise broadcasters' view, has been anything but favorable. He seems to be locked to the common-carrier concept, undoubtedly stemming from his background as a legal specialist in railroads. Mrs. Reid has an excellent middle-of-the-road congressional record and a background in broadcasting as a performer. Person for person, this is a plus.

The FCC loses a forceful figure in the imminent departure of Commissioner Robert Wells for a Republican run for the governorship of his native Kansas or, absent that, a return to the business of broadcasting. The White House has more than hinted that his successor will be the FCC's general counsel, Richard Wiley. Promotions based on merit are to be applauded. The woods are full of devout party members who are looking for political plums like the FCC's \$38,000 per annum.

The fact that the administration has in mind the replacement of a Republican broadcaster-commissioner by a young lawyer who has won the respect of his peers betokens a regard for efficiency and balance rather than patronage.

Bound to be the most controversial appointment will be that of a successor to Commissioner Robert T. Bartley, Texas Democrat who will retire next June 30 after a decade. The commitment is for appointment of a black. Because not more than four members may be of the same political party, the Bartley successor must be a Democrat or an independent.

The best man for the position probably will be a reluctant candidate who will need to be persuaded. The first black on the FCC should be neither a professional militant nor an Uncle Tom. Whether lawyer, engineer, businessman or whatever, he should have credentials that are applied to others who serve on important regulatory agencies.

One is enough

If the success of an organization depends upon the people who compose and run it, the new National Advertising Review Board must be counted a potential winner. As a glance at the roster printed elsewhere in this issue will show, its 50 members, headed by this country's former UN ambassador, Charles W. Yost, include advertiser and agency executives of recognized professionalism and integrity.

As to the 10 members who have been appointed to represent the public on the board, we have no reason to question their selection, although two of them in times past have been discussed with less than total approbation on this page. LeRoy Collins, when president of the National Association of Broadcasters, often represented a constituency of one—himself. Ken Cox, while on the FCC, invariably opposed the bigs in the name of defending the little, even when sizes were irrelevant to vistas at hand. We are willing to hope both will work from larger vistas in their new assignment.

With the new board in operation, success will also depend

on the whole advertising fraternity, first in creating and approving advertising that is as free of taint as it can be made and then, if challenged, in either accepting the board's final verdict or, if unpersuaded by the board, having the courage to test its verdict before the Federal Trade Commission or another federal agency.

The last point—the board's referral of unresolved cases to an appropriate governmental agency—may be the main strength and main flaw in the entire apparatus. In the current Washington climate, how many advertisers are apt to expect more lenient treatment from government than they got from their peers? No matter how right they believe themselves to be? No matter how right they may in fact be?

The board faces a monumental task. Formed in a period of rising consumer complaints to fend off harsher government regulation by providing more efficient self-regulation, it almost certainly will attract even more consumer complaints, simply by being there. Experience under broadcasting's own codes, the only ones of their kind in all advertising, amply justifies that dismal prediction.

There is no suggestion that broadcasting's codes, as currently constituted, will be affected in any way. The National Advertising Review Board will operate after the advertising has run and the complaints have come in, and, at least at the outset, will deal only with charges of falsity and deception. Broadcasting's codes, of course, attempt to screen out objectionable advertising before it runs and deal in many areas—from taste to volume and frequency.

It is strange, as we have said before, that the broadcast media must—or choose to—operate under far stricter standards than those for advertising generally. TV and radio advertising will of course be subject, like all the rest, to NARB review upon complaint. So it, unlike other advertising, will be subject to strict review fore and aft.

This may be, as some say, a price that broadcasters and their advertisers are to pay because broadcast advertising has higher visibility and greater impact, or because television in particular, already under attack on all fronts, would bring down new wrath if it relaxed its own standards. But if the inequity cannot be cured, it certainly need not be compounded by further expansion of TV-radio code activities. The new NARB seems fully competent, and in broadcasting it starts with a base that is already well established.



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BOX K-6, BROADCASTING

Situations Wanted Announcers

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We have a very interesting and unique opportunity for a bright, ambitious television broadcaster willing to invest his station experience in the fast growing "Executive Search" business. Candidates should be under 35 years of age with sales background and the ability to work on a highly confidential basis with top level broadcast executives. Starting salary \$18,000-\$24,000 depending on experience with opportunity to earn \$40,000 third year. Call:

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Network owned Chicago television station. List worth \$30,000. Prefer medium market sales experience. Rush detailed resume to General Sales Manager,

BOX K-2, BROADCASTING

Technical

VTR Operator

Immediate NY opening video & vtr operator/maintenance man Ampex 1200 B3 vtrs & Ampex BC 230 color cameras. Great opply with young company specializing in computer animation. \$8-\$12,000 yearly depending upon experience. Please contact

BOX K-12, BROADCASTING

Technical continued

CATV GROUP OPERATION

needs experienced Chief Engineer whose capabilities include mapping, construction, maintenance and technical know-how. Excellent opportunity. Rush all information.

BOX K-45, BROADCASTING

News

**ASSISTANT
NEWS
DIRECTOR**

For Major Top Ten Midwest Market television network affiliated station to run operation. We have a most challenging opportunity for a dedicated aggressive newsmen.

Minimum five years experience in broadcast journalism and/or print.

Position equivalent to city editor and requires mature, responsible judgment and administration.

Must be a college graduate, prefer journalism major.

Send references and samples of work required to:

Box K-57, Broadcasting

An Equal Opportunity Employer

NEWSMAN

Reporter-on-air — needed for Major Top Ten Midwest Market television network affiliated station.

We are looking for an experienced news reporter to be our number one man on film reports; also to pinch-hit for anchor-man when necessary.

PREREQUISITES:

- 1) Five years broadcast journalism
- 2) On-air reporting
- 3) College graduate.

If you qualify and are looking for a real broadcast news challenge, send video tape and/or film of interviews, in depth report, etc. and resume to:

Box K-58, Broadcasting

An Equal Opportunity Employer

Miscellaneous

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B

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Box K-52, Broadcasting

Wanted to Buy—Stations

INDIVIDUAL PARTY

Interested in investment or purchase of AM or FM facility southeastern Massachusetts. (Fall River, New Bedford, Cape Cod)

BOX K-26, BROADCASTING

WANT TO BUY RADIO STATION

Metro or Major market AM in Pennsylvania.
Will pay up to \$500,000 cash.
BOX K-54, BROADCASTING

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gives you nationwide display.

For Rates Contact:

Broadcasting
THE BUSINESS SIDE OF TELEVISION AND RADIO

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2. UPPER MIDWEST. Regional daytime operating with positive cash flow but not approaching potential. \$300,000. 29% down.
3. WEST SOUTH CENTRAL. Well established full-timer. \$550,000. Terms.

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(Continued from page 52)

none after) to Ansley D. Cohen Jr. (33 1/3% before, 100% after). Consideration: \$93,378.66. Mr. Cohen is general manager and director of WNCG and WKTM and has interest in Motivational Musics Inc., which provides background music service for stores and offices. Action Sept. 17.

■ WFCM(AM) Winston-Salem, N.C.—Broadcast Bureau granted transfer of control of Forsyth County Broadcasting Co. from Central Broadcasting Co., Burke County Broadcasting Co., Robert R. Hilker, William R. Rollins and the Estate of James B. Keel (jointly 100% before, none after) to Robert A. Mayer (none before, 100% after). Consideration: \$160,000. Mr. Mayer is licensee of WPJD(AM) Daisy, Tenn. Action Sept. 7.

■ WCSM-AM-FM Celina, Ohio—Broadcast Bureau granted assignment of license from Central Broadcasting Corp. to Johnston Broadcasting Inc. for \$175,000. Sellers: Lester G. Spencer, president, et al. Buyer: Hugh E. Johnston, president, sole owner. Mr. Johnston is manager of WDUZ-(AM) Green Bay, Wis. Action Sept. 17.

■ KWIN(AM) Ashland, Ore.—Broadcast Bureau granted assignment of license from Rogue Valley Broadcasters Inc. to C&W Broadcasters Inc. for \$105,000. Sellers: W. Henry Peck, chief executive, et al. Buyers: Michael M. Lochrie (25%), president; Walter A. Graff III (25%), secretary-treasurer; Thomas C. Howser (25%), vice president, and Ernest L. McKie (25%), director. Messrs. Lochrie and Graff were formerly employed by KSHA(AM) Medford, Ore., as manager and salesman, respectively. Mr. Howser is attorney. Mr. McKie is high school basketball coach. Action Sept. 7.

■ WNRR(FM) Neenah-Menasha, Wis.—Broadcast Bureau granted assignment of license from Jerry J. Collins to Midwest Communications Inc. for \$55,000. Seller: Jerry J. Collins, sole owner. Buyers: Ducey E. Wright Jr. (77%), president; Roger R. Morrison (18%), and Elroy W. Sellin (5%), vice president. Mr. Wright is owner of WRIG-AM-FM Wausau, Wis. Mr. Morrison is franchisee of weight reducing concern. Mr. Sellin is sales manager and salesman at WRIG-AM-FM. Action Sept. 7.

CATV

Final actions

■ Sanford, Fla.—Seminole Cablevision Inc. Cable Television Bureau granted petition requesting carriage of WUFT(TV) Gainesville, Fla.; WEDU(TV) Tampa-St. Petersburg, Fla., and WUSF-TV Tampa, Fla. Action Sept. 22.

■ Allentown-Bethlehem, Pa.—FCC granted petitions by Twin County Trans Video Inc., operator of CATV in Allentown-Bethlehem, Pa. market, for waiver of hearing requirements of rules, and for authority under interim procedures to carry additional signals and extend its area of service. Action Sept. 24.

■ Newport News, Va.—FCC granted stay to Hampton Roads Cablevision Co., operator of 12-channel system at Newport News, until Oct. 7, to comply with order directing it to stop carrying signals of Richmond stations WTVR-TV and WBTV(TV), and Richmond-Petersburg station WXWX-TV, in violation of the mandatory stay provisions of rules. Action Sept. 27.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Sept. 28. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Seneca, Ill.—Kraus Electronic Systems of Joliet has begun construction.

■ Long Beach, N.J.—Island Cable Co. has applied to the board of commissioners for a 20-year franchise.

■ Ithaca, N.Y.—Common council has granted a monthly rate increase from \$4 to \$4.50 to Cerracche Television Corp. The increase becomes effective Jan. 1, 1972.

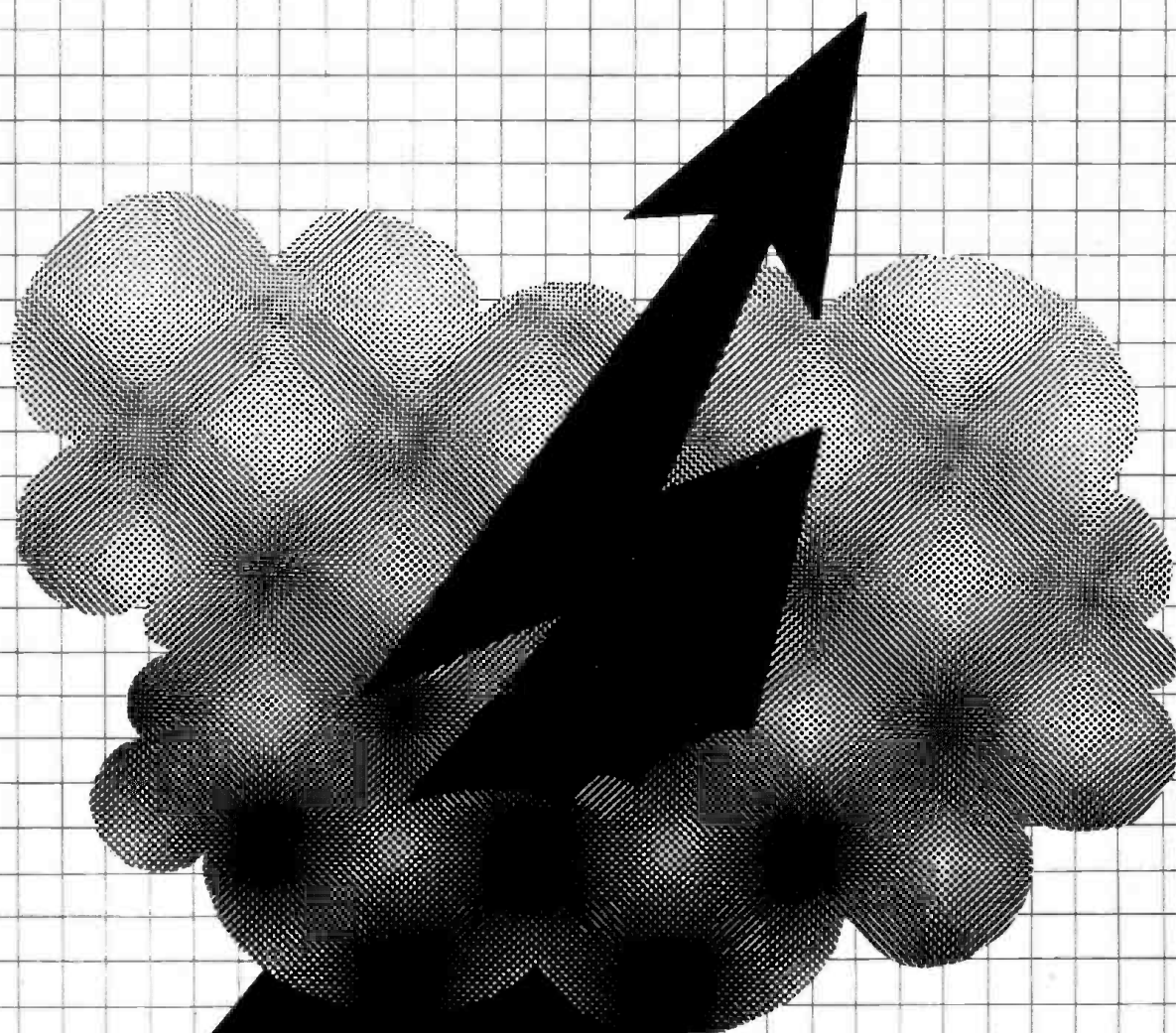
■ Schenectady, N.Y.—City council has received a franchise application from Athena Communications Corp. (multiple-CATV owner), New York.

■ Akron, Ohio—City council has received a franchise application from Coaxial Communications Inc. (multiple-CATV owner), Sarasota, Fla.

■ Kent, Ohio—Portage Telerama Co. has applied to city council for a franchise.

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WCBS/FM

*To be exact, 1,019,700 Cume Persons, Age 12+, TSA, Total Week, ARB'S July/August 1971 Radio Market Report.

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2 KTVU

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