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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®

Bolt from the blue: Whitehead offers broadcasting bill of rights
Macdonald political spending version carries day in House Commerce
Public broadcasting tangles with FBI, comes up with major cause celebre
Burch tries his hand at putting Humpty Dumpty together again in cable

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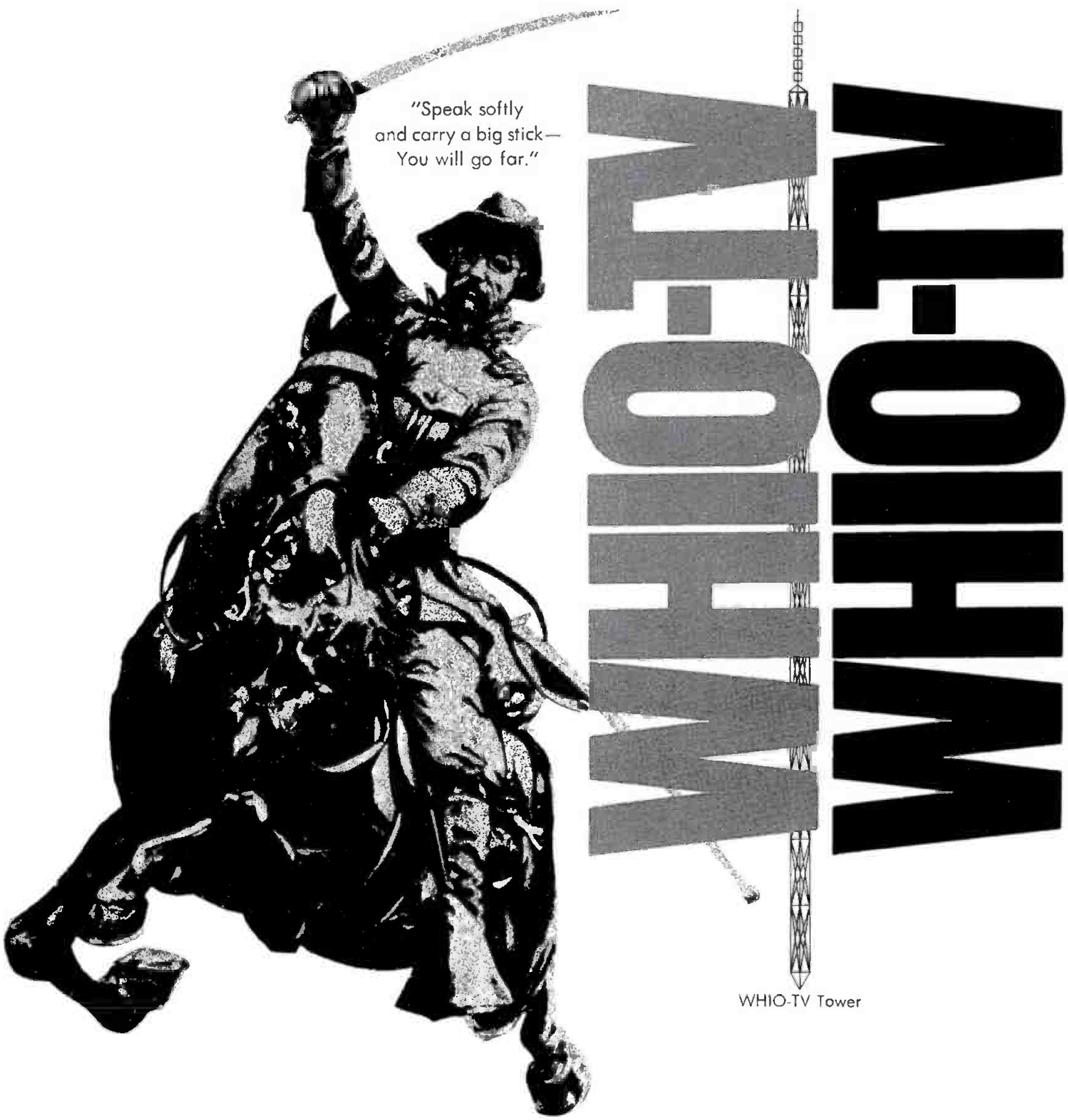

WHIO-TV Tower

We took Teddy's advice to heart. We at Channel 7 built the biggest VHF "stick" in Ohio. Our 1096 foot tall antenna reaches a much larger audience than our competitors, 26% more than Station A and 91% more than Station B in Weekly Cume households.*

Our extra signal reach is evident from a quick look at our coverage map, yet all that bonus coverage usually costs no more than others ask to cover Dayton metro alone.
When you want to reach the total Dayton market, use our big stick to get their attention.

*Source: NSI Weekly Cume Audience,
7 A.M.-1 A.M.—Sun.-Sat., Feb./Mar. 71

A reflection of Dayton
WHIO Television

Represented by TeleRep

A Communications Service of Cox Broadcasting Corporation

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

COX BROADCASTING CORPORATION STATIONS: **WHIO AM-FM-TV Dayton**, WSB AM-FM-TV Atlanta, WSOC AM-FM-TV Charlotte, WIOD AM-FM Miami, WIIC-TV Pittsburgh, KTVU San Francisco-Oakland

WeekInBrief

OTP Director Clay T. (Tom) Whitehead prescribes radical surgery for broadcast regulation: abolish fairness doctrine and replace it with right of paid access; get government out of programing; 'de-regulate' radio. See . . .

Whitehead calls for a new deal . . . 14

Campaign-spending bill voted out of House Commerce Committee is almost a return to the original proposals of Representative Torbert H. Macdonald (D-Mass.). Vote is heavily partisan; GOP opposition is solid. See . . .

Macdonald moves his spending bill . . . 16

Senate Subcommittee for Consumers, with Chairman Frank E. Moss (D-Utah) registering 'disappointment,' defers action on truth-in-advertising bill at request of FTC Chairman Miles W. Kirkpatrick. See . . .

Senate truth-in-ads bill frozen . . . 28

FCC, already drowning in papers dealing with children's programing, gets final round of comments from variety of groups, including Action for Children's Television; panel in New York also explores the subject. See . . .

Last words on children's programing . . . 32

FCC Chairman Dean Burch is stepping into the breach created when OTP dropped its effort to harmonize differences between industry groups over commission's cable policy proposals. Problems remain the same. See . . .

Burch dons robes doffed by Whitehead . . . 38

During short visit to U.S. two weeks ago, BBC Director General Charles Curran was interviewed by BROADCASTING on problems and characteristics that are common or unique to broadcasting here and in Britain. See . . .

A conversation with Charles Curran . . . 42

Applications for station sales are providing citizen groups with new opportunities to present demands to station licensees. Capcities precedent is being extended in sales by Time-Life, Combined Communications. See . . .

A different kind of barter . . . 46

New York Telephone Company is authorized by the FCC to construct and operate channel facilities in Manhattan for Sterling Manhattan Cable Co.; in rulings on adjacent communities, company wins a little, loses a little. See . . .

Telco wins once, loses twice . . . 48

Senator John G. Tower (R-Tex.) introduces bill designed to prevent unqualified challengers from competing for licenses, and to make program performance the sole criterion in renewal hearings involving competing applicants. See . . .

Relief is just a Senate bill away . . . 49

Segment of 'The Great American Dream Machine' dealing with the FBI was suspended last week by PBS, over protests from its New York production center. Incident may trigger a congressional inquiry. See . . .

Hill may ask what stopped 'Machine' . . . 53

Departments

Broadcasting

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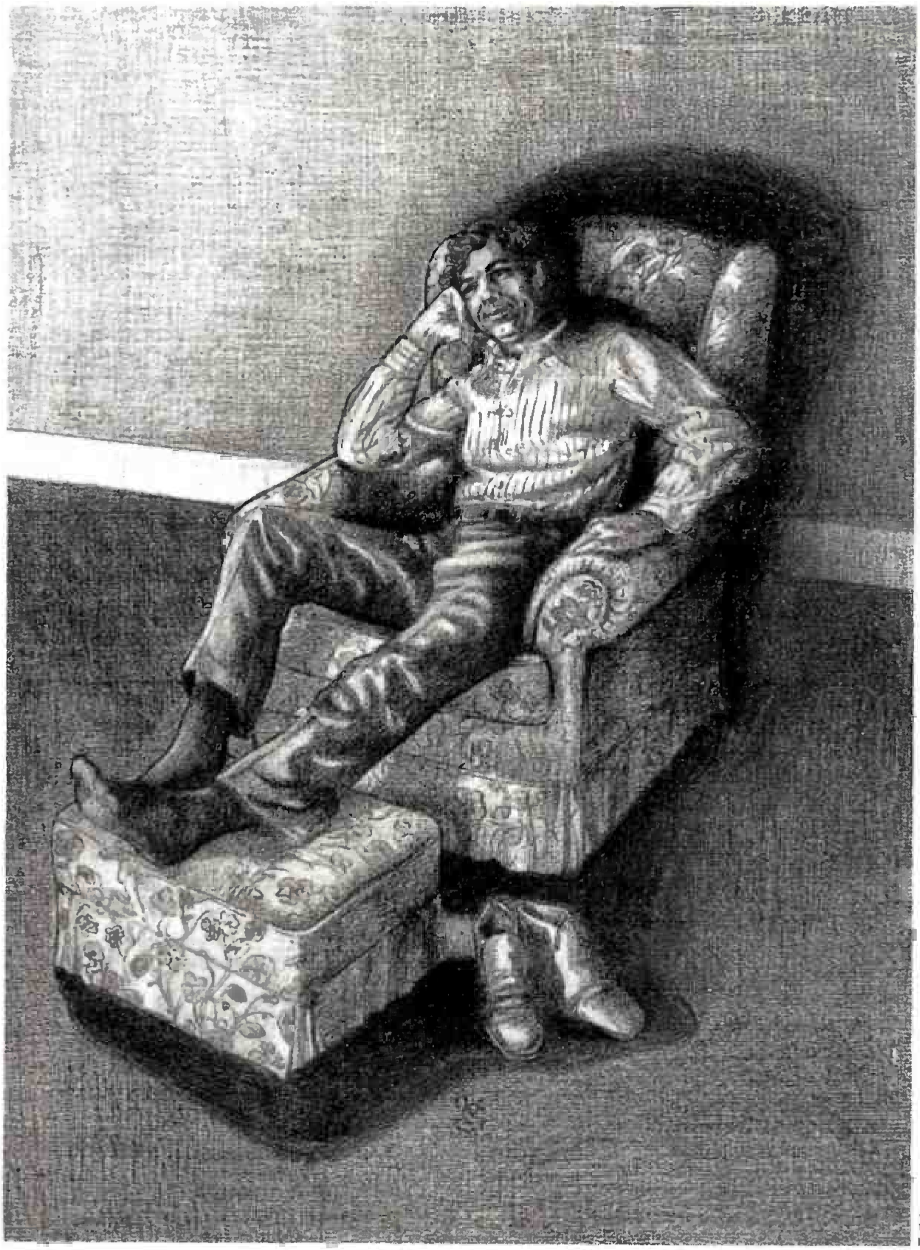
We telecast the news to 3½ million strangers as if we were talking to one friend.



For years the classic newscaster was an inanimate object. An automaton that's programmed to go off at 6:00 and 11:00 PM each night with the day's happenings.

We at the ABC Owned Television Stations however, think there's something a lot more likeable for our newsmen to be: Themselves. The result is a newscast that is not only accurate and authoritative, it's also warm and human.

The response to this new way of telecasting the news wasn't just unusual. It was astonishing.

The ABC Owned Television Stations have been picking up new viewers for their news shows by the thousands. In New York and Chicago, our Eyewitness News (early and late combined) is first in men and women 18 to 49.* In San Francisco, our late news delivers more homes and adults 18 to 49 than anyone else.* And including Los Angeles and Detroit, our five stations together have added more than 700,000 adults since May 1970.* At last count there were 3½ million viewers choosing us for news.*

It looks like that one friend that we talk to has won us a lot of friends

ABC Owned Televison Stations

WABC-TV, NEW YORK; WXYZ-TV, DETROIT; WLS-TV, CHICAGO; KGO-TV, SAN FRANCISCO; KABC-TV, LOS ANGELES

*AUDIENCE INFORMATION BASED ON ARB ESTIMATES MAY/1970 MAY/1971 FOR NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO AND LOS ANGELES. SUBJECT TO QUALIFICATION AVAILABLE ON REQUEST.

Fast relief

Lost in excitement provoked by daring proposals of Clay T. Whitehead, director of President's Office of Telecommunications Policy, to liberalize all broadcast regulation (see story, page 14; editorial, page 72) is prospect of swift action by FCC to "de-regulate" radio. That's only major part of Whitehead plan that can be put into action without extensive legislation.

In disclosing plan, Mr. Whitehead said he had suggested to FCC Chairman Dean Burch that FCC and OTP work together on major-market test of radio de-regulation which would include pro forma station transfers and renewals, end of fairness doctrine, no program review or counting of commercials. At least four FCC votes, all Republican, can be counted for experiment: Mr. Burch, Robert E. Lee, Robert Wells (or his expected successor, Richard Wiley) and Charlotte Reid, sworn in last Friday. Incidentally, White House was aware of Mr. Whitehead's plan but so far describes it as individual effort.

All but done

Any day now President is expected to announce nomination of FCC general counsel, Richard Wiley, as successor to Commissioner Robert Wells who simultaneously will formally resign. (Mr. Wells won't decide, however, whether to run for GOP nomination for governor in home state of Kansas until possibly late this year or early next.) While he hasn't said so, it is likely Mr. Wells will return to broadcast-newspaper business (he was with Harris stations in Midwest before joining FCC Nov. 6, 1969).

Coincident with Wiley-Wells shift, President Nixon may declare his intention to name black to replace veteran Commissioner Robert Bartley, Texas Democrat, whose term expires next June 30. Several prospects are being checked, with considerable support for Revius Ortique, 46, of New Orleans. Ted Ledbetter, 32, Washington communications consultant, is campaigning for slot. Mr. Ortique is Democrat; Mr. Ledbetter classifies himself as independent.

Building equities

Appointment of Robert L. Stone, now VP and general manager of NBC television network, as president of NBC Radio (see "Week's Headliners," page 9) does not mean company has taken its six AM and six FM stations off trading market. NBC will still entertain offers and expects eventually to sell off radio properties one or two at a time. But top management has decided it needs to upgrade radio operations while stations are still in its portfolio. That's assignment given Mr. Stone, who is regarded as crack manager.

NBC has fixed two criteria as essential to any station deal: Price must meet its expectations; deal must look promising for prompt clearance by FCC. Beyond that, NBC will entertain no offers for stations that must apply for license renewal soon, which would seem to eliminate California properties (up now) and New York (which must file by next March 1). Right now NBC has no offer that meets criteria.

Flirting with fraud

FCC has set aside Wednesday for major debate on course it should take in area of fraudulent advertising. Two staff documents are expected to be under consideration—one to set general guidelines for stations and networks to follow in guarding against deceptive advertising (BROADCASTING, Aug. 2); other to make major point of Federal Trade Commission's responsibility for policing such ads in all media, but also stressing view that broadcasters have duty to make good-faith effort to determine legitimacy of commercials they carry.

At issue in discussion will be three requests that commission take activist role. One was from group of George Washington Law School students who want commission to establish primer making clear what constitutes deceptive advertising; second was from Action for Children's Television seeking ruling that stations carrying toy commercials challenged by FTC be required to make time available for messages warning of alleged deceptiveness; third was from Washington, D.C., consumers group complaining about ads carried by WTOP-TV and its affiliated network, CBS.

Hunt broadens

Search for new president of National Cable Television Association is going far beyond those few names usually placed atop list of contenders. NCTA presidential selection committee is interviewing people all over country, including some who have expressed no interest in job. Significantly, there is strong feeling among members that, as committee chairman, Robert H. (Hank) Symons of Teleprompter Corp., puts it, "the man we're looking for may not be looking for us."

There is even possibility that committee may end up with more than one name, leaving it to NCTA board to make final choice—which indicates difficulty of finding one man clearly acceptable to entire industry. No prominent names have been clearly eliminated or established strong lead; it's still open race.

Friends stir

House may be gearing up for action soon on legislation to give broadcasters stronger hold on licenses. Several such bills have been lying dormant in Commerce Committee. In next week or two committee member, James T. Broyhill (R-N.C.), will reintroduce bill (H.R. 539) he offered on first day of 92d Congress. Aim is to call attention to problem and gather co-sponsors (who could include 12 congressmen with similar bills). Mr. Broyhill then plans to press for hearings in Communications Subcommittee. Mr. Broyhill's bill would require FCC to find incumbent licensee disqualified before it could consider competing applications for facility.

More football?

There will be extra football plums to entice network bidders for 1972-73 college rights, if TV committee of National Collegiate Athletic Association gets through its proposals. Among highlights: total of 15 TV dates (now 14) with okays for optional TV games on Labor Day and Veterans Day plus doubleheader on Thanksgiving. That 15th date (Dec. 9 in 1972, Dec. 8 in 1973) would be for matching on TV of two top teams, with each team eligible to participate in subsequent bowl game. Membership is being circulated on new plan which is slated to come up at NCAA convention in Hollywood, Fla., Jan. 6-8, 1972.

Edge of day

NBC-TV, which trails CBS-TV in prime-time ratings averages at new season's opening, is pointing out that nose-to-nose ratings race is shaping up in weekday daytime this fall. NBC cites best showing by network relative to CBS in nine years, notes that for period Sept. 20-24, NBC in Nielsens had average rating of only one-tenth point behind CBS and tied in share of audience. ABC was in third position.

Late news breaks on this and opposite page.
Complete coverage of the week begins on page 14.

Prime-time waivers settled on by FCC

FCC spent considerable amount of time at its regular meeting last Wednesday (Oct. 6) in attempt to clear record of numerous requests from networks and individual licensees for waivers of prime-time access rule, which went into effect on Oct. 1. Results were as follows:

NBC and CBS requests for waivers to permit regular schedule of prime-time programing in situations when weekend afternoon sports events normally scheduled to conclude before prime time but running overtime into prime hours were granted. Commission said it would consider requests for occasional waivers in such situations.

It denied, however, ABC's request to carry regular evening prime-time programing on 12 dates between Oct. 9 and Feb. 6, 1972, in addition to coverage of certain football, basketball and golf events. FCC said ABC's request represents "incursion into prime time by sports coverage as a matter of plan . . . rather than more or less fortuitously," as opposed to NBC and CBS's requests.

Commission also denied, at least at present, NBC and ABC requests for blanket waivers to permit up to four hours a night of programing during 1972 Winter Olympics, in case of NBC, and Summer Olympics, by ABC. Commission said that while such coverage appears to be in public interest, networks' requests were rather general and more specific information was required.

NBC's request for waiver to carry Miss America Pageant and Academy awards in two Western time zones was also denied. While no problem is posed by this live coverage in East, where only one hour of prime time will be affected by these events (they start at 10 p.m. EST), it is different story in West. Networks must carry such pre-empting programs "on their own time," commission said.

Also denied were requests by four stations (KCPX-TV [ABC] and KUTV[TV] both Salt Lake City; KSTP-TV [NBC] St. Paul, and KTHV[TV] [CBS] Little Rock, Ark.) for waiver of three-hour limitation for one or more nights per week, with total prime network hours not exceeding 21 per week. It also denied motion by WJBK-TV (CBS) Detroit and WSJS-TV (NBC) Winston-Salem, N.C., for arrangement that would call for more than 21 weekly hours of network prime-time programing.

CBS was granted permission for unspecified "one-time-only news and public-affairs program" this season in addition to regular evening schedule. Network's request to carry two news series in prime time on Sunday evenings in addition to regular Sunday programing, however, was denied. Although CBS had contended that its Sunday proposal would add another 45-60 minutes of news per week, FCC said such scheduling would preclude independent programing on that night, without adjustment by CBS on another evening. Syndicator Westinghouse Broadcasting Co. had objected to this CBS proposal.

Commission also ordered that stations in Mountain time zone may redesignate their prime-time hours as 6-10 p.m. MST, instead of 7-11 p.m. Stations in Arizona may redesignate weekend prime hours to 5-9 p.m. MST instead of 6-10 p.m. or 7-11 p.m.

Kahn, Teleprompter re-indicted

New federal indictment was lodged last Friday (Oct. 8) against Teleprompter Corp., its chairman, Irving B. Kahn, and four present and former officials of Johnstown, Pa., accusing them of conspiracy and bribery in award of CATV franchise to Teleprompter in that city.

New indictment supersedes one filed in New York last Jan. 28, alleging two counts of conspiracy and bribery (BROADCASTING, Feb. 1 et seq.). Unsealing of federal grand jury charges, filed in New York on Sept. 14, led to new indictment, alleging six counts of bribery

Former Representative Charlotte Reid (R-Ill.), second woman to be appointed to FCC, was sworn in as member of commission on Friday (Oct. 8). Ceremony was held in President Nixon's White House office, with Mr. Nixon in attendance. Oath was administered by Associate Judge Frank Q. Nebeker, of District of Columbia Court of Appeals, with Mrs. Reid's son, Edward, holding Bible that Mr. Nixon gave to Mrs. Reid in honor of occasion. FCC Chairman Dean Burch was only member of commission present. Mrs. Reid, who is widow, succeeds Thomas Houser and is first woman to serve on commission since Frieda B. Hennock, who was commissioner from 1948 to 1955. Mrs. Reid resigned from Congress Thursday, after serving as congresswoman from 15th district since 1962. Mr. Nixon offered his congratulations, said he would miss her in Congress but added, "we're glad to have you on the FCC." Mrs. Reid begins work at FCC on Tuesday (Oct. 12), and she will be honored at reception of D.C. chapter American Women in Radio and Television.

and conspiracy in payment of $15,000 by Teleprompter to three present and former officials of Johnstown. Mr. Kahn also was accused of lying to grand jury last Dec. 17 and last Jan. 27.

Spokesman for Teleprompter issued statement saying that "company and our chairman, Irving B. Kahn, were victimized by mayor of Johnstown, who extorted money from us by threatening our investment in cable TV system we had operated since 1961 under authority of city government."

It was learned Friday that trial of these charges is scheduled to begin tomorrow (Oct. 12) in U.S. Southern District Court in New York.

CBS in front third week, but ABC takes second

CBS-TV continues to lead ratings, according to Nielsen MNA report out Friday (Oct. 8). For week ended Oct. 3, third week in new season, Nielsen 70-market multinetwork-area average ratings in prime-time were CBS 19.5 ABC 18.5 and NBC 16.2. In nights of week, CBS took Wednesday, Saturday and Sunday; ABC won Tuesday and Friday, and NBC had Monday and Thursday.

Top 40:

1) *Marcus Welby* (ABC); 2) *All in the Family* (CBS); 3) *CBS Sunday Movie;* 4) *Movie of the Week* (ABC); 5) *ABC Sunday Movie;* 6) *Mannix* (CBS); 7) *Medical Center* (CBS); 8) *Short Summer* (special) Wed. Sept. 29. (CBS); 9) *Partridge Family* (ABC); 10) *Flip Wilson* (NBC); 11) *Here's Lucy* (CBS); 12) *Funny Face* (CBS); 13) *Room 222* (ABC); 14) *NBC Mystery Movie;* 15) *Gunsmoke* (*CBS*); 16) *NBC Monday Movie;* 17) *Odd Couple* (ABC); 18) *Doris Day* (CBS); 19) *Dick Van Dyke* (CBS); 20) *Mary Tyler Moore* and *Cade's County* (both CBS); 22) *Adam 12* (NBC) and *Hawaii Five-O* (CBS); 24) *Laugh-in* (NBC); 25) *Brady Bunch* (ABC); 26) *CBS Thursday Movie;* 27) *Movie of the Weekend* (ABC); 28) *Love, American Style* (ABC); 29) *Dr. Suess* (CBS special), *FBI* and *NFL Football* (both ABC), and *My Three Sons* (CBS); 33) *Mod Squad* and *Longstreet* (both ABC); 35) *Owen Marshall* (ABC); 36) *Bonanza* (NBC); 37) *Cannon* (CBS); 38) *CBS Friday Movie;* 39) *Mission: Impossible* (CBS); 40) *Nichols* and *Night Gallery* (both NBC).

Last Time stations go

Time Inc. has reached agreement to sell WFBM-AM-FM Indianapolis and WFMB Muzac to Rahall Communications Corp., St. Petersburg, Fla., for $3,050,000, it was announced jointly Friday (Oct. 8). In addition to stated purchase price, announcement said unspecified amount will be paid for certain inventory items.

Purchase, subject to FCC approval, completes sale of all Time-Life broadcast stations. Selloff started last March with Time Inc. agreeing to sell its five television stations to McGraw-Hill Inc. for $69.3 million and subsequently sales were announced of six of its eight radio properties to various buyers for about $8 million in total (BROADCASTING, March 15, et seq.).

Week'sHeadliners

Mr. Stone *Mr. Watson*

Robert L. Stone, VP and general manager, NBC-TV, since 1960, appointed president of NBC Radio. He succeeds **Arthur A. Watson,** who has been named executive VP and manager, WNBC-TV New York, NBC-owned station. Both appointments effective on Nov. 1. Mr. Stone has been with NBC for more than 12 years and Mr. Watson, 15 years. Successor to Mr. Stone, who was also elected to NBC board and to position of executive VP of NBC, has not been named.

For other industry developments see "Fates & Fortunes" page 58

More 'controversial' troubles

FCC has been asked to rule that broadcaster who provides forum for discussion of political and nonpolitical views "cannot arbitrarily and discriminatorily single out and refuse" to air ideas that are unpopular or with which he disagrees. Such discrimination was said to constitute illegal censorship under First Amendment.

Request was made by Tracy Westen, of Stern Community Law Firm, in complaint filed with commission in behalf of Student Association of the State University of New York at Buffalo.

Complaint involves ABC's refusal to broadcast any part of activities during half-time of Buffalo-Holy Cross game on Oct. 31, 1970, on ground they constituted "a political demonstration."

Half-time show, written by representatives of student body and band, complaint states, was designed to express students' "strongly felt views on the Vietnam war, racism and industrial pollution." Students wanted to contribute views through television to national "Vietnam Moratorium" debate that day.

Complaint asserts that ABC regularly carries half-time activities of football games it carries and that on some occasions half-time shows were "laden with 'political implications.' "

"Discriminatory censorship between ideas is per se violative of the First Amendment and the public interest," complaint says. "The First Amendment bars both networks and governments from arbitrary and unrestrained discrimination" between ideas on the basis of whether or not they are palatable.

Besides request for general declaratory ruling, Mr. Westen asks commission to rule that ABC's "discriminatory refusal to broadcast" half-time activities of Buffalo-Holy Cross game "comprised illegal censorship" under First Amendment and Communications Act's no-censorship provision. He also asks that ABC be required to broadcast film of half-time show involved to audience that would have seen show live, or to make time available to Buffalo Student Association to convey ideas in half-time show.

Whitehead seeks support from broadcasters

Clay T. (Tom) Whitehead, director of Office of Telecommunications Policy, has invited broadcasters to mount campaign in support of proposals he has advanced for revising Communications Act (see page 14).

Mr. Whitehead, who addressed meeting of Kansas Association of Broadcasters, on campus of Kansas State University, on Friday (Oct. 8), said broadcasters who endorse his position should make their views known in letters to their representatives in Congress.

Mr. Whitehead, in speech in New York two days earlier, had called for elimination of fairness doctrine and its replacement with statutory right of paid access, removal of government from area of programing, and deregulation of radio.

In his Kansas appearance, Mr. Whitehead restated main points of major address. Then he said if proposals attract support, administration will seek to implement them through legislation. He called for letter-writing campaign after he was asked how broadcasters can show their support.

Hank Parkinson, executive director of KAB, who asked that question, called Mr. Whitehead's proposals "the most positive we've heard in years."

MondayMemo from George Allen, president, George Allen & Associates, Los Angeles

Empathy: time for an advertising rediscovery

Radio and television have been the miracle media of advertising. We take them for granted today, but we forget the tremendous power each medium carried, particularly in the growing years.

The advent of radio brought with it a new dimension—sound—and advertisers were soon to realize the opportunity to develop a new factor—a deeper empathy—a deeper penetration of thought—than was offered by the printed page, placard or billboard. Here was a new challenge, to reach and persuade the customer through a more personalized message. The vehicle was the sympathetic channel of a well-liked and trusted announcer with the emphasis and persuasion on an almost direct mouth-to-ear contact. There existed the opportunity to create a friendly image of a product in the mind of the consumer.

Webster defines empathy as "the capacity for participation in others' feelings or ideas." The rapid growth of radio attests to the success of empathy in creating sales. Every station and network has its success stories. Take, for example, the friendliness created by *Amos 'n Andy* for Pepsodent in the highly competitive field of toothpaste. That friendliness was truly a marketing miracle.

On the local level, the Northern Trust Co. Bank of Chicago presented a male octet called "The Northerners," and for 20 years turned a cold banking image into that of a friendly banker. It goes without saying that in the process the bank reached a whole new market of middle-class accounts. And it was done using empathy to make friends of listeners and then turn those newfound friends into customers.

Try to do that today in radio and you will find most of the avenues closed tight. Station formats are now designed to create a particular station image in a fragmented market with no time or area left for the sponsor to develop empathy with his customer. That is, except for the limits of his commercial message. A few exceptions exist where a station personality has established penetration of friendship and can translate a client's impersonality into that golden circle.

Television burst upon the entertainment scene with much the same impact as radio. And when the listener became aware that here was a window through which he could look out on the world, radio suffered a reeling blow. Although it first appeared as if the days of radio were numbered, the medium's ability to change and modify has seen it survive the clash with TV. Now, however, instead of being an advertising medium in the unit-program form, radio is nearly 100% a spot user.

The early empathy between the television advertiser and his audience was, to say the least, phenomenal. Even pitchmen were welcome personalities and sold gadgets by the carload.

Substantial television programing was slow to develop, because to operate a station meant an automatic loss of a half million dollars a year.

But there was one station in Los Angeles, owned at that time by Paramount Pictures. That station developed grass-roots programs of substantial musical entertainment value. They were full hour programs with Lawrence Welk, Spade Cooley, Leighton Noble, Western Varieties, Frosty Frolics and the Polka Parade with Dick Sinclair. Many of these were produced with limited technical facilities but were exceptional entertainment for their time. Television will probably never again have vehicles with such amazing empathy between sponsor and customer.

One local meat packer had the foresight to use several of these large audience programs. He experienced a remarkable growth which, in a few years, took his bacon from a survey position of 8.5% share of the market, to an unbelievable 44.7% share. And this was in a highly competitive product field where you have to push some other bacon out of the meat case to make room for your own. This packer still retains close to a 40% share, equal to all the other major packers put together.

This marketing miracle was accomplished by taking full advantage of the empathy between program and viewer; by using commercials to make friends for his product. Since the sponsor bought the full hour program, he used two-and-a-half minute commercials. The first half was devoted to humor or tongue-in-cheek to make the commercial entertaining, then the advertiser switched to selling. So the end result was a well-integrated, believable and penetrating commercial that caused viewers to demand the sponsor's product in the market place.

I am sure there are many case histories, some extending into the present, where sponsors use empathy to make friends with customers and create an outside sales "force" that adds a powerful dimension to marketing.

But when I retired several years ago, I was appalled at the lack of empathy remaining in either radio or television. I found an advertiser was required to spend more and more to receive less and less. The advertiser had to buy what the station had to offer. These were usually commercial patterns not in his best interests—total audience plans —which compel him to buy unproductive time areas or pay a penalty. He has to buy formatted program which gives him little chance for individuality or to develop any empathy or friendship with his customers.

In other words, radio and television are fast reducing themselves to the impersonal coldness of print. They are neglecting the great heritage of empathy which both the station and the sponsor can share. This does not have to be.

Fragmented audiences, economic competition and high overheads to the contrary, it is time that stations rediscover their real heritage. Empathy is the real power of the medium and this power can be used for the welfare of their advertisers. And it will pay off in an extra buck for everyone.

George Allen is a broadcasting pioneer, having taken his first job as manager and chief announcer of WOK(AM) Chicago in 1925. He became radio producer and director for J. Walter Thompson there in 1930 and later worked for Benton and Bowles and J. Stirling Getchell, both New York. He spent 14 years with CBS, both in New York and Hollywood before returning to the agency business on the West Coast with Guild, Bascom and Bonfigli; Dancer-Fitzgerald-Sample and MacManus, John and Adams.

Talk about access

EDITOR: I thought [senior correspondent] Leonard Zeidenberg's special reports on "The Struggle Over Broadcast Access" were superbly done. The implications, of course, are clear and chilling for all broadcasters. Can reprints be made available? I want to be sure that all of our congressional delegations have copies.—*James Conley, vice president-general manager, broadcasting division, Meredith Corp., New York.*

(Reprints can and will be arranged. Write to Reader's Service, Washington, D.C.)

EDITOR: Just a note to let you know that I felt your handling of both parts of the access article was very fair and well done. This is obviously a difficult and highly sensitive subject in the minds of broadcasters and the public alike, and I thought your treatment was factual and fair.—*Richard M. Wolfe, president,* WBNS-AM-FM-TV *Columbus, Ohio.*

EDITOR: In view of your recent articles on the access movement [BROADCASTING, Sept. 20, 27], your readers may be interested in the policies which the Office of Communication of the United Church of Christ follows:

1. We furnish assistance to local organizations only upon receipt of a written request signed by an authorized officer of the organization. 2. We do not regard ourselves as a poverty law firm whose services are available to any needy group. We work only with groups which are broadly representative of the major elements of a particular community. Usually these are coalitions of a number of civic organizations including local church councils. The reason for our policy is that we expect the group to determine its own objectives. We want to be sure these objectives are not narrow or self-serving but reflect a consensus of the community as to its needs. 3. If any organization offering service similar to ours is already working in the community, we also require that it join in the request for our services.—*Rev. Everett C. Parker, director, New York.*

Presidential kudos

EDITOR: Your concise summary of the upcoming Federal Trade Commission proceedings with the advertising agencies together with the Charles Yost advertising self-regulation story [BROADCASTING, Oct. 4] are both examples of fine reporting.—*Don Durgin, president, NBC Television Network, New York.*

Governmental exception

EDITOR: Your [Sept. 27] editorial ["Give and take"] was unjustified, I think, in implying that public-interest communications groups in Washington and elsewhere have ignored noncommercial broadcasting.

If it seems that there have been relatively few challenges to the FCC involving noncommercial stations, that may be because there are other remedies available for groups dissatisfied with performance on noncommercial broadcasters. Virtually all noncommercial stations have received or will receive federal funds and are therefore subject to Title VI of the Civil Rights Act of 1964, which provides that federal money may not be used in activities that are discriminatory on grounds of race, color or national origin.

The job of the Office for Civil Rights is to be sure that public broadcasters give due consideration to the interests of significant racial and ethnic minority groups and comply with all federal civil rights requirements. The office has handled a half-dozen such major cases in the past few months. The Washington public-interest groups have been diligent in forwarding complaints to us.—*Robert E. Smith, acting director, Public Affairs Office for Civil Rights, Department of Health, Education & Welfare, Washington.*

(The thrust of BROADCASTING's editorial was that most of those seeking access to the air have made commercial stations—with their larger audiences—the target of their efforts, whereas noncommercial stations have been left relatively alone.)

TNT equal time

EDITOR: While it is admittedly unfair to criticize her from secondary-source information and before publication of "The News Twisters," Miss Edith Efron apparently exhibits mastery of one technique of propagandists, whose kind she warns against: to use objective evidence in support of subjective analysis. A skilled propagandist with a different viewpoint could cite similarly "objective" data to support a vastly different conclusion. In her presentation, Miss Efron's facts have only limited validity. Her personal bias may be overextending that validity.—*Edward E. Ohlbaum, graduate student, S. I. Newhouse School of Public Communication, Syracuse University, Syracuse, New York.*

EDITOR: In your story concerning "The News Twisters" you state as follows: "An earlier broadcasting-concerned publication sponsored by the Historical Research Foundation was titled 'The Left-Leaning Antenna.'" The Historical Research Foundation neither sponsored nor subsidized this publication and was not connected with it directly or indirectly. In the interest of accuracy I believe we are entitled to a retraction of this statement in some prominent form in your publication.—*Lawrence Fertig, president, Historical Research Foundation, New York.*

(BROADCASTING is prepared to take Mr. Fertig at his word. We leaped to the conclusion that the foundation had subsidized "The Left-Leaning Antenna" because—according to Internal Revenue Service records—its author, Joseph Keeley, received grants from the foundation in 1964 and 1966, and its publisher, Arlington House (which also published Mr. Keeley's "The China Lobby Man," a book about Alfred Kohlberg, founder of the Historical Research Foundation), received grants from the foundation of approximately $2,000 in 1968 and $10,000 in 1969.)

The Day's mail

EDITOR: It must have been a slow news day, indeed, when your editorial writer sat down to excoriate me in your journal [BROADCASTING, Sept. 27] for my failure to reply to a viewer's letter. With the industry for which you presumably are spokesman in a state of modified siege, and no shortage of more important things to write about, I can only assume you opted to write about my "arrogance and inefficiency" out of a desire to take aim once again on public television. If so, you've missed your target.

Had your writer checked with my secretary he would have discovered the letter I am accused of not answering has never been received. Perhaps its author was so anxious to get it into your hands he forgot to post my copy.—*James Day, president, Educational Broadcasting Corp., New York.*

(The letter Mr. Day says he did not receive was written by Edward Cramer, president of Broadcast Music Inc., asking, as a private citizen, whether National Educational Television felt bound by the fairness doctrine to present another side of a story it broadcast about the George Jackson-San Quentin killings. Mr. Cramer says the letter was indeed sent to Mr. Day, and a copy of it to Ben Waple, secretary of the FCC, who confirmed delivery.)

Open doors at ITFS

EDITOR: I should like to correct a slight error which appeared on page 51 of your Sept. 27 issue. The national meeting of the Instructional Television Fixed Service (ITFS) committee, which is being held in Miami on Oct. 17 prior to the National Association of Educational Broadcasters convention, is not a private session. As always, the meeting will be open to the public. As chairman of the committee, I should like to extend a welcome to all observers.—*Commissioner H. Rex Lee, FCC, Washington.*

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*Reg. U.S. Patent Office.

Datebook ® A calendar of important meetings and events in communications

This week:

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 Advertising 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—Fall meeting of national committee for *Instructional Television Fixed Service (ITFS).* Fontainebleau hotel, Miami Beach.

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.

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 4-7, 1972—Annual convention, *American Women in Radio and Television.* Stardust hotel, Las Vegas.

Also in October

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—Joint conference of *Industrial Television Society* and *National Industrial Television Association.* Meeting will be held concurrently with 47th annual convention, *National Association of Educational Broadcasters.* Fontainbleau hotel, Miami Beach.

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.

Whitehead calls for a new deal

Administration's OTP head says its time to remake broadcasting regulation, turn the industry free

To an FCC and a broadcasting industry increasingly concerned and seemingly baffled by the growing controveries over access to the medium, the President's chief adviser on telecommunications matters has suggested radical surgery: Eliminate the fairness doctrine, remove government from program regulation, protect broadcasters from challenges at license-renewal time, and de-regulate radio.

His aim, Clay T. Whitehead. director of the Office of Telecommunications Policy, says, is to "redefine the relationships in the Communications Act's triangle of government, private industry, and the public," at a time when the regulation flowing from that act, has, in his view, produced "chaos." The effect of his proposals would "add stability" to the broadcasting industry—far more than it knows now, when stations inceasingly are locked in "bitter adversary struggle with community groups," he says.

Mr. Whitehead offered his proposals last week at a luncheon meeting of the International Radio and Television Society in New York. The speech had been built up over the past several weeks as his most important statement on broadcasting since OTP was established a year ago. And in the view of Washington observers, at least, the speech had not been oversold.

Not only were his suggestions revolutionary, they revealed Mr. Whitehead as sympathetic to broadcasters who feel bedeviled by FCC regulation and citizen-group pressures. "Once the public discovered its opportunity to participate in the commission's processes," Mr. Whitehead told the broadcasters in his audience, "it became inevitable that the rusty tools of program content control—license renewal and the fairness doctrine—would be taken from the FCC's hands and used by the public and the courts to make *you* perform to *their* idea of the public interest."

To deal with this situation, he offered a package of three closely related proposals which whose implementation would require a major revision of the Communications Act:

- He would eliminate the fairness doctrine and replace it with a statutory right of paid access. Television time would be made available on a first-come, first-served basis at nondiscriminatory rates—but there would be no rate regulation. "The individual would have a right to speak on any matter, whether it's to sell razor blades or urge an end to the war." But the time would have to be purchased, as space is bought in a magazine. The U.S. Court of Appeals in Washington, in a decision two months ago, held that broadcasters who sell time for commercial messages cannot refuse to sell it for the discussion of controversial issues (BROADCASTING, Aug. 9). However, it discussed the public's First Amendment right to such time in connection with broadcasters' continuing fairness doctrine obligations.

The Whitehead Doctrine

- **Eliminate the fairness doctrine and replace it with a statutory right of paid access.**
- **Change the license-renewal process to get the government out of programing.**
- **Recognize commercial radio as a medium that is completely different from TV and begin to de-regulate it.**

- The opportunity of the public to be informed on public issues would be protected through a new license-renewal process in which a licensee would be judged simply on whether he had made a "good faith effort" to ascertain and to serve local needs and interests. Mr. Whitehead does not feel that the opportunity to be informed can "sensibly be enforced on a case-by-case basis," as the commission attempts to enforce it now under the fairness doctrine.

"There would be no place for government-conceived program categories, percentages and formats, or *any* value judgment on specific program content" in the renewal process he envisages.

Moreover, he would extend the TV license period beyond its present three-year term—although he does not say how much—and would allow the commission to "invite or entertain competing applications *only* when a license is not renewed or revoked." In effect, he would revive the broadcaster-supported licensee-protection bill that Senator John O. Pastore (D-R.I.) championed in the last session of Congress, then dropped when it ran into sharp criticism from citizen groups. (In an early draft of the speech, Mr. Whitehead also suggested that a broadcaster who loses his license be reimbursed by a successful challenger for the fair market value of the station. However, that proposal was eliminated.)

- Ultimately, radio should be treated

as magazines are treated now. As a step in bringing that situation about, Mr. Whitehead wrote FCC Chairman Dean Burch last week to suggest that OTP and the commission jointly develop an experiment "to de-regulate commercial radio operations." He proposed that one or more large cities be used "as de-regulatory test markets" where "assignments and transfers would be pro forma," "renewals would not be reviewed for programing and commercial practices," and "the fairness doctrine would be suspended." His letter suggested that the experiment be conducted under a provision of the Communications Act authorizing the commission to "study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest."

Throughout his speech, in a private interview beforehand and in a news conference following his appearance in New York Mr. Whitehead indicated that he thinks the FCC exercises too much control over the details of a broadcaster's operation—particularly in the area of programing—and that the commission should restrict itself to regulating broadcasting as a business.

In his speech, for instance, he said deceptive product ads should be controlled at the source by the Federal Trade Commission and that disputes over access should be settled in court, not at the FCC. At present, he told BROADCASTING, the commission can "pressure" broadcasters "through a whole range of poorly defined powers—that's why a broadcaster quakes when the FCC clears its throat."

He is aware of the possibility that a broadcaster, freed of the strictures of the fairness doctrine, could load up his schedule with programs advocating one side of a controversial issue. "I will accept short-run unfairness," he says. "That's the risk you run for keeping government out of programing." In any event, he notes, such a broadcaster would be vulnerable at license-renewal time and would be subject to petitions to revoke his license. The test would be the broadcaster's "good faith" effort—on an over-all basis—to see to it that the public is kept informed.

The Supreme Court's Red Lion decision, in which the constitutionality of the fairness doctrine was upheld, compounded the problem of government "intrusion," in Mr. Whitehead's view. The court's assertion that the public has "a right" to be informed imposes an obligation on the commission to see to it that the public is informed, he told BROADCASTING. "That's what bothers me—the government intrusion that the decision invites."

And he defends the proposal for a statutory right of paid access on the ground that it would not be fair to broadcasters to require them to give free time. Why, he asked during the interview, should a broadcaster who has built up his prime-time audience be required to give up a portion of that time for nothing simply because a group requests it? "It's a business: you pay for an ad in *Life*."

Whitehead on the fairness doctrine:

"However nice they sound in the abstract, the fairness doctrine and the new judicially contrived access rights are simply *more* government control masquerading as an expansion of the public's right of free expression. Only the literary imagination can reflect such developments adequately—Kafka sits on the Court of Appeals and Orwell works in the FCC's Office of Opinions and Review. Has anyone pointed out that the 50th anniversary of the Communications Act is 1984? 'Big Brother' himself could not have conceived a more disarming 'newsspeak' name for a system of government control than the fairness doctrine."

In amplification he added that a group dissatisfied with a station's service would have to show that the licensee is not making a good-faith effort to serve the public. "They couldn't say, 'We want time for free because you're there, you're rich and you're vulnerable—and we're good'."

In his speech—in which he talked of the public's "opportunity" to be informed—he put his feelings about the fairness doctrine this way: "It is a quagmire of government control, and once we get into it we only sink deeper . . . The courts are on the way to making the broadcaster a *government* agent. They are taking away the licensee's First Amendment rights and are giving the public an abridgable right of access. In effect, the First Amendment is whatever the FCC decides it is."

As for the present license-renewal system, he said: "In city after city, in an atmosphere of bewilderment and apprehension, the broadcaster is being pitted against the people he's supposed to serve. The proxy for the public becomes the patsy who is held responsible for the Vietnam War, pollution and the turmoil of changing life styles."

And "while we all talk about localism," he added, "we establish national program standards. You go through the motions of discovering local needs, knowing that the real game is to satisfy the national standards set by government bureaucrats. But it's not a game. Right now your programs are being monitored and taped [presumably by citizen groups] and the results will be judged under the FCC's 1960 program statement. Can you be safe in *all* [of its] 14 program categories?"

Mr. Whitehead made it clear that, although he is the President's spokesman on telecommunications matters, his proposals, at this point, are his own. He told the news conference that the speech reflected the "broad thinking of the administration" but that he did not want to commit the President or other administration officials to any particular course of action.

He said he hoped his speech would stimulate a dialogue on the issues. If his ideas attract support, he would be expected to submit legislative proposals to Congress, possibly within three or four months. He has discussed his ideas at least generally with Chairman Burch, but not with any members of Congress.

Chairman Burch declined to comment on the speech; however, he is understood to be interested in the proposal to deregulate radio. As Mr. Whitehead noted in his letter to the chairman, Mr. Burch has expressed the view that radio "more closely approaches the free enterprise system than any other segment of the broadcast industry" (BROADCASTING, Sept. 27).

There was virtually no comment from Capitol Hill, where the speech apparently failed to attract immediate attention. And a Senate Commerce Committee spokesman indicated it would be difficult to appraise the proposals until they were presented in more detail.

Broadcasters who heard the speech reacted with general although not unqualified pleasure: they were not immediately ready to swing in behind him, presumably because they, too, felt a need for a more detailed presentation. An NBC spokesman appeared to speak for many broadcasters when he said: "Mr. Whitehead's proposals are bold, innovative and like a breath of fresh air. We would support most of them, although they include some points that need further study and clarification."

One point that troubled some members of Mr. Whitehead's audience was the proposed statutory right of paid access. One broadcaster said this could amount to a further "erosion" of broadcaster responsibility for what goes out over the air.

But Richard Jencks, CBS vice president, Washington, found the speech "stimulating," particularly in its view that there is a trend "toward 'more government control masquerading as the public's right of free expression.' " Mr. Jencks said he was not sure about the "feasibility of all of Mr. Whitehead's solutions," but he welcomed the opening of a dialogue concerning them. "We need to ask the basic questions Tom Whitehead asks."

And Vincent Wesilewski, president of the National Association of Broadcasters, who was not present in New York for the speech, endorsed it without qualification. From Hyannis, Mass., where he was attending a meeting of the Massachusetts of Broadcasters, he issued a statement asserting that "NAB applauds Dr. Whitehead's creative and positive approach to these central issues. His speech certainly contains many suggestions which deserve implementation."

For representatives of the community groups that have used "the rusty tools of program content control" to win concessions from broadcasters whose programing and employment practices they found lacking, the speech contained virtually nothing to cheer.

Tracy Westen, of the Stern Community law firm, Washington, when informed of the proposals, said, "It sounds like a disaster to me." He said the right of access is a required adjunct of a fairness concept not a replacement. Discarding the fairness doctrine, he said, "is a step backward."

And the "attempt to reconstitute the Pastore bill," he said, "is medieval in the light of what's happened. It's a direct attempt to keep out people with better programing concepts. It's anticompetitive and antifree enterprise." He also expressed the view that the time has passed when broadcasters' problems can be "legislated away," for "broadcasting is an area that is interlaced with considerations for the public's First Amendment rights."

Dr. Everett Parker, director of the Office of Communication of the United Church of Christ, who has played a leading role in aiding citizen groups to protest local broadcast service, thought it was "very constructive" on Mr. Whitehead's part to contribute to the debate over the future of broadcast regulation. But he thought little of the proposals.

To suggest that "a natural resource" be turned over to a private enterprise and expect it to serve the public interest is "naive," he said. "Broadcasters won't do anything except for private profit. They never pay attention to the public interest except under pressure. . . . This is the kind of suggestion that brings people out into the streets. It closes the door to opportunity."

He also served notice that "the public" will resist broadcaster efforts to secure "Pastore-type" legislation. "You can count on it," he said.

That proposal of Mr. Whitehead's was not the only one observers saw as having tough going in Congress. "To be pragmatic about it," said one broadcaster, "just how much chance would there be, say, for the fairness doctrine to be rewritten by a member of the House during an election year?"

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Macdonald moves his campaign-spending bill

Despite last-minute Republican efforts to alter it, measure is out of committee in almost original form

The House Commerce Committee, after a see-saw party battle, last week voted 23 to 20 to report Communications Subcommittee Chairman Torbert H. Macdonald's political-spending bill to the floor.

Republicans had made progress in changing, through amendments in committee markup sessions, some of the bill's principal provisions. But, with the backing of all but two of his Democratic colleagues—John Jarman (Okla.) and David Satterfield III (Va.)—Mr. Macdonald (D-Mass.) was able to muster support for a substitute bill and shelve the amended version.

The substitute bill is nearly identical to the original bill (H.R. 8628) that Mr. Macdonald introduced last May and to the version his subcommittee reported to the full committee (BROADCASTING, July 12). It repeals Section 315 of the Communications Act for presidential and vice-presidential candidates, and limits to 10 cents per eligible voter the amount a federal-office candidate could spend on all media in an election. But no more than half that could be spent on broadcast media (TV, radio and CATV).

It requires that broadcasters may charge candidates no more than "the lowest unit charge . . . for the same amount of time in the same time period" and nonbroadcast media (newspapers and magazines) may charge candidates rates not to exceed "charges made for comparable use" of advertising space "for other purposes." In addition, the bill requires newspapers and magazines to make equal advertising space to all candidates for a federal office (at the same rates) if they make it available to one candidate.

The bill also prohibits a presidential candidate from spending in a primary more than he would had he been a senate candidate from that state.

Presidential primaries were not covered in the original bill, but that coverage was included in the subcommittee's version. And, it was the only change in the bill, despite attempts by the Republicans to extend Section 315 repeal to all federal-office candidates, eliminate the "equal space" provision for print and knock out the provision restricting broadcast spending.

Heavy Republican votes—aided by the absence of some Democrats—altered some principal provisions of the bill when the full committee first took up the measure. The 50% spending-limit restriction was eliminated and the lowest unit rate provision was altered to allow broadcast and print media to charge candidates the rates they would charge commercial advertisers for comparable time or space (BROADCASTING, Sept. 27).

In the committee's markup last Tuesday (Oct. 5), Mr. Macdonald's motion to reconsider the amendment striking the 50% clause passed 17 to 15. But, the actual amendment passed 21 to 19.

The following day, prior to Mr. Macdonald's amendment offering the substitute bill, there were a number of at-

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tempts to further amend the measure. Here is a summary of them:

- Amendment by Mr. Macdonald to repeal Section 315 for presidential candidates before they enter primaries: Adopted 22 to 19.
- Amendment by James M. Collins (R-Tex.) to allow challengers to spend twice as much as incumbents are allowed under the bill: Defeated by voice vote.
- Amendment by James W. Symington (D-Mo.) to require reports from candidates when TV and radio production expenditures exceed specified amounts ($1,000 for House candidates, $5,000 for Senate candidates, $10,000 for presidential candidates): Defeated 22 to 19.
- Amendment by Lionel Van Deerlin (D-Calif.) to change the spending limit to seven cents per eligible voter for presidential candidates only: Adopted 24 to 18.
- Amendment by Clarence J. Brown (R-Ohio) to prohibit businesses or unions from using money collected from their employes or members for broadcast media campaigns for candidates: Ruled not germane and out of the committee's jurisdiction.
- Amendment by Hastings Keith (R-Mass.) to prohibit businesses regulated by the Civil Aeronautics Board, FCC and Interstate Commerce Commission from extending credit to candidates unless security is posted: Defeated 26 to 16.
- Amendment by Louis Frey Jr. (R-Fla.) directing the CAB, FCC and ICC to issue regulations prohibiting businesses they regulate from extending credit to candidates: Defeated 25 to 17.

Mr. Frey told BROADCASTING that the substitute bill is "a disgrace," "a damn shame," and "full of hypocrisy." He said there is no reason why repeal of Section 315 could not be extended to all federal-office candidates, and the 50% provision be eliminated to give a candidate freedom to spend his funds as he sees fit.

In a statement last week he said the Macdonald measure "has many loopholes, is designed to perpetuate incumbents in office and isn't true campaign reform." He contended that "the average congressional candidate spends over 50% of his campaign funds on non-broadcast media, and much of this is not covered by the bill." That statement was based on a survey of over 30 congressional districts (representing urban, suburban and rural areas) taken by Representatives John Anderson (R-Ill.) and Morris Udall (D-Ariz.). It showed that candidates spend an average of 40% of their campaign funds on TV and radio; 35% on newspapers and magazines, and 25% on billboards, postage and telephones.

Mr. Frey was also critical of the tactics of the majority in considering the substitute bill. "They limited debate on the entire bill to only five minutes," he complained. "We didn't even get through the entire thing."

In a related development, the House Administration Committee voted out a modified version of the political-spending bill sponsored by committee Chairman Wayne L. Hays (D-Ohio) and Watkins M. Abbitt (D-Va.), chairman of the Elections Subcommittee (BROADCASTING, May 17).

The bill, approved by a vote of 18 to 3, would limit a presidential candidate's spending to six cents for every person in the U.S. House and Senate. Candidates are limited to six cents per constituent or $50,000, whichever is greater. Limits on individual contributions are $5,000 for Senate or House candidates and $35,000 for a presidential candidate. The bill also limits amounts candidates can contribute to their own campaign—$35,000 for president, $20,000 for senator and $15,000 for representatives. There is no restriction on how funds are to be spent.

The original bill (H.R. 8284) called for a ceiling of $30,000 on campaign contributions to, and expenditures by, House candidates. Senate or "at-large" House candidates would be restricted to the same limit, or six cents per person in their states, whichever is greater. Presidential candidates and their running mates would be held to six cents per person for expenditures and receipts.

The Macdonald bill and the Hays-Abbitt measure now move to the Rules Committee, which must clear bills going to the full House. They may reach the floor together for joint consideration, or Rules may choose between them. The bill that eventually passes the House must then be considered in conference with the version passed by the Senate two months ago (BROADCASTING, Aug. 9).

Party line

The House Commerce Committee's 23-to-20 vote last week in favor of Communications Subcommittee Chairman Torbert H. Macdonald's (D-Mass.) substitute political-spending bill was heavily partisan in nature, as shown by the record vote in which all the members participated:

Democrats in favor
Staggers (W. Va.)
Macdonald (Mass.)
Moss (Calif.)
Dingell (Mich.)
Rogers (Fla.)
Van Deerlin (Calif.)
Pickle (Tex.)
Rooney (Pa.)
Murphy (N.Y.)
Adams (Wash.)
Blanton (Tenn.)
Stuckey (Ga.)
Kyros (Me.)
Eckhardt (Tex.)
Tiernan (R.I.)
Preyer (N.C.)
Podell (N.Y.)
Helstoski (N.J.)
Symington (Mo.)
Carney (Ohio)
Metcalfe (Ill.)
Byron (Md.)
Roy (Kan.)

Democrats against
Jarman (Okla.)
Satterfield (Va.)

Republicans against
Springer (Ill.)
Devine (Ohio)
Nelsen (Minn.)
Keith (Mass.)
Broyhill (N.C.)
Harvey (Mich.)
Carter (Ky.)
Brown (Ohio)
Kuykendall (Tenn.)
Skubitz (Kan.)
Thompson (Ga.)
Hastings (N.Y.)
Schmitz (Calif.)
Collins (Tex.)
Frey (Fla.)
Ware (Pa.)
McCollister (Neb.)
Shoup (Mont.)

CBS-TV shows first signs of the freeze

Network will base prices, for new shows and old, on last fall's rates

CBS-TV will set top prices of its prime-time programing this fall on a "program-by-program" basis and will calculate them according to the comparable season last fall.

CBS was the first TV network to make its decision known to advertisers. It issued letters explaining its policy under the administration's price freeze to advertising agencies early last week. NBC appeared to be on the verge of issuing its policy and indicated that the pricing method may differ in some respects from CBS's approach. ABC is sending out invoices with advisories that its prices may change.

The ABC statement said it was currently reviewing pricing policies as they relate to the President's economic order and the Cost of Living Council guidelines and that "pending the resolution" of these pricing polices, "this invoice should be paid per the terms of our contract." The network said that if its review indicated an adjustment was required, it would issue either a credit or a refund.

CBS's letter said that ceiling prices on all continuing shows "in general" were figured on the basis "of the appropriate rates charged for the same program shown during the base period." It said that original broadcasts and repeats were treated separately.

For the fall season, the letter specified, "ceilings were calculated on each continuing program on the basis of the comparable season in 1970. These ceilings were adjusted for changes (upward and downward) in the gross station line-up and in the relative value of the time period for series which have changed time periods."

CBS also said that "an average of the ceiling prices of all the continuing prime-time programs was used as the ceiling price for all other prime-time programs. Similar calculations were made for other day parts."

Network sources explained that CBS

Television transmitter users tell it better than we can.

KUAM-TV, Agana, Guam

"Color quality on our two new 18 kW Gates TV transmitters is greatly improved, with especially low distortion, differential gain and phase.

"If we had to buy another transmitter, we would buy Gates again because we are very pleased and have received excellent transmitter installation assistance."

Gene Napier
Chief Engineer
WJCT-TV, Jacksonville, Florida

"We unpacked our 5 kW Gates transmitter, hooked it up, applied power, and it operated with an excellent color picture. It has been going ever since. We can even run it up to 140% visual output—it is very solidly built. We recommend it very highly, and I don't see how you can find anything better."

William B. Nielsen
Executive Vice President
KUAM-TV, Agana, Guam

"To replace our 16-year-old equipment, we looked for a transmitter with superior color performance, solid state design, built-in reliability, and one which would be backed by a company with a solid reputation for service.

"Our new Gates 35 kW transmitter not only met these four points, but was easy to install and took up less space than our old Du Mont 5 kW driver."

Jim Martens
Chief Engineer
WGEM-TV, Quincy, Illinois

"I feel our 35 kW Gates unit represents a state of the art transmitter. It puts us in the field of leadership. Compared to our transmitter at KXLF, the Gates unit is one-third more powerful, considerably smaller, and much more versatile. Yes, I would buy another Gates transmitter."

Weldon B. Paulsen
Chief Engineer
KPAX-TV, Missoula, Montana

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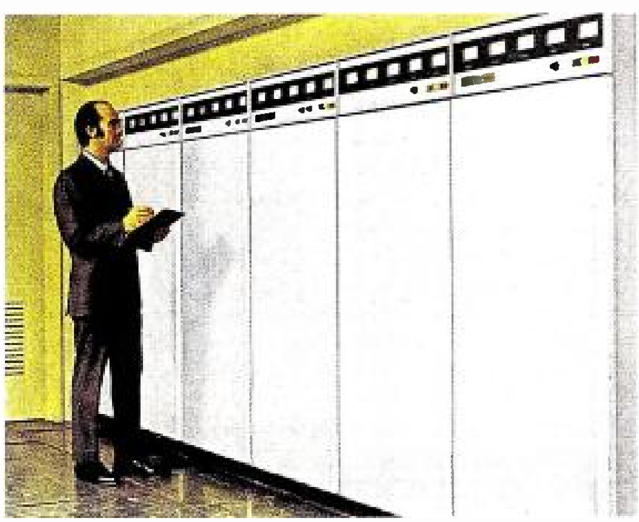
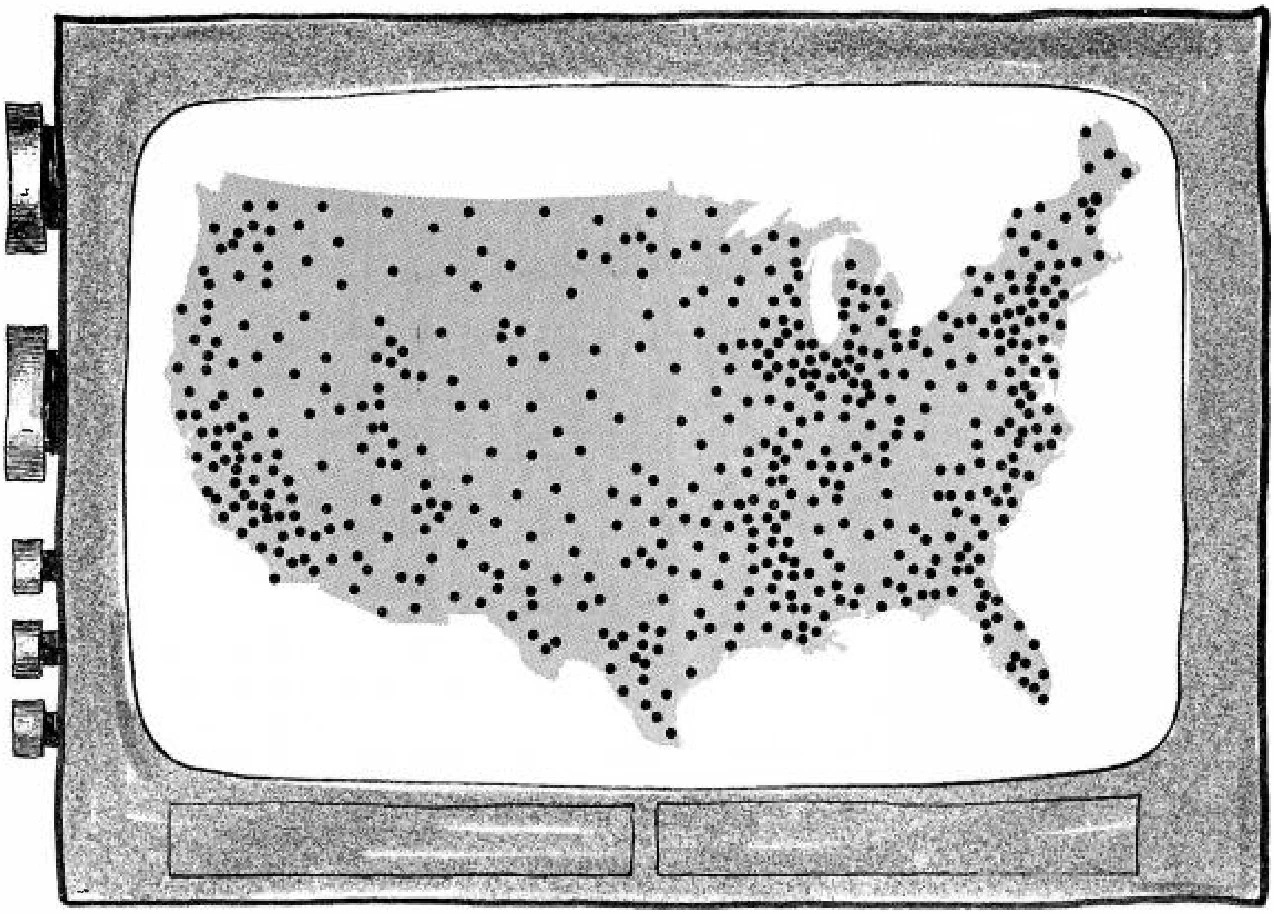
WGEM-TV, Quincy, Illinois



WJCT-TV, Jacksonville, Florida

KPAX-TV, Missoula, Montana



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Mort Crim's 60-second observations fit snugly into any format from Rock to Bach. These inexpensive audience builders are ideal as: Drop-ins for regular D.J. shows . . . labeled commentary within newscasts . . . weekend or overnight features . . . or, would you believe, a one-minute, forty-second sponsored program, including commercial?

Mort believes the big issues come into focus most clearly in the little, everyday occurrences. His story-telling approach is personal, warm, and human. Take one moment to audition these provocative views of man in a complex world. You'll hear unique essays on such topics as women's lib, patriotism, and spending time with a son.

If this new approach to commentary turns you on, fill out and mail the pre-paid postcard. We'll send complete details, including rates for exclusive use in your market, or call (502) 582-7368.

used a "10% formula" in figuring ceiling prices. The total commercial positions were broken down according to the gross charge for each unit and that the price at which "at least 10% of all the availabilities were sold" last fall is to be the price charged this season. CBS said it would issue agencies "credit memoranda" by Oct. 15, covering the months of August and September.

CBS's letter also said that in some cases, wherein contracts completed before Aug. 15, 1971, provided for prices in excess of the ceilings newly figured by the network, "appropriate adjustments will be made." Invoices, meantime, are to be issued according to the original contract and credits reflecting the adjustments for the ceiling prices are to be issued separately "as soon as practicable."

Talking about FM and money in Dallas

The topic of the day at a regional conference in Dallas of the National Association of FM Broadcasters. was how to increase revenues at FM outlets. There was also a discouraging word from FCC Commissioner Robert Bartley.

Stan Wilson and Ray Menefee. president and sales manager respectively of KWXI(FM) Fort Worth, told more than 100 broadcasters from Texas, Oklahoma, Kansas and Louisiana on Sept. 29 that the introduction of quadrasonic broadcasts last April had led to a number of new clients. many from the consumer-electronics field.

Commissioner Bartley provided the FM men a bleak answer to questions on how soon broadcasters might expect speedier and improved service from the commission in view of increased fees. He said the Nixon administration's freeze on the hiring of additional government personnel is having an effect on the FCC's ability to accelerate the handling of the commission's ever-increasing work-load.

FTC and cabled food ads

The Federal Trade Commission has denied a request by the National Association of Broadcasters and Time-Life Broadcasting Inc. for an advisory opinion regarding the July FTC ruling on availability and pricing of broadcast food and grocery advertising specials.

The commission said to issue an opinion would be "inappropriate" since the requesting party, according to FTC rules, must be contemplating a course of action to warrant an interpretation of FTC trade regulations. NAB and Time-Life were not, a commission spokesman said.

A major concern of the broadcasters was possible violation of the rule when cable-television systems in distant areas carry broadcast programs to viewers where such advertised special food sales are unavailable. The commission's regulation requires that advertised food and grocery specials must be available to the consumer in quantity.

U.S. Media is no longer

Heavy debts burdened four-year-old media-buying service

U.S. Media/International Corp., the pioneer independent media buying service, is ceasing operations.

Hope Martinez, who was president of the company until she resigned last Tuesday (Oct. 5), later in the week confirmed reports of the company's imminent closing. Miss Martinez would only say that "we are being liquidated by Sherwood Diversified Services."

Robert Essex, president of Sherwood, a holding company in New York, said this was not an accurate characterization. He explained that in January 1970 Sherwood was to acquire U.S. Media in a two-step transaction, paying the buying service an initial $2 million in cash, a $750,000 note and some stock. That agreement, he said, was canceled in the fall of 1970 because U.S. Media could not provide adequate financial information to implement the second and final step of the contract.

Mr. Essex said that U.S. Media is in debt to the Continental Bank of Philadelphia for approximately $2 million, and the bank called in its loan. He said U.S. Media also owes Sherwood about $2.25 million.

According to Mr. Essex, the principal shareholders in U.S. Media are Norman King, its founder and chairman until he resigned this past summer and The Penny Co., Philadelphia. Mr. King could not be reached for comment last week.

U.S. Media has been operating for more than four years and is regarded as the first company of its kind in the field. Media buying services have grown in numbers in the intervening years, operating on the premise that their expertise in media enables them to buy television and radio advertising more effectively and efficiently than conventional advertising agencies.

Several other independent media organizations expressed concern last week that the projected closing of U.S. Media might have an adverse effect on their business. They reasoned that advertisers and agencies that engage them might become fearful that other service organizations are financially troubled.

"A number of advertising agencies have gone out of business or have merged, and no one made a big deal about it," one media service executive said. "There's bound to be a shaking-out in a field such as ours which has grown so rapidly. This doesn't mean that the concept of a buying service is invalid and we are certain that most advertisers and agencies are aware of it."

Product-usage data dropped from ARB reports

The American Research Bureau confirmed last week it would discontinue product-usage estimates in local-market television reports, effective with the November reports ("Closed Circuit," Oct. 4). ARB believes exclusion of the product-usage estimates will speed delivery of local reports to its clients.

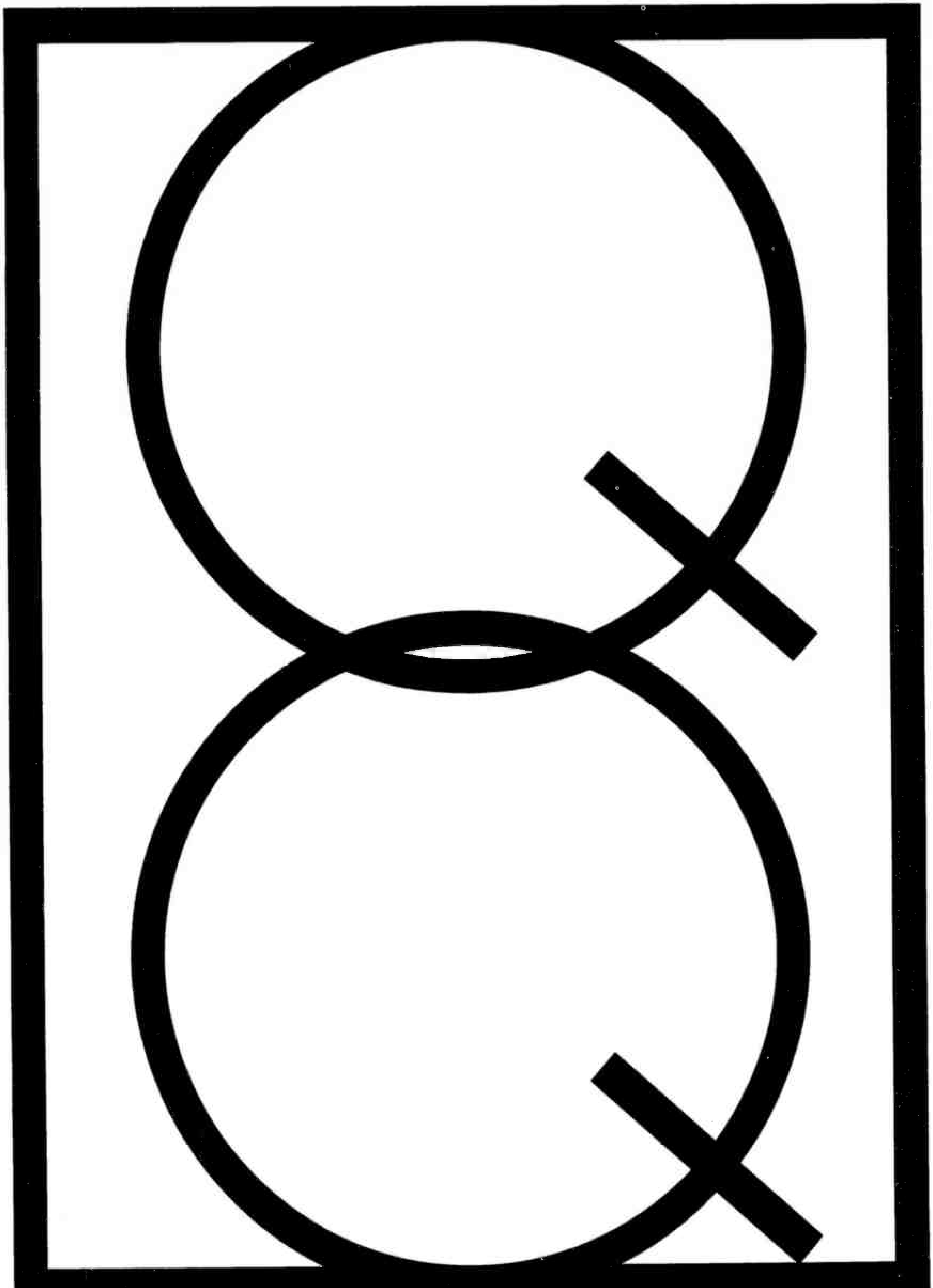
ARB also had decided that the estimates are not related to the reports, certainly not in the use made of them bv advertisers and agencies. A sampling of agency media executives last week found spokesmen to be in agreement. Agencies said that the demographic data issued periodically by ARB has served the purpose and that the product-usage material provided no additional information.

Theodore F. Shaker. newly named president of ARB. said that the bureau would consider issuance of product usage, but separate from audience reports, "if there is a market for it."

Agency and some broadcast critics maintain that the product data detracts from the completeness and accuracy of TV-viewing reports. While ARB appeared to agree that product data was unrelated to audience reports. Mr. Shaker stressed that time spent by staff on product usage tended to impede the speed of delivery of ratings books. He denied that product-usage data. however, was inaccurate, saying data had high reliability.

New Chicago agency

A new advertising agency, Berman/Dewey Advertising, has opened in Chicago. Co-owners of the firm are Robert A. Berman, former senior vice president and account supervisor, and Toni Dewey, former account executive and director of public relations, Grey-North Advertising there. The agency begins operation with the Metropolitan Buick Dealers Association of greater Chicago, and several smaller accounts with an approximate billing of $600,000. Offices are located at 612 North Michigan Avenue.



METRO RADIO SALES HAS TWO Q'S FOR ADVERTISING IN SAN DIEGO AND MIAMI

Senate truth-in-ads bill frozen

FTC pushes delay on measure which would put in law commission's advertising-claims documentation efforts

The Federal Trade Commission has effectively killed—for the time being—the proposed Truth in Advertising Act of 1971. FTC Chairman Miles W. Kirkpatrick, in testimony last week before the Subcommittee for Consumers of the Senate Commerce Committee, urged deferral of any final action until results of the commission's own documentation program are assessed.

Subcommittee Chairman Frank E. Moss (D-Utah) registered "disappointment" over Mr. Kirkpatrick's recommendation to postpone legislative action on the bill (S. 1461), which would require advertisers to make available to consumers written documentation for advertising claims relating to safety, performance, efficacy, characteristics or comparative prices. Media would be required to tell their audiences how to obtain the documentation.

Senator Moss said he was not so naive as to believe the bill could be passed without enthusiastic support from the FTC. He said the public is still awaiting the release of comments required of seven auto makers by the commission last July (BROADCASTING, July 19). Mr. Kirkpatrick replied that the auto makers' response was being prepared for release "in a few days." Senator Moss then directed the chairman to report back to his committee "in April, so we can go ahead on our legislation." It would appear that legislation will be delayed at least that long.

Also speaking in opposition to the bill was John Elliott Jr., chairman of Ogilvy & Mather Inc., New York. Mr. Elliott, chairman of the American Association of Advertising Agencies government and public-relations committee, said legislation is unnecessary "because of 'substantiation' procedures recently inaugurated by the Federal Trade Commission."

Mr. Elliott added that the bill, as proposed, "is not an appropriate means of accomplishing what it purports to aim at; i.e., the benefit of individual consumers." He said that few consumers are likely to bother requesting documentation, and fewer still will be able to draw meaningful conclusions from the documentation they do request.

A lighter note was introduced at the hearings by Senator Moss's co-sponsor on the bill, Senator George McGovern (D-S.D.). In calling for more documentation of advertising, Senator McGovern presented samples of magazine advertising that, he said, cry out for substantiation. "Here's an ad of particular interest to me," he said. "It claims to 'instantly produce longer and thicker hair.' If it can do that, I'm going to send for some," he said, but added, in a more serious note, that the public has a right to know on what evidence such a claim is based.

Other testimony, favorable to the bill, was presented by Warren Braren, associate director of Consumers Union, publisher of *Consumer Reports*. Mr. Braren, former manager of the National Association of Broadcasters code authority New York office, said, "The integrity of our whole marketing system depends in no small part upon buyer information." He said he supports "open disclosure" of the basis for advertising claims, which, he added, is the foundation of the Truth in Advertising Act.

The proposed Institute of Advertising, Marketing and Society Act is also under consideration by the subcommittee. This act (S. 1753) would establish within the FTC a body to examine the interrelationship between the manufacturer and the consumer. All witnesses supported the principle of the legislation, but some took exception to certain provisions.

Mr. Kirkpatrick opposed having the institute within the FTC while not having control over its expenditures which would be provided for by the FTC budget.

Mr. Elliott would like to see the institute formed within the National Science Foundation, and endorsed a proposed amendment by Senator Moss to do that.

Bob Dolobowsky is appearing in a TV commercial for Stay Dry antiperspirant in his real-life role as president of the agency handling the product.

Mr. Dolobowsky is president of Warren, Muller, Dolobowsky, New York, which handles the Five-Day Laboratories' product. The commercial was prepared as the vehicle to give the "total truth" about his product. It has been running in 29 spot markets since Sept. 22 and will continue through December.

Stiff competition in the antiperspirant field, which spends about $50 million annually in TV advertising, led agency executives to try a warts-and-all approach. Stay-Dry bills about $1.5 million in TV. Giants in the field, Gillette's Right Guard and Carter-Wallace's Arrid, bill $7.3 million and $12.4 million in TV, respectively.

The 30-second spot, featuring a close-up of Mr. Dolobowsky holding a can of Stay Dry, begins: "If you think advertising lies, this is for you." He says that no product keeps its users totally dry and suggests that "Stay-Dry-er" might be a better name.

Prebroadcast tests by Audience Studies Inc., Los Angeles, found that a majority of viewers liked the sincerity and novel approach of the advertising. A small minority of the audience believed Mr. Dolobowsky was a paid actor.

Mr. Dolobowsky refused pay for doing the spots, but, under union rules, will receive residuals.

TV code group seeks piggyback ad control

Provision would set 60-second minimum for multimessage ads

A TV code-review group last week proposed that the piggyback commercial of less than one minute be discouraged in television.

Net effect of the tightened criteria on integrated commercials would be to disallow such clustering of units within a minute of time—as for example, the use of a 30-second and two 15-second announcements, it was explained.

The revision was approved at a meeting Thursday (Oct. 7) in New York of the National Association of Broadcasters' television code review board subcommittee on time standards. The proposed new code provision on multiple-product announcements will be considered by the full TV code review board at a meeting set for Dec. 9-10, and if approved, will be subject to final approval of the NAB television board of directors in January 1972.

The new provision defines a multiple-product announcement as one "in which two or more products or services

are presented within the framework of a single announcement," but restricts the scheduling of a "unit of time less than 60 seconds" except where it is integrated "so as to appear to the viewer as a single announcement."

The revised provision continues, "a multiple-product announcement shall be considered integrated and counted as a single announcement if the same voice(s), setting, background and continuity are used consistently throughout so as to appear to the viewer as a single announcement."

A multiple-product message failing to meet the definition would be counted as two or more announcements, the provision states. Retail and service establishments are not affected by the revision.

Lower court rebuffs FCC on BEM case

Rehearing plea rejected; Supreme Court next likely step for commission

The U.S. Supreme Court is now the FCC's last best hope to reverse a lower court ruling that imputes a First Amendment right to the public's use of the airwaves.

The U.S. Court of Appeals in Washington last week refused the commission's request to rehear the case in which a three-judge panel of the court held that broadcasters cannot refuse to sell spot-announcement time for the discussion of controversial issues of public importance, at least when they sell time for other kinds of announcements (BROADCASTING, Aug. 9). The court also noted last week none of the nine judges of the District of Columbia circuit requested a vote on the commission's suggestion that the rehearing be by the full court.

The court's Aug. 3 decision was on appeals filed by the Business Executives' Move for Vietnam Peace and the Democratic National Committee. BEM had appealed a commission ruling upholding WTOP(AM) in its refusal to sell BEM time for spots opposing the war. DNC appealed the commission's refusal to issue a declaratory ruling that broadcasters may not, as a matter of policy, refuse to sell time to "responsible entities" for the discussion of controversial issues of public importance.

The DNC reads the court's decisions as requiring the sale of time for programs as well as spot announcements. The commission does not, and that difference is one of the matters it had hoped to clarify through a rehearing of the case. The three networks and WTOP had also requested a rehearing.

The commission has not yet decided whether to ask the Supreme Court to review the case, but indications last week were that it would. In seeking rehearing, the commission said that the appeals court's decision that broadcasters cannot ban the sale of spot time for the discussion of issues "will destroy the licensee's statutory role as a 'public trustee' by substituting . . . an unworkable policy not required by the Constitution" (BROADCASTING, Sept. 6).

RepAppointments

- WATR-TV Waterbury, Conn.: AAA Representatives, New York.
- KFRE-TV Fresno, Calif.: HR Television Inc., New York.
- WMMB(AM) and WYRL(FM), both Melbourne, and WAVS(AM) Ft. Lauderdale, all Florida: Pro Time Sales Inc., New York.
- WGBG(AM) Greensboro, N.C.: David Carpenter Co., Atlanta (Southeast only).
- WKDR(AM) Plattsburgh, N.Y.: Vic Piano Associates, New York.
- WCTO(FM) Smithtown, N.Y.: Quality Media Inc., New York.
- WGPR-FM Detroit: AAA Representatives, New York.
- KOB-AM-FM Albuquerque, N.M.: Avco Radio Television Sales, New York.

ASH wants to flick little cigars off TV

The R. J. Reynolds Tobacco Co. has been accused to violating the law that went into effect on Jan. 2 banning the broadcast advertising of cigarettes.

Action on Smoking and Health, the antismoking organization headed by John F. Banzhaf III, made the accusation in a petition to the Justice Department urging it to seek a court order banning the television promotion of Winchester, a new little cigar.

Reynolds is test-marketing the product in the Boston area. And ASH said the product is "clearly" a cigarette within the meaning of the law. It said that Winchester is the same size and shape of cigarette, has a filter identical to that of Reynolds' Winston brand, and comes in packages of 20, as do cigarettes.

William S. Smith, president of the company, has issued a statement describing the ASH charges as "ridiculous and untrue." He said little cigars are not a true product and that "Winchesters have been classified by U.S. government authorities as a little cigar."

TV very well fixed for blades

World Series sponsorship is start of Gillette drive to offset Wilkinson gains

Gillette's TV sponsorship in the World Series on NBC is the opening shot in a multimillion-dollar attempt to win back a substantial share of the wet-shave market it lost to Wilkinson Sword.

The Boston-based company, through Benton & Bowles, is using its long association with broadcast coverage of the series as the platform from which to launch an estimated $2 million-plus TV push this fall for its Trac II, a new razor that uses two parallel blades encased in a disposable plastic cartridge. The new product, Gillette says, provides a closer, faster shave than obtainable from older instruments. Gillette and its agency estimate that some $6 million will be spent in television and print on the Triac II campaign. Two spots, one 45 seconds, the other 40, have been prepared.

Wilkinson, a British-made product distributed in the U.S. by Colgate-Palmolive, introduced its bonded blades and shaver about a year ago. The Wilkinson bonded blade has a coated alloy edge sealed in a disposable cartridge. Since their introduction the razor and blades—handled by Ted Bates & Co., New York—have caught on with the wet-shave market. Wilkinson in some areas is believed to have taken 28% of the market, or some $10 million in sales lost to Gillette.

Gillette, the giant in the wet-shave field, reportedly controls from 55% to 60% of the $250-million market.

Wilkinson has been using TV as its basic advertising medium, and in 1971 is spending at a rate greater than in 1970. Last year, Wilkinson spent $1.7 million in television (mostly spot). For the first six months of this year. it spent $1.35 million in TV ($510,600 in network; $843,200 in spot).

Compounding the competition in the razor field in its new Trac II shaver introduction is the TV campaign mounted by North American Philips for its new-model Norelco electric shaver. The company has allocated a minimum of $2.5 million for its TV effort which continues through December in network and spot. Norelco expects to run more than 100 30-second commercials.

The Norelco shaver has new shaving heads which the company claims will shave "as close" as chromium and platinum blades or closer and surpass them in terms of comfort and lack of irritation.

MUSIC GROWS BIG IN THE COUNTRY. WE'VE HELPED IT GROW EVEN BIGGER.

It is only since the founding of Broadcast Music Incorporated, that Country music has become an industry rather than simply a way for a burned-out farmer to keep the blues away.

When BMI was founded, things began to change. For the first time ever, Country writers and publishers had a way to protect the performance rights on their songs and to collect royalties on them. And after years of being dismissed as worthless, Country writers had a place where they could go and be treated with respect.

So, as Paul Hemphill writes in his book, The Nashville Sound:* "It is poetic that BMI and the Country Music Association would stand shoulder to shoulder at the top of Music Row, like two Statues of Liberty, because not until BMI was formed in 1939 did it become possible for country songwriters to make a decent living."

We've come a long way since then and we've come that way together. So much together that today, over 90% of all Country songwriters are licensed through BMI.

BMI
BROADCAST MUSIC, INC.

* The Nashville Sound by Paul Hemphill ©Simon and Schuster.

Last words on children's programing

ACT, NCCB, ABC and NAEB have one more thing to say; now it is up to the FCC to proceed with inquiry

Whenever, and if ever, the FCC makes a decision on what course licensees must take in television programing for children, one fact remains undisputed: Such a decision will be the product of an intensive study, motivated by an overwhelming amount of data that, in the past several months of the commission's inquiry into children's programing, has poured into the agency's Washington headquarters in such volume that a substantial amount of floor and filing space is now reserved for this single docket.

Last week saw the culmination of the inquiry phase of this proceeding as the deadline for reply comments passed. The sparse number of organizations seizing the final opportunity to plug their respective positions on the matter gives indication that most interested parties have already had their say.

Noteworthy among those that did file last week was Action for Children's Television, the Boston-based citizen group through whose efforts this proceeding was initiated. As in the past, ACT asserted that commercial TV stations in this country have been deficient in their children's programing efforts. The group devoted a substantial portion of its latest brief to the documentation of studies it has conducted in an attempt to prove that broadcasters who have argued against federal regulation of their program material have failed to back up their position with adequate broadcast product.

In an attempt to refute previous arguments from licensees that their local children's programing equals, if not surpasses, the demands of quality and quantity set forth by ACT and other parties in this proceeding, ACT argued that even *Romper Room,* which it regards as "undoubtably . . . the leading local program for children," is often centered on unethical commercialistic principles. *Romper Room's* greatest attribute, the "relationship of trust" between the program's TV "teacher" and her pupils, ACT said, "is remorsefully abused to build up *Romper Room* for a variety of goods and services" bearing the program's trademark. ACT made particular mention of the Hasbro line of Romper Room toys.

Commercialization of children's TV fare, ACT argued, detracts from whatever quality that might otherwise be present in a program. This is true, it said, of both syndicated programs, such as *Romper Room,* and locally produced efforts. As an example of the latter, ACT cited the KGGM-TV Albuquerque, N.M., daily offering, the *Captain Billy Show.* An analysis of that program, which was monitored by the United Church of Christ, ACT said, showed that "a considerable part of the local live material consisted of tie-ins with the commercials. For example, Captain Billy lauded MacDonald's hamburgers for 42 seconds following a 30-second MacDonald's spot. Much of the remainder consisted of Captain Billy congratulating himself for being on time, apologizing for playing the wrong cartoon and expanding on themes suggested by the commercials."

Aside from the impact of commercials, ACT also called attention to what it indicated was a frightening array of violence present on commercial television shows geared especially for children. The foundation of ACT's conclusions in this area was a report commissioned by the group on the programing of four Boston commercial stations on Saturday morning during last May and June. The "most startling finding" of this report, ACT said, "was the extent to which sadistic behavior continues to dominate programing and the fact that it is usually treated as harmless and funny." (Most of the programing monitored for this report was of an animated nature, ACT said.) Statistically, out of

The aura of executive propriety that normally exists on the eighth floor of the FCC's Washington headquarters—where all seven commissioners' offices are located—was momentarily shattered last Tuesday afternoon when Commissioner Nicholas Johnson played host to eight Washington children chaperoned by staff members of National Citizens Committee for Broadcasting. The occasion was the delivery to Mr. Johnson of some 9,000 petitions solicited by NCCB, calling on the commission to exercise controls over children's programing. NCCB later filed the petitions in the proper office, that of the FCC secretary, in conjunction with its reply comments on the commission's current inquiry into children's programing (see story). The petitions, which NCCB said were signed by over 10,000 individuals and representatives of organizations, recommended such regulations as 14 hours of children's fare per week, elimination of commercials from such programs or at most two commercial interruptions per hour, and a general screening of children's fare to preclude use of violent and racist material. Pictured above: Mr. Johnson, the youngsters and petitions, in the commissioner's inner office.

the programs monitored, the group said, 82% contained violence, 32% were "saturated with violence" and the remaining 18% that contained no actual violent acts did show "chase scenes and other segments in which violence was threatened."

National Citizens Committee for Broadcasting, which together with ACT is regarded as the gadfly of the children's television controversy (several months ago it submitted a detailed study to the FCC, comparing commercial television in the U.S. to that of foreign countries and emphasizing what NCCB cited as the shortcomings of the former) was particularly critical of the National Association of Broadcasters' stance in this proceeding. NAB's position that most criticism surrounding American commercial television children's programing represents "the myth of reformers and idealists . . . a handful of individuals," NCCB said, "seems somewhat less than honest." NCCB cited a 1966 NAB study of television and its effects on society, which was devoted in part to television's ramifications on its younger viewers. That study, NCCB pointed out, showed that 19% of the individuals polled thought that television had a harmful effect on children (53% took an opposite position). The fact that roughly one-fifth of the entire adult population of the U.S., as represented in the NAB study, took this position, NCCB asserted, belies NAB's definition of children's TV critics as "a handful of individuals." What is more, it said, "it seems improbable that this figure would be less today; most probably it has increased significantly" over the five-year period.

NAB and CBS, filing two weeks ago, defended their positions on the children's television issue and contended that NCCB and ACT's criticisms of broadcasters are founded on numerous inaccuracies and untenable conclusions (BROADCASTING, Oct. 4).

ABC was also a last-minute filer. ABC's brief, in essence, argued that irregardless of the number of critics and the quality of children's programing at present (although it affirmed its position that commercial children's programing is good and getting better all the time), it remains a pure and simple truth that if commercials were eliminated from the children's airwaves, the over-all effect would be one of degredation of programing—not improvement, as ACT and NCCB have claimed. "Tampering with the vital financial source commercial sponsorship provides can only shrink the availability and quality of children's programing," ABC said. The alternatives to commercials as funding sources for children's TV that have been suggested by ACT and NCCB, namely financing through donations and foundation grants, ABC said, simply will not work in a realistic situation. If both commercial and educational broadcasters were dependent upon grants to finance children's programing, the network asserted, the available funding from such grants would be necessarily spread much thinner. Educational interests, who now rely chiefly on such grants to carry on operations, would be forced to share them with their commercial counterparts, the ultimate effect being degradation of the programing on both sides, ABC said.

National Association of Educational Broadcasters, in its comments, did not touch on this prospective dilemma. While the organization affirmed its opposition to the imposition of government controls on the programing of individual stations—both commercial and noncommercial—it said there may be justification for FCC concern in the matter on a broader level: "the broad categories of programing for children and the over-all manner in which stations serve groups such as children."

But NAEB requested that the commission refrain from issuing any new rules in this area—at least for the time being. If the commission is inclined to promulgate regulations on children's programing, NAEB said, it should do so only after issuing a new notice of proposed rulemaking. It should not attempt to issue new rules as a result of the information submitted in the current inquiry, it said.

The hot topic: children's shows

Academy panel touches all critical bases, reaches no conclusions

A symposium presented last week by the National Academy of Television Arts and Sciences in New York was perhaps the only panel on children's television to be seen this year "that did not include Evelyn Sarson, George Heimemann, or Joan Ganz Cooney," as the moderator aptly suggested.

The forum was entitled "The New Look in Children's Programing: How Far Have We Come from the Wasteland?" The panel included Bob Keeshan of CBS-TV's *Captain Kangaroo;* Marya Mannes, writer and TV critic; Eda Leshan, moderator of noncommercial WNET(TV) New York's *How Do Your Children Grow?*; Norman Morris, producer and author of "Television's Child"; Burt Rosen, producer of the syndicated *Story Theater*, and George Stoney, former member of the White House Committee on Children and director of the Alternate Media Center of New York University. Sonny Fox, chairman of the academy, served as moderator.

The discussion, for the most part, centered on two areas: The form a new, enlightened children's TV service should take and how the new programing can be financed.

The individual members of the panel expressed a divergent range of opinions on and insights into children's television. Miss Mannes said *Sesame Street* is the best of children's fare, while Miss Leshan called it the worst. Bob Keeshan, no stranger to children's programing, shocked everyone when he said he thought the best children's television is no television at all.

Eda Leshan, commenting on the reasons children watch such an enormous amount of television, credited the appetite of children for "garbage" as the basic cause. "Because they can't get anything of real value out of television, they drown themselves in the substitute," she said. Programs for children "are not giving children any genuine excitement." If the child were offered programing of actual substance, they would not have the need for so much of it, she explained.

One panel member, Marya Mannes, decried what she termed "the rape of innocence" perpetrated by television. She called the supposed accelerated growth in the maturity of children, due to their mammoth exposure to the electronic media, "superficial" and detrimental to the emotional development of a child.

Mr. Keeshan was very firm in calling for the institution of a training ground at the network level to prepare younger, creative people for children's television. Later in the program, he stated his desire to see the return of weekday afternoon children's programing by the networks.

Mindful of problems with the high cost of production in any new attempt in children's shows, Norman Morris cited the costs as being a result of network neglect in researching such programs in the past.

He also called for the separation of children's television from the rating systems that have new shows "under the gun from the minute they go on the air." He used NBC's *Take a Giant Step* as an example. Calling the new show an exciting endeavor, he pointed to the poor ratings and bad reviews as hurting the show "before it even has a chance."

George Stoney called for the removal of all advertising from children's programs. "We are teaching our children that if they buy this toy, they will be happy. And we reinforce that concept over and over again on television," he said.

All the members of the panel seemed to agree on the need for regulation of content and time allotment for commercials on children's shows. Mr. Keeshan spoke about the possibility of clustering commercials at least a half-hour apart. Miss Leshan proposed a careful screening of advertisements so that commercials using a hard sell or plugging war toys, for example, could be excluded from the air.

Burt Rosen, of *Story Theater*, hailed the FCC's prime-time access rule and the proliferation of cable as a boon to children's television. He believes the decentralization of programing and production by independents, instead of the networks, will allow for a greater diversity of shows with less allegiance to large advertisers.

Columbia subsidiary moves into CCTV movies

Pay television via closed-circuit of current motion pictures and live sports events into hotel rooms will be launched on or about Nov. 15 by Trans-World Productions Inc., a division of Columbia Pictures Inc.

Trans-World announced plans last week for the closed-circuiting of feature films that have completed their initial theatrical showings into the 1,000-room Regency-Hyatt House in Atlanta in mid-November. A spokesman said that motion pictures will be offered to the hotel patrons for $3 for each showing, with two features available each month.

Trans-World, the closed-circuit television division of CPI since 1969, began operations in 1968 with Tele/Ad, an advertising concept in which advertisers buy time in a film on a particular city that is delivered to hotel guests. Last year Trans-World began Televention, a closed-circuit system of telecasting proceedings of conventions to facilities away from the convention hall. The latest activity is called Tele/Theater.

William J. Butters (r), vice president and general manager of Trans-World Productions, demonstrates the operation of Tele/Theater for Jerome S. Hyams (l), senior executive vice president of Columbia Pictures, and Al Kelly, general manager of Atlanta's Regency-Hyatt House.

Tele/Ad is operating at 32 hotels in six cities. Televention has handled the closed-circuiting of 12 conventions. Trans-World hopes to extend its Tele/Theater concept to hotels in other cities.

NFL closed-circuit takes Denver for a loss

The first closed-circuit telecast of the Denver Broncos home football games to the local Coliseum Oct. 3 resulted in a $7,000 loss with just 1,184 of the 8,000 available seats sold.

When the Broncos as well as the Washington Redskins announced plans for closed circuit TV of home games, the National Football League Players Association protested that the current player-owner agreement made no provision for players sharing in such revenues (BROADCASTING, Oct. 4). Edward Garvey, executive director of the association, last week reaffimed the NFPL stand that NFL Commissioner Pete Rozelle, during the last contract talks in 1970, had promised no closed circuit because of network contracts. New contracts will come up for negotiation in 1973.

The earlier report that Denver revenues had been earmarked for urban development in underprivileged areas was corrected by an NFL spokesman and by Mr. Garvey. Proceeds were distributed on a 60-40 split to the Broncos and the visiting Kansas City Chiefs, respectively. It was said that some of the telecasts might be channeled into underprivileged areas on a test basis.

Coming to ABC-TV: marathon Tolstoy film

ABC-TV has obtained rights to "War and Peace," the six-and-one-half-hour Russian-made motion picture based on the Leo Tolstoy novel.

Martin Starger, vice president in charge of programing, said last week the film, produced at a cost of $100 million, was made in Russian but has been dubbed in English. He said ABC-TV is attempting to "devise an appropriate format for televising the mammoth film." He did not reveal when or how the film would be telecast, but other sources indicated it would be shown on two or more evenings either this season or next.

Rights to the feature were acquired from The Walter Reade Organization, which handled the theatrical release. ABC-TV declined to give the amount it paid for television rights, but a spokesman for Walter Reade said it was "a multi-million dollar contract."

The ratings race: predictable results

CBS wins, NBC places and ABC shows as second week of new season ends

The viewers were still channel-hopping the second week of the new television season so the ratings are not all that meaningful, but still: CBS-TV had seven of the top-10 shows. This is according to the Fast National Television Index put out last week by A. C. Nielsen for the week of Sept. 20-26.

For the week, CBS had an average prime-time rating of 20.2, NBC had 18.8 and ABC 17.7. CBS won Monday, Wednesday, Saturday and Sunday; ABC had Tuesday and Friday, and NBC won Thursday.

Proved shows for the most part dominated the top-20 Nielsen list with movies loosening their grip on the higher ratings as compared with the previous week.

Two new CBS shows placed in the top 20. They were *Funny Faces* up from 20th position in the first week of the season to sixth spot in the second week, and *The New Dick Van Dyke Show*, from 14th to 12th. Another new CBS show, *Cade's County*, which was rated 11th in the season's first week, was 34th in the second week. Also dropping was *NBC Mystery Movie*, from fifth place to 13th.

In the top-10 list, established programs took the first five rankings: CBS's *All in the Family*, NBC's *Flip Wilson*, ABC's *Marcus Welby*, and CBS's *Here's Lucy* and *Gunsmoke*. The next five were *Funny Face* (CBS), ABC's *Movie of the Week*, CBS's *Mannix*, *Medical Center* and *Doris Day*.

The number of new shows below the 50th ranking of programs again came to 10, though two new shows climbed out: NBC's *Jimmy Stewart Show* moving up to 49th and CBS's *Chicago Teddy Bears* to the 50th spot. The new shows previously above the 50th mark but falling below in the second week were NBC's *DA* and ABC's *Movie of the Weekend*. Eight new series continuing under the no. 50 ranking: ABC's *Man and the City*, featuring Anthony Quinn, *Shirley's World*, with Shirley MacLaine, *Getting Together*, with Bobby Sherman and *The Persuaders*, the Roger Moore/Tony Curtis vehicle; CBS's *Bearcats* and NBC's *The Partners*, *The Good Life* and *The Funny Side*.

Among other new shows, CBS's Sunday movie was 21st, down from third spot in the first week of the season; CBS's *Cannon* was 23d, up from 40th; ABC's *Longstreet*, ranked 28th, up from 34th; NBC's *Night Gallery* was 29th, down from 27th, and CBS's *O'Hara, U. S. Treasury* fell two rankings to 30th. NBC's *Nichols*, with James Garner, dropped to 33d from 19th; CBS's Friday movie was 36th, down from 22d, and Arthur Hill in ABC's *Owen Marshall: Counselor at Law* ranked 39th, up from 49th.

ABC's *NFL Football* had its first outing of the new season in this report and it scored in 27th place, and to the delight of ABC, added strength to that network's Monday-night line-up.

According to early computations, viewing of network prime-time increased in the week ended Sept. 26 over the comparable week in 1970. According to NBC Research, some 2.5 million more people were watching network prime-time programing during an average minute. The full import of this was not clear, however, since it was acknowledged that the contraction of network prime-time schedules this year was a contributing factor (the dropping out of lower-rated shows may have attracted people to the more popular series and all networks this year have better clearances in prime time ["Closed Circuit," Sept. 6]).

Here's Johnny! *Celebrating the start of Johnny Carson's 10th year as host of NBC's* The Tonight Show, *Don Durgin, president of NBC-TV, presented the star with the "First Gold NBC Employe Identification Card" during the Oct. 1 telecast.*

N.Y. sessions to focus on video-cassette fare

Programs produced for the video-cassette market and a workshop dicussion on the subject will be the highlights of the First International Video Cassette Programing Festival to be held in New York Oct. 14-15.

The festival is being held under the auspices of Knowledge Industry Publications, White Plains, N.Y., and is open to the public at a charge of $4. Listed exhibitors are Optronics Library, Motorola Systems, Videorecord Corp. of America, Nicholson-Muir Productions, East End Enterprises and EVR Partnership of London.

A concurrent, specially subscribed workshop will be held on video-cassette program production and marketing. Among the scheduled speakers are Sig Mickelson, vice president of Encyclopaedia Britannica Educational Corp.; Paul Klein, president of Computer Television; Anthony J. Palms, director of marketing, Time-Life Video; Warren Bahr, executive vice president in charge of media services, Young & Rubicam, and George Newlin, vice president, Dominick & Dominick, New York investment banking firm.

ProgramNotes

Producer's privilege ▪ Twentieth Century-Fox Film Corp. has established a policy of offering its studio facilities for rental for feature-film and TV production to its own producers as well as independent producers. The company said the move will place the studio "on a strictly competitive basis with resultant significant economies for both the company and its producers."

New program trader ▪ Dave Gale Productions, New York, has been formed to serve as a sales representative for independent producers, arranging advertiser transactions for syndicated series and specials. Address is 768 Fifth Avenue, New York 10019. Telephone is 758-9444. Mr. Gale was formerly director of special television projects for Triangle Television and New York sales manager for Metromedia Producers Corp.

AFTRA showcase ▪ New York Chapter of the American Federation of Television and Radio Artists has launched a program to expand the employment potential of its members through a series of workshops and showcases. The union plans to present two or three live showcase productions annually; conduct workshops giving members training and experience in performing for commercials, and tape a monthly, 30-minute TV production in which members can demonstrate their talent.

From 'Patton' to 'Yellowstone' ▪ Actor George C. Scott will serve as host-narrator of "From Yellowstone to Tomorrow," a program marking the 100th anniversary of our national parks system, to be telecast on NBC-TV on April 11, 1972 (8:30-9:30 p.m.). The program will be sponsored by the Long Lines Division of AT&T through N. W. Ayer & Son and is part of the *Bell System Family Theater* series of specials.

CTW preview on commercial TV ▪ Hughes Television Network will air a prime-time special on Thursday, Oct. 21 (7:30 p.m. NYT) which will preview the new noncommercial children's television workshop series, *The Electric Company*. Thirty-minute special, *Here Comes 'The Electric Company,'* is expected to be televised by more than 140 stations. The daily series will premiere on the Public Broadcasting Service on Monday, Oct. 25. Program on HTN will be fully sponsored by the Kraft game and toy division of General Mills, Minneapolis.

Film stars reshine ▪ A group of 30 theatrical motion pictures have been packaged by Warner Bros. Television, Burbank, Calif., for re-release on TV. The films, grouped as *Starlite 5* were chosen from those released for first run on TV in the early 1960's. Of the 30, 18 are in color. The films will be available for showing beginning in January.

Sales team named ▪ Rich-Ramos Associates, New York, has been appointed sales representative for National Telefilm Associates, Beverly Hills, Calif., in all areas outside the United States and Canada. Rob Rich is a former international vice president for Warner Bros. Television. Vincente Ramos is a former international sales director for Warner.

Royal show ▪ University of Texas football coach Darrell Royal is host on a Monday-through-Friday five-minute radio program. The *Darrell Royal Show*, which has been sold to 74 Texas stations, features post-game wrap-ups as well as late news from inside the Longhorn camp. Producer is Read-Poland Inc., Dallas.

Colts contract ▪ The Baltimore Colts have signed a new three-year contract with WCBM(AM) there. The station has carried the Colts broadcasts since 1965. Play-by-play and color will be handled by Ted Moore and by Ordell Braase.

Christmas is a-coming ▪ Time-Life Films reports the sale of *Pickwick*, a 90-minute musical version of the Charles Dickens classic, to 30 stations in the U.S. for presentation during the Christmas season. The special, produced by the BBC, was sold last year in 70 markets here in its initial run. Stations buying the program for 1971 include WNBC-TV New York, WMAQ-TV Chicago, KTLA(TV) Los Angeles, WDSU-TV New Orleans, WPHL-TV Philadelphia, WJAR-TV Providence, R.I., and WMAL-TV Washington.

Links for TV golf ▪ Formation of the Century Golf Network to provide live television coverage of major tournaments was announced last week. Principals in the new sports network are Century Telesports Network, Frank Chirkinian, television golf producer, who will act as CGN's president, and F.P.A. Corp., Florida land-development Century Telesports Network; Frank company. The schedule of seven CGN events is set to begin this Feb. 19-20 with the Phoenix Open and continue through June 24-25 with the Western Open.

Old TV series never die ▪ They just fade away for a while. Prime TV Films Inc., New York, has reported that it is plac-

Motel pay-TV proving worthwhile

A 37% "share" in Newark try-out brightens outlook of firm selling closed-circuit feature movies

A 37% share of a television audience should be enough to keep any broadcast executive out of worry. The executives of Computer Cinema have announced that their pay-TV experiment at the Gateway Downtowner Motor Inn in Newark, N.J. (BROADCASTING, Sept. 6), has been just that successful.

In a test project that began June 29, Computer Cinema wired 120 of the 259 rooms at the motel with converters to allow guests to view recent films at a cost of $2 to $3. The fare included "Patton", "M*A*S*H", and "Butch Cassidy." "Barbarella," "Villa Rides," and "The Dirty Dozen" were added after the first 24 days of the experiment and additionally a two-channel choice was opened up. With viewer access increased to two channels, the CCTV share went to 41%.

Not only are the people at Computer Cinema happy about the results of this first go around, so is the motel owner. Since the experiment began, the occupancy rate has risen from 50% to 65%. And those results came with no outside advertising. The only form of promotion included in-house posters and tent cards.

Paul Klein, principal at CC, feels there is a large market waiting to be tapped in pay television and he cites these figures as bearing him out: 65% of the occupants viewed some TV while Computer Cinema was playing movies, and of these, 37% watched Computer Cinema. (Columbia Pictures Industries, last week, announced that it too will undertake a similar pay-TV experiment [see story page 34].) A survey of CC viewers showed that over 60% had not been to a movie theater in over six months. And of those who had seen the films before (in theaters and, in the case of "The Dirty Dozen," on TV), 44% chose to see them again.

Asked whether the Gateway Downtowner's location, in a section that some Jerseyites say is not conducive to nighttime strolls, might have increased viewing, CC's Paul Von Schreiber responded by pointing out that the motel was directly opposite Penn Station, making New York City 12 minutes away. "Once a businessman is inside a hotel and settled, he's not about to go out," he said. "The situation at most of the airport and downtown hotels in major cities is not all that different. The competitive nature of this venture is designed to keep guests in, anyway."

Mr. Von Schreiber also pointed to what he said was an enormous volume of requests for the service by such franchises as the Holiday Inns, Howard Johnsons, and the Hiltons, as well as independent hotels here and abroad.

Computer Cinema says it plans to place its converters in 10,000 units in 15 to 20 major markets beginning April 1972. A contractor for production of the converters has not yet been signed.

Hotels will be charged a flat lease fee for the hardware and will retain 40% of the gross. They will be supplied three titles a month. And if the new service can increase the occupancy by one-half of 1% it would pay for itself, Mr. Von Schreiber says.

The producers of Hollywood movies are listening a little more intently these days to this idea. Computer Cinema predicts that if it can capture 20% of the hotel market (600,000 units out of 3 million in the country), it can return $900,000 per title per month to the movie producer.

ing into syndication *The Goldbergs*, which was carried on stations in 1957 and 1958. Prime TV is issuing 39 half-hours of the series, starring the late Gertrude Berg as Molly Goldberg.

Hope at Ford's ▪ Bob Hope will be host on a variety special originating from historic Ford's Theater in Washington on NBC-TV Nov. 15 (10-11 p.m. NYT). The second annual *Festival at Ford's* will be sponsored by the American Gas Association.

Daybreak/RCA to spring Bing ▪ RCA Records has become the manufacturer and marketer for a new record company, Daybreak Records, whose first release will be a new Bing Crosby Christmas album, "A Time to be Jolly." The album is the first Crosby Christmas recording in 10 years and features Jack Hallorn, the Voices of Christmas, and the band of Les Brown. October releases from Daybreak include albums by Count Basie, Larry Groce, the Surfers and Frank Sinatra Jr. Sonny Burke, formerly of Warners-Reprise, heads the new company.

Inscrutable English ▪ Attempts to meet a language crisis in San Francisco are being met head on by KPIX(TV) there through a television program called *Sut Yung Ying Yee*. The crisis centers around the nearly 60,000 Chinese in the Bay Area who speak no English. The program, freely translated to mean *Practical English*, was developed and designed for TV by Larry Lew and is geared primarily to adults. The program is a cooperative venture between KPIX and the Chinese Media Committee of Chinese for Affirmative Action. Sixty-five half hour programs have been prepared for the 18-week series which begins Oct. 18.

Teen-ager talkfest ▪ Four Star Entertainment Corp. has acquired distribution rights to *Treehouse*, a half-hour series, described as a teen-ager version of the late-night talk shows. Hosts and most guests on the series will be teen-agers. It is co-produced by American Intertel Corp., Mount Holly, N.J., and Mulberry Square Productions, Dallas.

Crime buster ▪ American Trial Lawyers Association has awarded its certificate of merit to WVUE(TV) New Orleans, citing the efforts of the station's news department in exposing the illegal business practices of some Louisiana political figures and the activities of organized crime in the state.

And a cast of thousands ▪ NBC-TV's *Today* program will expand from two to three hours Oct. 15 to offer live coverage from Persepolis, Iran, of the festivities for the 2,500th anniversary of the founding of the Persian empire. Barbara Walters will be the reporter in Persepolis, Douglas Sinsel the producer. Coverage includes the parade of 7,000 costumed troops who have been ordered to grow beards 12 inches long for their roles as sentries of the ancient empire.

Lynn Fontanne returns ▪ Often called the first lady of American theater, Lynn Fontanne resumes her acting career as the star of a two-hour movie for television. *The Royal Family*, being produced by Universal TV, deals with the activities of various generations of the theatrical Cavendish family. Production begins later this year.

NPR cops $3 million

The Corporation for Public Broadcasting has awarded $3 million to National Public Radio to finance expanded fiscal 1972 operations.

The largest radio grant in the corporation's history will support NPR's production, acquisition and distribution services to the system of non-commercial radio stations.

TheMedia

Burch dons robes doffed by Whitehead

He renews attempt to merge broadcast-cable interests but meets skepticism; administration to comment soon

FCC Chairman Dean Burch has stepped into the breach created when Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, abandoned his effort to harmonize the differences of the industry groups that are at war over the commission's CATV policy proposals.

Mr. Burch made his first move last month, when he called in broadcast industry representatives to discuss the reasons for the failure of the talks Mr. Whitehead had held with them, with representatives of the cable industry and with spokesmen for copyright owners (BROADCASTING, Sept. 20).

Later, he met with cable industry representatives. And last week he conferred a second time with broadcast industry representatives and a first time with copyright-owner spokesmen.

Chairman Burch said the rounds of meetings would be continued in an effort to determine "what went wrong" at OTP. But he also said he was attempting to achieve what the talks at OTP had been designed to accomplish. "I haven't given up yet," he said.

However, it was not clear why Mr. Burch would have any more success than Mr. Whitehead, who initiated the effort after OTP and the White House had received complaints, principally from broadcasters and their friends in Congress, about the commission's proposals for overhauling CATV regulation. The White House apparently was hoping to head off a fight on Capitol Hill over the commission's package, which was delivered to Congress in August for inspection.

Mr. Burch would also like to avoid the delay and uncertainties that would flow from a congressional fight over the commission's proposals, but he faces the same dilemma that confronted Mr. Whitehead: The broadcasters feel the package offers their industry too little protection against CATV competition; cable operators feel the package contains the minimum they can accept.

The Whitehead effort to help the parties reach a compromise broke down when the cable operator representatives felt they were being asked to accept proposals less desirable than those in the commission's package (BROADCASTING, Aug. 6).

And the cast of characters is largely the same. Broadcasters are being represented by Vincent Wasilewski, president of the National Association of Broadcasters; A. Louis Read (WDSU-TV New Orleans), chairman of NAB's television board, and Jack Harris (KPRC-TV Houston), who was chairman of an NAB committee that had attempted without success to negotiate an agreement with representatives of the CATV industry and copyright owners. The cable interests have been represented by John Gwin, chairman of the National Cable Television Association, and Gary Christensen, NCTA counsel. Attorney Arthur Scheiner and David H. Horowitz, vice president and general counsel of Columbia Pictures Industries, represented the copyright owners last week.

Chairman Burch is said to be engaging in the traditional form of mediation seeking to determine the maximum one group will surrender and the minimum another will accept.

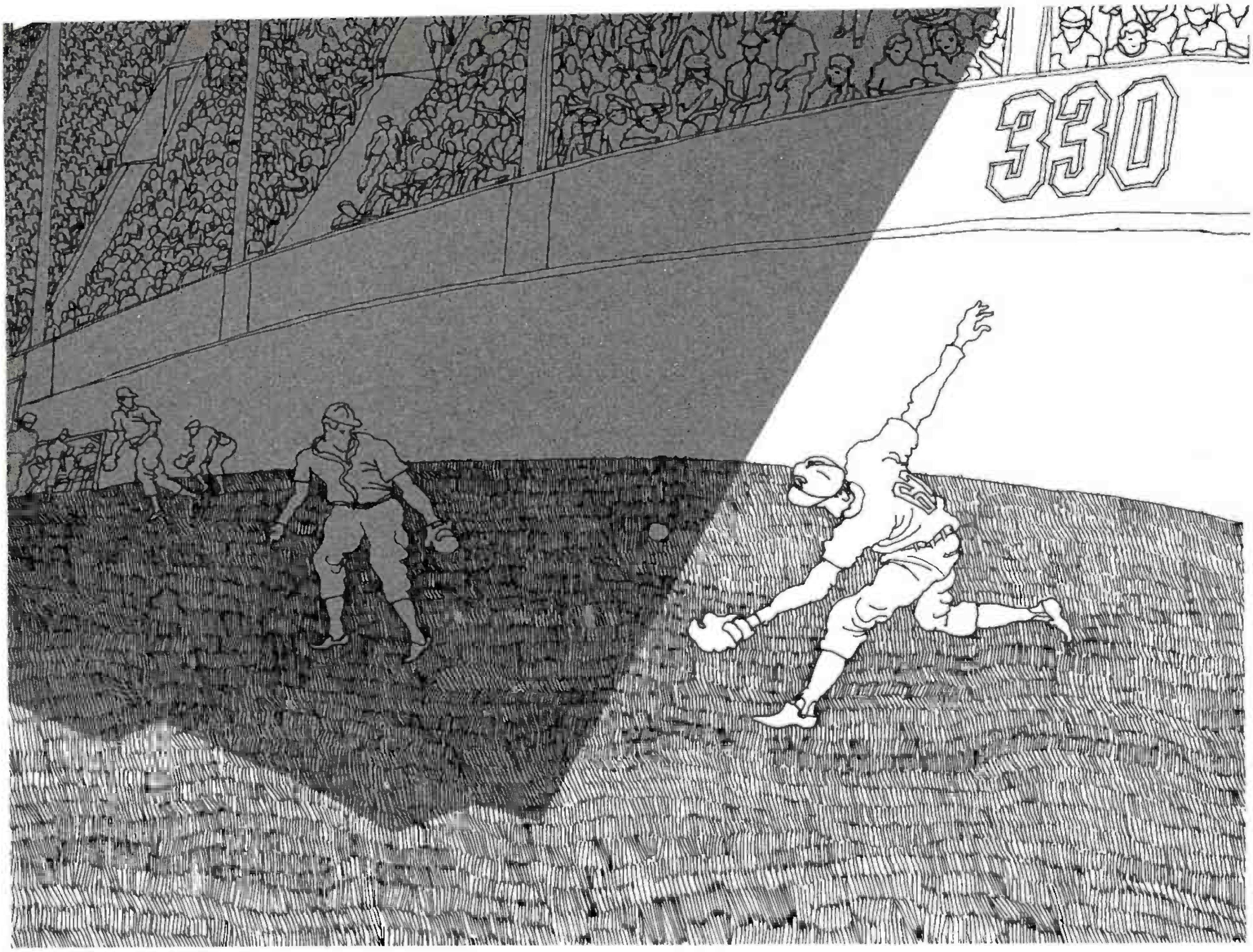
Participants in the meetings are not talking much about what is going on. However, it appears to be the broadcasters who are the least optimistic about the talks. They feel that the CATV representatives are prepared to wait them out, that the cablemen have what they want in the FCC package.

And NCTA officials do not attempt to disabuse questioners of that idea. They and the copyright-owner representatives are said to have expressed the view that progress is being made in the talks.

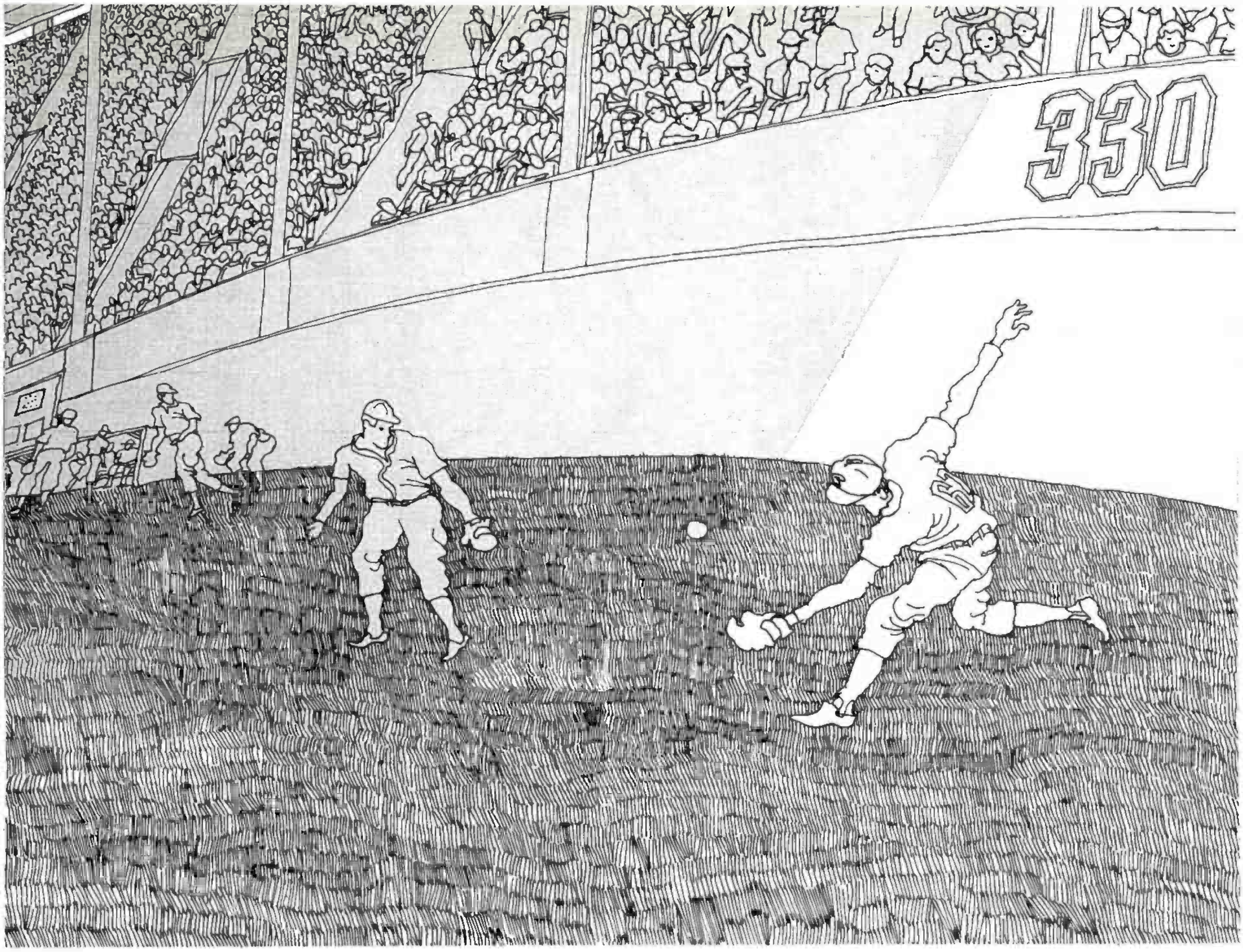
It is not known whether Mr. Burch is working under a self-imposed deadline. But OTP has been invited by Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, to comment on the commission's CATV proposals, and OTP's comments are expected to be filed early next week. On Oct. 15, a high-level administration committee, on which Mr. Whitehead serves as chairman, is expected to submit long-range CATV policy proposals to the President. So Mr. Burch might be working with that Oct. 15 date in mind.

Meanwhile, the cable industry is waging a vigorous campaign to rally support for the FCC proposals. One element in the campaign is a memorandum that surfaced in Washington last week. The copy that came to BROADCASTING's attention was unsigned, and NCTA denied even knowledge of it. But it sharply attacks Mr. Whitehead, accusing him of admitting to being influenced by political considerations in an effort to force NCTA to accept less than the commission was willing to provide in its proposals. It said OTP has an "unannounced goal of killing or delaying action on the cable issue" and it called on its readers to use whatever influence they have with the President to persuade him to instruct Mr. Whitehead "to leave the FCC, Chairman Burch and his rules regarding cable strictly alone."

NCTA has been active on Capitol Hill—productively so. Key members of Congress—including the chairmen of the Senate and House appropriations subcommittees that handle OTP appropriations requests—have indicated to OTP their interest in the FCC maintaining its independence of OTP.



The grass is greener...



on our side.

It's the most important play of the game. But it's in the stadium's shadow, where no color camera can capture all the color and action of the scene. The one that comes closest is RCA's TK-44A. the best color camera on the market.

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We've developed a three-part Extended Sensitivity and Scene Contrast Compression option for the TK-44A that cuts the amount of light the camera needs in half. So color and action in dark areas stand out.

Our Scene Contrast Compression circuit picks detail and color out of shadows without compromising quality in the bright areas. It's as easy to operate as the contrast control on a television receiver.

The option also includes bias lighting that drastically reduces lag. It can be turned on or off with one switch. No other adjustments are necessary.

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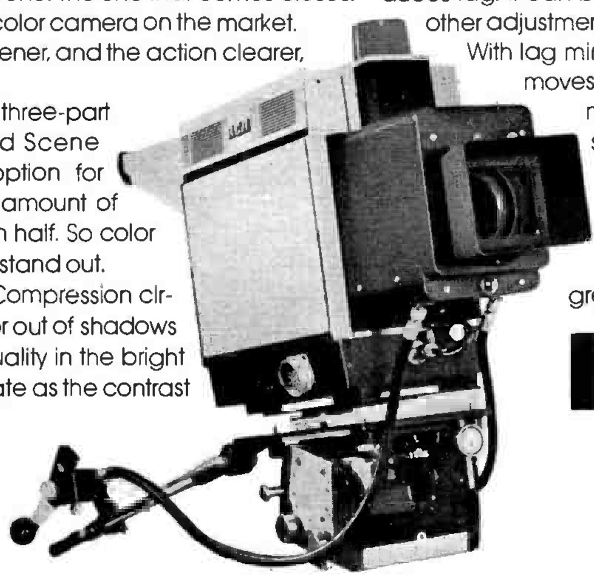
We started by making the best color camera. The TK-44A. Now we're offering you a new option that makes it even better. We want the grass to be greener on your side, too.



RCA

How and why the mother country differs from its offspring

BROADCASTING Associate Editor Steve Millard, in Boston to cover the annual convention of the Radio Television News Directors Association (BROADCASTING, Oct. 4), seized the occasion to interview British Broadcasting Corporation Director General Charles Curran on problems and characteristics that are common or unique to broadcasting as practiced there and here. Their exchange, edited to highlight the more significant sections, appears below:

Q: *One normally thinks of the American and British broadcasting systems as two alternative models of what broadcasting might be. Yet in your speech to the Radio Television News Directors Association (BROADCASTING, Oct. 4), you emphasized the similarities—at least in the specific realm of broadcast journalism. Could that thought be extended—are there other similarities between the two systems that we don't always recognize?*

A: What I was trying to do in that speech was to take those points which must be basic to any broadcast news system. . . . I don't really think that outside the field of news. the similarities can be very marked.

I think the differences begin to emerge when you consider the origins of the two systems way back in the days of radio. The fundamental American assumption is that diversity of ownership leads to diversity of view, diversity of presentation, whereas our assumption is the contrary one—that solidity of ownership or control is likely to lead to diversity of presentation. In other words, where we tend in Europe to rely on planning diversity, you tend to rely on, shall we say, the Adam Smith theory—that everything happens by economic cause.

In certain areas. such as light entertainment, there are bound to be similarities, because there is a homogeneity of understanding there between people in Britain and people in the United States. There is. of course. a long tradition of Hollywood entertainment being equally acceptable in both countries, and a lesser tradition of British entertainment being acceptable here. In this area the kind of people we're dealing with, and the kinds of shows we're dealing with. are likely to be very much the same.

But the differences predominate. I think it's true to say, for example, that nowadays there's comparatively little straight drama on the networks. This we have. It's a difficult operation to conduct, because what you're doing is producing the equivalent of a major play every week. I can understand any American network program planner, especially when he's only got three hours of prime time instead of three and a half—I think that half-hour makes quite a difference—saying: "In that three hours, both my network and all my affiliates want certain sure-fire revenue-raisers." And I'm not surprised that drama isn't seen often. I'm sorry, though, because I think there are many fine American writers who could find an outlet on television, provided the economic circumstances were in their favor.

Director General Curran

When you come to an enterprise like *Civilisation*, again this is an entirely practical question. The BBC has two networks, which we can plan in a complementary fashion. Which doesn't mean that one's an egghead network and the other a mass network; it simply means that they have different appeal programs on them. We can therefore afford to play *Civilisation* on one network and expose it, once it's made its name, on the other network. It doesn't do badly in the audience ratings, but that's not our major concern; we're offering a complementary choice. Again, I think it's difficult to do. in the circumstances of American program planning.

Q: *But* Civilisation, *and several other programs from Britain, have found their way onto public television in this country. Do you see possibilities—or perhaps dangers—in an attempt by public television to model itself after the BBC?*

A: No country's problems in broadcasting are exactly the same. In this country, I believe they [public broadcasters] have an especially difficult problem of tactics to solve, quite apart from financial problems.

I don't really believe that any broadcasting organization can effectively survive unless it is going to appeal to a mass audience in one way or another. Now once you make this proposition, you're bound to put public television in competition with the networks. This raises the formidable problem of whether they are going to plan programs in the fields where the networks are successful. Do they go in for major news coverage; do they go in for major light entertainment? Without it, they cannot establish a mass audience and therefore a massive reputation; with it, they find themselves with tremendous political problems. I have no answer.

What I think they certainly can do, as they have been doing, is to embark on this field of drama, which as I said before the networks seem to have been getting out of. There I think they can establish popular appeal. I still think that eventually, if they're going to be established as a permanent feature of the American television scene, they must serve a comprehensive public. After all, if you're drawing money—whatever way it comes—from the public in general, then it follows that you have to serve the public in general.

There was at one time in Britain an argument that the BBC should concern itself only with those things which the commercial system was not effectively able to do. I totally reject this proposition. We are there, supported by public money—by licenses paid by individual homes—and we have to provide a service to all those individual homes if we are to justify taking that money. Otherwise, we're thieves in the night.

Q: *You mentioned that no country's problems in broadcasting are quite the same. What major problems do you encounter that U.S. broadcasters do not?*

A: There are technical problems, there are problems of attitude, and there are problems of money.

In the technical area, we sit alongside a continent which consists of numbers of different sovereignties and numbers of different languages. Therefore, our frequency allocation problem is quite different from yours. You have a homogeneous, single-sovereign land mass, speaking—in principle, at any rate—one language. We have quite a different problem. Therefore, broadcasting in Europe has tended to develop as a series of national institutions, offering national services. Yours has developed as a kind of series of affiliates to centers operating from the major metropolitan areas. This is true even of public broadcasting, which is a federation rather than a unitary system. So our technical base tends toward national consolidation, whereas yours tends toward local service—and I must say I have to raise questions when I'm in the States about the amount of service in rural areas. Our ideal is to give equality of service to the Shetlands and London, so that if we have three services in London we have three services in the Shetlands. I'm not sure that you follow the same principle; I don't think you do.

The second point is attitudes. One comes out very clearly at this convention of radio and television news directors. You start from the principle of the First Amendment that there should be no prior restraint on the publication of news, and you have great arguments about how this is to apply, but the attitude you start from is no prior restraint. We don't have a First Amendment. We do have freedom of the press; but we do have, for example, as a comparatively minor restriction, the Official Secrets Act. We accept the assumption that there can be national secrets related to security which put a prior restriction upon us, which we are happy to observe. This is not censorship. It is a sense of responsibility, which is embodied in our national way of life. I'm not saying that the effect is much different when you come to reporting the news, but the starting points are different. You make assumptions in this country about the validity of total free competition—it's a kind of attitude of mind—then you proceed to modify them in various ways. We tend to start from a different attitude—we accept the fact that we're going to have to modify it, so we don't actually profess the philosophy of pure, free competition. I'm not saying that either attitude is right; I'm simply saying that we start from different points of the compass.

Then, of course, I mentioned money. We accept both as a public and as a broadcasting organization that it is a reasonable proposition that people should pay subscriptions to us for providing a broadcasting service. I think that this proposition would not be acceptable here at all. My impression of the United States is that it is the kind of society which resents almost every action of government.

Q: *Given the fact, which you mentioned earlier, that ours is a naturally more 'local' system than yours, are there not corresponding differences in the local broadcast stations in the two countries?*

A: Yes. You have to start from the basic geographical fact that the United States is a very much bigger country than the United Kingdom. That mere fact of size, coupled with the relative scatter of communities, means that broadcasting can and does take a much more local character in the States than it does in Britain, which on the whole is very concentrated. In the north of England, for example, we have enormous problems trying to decide what local stations we should put up, simply because the communities are so close together—including large and significant and identifiable communities—that we cannot have stations to serve them all; we have to make compromises as to what constitutes a community. So whereas your geographical situation and the spread of your population means that you tend to be local naturally, ours tends to be unitary, with difficulties in establishing real local communities.

Q: *Broadcasting in this country is subject to innumerable criticisms, one of which involves the amount of violence presented in television programing. Is there an equivalent debate in Britain or is there much less concern?*

A: There is an equivalent debate—with much less cause.

It's a perfectly fair question: If you show violence on the screen, do you show it in such a way that it's likely to have ill effects on people, especially children? But there is absolutely no evidence that it does, except certain very limited categories of people who are already prone to violence. I think one has to be anxious about it, but not anxious to the point of trembling and saying no violence at all. Life is in some cases violent; it would be a disservice to any community to present on the screen a society which contained no violence at all.

We have a related, and perhaps more significant, debate that would have been familiar to you in the States in the thirties when the movies were under criticism by the Legion of Decency. This is a constant threat in society. There are always people who will disapprove of modes of personal behavior that depart from what is assumed to be the correct, the established, the conformist. We've got those. There is a movement in Britain called the Festival of Light, a movement of Christians—there were about 35,000 of them in Trafalgar Square a short time ago—and they say that they want to see an improvement in the moral tone of society. I don't disagree with this. What I do find a little frightening is that, in saying they want to see an improvement in the moral tone of society, they want to make decisions about what other people should do, as well as about the example they themselves wish to set.

Q: *Critics in this country are beginning to take caustic note of the fact that many of public broadcasting's best programs are imported from Britain. Do your critics lament the amount of programing you import from us?*

A: Some do. About 12% of our programs are American; we have, for example, *All in the Family*, *Ironside*, *My World and Welcome to It*, many others. There is always in any country a xenophobic element which will say that anything which comes from abroad ought to be less. But I don't regard that as particularly significant. 85% of our production is our own; that's fine for anybody.

Q: *Perhaps the most recurrent criticism of broadcasting in this country is that of political bias. What problem do you have in this realm?*

A: That is also our principal criticism. In general, those people who accuse us of political bias are those who would like us to be showing the opposite political bias. This is always true. We have a particularly acute problem at the moment in Northern Ireland. When you have an acute political situation, then the accusations tend to get more frequent. And there are those people who say that we at the BBC, by putting on the views of people with whom they disagree. are in fact advocating those views. They are unable to make the distinction between presenting somebody else's view in a context and you yourself commiting yourself to that point of view.

This is, again, a running thread of criticism. I don't think it's overwhelming. It is, of course, a matter of integrity. of honesty of intention. I think most people, if they were asked. would say that the BBC is straight. We do periodic surveys of this. We did one after the last general election. The vast majority of the people—something like 80%—said they thought the BBC was fair. Among those who thought we were biased. the balance between those who said we were biased one way and those who said we were biased the other way was pretty well exact. So that's not a matter that worries me very much.

Q: *Is the government a matter that worries you very much?*

A: I don't think there's any broadcasting system that doesn't have a government problem of some kind. We do. But it would be unfair of me to suggest that it is less than civilized in spirit. We do not have—at least I have not met him or heard him—a Spiro Agnew.

Q: *Apart from the absence of commercials and the differences of accent, what are the chief differences of presentation that would strike an American viewing the BBC?*

A: Take radio for a moment. We have four networks; basically, one plays pop music, one a sweeter kind of music, one primarily classical music, and one is an information network. A look at the pop network might suggest the differences. It is similar to yours in some ways. but it is not quite so sharp, contains a good deal less music and a lot more chat.

Now television. First of all, during the day at this time of year you would find a good deal of school programing. You have *Sesame Street*—and I don't want to comment on our rejection of *Sesame Street;* there's been quite enough said—but you would find a substantial amount of school programing, very good programs. You would find in the early evening, on BBC 2, programs of the Open University.

I think you would find more contextual presentation of news. You would find not only hard news presentations—which by your measure would be fairly short—but you would also find regular programs of substantial comment and analysis on the major issues of the day.

You would find, I think, a slightly less insistent presentation, particularly on BBC 2. In fact, we were criticized recently for being too easygoing. I find it really rather pleasant to be easygoing in the evening.

Q: *You opened this discussion with some reflections on the differences between our two systems. Looking again at those differences, is there any one area of achievement you particularly admire, even envy, in our system; and is there any one area where you particularly think we ought to shape up?*

A: I admire very much the resources you are able to devote, and do devote, to news. I wish ours were comparable. As for the other half of the question, I would return to my earlier comments about drama. I do wish there were more of it here. Difficult as I know it is, it would be marvelous to see the same energies devoted to drama that are already devoted so effectively to broadcast news.

ABC, NBC O&O's renewed pending antitrust suit

The license-renewal applications of ABC and CBS owned-and-operated stations in three cities have been granted by the FCC subject to the outcome of an antitrust suit brought against the companies by 13 members of the Motion Picture Association of America.

The stations involved are ABC's WDAI(FM) and WLS-AM-TV Chicago, Ill., and WRIF(FM) and WXYZ-AM-TV Detroit, and CBS's WBBM-AM-FM-TV Chicago and KMOX-AM-FM-TV St. Louis.

The motion-picture production companies' suit, filed in the U.S. District Court for the Southern District of New York, accuses ABC and CBS of substantially dominating a majority of the television outlets in the country and of controlling television programing during most or all of the prime-time hours on their networks.

ABC both produces feature films and has a distribution agreement with Cinerama Inc., a major producer and distributor of such material. CBS has a distribution agreement with National General Corp., a major producer of theatrical feature films and owner and operator of the second largest chain of motion-picture theaters in the country.

Distant-signal problem solver?

CATV asks FCC for OK to import eight signals, selectively broadcast one

A Rockford, Ill., CATV has approached the FCC with its own "unique" solution to the distant-signal importation problem. Rockford Community Television Inc. claims to have figured out how to provide its subscribers with several distant independent signals, two educational stations and three additional network affiliates, while at the same time affording protection to UHF development in the area and appeasing local broadcasters.

Its proposal is this: Subject to the commission's approval of its request for waiver of the interim prohibitions on distant-signal importation, it will carry on its still-uncompleted system the programs of Chicago independents WGN-TV, WCIU-TV, WFLD-TV and WSNS-TV; independent WVTV(TV) Milwaukee, and network affiliates WISC-TV (CBS), WMTV-(TV) and WKOW-TV (ABC), all Madison, Wis. The unique aspect of this proposal is that Rockford Community Television plans to accommodate all these signals on one system channel. This will be accomplished through the "professional selection of the best program balances offered by the distant stations," RCT told the commission. In addition, it said, the system "will operate in such a manner as to provide the commission with useful information on the potential effects of distant-signal carriage in a market the size of Rockford," which is number 97 on the basis of ARB prime-time households.

The system would also carry, on separate channels, the signals of Chicago noncommercial stations WTTW(TV) and WXXW(TV), which the commission has already authorized it to import.

The RCT system will be located in Winnebago county, Ill., serving the incorporated community of Loves Park, and unincorporated North Park as well as adjacent unincorporated areas. It is not franchised in the city of Rockford itself. The company has had a franchise to build a system in the incorporated area since 1965, but held up construction because it found it economically unfeasible to operate a system that included only three local stations and the two Chicago noncommercial stations—it was prohibited from importing distant signals under the FCC's interim cable rules. Winnebago county is served by WCEE-TV (CBS, ch. 23), WREX-TV (ABC, ch. 13) and WTVO(TV) (NBC, ch. 17), all Rockford. When completed, the system will have a 20-channel minimum capacity with bi-directional capability.

The Rockford system told the commission that the one-import channel situation would not impair UHF development in the Rockford market. It noted that there is presently no interest in constructing a station on channel 39, which is assigned to the market. Likewise, it said, the three existing stations in the market would suffer no injury from the imported signals. Although the three Madison stations proposed on the one-channel pick up are all network affiliates, only the nonduplicative programing from these stations will be carried, RCT said. And the proposed system, it continued, "would assure a pragmatic gradual easing into CATV development which would assure a smoother transition of CATV development in the market, a transition the local stations should welcome over the sudden impact of a plurality of commercial/educational/instructional and service channels which would make a later down stream market entry." In addition, it said, the proposed system would preserve the nonnetwork programing of the local stations. It also pointed out that all three stations are presently economically viable.

On-air, on-job training

The facilities of noncommercial WNVT(TV) Annandale, Va.—scheduled to begin broadcasting in early 1972—will be used as a laboratory for on-the-job training at Northern Virginia Community College. A two-year course in broadcast engineering technology will, according to Robert D. Smith, vice president and general manager of the station, "provide vocational training for engineering personnel."

RCA Broadcast systems, Moorestown, N.J., is furnishing color cameras, video-tape recorders and other technical equipment, including an 84-foot UHF antenna.

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A different kind of barter

CCC is latest to join growing practice of bargaining with minority groups threatening to oppose station sales

Applications for FCC approval of station sales are beginning to provide citizen groups with the same kind of opening for making demands that they have found in station license-renewal applications. A precedent was set in the agreement Capital Cities Broadcasting Corp. signed with citizen groups that threatened to block Capcities' proposed acquisition of three Triangle Publications Inc. television stations (BROADCASTING, Jan. 11). Currently, McGraw-Hill is negotiating with community groups that are opposing its proposed purchase of five Time Inc. stations (BROADCASTING, Oct. 4).

And on file with the commission are agreements that have been filed by Combined Communications Corp. in connection with its proposed acquisition of KBTV(TV) Denver and KARK-TV Little Rock, Ark., through a takeover of the Mullins Broadcasting Co. The agreements, filed as amendments to the transfer application, were signed with minority groups in Denver and Little Rock.

Neither group—the Denver Task Force for Community Broadcasting and the Ad-Hoc Coalition on Broadcasting of Little Rock—had filed a petition to deny the transfer application. And neither agreement is as elaborate or far-reaching as the one signed by Capcities, which assured an investment of $1 million on programing in the three cities involved over a three-year period; the Little Rock agreement, in fact, in large measure is a recasting and embellishment of proposals contained in the transfer application.

But both commit CCC to take certain actions in the fields of employment and programing. CCC promises to attempt to employ a ratio of minority-group members equal to the percentage of population they represent in the respective cities (black and chicano in Denver; black in Little Rock). Specific promises are made regarding news personnel, including on-air newsmen.

A major provision of the Denver agreement relates to programing. It commits CCC to the production of children's programs that will be aired in the afternoon, five days a week, that will be designed especially to meet the needs of minority children, and in which Denver community resources will be used "wherever feasible." The show will begin in one year as a half-hour program, and may be expanded to one hour in length. In addition, both agreements cite specific programs that will deal with minority-group needs and interests.

CCC has also promised to consult with each of the groups on programing for minority members and on minority employment matters. And in the Denver agreement, CCC says it will, on the recommendation of the task force, appoint a full-time station staff member to assure coordination with the task force. CCC, in addition, will reimburse the task force up to $5,000 annually for expenses it incurs in implementing its "advisory services." However, this provision is made subject to the outcome of the commission's planned inquiry into the question of broadcaster reimbursement of such expenses.

CCC would pay Mullins $15 million and assume $10 million in debt, in a transaction that includes Mullins' outdoor-display companies. The purchase price will be reduced by the amount Mullins receives from the pending sale of its radio stations—KBTR(AM) Denver, to Mission Broadcasting Co., for $1.5 million, and KARK-AM-FM Little Rock, to Ted Snyder, general manager of the KARK stations, for $1 million.

Affiliation-rules violations result in $7,500 fine

KCIJ(AM) Shreveport, La., has been ordered by the FCC to forfeit $7,500 for failing to meet obligations stemming from its affiliation agreement with the Mutual Broadcasting System.

The commission found that KCIJ had violated two separate rules. It said the station had failed to send the commission, within the time required, copies of amendments to its affiliation agreement with MBS. It also said that KCIJ issued certificates of performance that misrepresented the time, frequency and nature of the network commercials broadcast by the station.

On the latter charge, the licensee of KCIJ told the commission that the violations had stemmed from a misunderstanding—that the station's president had no knowledge of the inaccuracies.

The commission replied that during a two-week period last year KCIJ broadcast only 23 of 147 network commercials, and that the station manager—the licensee's authorized representative—clearly knew it, because he did not schedule the missing commercials on his program logs. Nevertheless, his certificates of performance indicated that all the commercials had been broadcast, the commission said.

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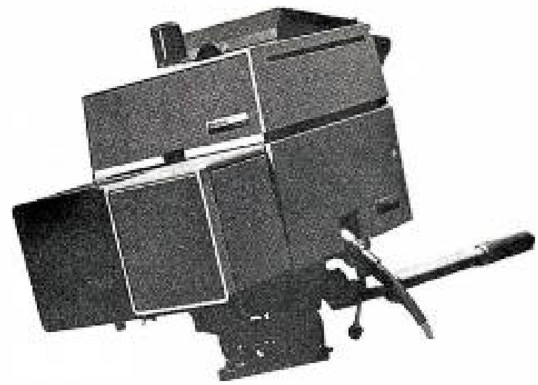

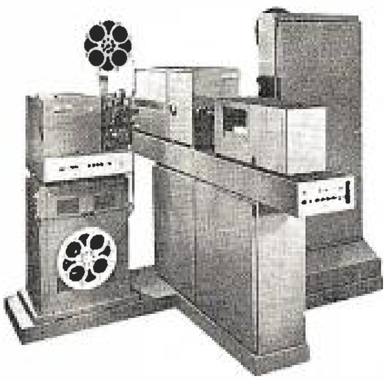

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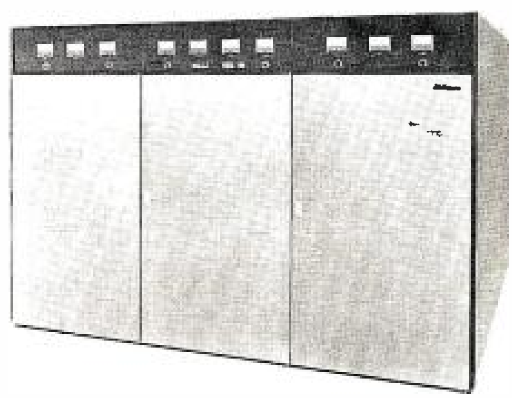

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Telco wins once, loses two times

Rulings involve question of phone company pressure in CATV dealings

The New York Telephone Co. (Telco) has been authorized by the FCC to construct and operate CATV channel facilities for Sterling Manhattan Cable Television, one of two franchised Manhattan cable operations, and for Comtel Inc., the third, unfranchised cable facility.

The commission simultaneously denied Telco's application to expand Comtel's service to a 20-block area west of Manhattan's Central Park.

In the same action, the commission permitted Telco to provide the channel service to the Long Island communities of Seldon, Centerreach and Medford. It denied, however, the company's bid to supply the same service to Hyde Park, N.Y., in Dutchess county, and to the Eagle Estates area of Medford.

The commission's action last week concludes a two-year-old proceeding in which the agency had sought to determine whether the phone company had used its monopoly on phone-line conduits and pole attachment rights-of-way in an anticompetitive manner. Such a practice, it had been alleged, would work against a competing cable operator who chose to construct its own system rather than subscribe to the phone company service. The commission found that Telco had not used its advantage in the Manhattan case, but had subjected cable operators in Hyde Park and Eagle Estates who wanted to construct their own facilities "to undue and unreasonable prejudice and disadvantage" in negotiations.

In denying the Telco motion for an expansion of Comtel's system, the commission noted that while there is no evidence that Telco had discriminated against Comtel's competitors—Sterling Manhattan and Teleprompter (the other franchised operation)—the Comtel expansion would cause a "wasteful and unnecessary" duplication of facilities in the rapidly diminishing conduit space in Manhattan.

Although Comtel has not been franchised by the city of New York, courts there have ruled that its operation is legal since it subscribes to the Telco service and Telco is franchised for New York street usage.

In the Hyde Park and Eagle Estates cases, the commission noted that while Telco is not in direct competition with CATV, it controls the utility poles, and most local municipalities are reluctant to permit the construction of exclusive poles for CATV lines by firms that choose not to deal with the phone company. In Hyde Park, the commission said, Telco had impeded the progress of Better TV of Dutchess County, a local cable company, by "dilatory tactics, tortoise-like responses to inquiries and generally uncooperative attitude." In Eagle Estates, the commission said, there is evidence that Telco had conspired against a cable firm that attempted to lease utility pole space from it in favor of a competing CATV operator that subscribed to Telco's channel service.

The commission directed U.S. Cablevision Corp., the Hyde Park Telco customer, and Brookhaven Cable TV Inc., the Eagle Estates client, to cease operation on their already completed system within 180 days. It prohibited Telco from including the undepreciated cost of these facilities in its rate base and ruled that these systems may not be sold without prior FCC approval.

WXIX-TV to Metromedia in $3 million sale

Metromedia Inc., New York, has reached a final agreement with U.S. Communication Corp. to purchase U.S. Communications' WXIX-TV Cincinnati for an estimated $3 million, subject to FCC approval ("Closed Circuit," Sept. 13).

The announcement of the transfer of the channel-19 facility was made last Monday (Oct. 4) by Frank Reichel Jr., president of AVC Corp., nondiversified parent of U.S. Communications, and John W. Kluge, president and chairman of Metromedia.

Consideration in the sale includes assumption of the station liabilities. USC had been experiencing financial difficulty with its UHF stations. Last March USC let its KEMO-TV San Francisco and WATL-TV Atlanta go dark. In early August USC was expected to take similar action to close WPGH-TV Pittsburgh and WXIX-TV, but the move was deferred. AVC, a closed-end investment-management firm, presently has two UHF independents, WPHL-TV Philadelphia and KJDO-TV Houston (Rosenberg), Tex., in operation.

Metromedia entered into negotiations for the station's sale at about the time that the Washington law firm of Welch & Morgan, which had shown interest in acquiring the outlet, withdrew (BROADCASTING, Aug. 16, et seq.). At the time, USC and Welch & Morgan could not reach an agreement on the assumption of a reported $600,000 bank note held by the station.

Metromedia owns and operates independent VHF's in New York, Washington and Los Angeles. It also owns an ABC-affiliated V in Kansas City. Two months ago it agreed to purchase its fifth VHF, WCTN-TV Minneapolis-St. Paul, from the Chris-Craft Stations. WXIX-TV operates with 1,900 kw visual, 285 aural and an antenna 990 feet above average terrain.

8,001 and still climbing

The broadcast industry reached another landmark, of sorts, last month when the total number of stations operating in the United States climbed for the first time above the 8,000 mark. According to figures released by the FCC last week, the total number of stations on the air as of Sept. 30 was 8,001. There were 4,350 AM stations; 2,279 commercial FM's; 471 educational FM's; 186 commercial and 117 educational UHF television stations, and 511 commercial and 87 educational VHF's.

Two sides on financial disclosure: Stern, NAB

Opposing interests locked horns last week over a proposal that the FCC open stations' annual financial disclosures to the public.

Among the parties filing informal comments at the commission on the matter were the National Association of Broadcasters and the Stern Community Law Firm, Washington. NAB has previously voiced objections to the proposal. The Stern firm was the original petitioner in the matter. NAB's position was supported in separate comments by several licensees; Stern's by Black Efforts for Soul in Television. Stern's comments were also filed on behalf of Citizens Communications Center and the National Citizens Committee for Broadcasting.

Stern's original petition, which was filed last July, asked the commission to institute a formal rulemaking proceeding to determine whether the financial reports that stations and networks file annually with the FCC should be made public. It also asked that broadcasters make available their annual expenditures for programing (BROADCASTING, July 26). Stern's principal argument in that petition was that citizen groups need the information included in the financial reports in order to determine whether licensees have invested an adequate percentage of their annual profits in their broadcast services. A determination of the "amount of return,". it said, is necessary in order for the groups to effectively participate in the renewal process.

NAB, in its brief last week, called attention to the commission's action last month, in which it denied a request by the Alianza Federal de Puebles Libres to open up the financial records of three

Albuquerque, N.M., television stations whose renewals the Alianza then contemplated challenging (BROADCASTING, Sept. 6). NAB noted that the commission, in the Alianza decision, had stated that "the amount of return" is not presently a relevant consideration in a station's renewal. It asked the commission "to adhere to the responsible approach it adopted" in the Alianza case and "to honor the long history of confidentiality" accorded licensees in the submission of financial data. (The Stern firm, which is representing the Alianza, has since sought court appeal of that decision [BROADCASTING, Oct. 4].)

The Stern firm, however, pointed out that the commission had, in the same decision, indicated that new standards regarding the public-disclosure issue could be accomplished in a rulemaking proceeding. It asked the commission to grant its petition for such a proceeding and to proceed swiftly with an invitation for formal comments on the matter from interested parties.

Arguing that under the present rules, the commission's staff is supplied with information that enables it to measure the "amount of return" while a member of the licensee's community is precluded from doing so, the Stern firm reemphasized the necessity for such information and its contention that the general disclosures "will not adversely affect the legitimate interests of broadcast licensees."

Wisconsin governor seeks cable freeze

Wisconsin Governor Patrick Lucey has asked his state's legislature to impose a five-month freeze on all state CATV franchising sales and development.

In a special message to a joint legislative session (Sept. 30), Governor Lucey said the moratorium would lessen the threat of large conglomerates taking over many of the cable systems in the state and wielding what he called "enormous media control."

A month ago, the Illinois Commerce Commission asserted jurisdiction over cable TV in that state, imposing a freeze on new franchises for similar reasons (BROADCASTING, Sept. 13).

NYU sets up TV center

With the help of a $220,000 grant from the Kresge Foundation, New York University is establishing a television communications center. The grant will allow the School of the Arts to train students in television technology and its applications to social and academic endeavors. The new television center will augment NYU's Alternate Media Center, funded by a $260,000 grant from the Markle Foundation last April.

The cake provided only the icing on the events WABC(AM) New York put together to celebrate its 50th anniversary last week. The station invited over 200 friends, clients and associates to mark the occasion with theater ("Jesus Christ Superstar"), celebration (refreshments and dinner at Gallagher's Steak House) and ceremony (the official cake-cutting by [l to r] George Williams, vice president and general manager of WABC; Leonard Goldenson, president of the American Broadcasting Companies Inc., and Hal Neal, president of the ABC Radio Stations Division).

Relief is just a Senate bill away

Tower's measure would prevent unqualified competitors from reaching hearing stage in license-renewal struggles

Senator John G. Tower (R-Tex.) introduced a bill last week to give licensee new protection against competing application for their facilities. The action had been expected (BROADCASTING, Oct. 4).

The measure (S. 2664), introduced last Wednesday (Oct. 6) would amend the Communication Act to provide that, when there are mutually exclusive applications for a TV or radio station to serve the same community, the FCC must first determine which of the applicants meets all the basic qualifications required of a licensee—as to character, financing, engineering, construction plans, etc.

The bill provides that if two or more applicants survive the test of qualification, their case "shall be designated for hearing on the single comparative issue of which will provide the best program service to the area to be served." And, when one of the applicants is applying for renewal of his license, his past operating record is to be considered by the FCC as the best gauge of his future performance. New applicants would have to prove they could offer substantially better service than the incumbent before a station's license renewal could be denied.

"The primary method by which this legislation will be of aid to both the commission and public," said Senator Tower in introducing the bill, "is that it will set forth a method by which the commission will necessarily be required to consider programing in its determinations of license recipients. In many instances under the present rules of the commission, the quality of programing will be given no consideration in determining comparative cases, and it is my belief that we should not permit decisions of such significance to be rendered without consideration of this premise."

He added that requiring a challenger to prove he can provide better program service than the existing licensee "certainly is not too onerous for him, for if the existing operator has not performed in the past as he should have performed, then the burden will be quite easy to sustain."

The bill, he said, is not designed to "usurp" any decisional functions of the FCC, but rather to set up a "policy of requiring that the commission make its decisions upon the intent of the Federal Communications Act rather than creating and adopting independent regulations and guidelines which may tend to circumvent the act's primary purpose."

NAB rejects cash for candidates

Political contributions are out in campaign for renewal protection

Fund raising for political candidates has been abandoned by the National Association of Broadcasters as an effective means of winning desired legislation to protect broadcast licensees at renewal time.

A plan for establishment of a political-action committee of broadcasters—outside the NAB but with its support—was abandoned by the NAB executive committee when it met last week in Washington. Efforts instead will be concentrated upon lobbying for desired bills, public relations, and proposing draft legislation to the Congress on behalf of broadcasters.

The executive committee endorsed the activities of the NAB task force on renewals which is still planning strategy and formulating proposed legislation in its "no-holds-barred" effort to win substantial legislative action for licensees (BROADCASTING, Oct. 4). The task force is being aided by the Federal Communications Bar Association on legislative drafting and strategy. In addition, William Carlisle, NAB vice president for TV, has been appointed NAB staff liaison with the task force.

A main concern expressed by the executive committee and the task force has been over the direct challenge to licensees at renewal time. An NAB spokesman said, "The question of access to a frequency by community groups is peripheral to the question here. We are concerned with those who contest the allocation of a license because they want it themselves. Most community groups file petitions to deny a broadcaster his license but are not prepared to take over the franchise."

As part of the license-renewal effort, NAB is in the process of drafting a policy statement to submit to the Senate Judiciary Subcommittee on Constitutional Rights. Subcommittee Chairman Sam J. Ervin Jr. is conducting hearings this month on First Amendment rights as they relate to journalists. NAB feels that license challenges directly infringe upon the First Amendment rights of broadcasters, and this will be reflected in the association's statement.

In another action the executive committee endorsed a proposal for establishing within NAB a redirection of efforts and funds to provide the radio industry with services similar to those provided television by the Television Information Office.

Now cables too must tell all to FCC

Annual survey will collect information on finances ownership and operation

CATV systems will now be required to file all financial and functional data regarding their operations with the FCC. In making that ruling last week the FCC specified March 1 for CATV service and ownership, and April 1 for financial data.

The action culminates a three-year-old rulemaking proceeding. Under the new rule, systems will be required to file annually their operational reports in two parts, the first dealing with location of systems, number of subscribers, channel capacity, broadcast signals carried, program originations, ownership and other operations carried on by the system; the second will include all financial data pertaining to the system's operation. Information will relate to the past calendar year, the commission said, but systems that commenced operations before Dec. 31, 1971, will be permitted to file on a fiscal-year basis—no later than 90 days past the end of that fiscal year. The required filings next March and April will cover the calendar year 1971.

The commission said that nonoperative systems will be exempt from filing the form regarding operation and ownership. The financial data will be required of all systems, however. Multiple-CATV owners may file a single form aa long as the ownership and service data is identical for each system.

The commission emphasized that these forms will not be available for public inspection.

Copies of both filing forms will be distributed to all known CATV systems next month.

ChangingHands

Announced

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

- WXIX(TV) Cincinnati: Sold by U.S. Communications Corp. to Metromedia Inc. for an estimated $3 million (see page 48).
- KISD(AM) Sioux Falls, S.D.: Sold by group broadcaster Starr Broadcasting Corp. to Stanley Deck for $700,000. Principal stockholders of Starr Broadcasting, a publicly owned company, are Peter Starr and William F. Buckley Jr. Mr. Deck owns KDIX-AM-TV Dickinson,

N.D. KISD operates on 1230 khz with 1 kw. Broker: Blackburn & Co.

▪ WVSC-AM-TV Somerset, Pa.: Sold by Ted H. Oppegard to Richard Adams and others for $450,000. Mr. Adams was formerly general sales manager of the WVSC stations. WVSC(AM) is on 990 khz with 5 kw day. WVSC-FM is on 97.7 khz with 3 kw horizontal and 2.95 kw vertical and an antenna 270 feet above average terrain. Broker: Hamilton-Landis & Associates.

▪ WMCL(AM) McLeansboro, Ill.: Sold by Don Medley, Thoral Gaskins and Jack Harper to Jerome, Harry and James D. Glassman for $225,000. The Glassman family owns the Liberty Oil Co., Mt. Vernon, Ill. WMCL is on 1060 khz with 250 w day. Broker: Chapman Associates.

▪ WGLB-AM-FM Port Washington, Wis.: Sold by Tom Davis and Ray Friedman to William and Louise A. Bruring for $130,000. Sellers own KLEE(AM) Ottumwa, Iowa. Mr. and Mrs. Bruring own WWLA(AM) Lacrosse, Wis. WGLB-(AM) operates on 1560 khz with 250 w day. WGLB-FM is on 101.1 mhz with 3 kw and an antenna 180 feet above average terrain. Broker: J. D. Stebbins Co., Lake Forest, Ill.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 61).

▪ WIKY(AM)-WDOK(FM) Cleveland: Sold by Westchester Corp. to Globetrotter Communications Inc. for $14.5 million (see page 52).

▪ WRNL-AM-FM Richmond, Va.: Sold by Media General Inc. to William F. Rust Jr. and others for $1 million. Media General is a publicly owned Richmond firm with multimedia holdings. D. Tennant Bryan is the company's chairman. Mr. Rust, who is majority owner of buying company, Rust Communications Group Inc., has a controlling interest in WKLX(AM) Portsmouth, Va.; WAEB-(AM) WXKW(FM) Allentown, WRAW-(AM) Reading, and WNOW-AM-FM York, all Pennsylvania, and WHAM(AM)-WHFM(FM) Rochester and WPTR(AM) Albany, both New York. WRNL(AM) is on 910 khz with 5 kw. WRNL operates on 101.1 mhz with 14 kw and an antenna 320 feet above average terrain.

Cable's potential cited in Sloan-sponsored study

Cable TV as the distribution system of the future is the thrust of a draft of a final report now being studied by the Commission on Cable TV, the $500,000 study sponsored by the Alfred P. Sloan Foundation, New York. The final report by the commission is to be released later this year.

The draft of the report, written by the paid staff of the study, was delivered to the 15 members of the Sloan commission last month. The commission was named last year with the public endorsement of President Nixon. It is headed by Edward S. Mason, dean emeritus of the Harvard Graduate School of Business (BROADCASTING, June 15, 1970, et seq.).

The early draft considers CATV as having a significant potential for service, including the opening up of channels of communications for public groups. It acknowledges that cable TV will have an impact on over-the-air broadcasting, but sees some degree of protection for broadcasters without spelling out exactly what this could be.

The small, five-man staff of the study group was scheduled to be phased out by the end of last month. Staff director Paul L. Laskin reports he will continue writing a book on broadcasting and the public interest for Viking Press. Mr. Laskin is a former CATV consultant to the Ford Foundation and was staff director of the New York City cable TV task force. He also has been a consultant to the Twentieth Century Fund on international satellite communications.

Fifth Albuquerque station hit by denial petition

A coalition of 19 ethnic organizations last week filed a petition to deny renewal of the license of KQEO(AM) Albuquerque, N.M. The petition, which was prepared with the aid of the Office of Communications of the United Church of Christ, charges that KQEO's programing does not adequately serve the needs of minority groups in the Albuquerque market.

KQEO is the fifth Albuquerque station under renewal challenge this year.

The Office of Communications said last week that the petition was filed after the coalition failed to reach an agreement with the KQEO licensee on community-service programing.

The petitioners had been granted a 30-day extension of time by the FCC to file the petition after the licensee agreed to meet with representatives of the coali-
chicano and American Indian groups.
tion and support the motion for time extension. However, KQEO's attorney refused to agree to an additional 30-day extension.

The petitioners, going by the name of the Coalition for the Enforcement of Equality in Television and Radio Utilization of Time and Hours (CEETRUTH), is made up of black, chicano and American Indian organizations.

The specific allegations made in the petition were:

1) KQEO does not carry any programs of particular interest to Albuquerque's chicano community; nor does it carry a Spanish language or bilingual program;

2) News programing does not supply in-depth coverage and the station's total news-time allotment is less than it has claimed;

3) KQEO's public-affairs programing is in the form of spot announcements with no full-length programing or opportunity for self expression; half of this programing is of an editorial nature and the station does not afford time for responses;

4) There is no Catholic or Jewish religious programing, and there is no instructional programing. In addition, agricultural programing claimed by the station does not actually exist.

The petitioners also charged that KQEO misrepresented its public affairs programing to the commission by claiming that contests and promotional spots on the station under this category.

Other Albuquerque stations hit with renewal challenges are KOB-TV, KGGM-TV (against which two petitions to deny have been filed), noncommercial KNME-TV, and KDEF(AM). CEETRUTH has filed against KGGM-TV and KDEF; the other petition against KGGM-TV and those challenging the two other television stations were filed by Alianza Federal de Pueblos Libres, a Mexican-American land rights organization.

Globetrotter buys second, third stations

The FCC has approved the $14.5-million sale of WIKY(AM)-WDOK-FM Cleveland to Globetrotter Communications Inc., the broadcast arm of the Harlem Globetrotters exhibition basketball team.

The sale, which includes the WIKY School of Broadcast Techniques, Cleveland, will be consummated through the distribution of 822,948 shares of GCI stock to stockholders of the selling firm, Westchester Corp.

The commission, in granting the sale, affixed a $291,310.40 grant fee, payable by GCI. Parts of the contract price for the sale that either act to reduce the price or were not associated with broadcast properties were not included in determining the fee, the commission said. Brokerage fees paid by GCI to Westchester stockholders were included in the determination, however.

George Gillett is president of GCI; Glenn Killoren, vice president and treasurer. Robert F. Bell, a GCI vice president and principal, is the only individual in that company with current outside broadcast ownership. He owns 51% of the licensee of KFMR-FM Fremont, Calif. Globetrotter just over a year ago purchased WVON(AM) Cicero, Ill., for $9 million (BROADCASTING, Sept. 28, 1970).

Westchester principals Robert Weiss, Norman Wain and Joseph Zingale will each retain a 2.36% interest in GCI. They jointly own WIXZ(AM) McKeesport, Pa.

WIKY operates on 1260 khz with 5 kw. WDOK is on 102.1 mhz with 50 kw and an antenna 485 feet above average terrain.

BroadcastJournalism

TV news cameras in another court

KAKE-TV claims first in filming juvenile hearing for broadcast

A Wichita, Kan., television station is claiming a broadcast journalism first—the filming of a juvenile court hearing using full names and full exposure of the participants to the audience.

KAKE-TV secured permission for the filming from Sedgwick county Juvenile Court Judge Michael Corrigan, along with a 17-year-old Wichita girl and her parents, to bring TV cameras into the courtroom.

Larry Hatteberg, chief KAKE-TV cameraman, said that after extensive research he believes the filming was the first time the so-called "cannon 35" barring photography in a courtroom was relaxed in a juvenile proceeding.

The idea for the filming, which followed the girl's progress from the first hearings to final disposition of the case, sprang from an earlier series on runaway juveniles seen from the perspective of the police and the juveniles themselves.

Judge Corrigan placed only one restriction on the news team of Mr. Hatteberg and Charles Duncan, KAKE-TV reporter—that the resultant show be "in good taste." Two cameras were used, one in the rear of the courtroom and the other at the side, placed only a few feet from the judge. The team also made use of three microphones.

Judge Corrigan

Cameraman Duncan

Along with the actual hearings, KAKE-TV interviewed the girl, who had been charged with incorrigibility, shoplifting and being a runaway, while in custody between court appearances. The newsfilm was used in a series of KAKE-TV evening and night newscasts.

In departing from the established practice of banning news cameras and tape recorders from courtrooms, Judge Corrigan said, "We must be smart enough to be able to establish a system whereby the public can be informed and the judicial decorum maintained." The judge said many persons have commented on the documentary film, but none have remarked unfavorably. He added that he would do the same again "if I thought from it there would be something the public would gain . . . There was a message in the runaway's. We had a message in the approach that the court takes and in the type of young people that come before the court."

Washington group offers 16 fellowships

The Washington Journalism Center is offering 15-week fellowships to begin next February to 16 qualified young journalists.

Applicants should be college graduates with two years of professional experience (for eight awards), or young blacks with an interest in a journalism career.

Those selected will attend seminars with Congressmen, cabinet members, other government officials as well as leading Washington reporters, editors and commentators. Time will be provided for in-depth investigative reporting or internships with Washington media.

Mort Crim syndicated in news 'spots'

After a two-year hiatus from network broadcasting, Mort Crim is returning to national radio. The former ABC morning anchorman for *News Around the World* will be heard through syndicated one-minute commentaries, *One Moment Please*, produced by Graphic Eleven, Louisville, Ky.

The new syndication firm was set up specifically to produce and market the series by WHAS-TV Louisville, where Mr. Crim has been co-anchorman of the evening news and anchorman at 11 p.m. for the past two years.

The company said the series has great flexibility—with sponsorship it can become a "compact one minute and forty seconds" mini-program, or can be dropped into a record show or labeled commentary within a newscast. Mr. Crim said it is time broadcast journalists learned the true value of a minute from radio and TV advertisers. "If a drug company can sell an aspirin tablet in 60 seconds, why can't a good newsman sell an idea?"

All the news that fits the evening

CBS News will provide the entire prime-time programing of CBS-TV on Oct. 21 with a special edition of *60 Minutes* and two one-hour documentaries on *CBS Reports*, beginning at 8 p.m. NYT.

60 Minutes, regularly broadcast Sundays (6-7 p.m.), will do several night-time programs when live sports coverage pre-empts the Sunday edition. *CBS Reports* is offered as a two-hour, once-a-month series on Thursday evenings (9-11 p.m.).

The idea of an entire evening of public-affairs programing "is of course in the nature of an experiment," said Bill Leonard, vice president of CBS News. But he feels this type of programing is desired by a substantial portion of the audience.

60 Minutes will present a special edition of the magazine-of-the-air format at 8 p.m. *CBS Reports* will premiere at 9 with "Picasso at 90," a personal portrait and retrospective survey of the artist's works, and "Chicano," a study of the Mexican-American movement.

CBS Vice Chairman Frank Stanton showed no signs of slackening his accustomed pace in the first days under his new title. On Friday, Oct. 1, he received the Paul White award of the Radio Television News Directors association in Boston. (He's shown here during the presentation ceremony. At left: Mrs. James McCulla, wife of the outgoing RTNDA president. At right: past president John W. Roberts.) Last Thursday (Oct. 7) he was in Washington addressing the American Council on Education and urging the educational community to align itself with the press to preserve "the people's right to know."

Hill may ask what stopped 'Machine'

Withdrawn segment wasn't documented, says PBS's Gunn, but Macdonald plans to look into deletion

A segment of *The Great American Dream Machine* dealing with the FBI was suspended last week by the Public Broadcasting Service, over a protest from its New York production center. The incident may trigger a congressional inquiry.

The 12-minute segment contained interviews with three young men who claimed they had been assigned by the FBI to provoke violence within radical organizations. PBS President Hartford Gunn said the charges were insufficiently documented in the original piece: a last-minute attempt at revision was not completed in time for screening before broadcast.

What complicated the matter and aroused congressional interest were suggestions that the FBI itself might have influenced the cancellation. A letter from FBI Director J. Edgar Hoover said that, based on information the bureau had received, the program's allegations were "totally and completely false." Mr. Hoover said the matter was being referred to the Justice Department. It was one day after receipt of the letter that the segment was suspended.

However, any implication that the Hoover letter was solely responsible for the cancellation was denied by PBS. And although its version of the story did not agree in all particulars with the one heard in New York, both sources said that consideration of problems involving the segment had been going on before the letter was received.

Nevertheless, House Communications Subcommittee Chairman Torbert H. Macdonald said he planned to look into the matter to determine whether "an oblique form of censorship was exerted by the federal government." Mr. Macdonald said the incident would be cause for concern under any circumstances, but "the fact that it involves our public broadcasting system makes it even more serious." A spokesman for the Senate Subcommittee on Constitutional Rights said that his unit might also check into the incident.

Both Mr. Gunn and James Day, president of National Educational Television, agreed in separate conversations that PBS and NET representatives had met on Oct. 1 to discuss the former's reservations about the program. As Mr. Gunn stated it last week, PBS's objections centered around both the brevity of the segment—he found it "an awfully brief period in which to raise these charges and document them"—and what he regarded as its lack of documentation. "Editorial conclusions were drawn for which there was no evidence," Mr. Gunn said.

PBS offered three possible solutions: expand the program; leave it as it is but put it at the front of the program and make it the basis for extended discussion of the issues raised; or "frame the piece differently"—principally by deleting the designation "special report," which Mr. Gunn felt implied more extensive treatment than was actually given the subject, and by establishing on the air the credentials of Paul Jacobs, who produced the segment. NET officials stood by the program and declined to make changes.

Meanwhile, denials of the program's allegations were coming from some of those named, including three FBI agents and a Seattle police official. They had been sent letters—in accordance with an agreement reached between PBS and NET counsel—warning that they were to be personally attacked on the program, within the meaning of FCC rules. Although NET President James Day later said he thought the documentation was "as good as you can make it in a program of this sort," the protests combined with the Hoover letter and PBS's objections led to last-minute changes. Because PBS was unable to get hold of the revised version in time for it and its stations to screen it, the segment was suspended.

Noncommercial WNET(TV) New York announced after the cancellation its plans to run the segment last Friday (Oct. 8), complete with panel discussion, on its new series *Behind the Lines*, a program of media criticism financed by a grant from the John and Mary R. Markle Foundation.

Suspension of the segment drew a sharp response from Alvin R. Perlmutter, executive producer of *Dream Machine*, who called it "wrong" and "the most drastic action taken by PBS to date." Although NET stood behind the program, Mr. Perlmutter said, "our hands are tied. PBS holds the key to networking."

New Newsweek vignettes start in 51 markets

Newsweek Broadcasting Service has been formed by *Newsweek* magazine to provide TV stations with a weekly package of 12 to 15 video-taped news and feature segments spotlighting editors, writers and reporters of the publication.

The magazine said last week that distribution of the segments, about 90 seconds in length and designed for use in local news programs, has begun to 51 stations in major markets. The news programettes have been accepted by these stations on a reciprocal trade agreement, with Lever Bros., through J. Walter Thompson Co., receiving time credits on the outlet. A spokesman for JWT said this marks the agency's entry into the area of advertiser syndication.

In television markets not cleared for Lever, the series will be offered through National Syndicated News Systems Inc., New York, and Pickens & Associates, Chicago. Paul M. Roth of National Syndicated News Systems acted as the packager and sales agent on the project.

Newsweek also announced last week that John R. Corporon, formerly vice president and general manager of WTOP-TV Washington and earlier vice president for news at Metromedia Television in New York, has been appointed editor and executive producer of the new service. Mr. Corporon told BROADCASTING that the news package is the first activity of the unit, but said it is conceivable that it would produce other programing.

Equipment&Engineering

One-gram pressure tone arm marketed by Gates

The Gates Radio Co., Quincy, Ill., has developed a new transcription tone arm, which the company claims will track without skipping at a pressure of one gram.

Resonance of less than 15 hz is claimed, well outside the operating frequency of the system, the company said. A rear weight adjustment with a calibration of approximately one gram per revolution assures accurate tracking pressure, along with a fluid-damped antiskate mechanism, to meet critical tracking requirements for fine-groove stereo recordings, Gates said.

The TA-12 tone arm sells for $69.50 from Gates Radio Co., 123 Hampshire Street., Quincy, Ill. 62301.

$1-million RCA suit won by KAEC-TV

A federal court judge in Tyler, Tex., has awarded the licensee of KAEC-TV Nacogdoches-Lufkin, Tex., damages of $1 million in a suit it brought against RCA in relation to the failure of equipment it purchased from the company. Justice William Wayne's action last week affirmed the jury's verdict in favor of Fredonia Broadcasting Co. last June (BROADCASTING, June 7). Fredonia had claimed that faulty equipment provided by RCA and failure by the company to deliver other equipment caused KAEC-TV to suspend operations in March 1970. In addition, the judge ruled that RCA may only recover its equipment upon payment of a full refund to Fredonia. The licensee was awarded $850,000 in actual damages and $150,000 in exemplary damages, plus an interest payment of 6% from the time of the court decision to the time of payment. Fredonia's original suit asked for $2.4 million. Justice Wayne simultaneously dismissed an RCA countersuit against the station of $506,333.80.

More muscle for WICZ-TV

WICZ-TV Binghamton, N.Y., has begun broadcasting from its new transmitter and 870-foot tower. Located in an antenna farm on Ingraham Hill, just south of the city, channel 40's new facility utilizes an RCA 30 kw transmitter and a specially designed antenna to produce 565 kw effective radiated power. Acquired last April by Stainless Inc., a North Wales, Pa., tower-construction company, the station is an NBC affiliate.

CBS Labs comes out with automatic enhancer

CBS Laboratories has introduced the "Mark III automatic image enhancer," an electronic device that automatically increases the sharpness and detail of color images on home TV sets. The equipment enables engineers to sharpen the quality of signals as they are transmitted and is said to be particularly effective in telecasting sporting events.

CBS said last week that initial sales of the image enhancer have been crisp. The device, developed by Renville H. McMann Jr., CBS laboratories executive vice president, and Clyde Smith, a senior broadcast engineer, is being sold "for less than $4,000."

CBS Labs will begin deliveries in about a month through a network of more than 30 distributors. CBS Laboratories, which initially introduced image enhancement in 1968, said that more than 1,500 manual image-enhancement systems are being used by broadcasters and TV-camera manufacturers in the U.S. and abroad. The new Mark III automatic device incorporates solid-state technology and is less than half the size of the manual system.

As explained by CBS Labs engineers, the device examines coded color signals as they are transmitted for viewing and automatically adjusts vertical and horizontal picture details as needed to eliminate color softness.

New career for Hubbard

Stanley E. Hubbard, at 74, is going into a new enterprise. The veteran station owner has founded Procam Co., which will manufacture a new sound-on-film camera, designed by Eric Berndt, who designed and built the Auricon, now standard with TV stations. Procam, with headquarters in North Miami, Fla., will be a subsidiary of Hubbard Broadcasting Co., group radio-TV station owner. In addition to the new camera, the company will market amplifiers and power supplies. Operating head will be Gerhard Koester, former executive vice president of Auricon.

TechnicalTopics

New tape ▪ A two-inch-wide video tape which the manufacturer claims substantially reduces head wear on all transverse-scan broadcast video-tape recorders has been introduced by Ampex Corp., Redwood City, Calif. The tape incorporates a new binder formula using smaller oxide particles and an advanced coating process. Series 175 tape has signal-to-noise and dropout characteristics comparable to video tapes currently available, Ampex said. One-hour reels of this newly introduced tape list at $213.

Debut in Miami ▪ Magnavox Video Systems will introduce two new color TV cameras at the National Association of Educational Broadcasters convention Oct. 18-20, in Miami. The series 200 is a self-contained, single-tube camera. The series 300 is a studio-type driven version with a common EIA sync generator.

FocusOnFinance®

Houser promotes minority banks

On eve of leaving office he writes big broadcasters for $5 million in deposits

Eighteen major broadcast licensees have been asked to participate in an administration-backed program to increase deposits in minority-owned banks by $100 million. Broadcasters are down for a hoped-for $5 million.

Former FCC Commissioner Thomas J. Houser, in one of his last actions before leaving the FCC, wrote the broadcasters on Sept. 28 to advise them of the program and alert them to a follow-up call that would be made by a Commerce Department official.

Mr. Houser was tapped for the letter-writing assignment by Walter L. Sorg. assistant director of the Commerce Department's minority-enterprises division, who is a personal friend and is helping to implement the administration's program of increasing deposits in minority-owned banks.

Out of 14,000 banks in the U.S., 35 are minority owned. And these hold less than one-tenth of all bank deposits, although they generate over 20% of all loans made to minority businessmen. If the $100-million figure is reached, deposits will have been increased by one-third.

The program is directed at all levels of government as well as at all facets of American life, including business, labor and education. In each of the various subcategories of enterprises a chairman has been selected to drum up support.

Mr. Houser, who served, in effect, as chairman for the broadcasting industry, stopped short of urging individual licensees to participate, although he did mention the goal set for broadcasting industry and asked the company officials he contacted to make time available for the Commerce Department official who would visit. These proposed visits have not as yet been made.

The licensees contacted by Mr. Houser were the three radio-television networks—ABC, CBS and NBC—and major group broadcasters—Cox Broadcasting, Golden West Broadcasters, Kaiser Broadcasting, Fuqua Communications, Avco Broadcasting, Storer Broadcasting Co., WGN Continental, Taft Broadcasting, Post-Newsweek Stations, Capital Cities Broadcasting, Metromedia, Meredith, LIN Broadcasting, Scripps-Howard, and Westinghouse Broadcasting.

It is understood that at least some of the companies which are being contacted for the program are already depositing some of their funds in minority-owned banks.

However, the attention which is being given to broadcasters by the administration in its efforts to promote minority-interest banks could complicate matters for license-renewal applicants who are in the process of negotiating with dissatisfied citizen groups. One demand which is frequently made by such citizen groups is that the licensee be required to place funds in minority-owned banks.

Stockholders reassured at Teleprompter meeting

Teleprompter's annual meeting in New York Thursday (Oct. 6) produced only a ripple of discord as one stockholder expressed concern over the indictment of the company and Board Chairman Irving B. Kahn on charges of bribery and conspiracy (BROADCASTING, Feb. 1, et seq).

The stockholder says he feared that the indictments, charging Mr. Kahn and the company with bribery and conspiracy in gaining a Teleprompter CATV franchise in Johnstown, Pa., would damage the company's reputation and its stock market performance.

Mr. Kahn replied that on the advice of counsel, he could not discuss the indictments. But he repeated an earlier assertion that he and Teleprompter would be vindicated at the trial.

Shareholders overwhelmingly ratified a previously announced agreement under which Teleprompter would acquire Muzak Inc. in an exchange of stock valued at about $25 million.

The Broadcasting Stock Index

A weekly summary of market activity in the shares of 113 companies associated with broadcasting.

	Stock symbol	Exchange	Closing Oct. 6	Closing Sept. 29	Net change in week	1971 High	1971 Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting									
ABC	ABC	N	47⅝	44¼	+ 3⅜	48	25	7,089	$303,055
ASI Communications	ASIC	O	2⅜	2⅜	—	4⅛	2⅛	1,789	6,709
Capital Cities	CCB	N	48⅞	47⅜	+ 1½	48⅞	29	6,236	293,092
CBS	CBS	N	47¼	45⅝	+ 1⅝	49⅞	30⅛	27,210	1,244,858
Cox	COX	N	35⅞	32⅞	+ 3	35⅞	17¾	5,802	173,306
Gross Telecasting	GGG	A	13¾	14¼	— ½	16	10⅝	800	11,296
LIN	LINB	O	13¾	12⅞	+ ⅞	15½	6¼	2,294	32,690
Mooney	MOON	O	9⅛	9¼	— ⅛	9¼	4	250	2,313
Pacific & Southern	PSOU	O	11¼	10¾	+ ½	17½	10¾	1,637	20,872
Rahall Communications	RAHL	O	11¼	11	+ ¼	29	8⅝	1,037	10,889
Scripps-Howard	SCRP	O	20¾	21¼	— ½	25	18	2,589	58,890
Sonderling	SDB	A	22⅝	23	— ⅜	34	22	997	24,177
Starr	SBG	M	17½	18¼	— ¾	20½	8⅞	496	9,672
Taft	TFB	N	42¼	42½	— ¼	44⅞	23⅝	3,707	147,798
							Total	**61,933**	**$2,339,622**
Broadcasting with other major interests									
Avco	AV	N	18	18	—	18¾	12⅛	11,475	$176,371
Bartell Media	BMC	A	4	3⅞	+ ⅛	8	3⅝	2,254	9,580
Boston Herald-Traveler	BHLD	O	21	21	—	28	19	577	15,579
Chris-Craft	CCN	N	6⅞	6⅜	+ ½	9⅞	5½	3,901	22,431
Combined Communications	CCOM	O	24¼	21½	+ 2¾	24¼	10½	2,131	39,424
Cowles Communications	CWL	N	12½	11	+ 1½	13⅜	8	3,969	45,644
Fuqua	FOA	N	20½	21⅞	— 1⅜	28½	13¼	8,700	162,475
Gable Industries	GBI	N	23½	20¼	+ 3¼	24½	9½	1,667	34,590
Gannett	GCI	N	59	57¼	+ 1¾	60	32⅞	7,519	403,169
General Tire	GY	N	27	27	—	28¼	21⅛	16,713	502,818
Gray Communications		O	6½	6⅜	+ ⅛	8	5¼	475	2,870
ISC Industries	ISC	A	5⅞	5⅞	—	8	4⅝	1,959	11,499
Lamb Communications		O	2	2	—	2⅞	2	475	1,069
Lee Enterprises	LNT	A	17⅞	17⅞	—	20	17⅝	1,957	54,052
Liberty Corp.	LC	N	20⅜	21	— ⅝	24	17½	6,744	151,740
Meredith Corp.	MDP	N	23⅜	23¾	— ⅜	29⅛	19¾	2,754	68,850
Metromedia	MET	N	24⅝	22⅝	+ 2	30⅞	17⅝	5,756	163,298
Multimedia Inc.		O	34¼	34⅜	— ⅛	34¾	25	2,406	79,398
Outlet Co	OTU	N	16	16⅝	— ⅝	22	14¼	1,332	23,470
Post Corp.	POST	O	16¼	16	+ ¼	16¼	9¼	734	10,643
Publishers Broadcasting Corp.	PUBB	O	3⅞	3¼	+ ⅝	4⅞	1⅝	916	2,977
Reeves Telecom	RBT	A	2⅛	2¼	— ⅛	3⅞	2	2,292	5,730
Ridder Publications	RPI	N	26½	26	+ ½	28⅝	23½	8,236	213,065
Rollins	ROL	N	38	37⅞	+ ⅛	43½	25⅛	8,065	306,470
Rust Craft	RUS	A	45	43⅝	+ 1⅜	48¼	28¾	1,159	47,519
Schering-Plough	PLO	N	86	81¼	+ 4¾	87¼	60½	25,174	2,089,442
Storer	SBK	N	26⅜	27¼	— ⅞	33¾	19	4,223	124,030
Time Inc.	TL	N	58⅞	56⅞	+ 2	62¾	40⅝	7,257	377,364
Trans-National Communications		O	¼	¼	—	1¼	¼	1,000	370
Turner Communications		O	3	3⅜	— ⅜	4	2	1,328	4,143
Wometco	WOM	N	18¾	19⅛	— ⅜	23⅞	17¾	6,037	120,740
							Total	**149,185**	**$5,270,620**
CATV									
Ameco	ACO	O	2¼	2¼	—	12¾	2¼	1,200	$30,000
American Electronic Labs.	AELBA	O	6¼	6⅜	— ⅛	10	3	1,636	11,043
American TV & Communications	AMTV	O	22¾	22½	+ ¼	28⅝	17¾	2,042	41,861
Burnup & Sims	BSIM	O	26¾	25⅝	+ 1⅛	37¾	20½	2,962	80,715
Cablecom-General	CCG	A	13	13¾	— ¾	17¾	11⅝	2,485	30,739
Cable Information Systems		O	2¼	2¾	— ½	4¾	2¼	955	2,626
Citizens Financial Corp.	CPN	A	14⅜	14⅝	— ¼	15½	12¼	1,590	21,863
Columbia Cable	CCAB	O	11¼	11⅜	— ⅛	15½	9⅞	900	9,675
Communications Properties	COMU	O	11⅛	10½	+ ⅝	11⅛	7¾	1,800	14,850
Cox Cable Communications	CXC	A	21⅜	20½	+ ⅞	25¾	16½	3,552	62,586
Cypress Communications	CYPR	O	8⅝	8¾	+ ¼	10¼	7	2,364	19,954
Entron	ENT	A	3	3¼	— ¼	7¾	3	1,320	4,950
General Instrument Corp.	GRL	N	19¼	18⅝	+ ⅝	29⅝	18½	6,368	145,636
Sterling Communications	STER	O	5¾	5¾	—	6¾	3½	1,100	6,182
Tele-Communications	TCOM	O	22¾	22½	+ ¼	22¾	12	2,856	54,264
Teleprompter	TP	A	90⅝	88⅛	+ 2½	95	56½	3,077	255,391
Television Communications	TVCM	O	8½	8½	—	10⅝	7	3,804	29,481
Viacom	VIA	N	14⅞	14¼	+ ⅝	21	12½	3,760	59,220
Vikoa	VIK	A	6½	7	— ½	14¼	6	2,339	15,204
							Total	**46,130**	**896,240**

	Stock symbol	Ex-change	Closing Oct. 6	Closing Sept. 29	Net change in week	1971 High	1971 Low	Approx. shares out (000)	Total market capitalization (000)
Programing									
Columbia Pictures	CPS	N	10⅝	9⅞	+ ¾	17⅜	9½	6,342	$63,420
Disney	DIS	N	105⅝	109	− 3⅜	128⅞	77	12,854	1,511,887
Filmways	FWY	A	5½	5¾	− ¼	11⅞	5⅛	1,829	11,431
Four Star International		O	1¼	1⅜	− ⅛	1⅝	1	666	1,166
Gulf & Western	GW	N	27⅝	26½	+ 1⅛	31	19	14,964	433,956
Kinney Services	KNS	N	33¼	31⅛	+ 2⅛	39⅜	28¼	11,230	383,168
MCA	MCA	N	27⅝	27¼	+ ⅜	30	21⅜	8,165	198,001
MGM	MGM	N	21¾	20⅞	+ ⅞	26⅞	15½	5,888	119,898
Music Makers	MUSC	O	1⅝	1¼	+ ⅜	3⅜	1¼	589	1,543
Tele-Tape Productions		O	2¼	2¼	—	2⅞	1	2,183	4,912
Transamerica	TA	N	19	19	—	20½	15¼	63,841	1,188,719
20th Century Fox	TF	N	9⅞	9½	+ ⅜	15⅞	8⅝	8,562	84,507
Walter Reade Organization	WALT	O	2⅛	1⅝	+ ½	5⅝	1⅝	2,414	3,911
Wrather Corp.	WCO	A	7⅛	7⅛	—	8⅞	8¼	2,164	16,230
							Total	146,666	$4,203,165
Service									
John Blair	BJ	N	18⅜	18¾	− ⅜	24¾	18	2,584	$50,388
ComSat	CO	N	62⅝	59¾	+ 2⅞	84½	49⅛	10,000	651,200
Creative Management	CMA	A	10⅜	10	+ ⅜	17¾	7⅝	1,050	10,500
Doyle Dane Bernbach	DOYL	O	24⅛	23¼	+ ⅞	26½	21	1,929	38,098
Elkins Institute	ELKN	O	9⅛	8¾	+ ⅜	16⅝	8½	1,664	16,008
Foote, Cone & Belding	FCB	N	10¾	10¾	—	13⅜	7⅜	2,196	28,548
Grey Advertising	GREY	O	16	15¼	+ ¾	16⅝	9¼	1,209	20,251
Interpublic Group	IPG	N	26	25	+ 1	27½	24⅝	1,673	43,498
Marvin Josephson Assoc.	MRVN	O	7	7⅜	− ⅜	12	7	902	7,442
LaRoche, McCaffrey & McCall		O	11¾	11¾	—	16½	9	585	6,435
Marketing Resources & Applications		O	7¼	7	+ ¼	18¼	2⅞	504	4,914
Movielab	MOV	A	2½	2	+ ½	4	1¾	1,407	2,983
MPO Videotronics	MPO	A	4⅝	4¾	− ⅛	8½	4⅝	557	3,130
Nielsen	NIELA	O	41½	41¼	+ ¼	49¾	39¼	5,299	229,182
Ogilvy & Mather	OGIL	O	36¼	36	+ ¼	36¼	24	1,096	37,264
PKL Co.	PKL	A	7¾	7¼	+ ½	9⅝	3⅝	742	6,678
J. Walter Thompson	JWT	N	42⅛	42⅜	− ¼	60	34½	2,721	1,143
Transmedia International		O	⅛	⅛	—	3¾	⅛	535	134
Wells, Rich, Greene	WRG	N	19⅜	20⅛	− ¾	25⅞	15¼	1,601	34,213
							Total	38,254	$1,192,009
Manufacturing									
Admiral	ADL	N	17¾	15⅞	+ 1⅞	21	8	5,163	$98,097
Ampex	APX	N	15⅜	13⅞	+ 1½	25⅜	13½	10,873	171,250
CCA Electronics	CCAE	O	—	4¼	—	4¾	2¼	897	3,588
Collins Radio	CRI	N	13	13⅛	− ⅛	20⅞	11¾	2,968	40,424
Computer Equipment	CEC	A	3¾	3½	+ ¼	7¼	3½	2,434	9,736
Conrac	CAX	N	25	22¼	+ 2¾	29	15⅛	1,259	29,423
General Electric	GE	N	63¾	60¼	+ 3½	65⅞	52⅞	181,626	11,215,406
Harris-Intertype	HI	N	59¼	59	+ ¼	69⅜	49½	6,333	378,397
Magnavox	MAG	N	51½	51½	—	55	37⅜	17,283	933,282
3M	MMM	N	125⅛	122	+ 3⅛	126⅜	95⅛	56,186	6,847,388
Motorola	MOT	N	79¾	76¼	+ 3½	89¾	51½	13,370	1,166,532
RCA	RCA	N	37	36⅞	+ ⅛	40¾	28	74,437	2,879,732
Reeves Industries	RSC	A	3⅛	3¼	− ⅛	6⅜	2¾	3,458	12,968
Telemation	TIMT	O	7½	9⅞	− 2⅜	13¾	7½	14,040	135,065
Westinghouse	WX	N	97	95¾	+ 1¼	97½	65⅜	41,555	3,854,226
Zenith	ZE	N	47⅛	49⅞	− 2¾	54⅞	36⅜	19,022	977,160
							Total	450,904	$28,552,674
							Grand Total	893,072	$42,454,330
Standard & Poor Industrial Average			110.24	108.28	+ 1.96				

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

Shares outstanding and capitalization as of Aug. 25. Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

Fox gets extra credit

Twentieth Century-Fox Film Corp. has announced an agreement in principle to obtain a total credit of $80 million for a three-year term with a group of major banks led by First National Bank of Boston. Dennis C. Stanfill, Fox chairman and chief executive, said refinancing would allow refunding of approximately $44 million of existing loans for which waivers of default have been extended to the company, and would provide Fox with additional borrowing access to about $36 million. Fox had a net loss of $77.4 million in 1970 and net loss of $25.2 million in 1969, but it has shown a profit in first two quarters of 1971.

Fates&Fortunes®

Broadcast Advertising


Mr. Giarraputo

Leonard T. Giarraputo, director of national television sales, Post-Newsweek Stations, New York office, named VP for sales, continuing in New York. **Robert A. J. Bordley,** former head of national television sales, opens new Atlanta sales office, handling regional sales in Florida and Southwest.

Carole K. Cohan, executive producer, and **Richard Gaetano Ferrelli,** associate creative director, both in New York; **Rudolph N. Carlson** and **David Hefter,** account supervisors, and **Kenneth H. Konecnik,** copywriter, all in Chicago; **Patrick H. King,** account supervisor in Detroit; **Bernard Rowe,** creative director in Los Angeles; and **Dewaine E. Wall,** director of client services in Seattle, all McCann-Erickson, elected VP's.

Rod Holbrook, VP and media director, J. Walter Thompson, Detroit, joins Clinton E. Frank/West Coast, Los Angeles, in similar capacity.

Robert S. Collins, VP and creative supervisor, Rumrill-Hoyt, New York, named VP and management supervisor.

Jonne Murphy, director of sales services, Radio Advertising Bureau, New York, joins Vitt Media International, media broker there, as VP and senior associate.

Fred T. Pielert, VP and media director, Norman, Navan, Moore & Baird, Indianapolis agency, joins Caldwell-Van Riper, there, in similar capacity.

Herbert S. Kaufman, VP for client services, Brand Rating Index, New York, returns to American Research Bureau as VP in charge of operations and production at Beltsville, Md. He had been with ARB from 1964 to 1970.

Harold F. Vaughn, VP and account supervisor, Doremus & Co., retires after 45 years in Boston office.

Victor A. Hunter, VP and manager, Los Angeles office, Tatham-Laird & Kudner, Chicago, forms Hunter Advertising Services, Los Angeles, which represent and consults for agencies.

Alvin H. Kalish, associate media director, William Esty Co., New York, joins Parkson Advertising Agency, there, as director of media planning.

Craig Lesly, senior account executive, N. W. Ayer & Son, Chicago, joins W. B. Doner & Co., Detroit, in same capacity.

Don Gonzales, account executive, Doyle Dane Bernbach, New York, joins Kenyon & Eckhardt, Boston, in similar capacity.

Carol L. Putnam, writer-producer, Spiro & Associates, advertising, marketing and PR firm, Philadelphia, appointed head of radio production department.

Robert M. Fairbanks, general sales manager, KNXT(TV) Los Angeles, appointed to newly created post of director of sales. He will be responsible for sales, promotion and information services. Change is part of creation of new management levels at CBS-owned TV stations.

Richard Christensen, with sales staff, KBAK-TV Bakersfield, Calif., appointed local sales manager.

Dave Lane, local sales manager, WFAA-TV Dallas-Fort Worth, apponted national sales manager. He is succeeded by **Charles Strickland,** with sales staff.

Ted Thompson, manager, KMED(AM) Medford, Ore., appointed sales manager, KXL-AM-FM Portland, Ore.

J. William Grimes, New York sales manager, CBS Radio Spot Sales becomes director of sales, WCAU-AM-FM Philadelphia, CBS-owned station. He is succeeded by **John A. Lack,** with sales staff, CBS Radio Spot Sales, New York, appointed New York sales manager.

John B. Casciani, with sales staff, WBEN-TV Buffalo, N.Y., appointed general sales manager, WBEN-AM-FM there.

John G. Dinkel, technical editor, specialty publications division, Petersen Publishing, automobile magazine publisher, Los Angeles, joins Clinton E. Frank/West Coast, there, as account executive and product information engineer.

Upbeat ad award from Pulse


Mr. Adams

Thomas B. Adams, chairman of Campbell-Ewald, Detroit, has been named Pulse's "Man of the Year" for 1971. Pulse, New York-based marketing and audience research organization, makes the award annually in recognition of an outstanding single or continuing contribution to the advancement of broadcast advertising. The award will be presented at a Nov. 19 luncheon of the Detroit Adcraft Club. Mr. Adams was named two weeks ago to the new National Advertising Review Board (BROADCASTING, Oct. 4). In 1955, Mr. Adams served as chairman of the American Association of Advertising Agencies, of whose advisory committee he is now a member.

The Media

Peter M. McCoy, general sales manager, KCBS(AM) San Francisco, named VP and general manager KCBS. He succeeds **Neil Derrough** who became VP and general manager, WCBS(AM) New York, also CBS-owned station (BROADCASTING, Sept. 13).


Dr. Sloan

Alan Sloan, VP, CBS Television Stations Division, New York, joins Sutherland Learning Associates, Los Angeles, as executive vice president. Dr. Sloan was general manager of WCBS-TV New York before moving into staff position, was earlier assistant to CBS/Broadcast Group President Jack Schneider. Sutherland develops and markets communications packages in education and medical fields, and has sights on television and related electronic communications applications.

Peter C. Newell, VP, Capital Cities Broadcasting Corp., New York, and general manager of WKBW(AM) Buffalo, appointed general manager of KPOL-AM-FM, Capcities stations in Los Angeles.

William O'Shaughnessy, president of Hudson-Westchester Radio Inc., elected board chairman of New York Market Radio Broadcasters Association. He succeeds **Herb Saltzman** of WOR(AM) New York. **Howard Klarman,** formerly VP,WMCA(AM) New York, appointed executive director of association, full-time post for first time. Other newly elected officers are **James Arcara,** VP and general manager, WPAT(AM) Paterson, N.J., vice chairman, and **Perry Bascom,** VP and general manager, WNBC(AM) New York, secretary-treasurer.

Curtis C. Messinger, VP and general manager of Time-Life Broadcast, New York, joins Educational Broadcasting Corp. there as VP for finance and administration effective Nov. 1. EBC owns and operates noncommercial WNET(TV) New York and is parent of National Educational Television.

Sam Price, sales manager, KMED-FM Medford, Ore., appointed manager, KMED(AM) there. **John Larkin,** assistant news director, KQMS(AM) Redding, Calif., appointed manager, KMED-FM. Both stations are licensed to Radio Medford.

George Dessart, head of station relations, WCBS-TV New York, responsible for in-station policy and community relations, appointed executive assistant to Robert L. Hosking, VP and general manager of station.

Rev. W. James Richards, director of Office of Communications, Metropolitan Inter-Church Agency, Kansas City, Mo., elected deputy director, Office of Communication of United Church of Christ, New York. Mr. Richards succeeds **Rev. Dr. S. Franklin Mack,** who retires after seven years on staff. Dr. Mack was former head of Broadcasting and Film Commission of National Council of Churches.

Jerry Condra, KQTV(TV) St. Joseph, Mo., elected president of Missouri AP Broadcasters Association. Named VP's: **Joe Kramer,** KCMO(AM) Kansas City; **Dave Hente,** KZYM(AM) Cape Girardeau, and **Gary Schmeddling,** KHMO-(AM) Hannibal. **Jim Wise,** KWIX(AM)-KRES(FM) Moberly, re-elected secretary-treasurer.

Larry M. Harris, general sales manager, KAUS-TV Austin, Minn., named VP of licensee, Minnesota-Iowa Television Co.

C. E. Cooney, general sales manager, KRON-TV San Francisco, appointed assistant to general manager.

James A. Bradley, director of TV programing, KWWL-TV Cedar Rapids-Waterloo, Iowa, and VP of parent Black Hawk Broadcasting, appointed KWWL-TV general manager.

David Houser, plant manager with Jefferson-Carolina Cable Co., Greensboro, N.C., appointed general manager, Cypress Cable TV, Kingsport, Tenn.

Meyer Layman, at one time owner of WHAN(AM) Haines City, Fla., rejoins WHAN as station manager.

Carrol F. Jackson, with sales staff, WOKJ(AM) Jackson, Miss., appointed general manager, WKXI(FM) Jackson.

Clifford E. Hall, operations manager, noncommercial KMUW(FM) Wichita, Kan., appointed station manager.

Gerald K. Rugger, president, Home Life Insurance Co., New York, elected director of Metromedia Inc. there.

DNC names Ferber

Mel Ferber, freelance producer-director, operating on the West Coast, has been appointed executive producer for TV and radio for the Democratic National Committee. Mr. Ferber, in his new position, will coordinate TV-radio coverage of the Democratic national convention which begins July 10, 1972, in Miami Beach. Mr. Ferber, who spent nearly 12 years at CBS, produced and directed *From Here to the 70's,* an NBC special, the *Hallmark Hall of Fame's* "A Bell for Adano," in addition to other news and entertainment specials.

Programing

Peter Cardasis, VP in charge of production and controller, Movielab Inc., New York, named VP for sales administration.

William F. Fore, executive director, Broadcasting and Film Commission, National Council of Churches, New York, elected president, National Citizen's Advisory Committee, Corporation for Public Broadcasting, there. Advisory committee consults with CPB on audience program needs and interests as reflected through organizations from which committee members are drawn.

Melvin A. Harris, program coordinator, WKBF-TV Cleveland, appointed program manager.

Dick Peluso, director, WRBL-TV Columbus, Ga., appointed operations manager, WJCL(TV) Savannah, Ga.

Howard S. Shepard, research director, Golden West Broadcasters, group station owner, Los Angeles, appointed research manager, Warner Bros. Television, Burbank, Calif.

Jim Harrison, program director, KFOX-AM-FM Long Beach-Los Angeles, named to same post with KFI(AM) Los Angeles. He succeeds **Ned Skaff,** appointed operations director, KFI.

Sonny George, operations director, WYYD(AM) Mt. Dora, Fla., joins WHAN-(AM) Haines City, Fla., as program director.

William Hunt, with WKXI(FM) Jackson, Miss., appointed director of programing. **J. Alex Bowab,** with WKXI, appointed operations manager.

Jim Ridings, production manager, WSAV-(AM) Savannah, Ga., joins WLAP-AM-FM Lexington, Ky., as program director.

Art McDonald, with WCDQ(AM) Hamden, Conn., appointed program director.

Ron Fraiser, with WPOP(AM) Hartford, Conn., joins WKKE(AM) Asheville, N.C., as program director.

Richard E. Dunlap, with WRCH-AM-FM New Britain, Conn., joins WKSS(FM) Hartford, Conn., as operations supervisor.

Karen Kovaleski, with WTBY(AM) Waterbury, Conn., joins WGVA(AM) Geneva, N.Y., as production supervisor.

Milton Moline, producer-director-writer, North American Rockwell's motion picture-TV department, Fullerton, Calif., joins noncommercial KYNE-TV Omaha as program manager.

Broadcast Journalism

Gary S. Franklin, news director, WIND-(AM) Chicago, moves to KYW-TV Philadelphia, in similar position. He is succeeded by **Ed Dorsey,** assistant news

James J. Kane, associate director for affiliate press relations, CBS-TV, retired last week after 37 years service with CBS. William B. Lodge, vice president for affiliate relations and networking (l)—himself due for retirement at yearend—was among more than 50 of Mr. Kane's associates who honored him and his wife, Deedee, at a lunch at Gallagher's Steak House. Mr. Kane here holds one of a number of gifts presented on the occasion.

director. WIND and KYW-TV are Group W Broadcasting stations.

Gil Fryer, anchorman, WFTV(TV) Orlando, Fla., joins WCJB(TV) Gainesville, Fla.. as news director.

Charles Donley, anchorman, WSTV-TV Wheeling, W. Va. - Steubenville. Ohio, appointed news director.

Dean Sander, with news staff, KLAC(AM) Los Angeles, appointed news director.

Richard Schumer, with WCCC-AM-FM Hartford, Conn.. joins WNAB(AM) Bridgeport. Conn., as public service director. **John Bascom,** with ABC News, New York, joins WNAB as news editor.

Bob Pantano, newscaster, WCDQ(AM) Hamden. Conn., appointed news director.

Connie Lawn. newswoman. WTEV-TV New Bedford. Mass., opens her own news service to provide stations across country with Washington news. Firm name is Video News Bureau Inc.. Washington.

Phil Povero, with WNYR-AM-FM Rochester. N.Y., joins WGVA(AM) Geneva, N.Y.. as news director.

Peter B. Wellish, managing news producer and contributing editor, Universal News Systems, Philadelphia. joins KOB-AM-FM Albuquerque, N.M., as newsman.

Jack O'Grady, senior producer for news and public affairs, noncommercial WHYY-TV Wilmington, Del., **Robert L. Gore,** with staff of Senator Birch Bayh (D-Ind.), and **Bill Lyons,** with news staff, WLVA(AM) Lynchburg, Va., join WMAL-TV Washington news staff.

Bob McBride, director of news and community affairs. WJBK-TV Detroit, joins WBBM-TV Chicago, as anchorman. He is succeeded at WJBK-TV by **Carl Cederberg,** former newsman at station.

Bill Stout, CBS News correspondent, Los Angeles, joins CBS-owned KNXT(TV) there as special assignment reporter.

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

Bill Taylor, news editor, WROK-AM-FM Rockford, Ill., appointed news director. **Bill Phillips,** reporter, WRRR(AM) Rockford. joins WROK in similar capacity.

Ray Lackey, PR division manager, Henry J. Kaufman & Associates Inc.. Washington advertising and PR firm, named VP for PR.

James E. Horvath, with WIKE(AM) Newport. Vt., joins WCFR-AM-FM Springfield, Vt., as sports director.

Robert D. Coker, news anchorman, KRLD-AM-FM Dallas, joins WIRE(AM) Indianapolis. as news director. **Tony Garrett,** news editor, KTOK(AM) Oklahoma City, joins WIRE as anchorman.

VFW honors Diehm

Victor C. Diehm, president of the Mutual Broadcasting System, New York, has been awarded the Veterans of Foreign Wars Gold Medal of Merit, "in recognition of his constantly pro-American position in broadcasting. . . ." The presentation was made by Joseph Vicites. national commander-in-chief of the VFW at ceremonies held at Pocono Downs, Wilkes-Barre. Pa., portions of which were broadcast over Mutual.

Promotion

Timatha S. Pierce, manager of advertising and promotion for NBC's WRC(AM) Washington, joins NBC Radio, New York, in same capacity.

Lance Webster, assistant director of advertising, promotion and PR, WBAL-TV Baltimore. joins WRC-TV Washington, as administrator of advertising and promotion.

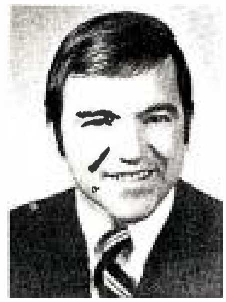
Dick Huston, manager, KMED-FM Medford, Ore., appointed head of corporate promotions, KMED-AM-FM-TV Medford, and KQMS(AM) Redding, Calif. All stations are licensed to Radio Medford.

Equipment & Engineering

D. R. Beall, executive VP, Electronics Group, North American Rockwell, named senior VP for finance and administration. Collins Radio. equipment manufacturer, Dallas. **R. C. Mullaley,** VP, Collins, named senior VP for marketing. **R. L. Cattoi,** VP, engineering, Collins, named senior VP, engineering.

SMPTE honors two

Dr. Walter Bruch was awarded the David Sarnoff Gold Medal and **Linwood G. Dunn** awarded the Herbert T. Kalmus Gold Medal by the Society of Motion Picture and Television Engineers last week. Dr. Bruch was cited for his contributions to the advancement of television technology. In 1963 he pioneered the Phase Alternation Line (PAL) system which reduces the effects of phase distortion to eliminate hue changes. He is presently director of product planning, AEG-Telefunken, Hanover, Germany. Mr. Dunn's award was given for contributions in the development of color films, processing, techniques and equipment used in making color motion pictures for theater and TV. He is owner of Film Effects Inc., Hollywood.



Mr. Kelly

Richard Kelly, district manager for Boston area, Telemation, Needham Heights, Mass., appointed national accounts sales manager. He will continue to operate out of Boston and New York offices of Telemation.

Richard L. Jorgensen, treasurer and controller, Titanium West Inc., metal manufacturer, appointed to the newly created post of VP, finance, Sparta Electronic Corp.. Sacramento, Calif.

Jerald Jones, chief engineer, KAUS-AM-FM-TV Austin. Minn., named VP of licensee Minnesota-Iowa Television Co.

Harry B. Proudman, Eastern regional sales manager, Sony, Long Island City, N.Y., appointed national sales manager, working with regional sales manager and responsible for all video products, including soon to be distributed videocassette system.

Floyd R. McNicol, manager, sustaining and systems engineering, RCA, broadcast systems division, Burbank, Calif., office, appointed manager of professional electronic systems, responsible for engineering design and production of TV originating systems and film sound recording equipment.

Donald Atchison. district sales manager, Times Wire & Cable, CATV equipment sales. Wallingford, Conn., joins Jerrold Electronics, CATV systems division, as Southern region sales engineer, responsible for Kentucky and Tennessee.

George W. Henderson, corporate staff engineer, Nation Wide Cablevision, Los Angeles, joins Theta-Com, CATV equipment manufacturer, there as chief field engineer for CATV.

Martin Sperber, director of advanced development, Blonder-Tongue Co., equipment manufacturer, Old Bridge, N.J., appointed chief engineer.

Don Addington, chief engineer, WPGH-TV Pittsburgh, joins WJCL(TV) Savannah. Ga., in similar capacity.

Allied Fields

Ward H. White, legislative assistant, Senator Robert Dole (R-Kan.), joins Communications Subcommittee of Senate Commerce Committee as minority counsel.

Herbert Hadad, editorial supervisor, Children's Television Workshop, New York, joins staff of Senator Edmund S. Muskie (D-Me.), as campaign press aide.

Michael Faber, legal assistant to former FCC Commissioner Thomas J. Houser, joins Peabody, Rivlin & Gore, Washington law firm.

International

Marvin Goodman, VP in charge of international operations, United Artists Television, New York, joins D. L. Taffner Ltd. there as VP. Taffner firm imports shows from Australia, Canada and England and exports U.S. shows.

Glenn Kittelson, associate creative director, Grant Advertising, S.A. Caracas, Venezuela, appointed associate creative director of Grant Advertising, New York, in addition to his Caracas duties.

Pierre Stein, with CFCL(AM) Timmins, Ont., elected president, Association Canadienne de la Radio et de la Television de Langue Francaise.

Deaths

Dave Wilson, 63, former news director, KARD-FM-TV Wichita, Kan., and in broadcasting since 1935, died Sept. 27 from complications developing from cancer. He is survived by his wife, Bea, and one daughter.

Edith (Agnold) Goldstandt, 76, veteran actress, died Oct. 4, at Los Angeles Memorial hospital. In addition to stage and movie career, she appeared in *Molly Goldberg* radio series for seven years. She is survived by one sister.

Charles Morrison, 67, film editor at WPIX(TV) New York, since station went on the air in 1948, died Sept. 28 while vacationing in New Mexico. Mr. Morrison is survived by his wife, Elsa.

Sid Lasher, 51, weatherman at KHOU-TV Houston, died Sept. 28 of heart attack. He joined station in 1961. He is survived by his wife, Pat, one daughter and one son.

ForTheRecord®

As compiled by BROADCASTING, Sept. 28, through Oct. 5 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

Action on motion

■ Hearing Examiner Lenore G. Ehrig in Greensburg, Pa. (Warman Communications Inc.), TV proceeding, granted petition by applicant for leave to amend its application by changing financial portion of application; ordered record closed; directed Warman to file proposed findings of fact and conclusions of law by Oct. 28; and Broadcast Bureau may file replies by Nov. 4 (Doc. 18939). Action Sept. 30.

Rulemaking petition

■ Bethel, Alaska—Bethel Broadcasters Inc. Request institution of rulemaking proceedings looking toward allocation of TV ch. 2 to Bethel for noncommercial educational use.

Existing TV stations

Final action

■ WMC-TV Memphis—FCC granted application of Scripps-Howard Broadcasting Co. for renewal of license of station WMC-TV for remainder of regular license term. Oppositions to renewal, filed by Memphis Coalition for Better Broadcasting and Memphis Citizens Council, were denied. Action Sept. 29.

Actions on motions

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, granted motion to strike amendment filed by WTAR Radio-TV Corp. and rejected amendment of Hampton Roads Television Corp. (Docs. 18791-2). Action Sept. 27.

■ Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV], et al.). TV proceeding, denied motion of RKO General Inc. to compel answer to interrogatories (Docs. 18759-61). Action Sept. 22.

Call letter action

■ KHBV(TV) Henderson, Nev.—Granted KVVU-(TV).

New AM stations

Final action

■ East St. Louis, Ill.—FCC granted application of East St. Louis Broadcasting Co., for new AM to operate on 1490 khz, 250 w, 1 kw-LS, U., at East St. Louis. Competing application of Metro-East Broadcasting Inc., denied, and proceeding terminated by commission (Docs. 17256-7). Action Sept. 29.

Actions on motions

■ Hearing Examiner Charles J. Frederick in Freeland and West Hazelton, both Pennsylvania (Summit Broadcasting, et al.), AM proceeding, cancelled hearing now scheduled for Oct . 4, and scheduled prehearing conference for Oct. 4, at 9:30 a.m. (Docs. 18489-91). Action Sept. 28.

■ Hearing Examiner Millard F. French in Natick, Mass. (Home Service Boardcasting Corp. and Natick Broadcasting Associates Inc.), AM proceeding, granted motion by Home Service and extended to Nov. 4, time to file proposed findings and to Nov. 26, time to file reply findings (Docs. 18640-1). Action Sept. 28.

■ Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia, (Virginia Broadcasters, et al.), AM proceeding, cancelled hearing now scheduled for Sept. 30; closed record; set certain procedural dates (Docs. 17605-6, 18375). Action Sept. 29.

■ Hearing Examiner Isadore A. Honig in Stamford, Conn. (Western Connecticut Broadcasting Co.), AM and FM proceeding, ordered that motion to produce documents filed by Broadcast Bureau Sept. 14, is held moot (Doc. 19043). Action Sept. 28.

■ Hearing Examiner Isadore A. Honig in Ashtabula, Ohio (Radio Enterprises of Ohio Inc.). AM proceeding, granted petition by Broadcast Bureau and extended to Nov. 10, time to file proposed findings of fact and conclusions and on own motion extended to Nov. 19, time to file replies (Doc. 19207). Action Sept. 27.

■ Hearing Examiner David I. Kraushaar in Jackson, Ala., Madison, Fla. and Lebanon, Ind. (Vogel-Ellington Corp. [WHOD], et al.) granted petition by Charles Banks, assignor, and dismissed application for consent to assignment of license of WNON(FM), Lebanon, Ind. from Banks to Vogel-Bolen Corp. (Docs. 18897, 19299, 19300). Action Sept. 27.

■ Hearing Examiner David I. Kraushaar in Sapulpa and Midwest City, both Oklahoma. (Creek County Broadcasting Co., et al.), AM proceeding, postponed deadline for filing of pleadings, petitions, motions or briefs in keeping with memorandum opinion and order released Sept. 8, until 30 days have elapsed from date of release of this nrder (Sept. 29) or until close of business Oct. 29, whichever is sooner (Docs. 13341-2, 13344). Action Sept. 27.

■ Hearing Examiner Isadore A. Honig in Humboldt, Tenn. (Communications Associates Inc.), AM proceeding, granted, nunc pro tunc, request by applicant and extended certain procedural dates and postponed hearing to Dec. 7 (Doc. 18987). Action Sept. 24.

Initial decisions

■ Hearing Examiner Jay A. Kyle in Charlottesville, Va., proposed denial of competing applications of Charles W. Hurt, WELK Inc., and WUVA for CP's for new AM in Charlottesville (Docs. 18585-7). Applicants proposed operating on 1400 khz, with power of 1,000 w-D and 250 w-N. Ann. Sept. 30.

■ Hearing Examiner Chester F. Naumowicz Jr. in Springfield, Mo., proposed grant of application of Babcom Inc., for new daytime AM on 1060 khz, 500 w power, in Springfield (Doc. 17921). Grant is subject to condition that station's presunrise operation conforms with present commission docket proceedings. Ann. Oct. 1.

Summary of broadcasting

Compiled by FCC Oct. 1, 1971

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,334[1]	4	12	4,350[1]	61	4,411[1]
Commercial FM	2,239	1	39	2,279	110	2,389
Commercial TV-VHF	501	2	8	511[2]	15	526[2]
Commercial TV-UHF	173	0	13	186[2]	79	265[2]†
Total commercial TV	674	2	21	697	94	791
Educational FM	460	1	10	471	70	541
Educational TV-VHF	82	0	5	87	4	91
Educational TV-UHF	108	0	9	117	14	131
Total educational TV	190	0	14	204	18	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.

Existing AM stations

Actions on motions

■ Hearing Examiner Millard F. French in Vancouver, Wash. (Cathryn C. Murphy [KVAN]), on motion by applicant, continued hearing to Oct. 4 (Doc. 18672). Action Sept. 24.

■ Hearing Examiner Arthur A. Gladstone in Key West, Fla. (John M. Spotswood [WKWF]) license renewal proceeding, granted motion by Florida Keys Broadcasting Corp., to produce for inspection and copying subject to condition that counsel for respective parties shall work out mutual accommodation of time and place for such production and copying; by separate action postponed hearing to Dec. 13, at a place in Key West, to be hereafter designated (Doc. 19290). Action Sept. 28.

Initial decision

■ Hearing Examiner Basil P. Cooper in Norristown, Pa., proposed grant of application of WNAR Inc., for CP to increase power of WNAR, Norristown, from 500 w to 5 kw, 1 kw during critical hours, with directional operation (Doc. 14952). Ann. Sept. 29.

Fines

■ KCIJ Shreveport, La.—FCC ordered Radiozark Broadcasting of Louisiana Inc., licensee, to forfeit sum of $7,500 for repeated violation of rules. Violation grew out of station's failure to file with commission, within time required, copies of amendments to its affiliation agreement with Mutual Broadcasting System. Action Sept. 29.

■ KIKK Pasadena, Tex.—FCC ordered Industrial Broadcasting Co., licensee, to forfeit $5,000 for willful and repeated failure to observe terms of station license and rules by operating prior to sunrise time specified in its station license. Action Sept. 29.

Call letter action

■ WKJG Fort Wayne, Ind.—Granted WMEE.

New FM stations

Final actions

■ Chief, Broadcast Bureau on request of Sierra Pacific Radio Corp., extended through Oct. 11. time to file reply comments in matter of amendment of FM table of assignments. (*Modesto, Turlock and Patterson, all California;* Albuquerque, N.M.; Centerville, Iowa; and Milford, Del) (Doc. 19297).

■ Leisure City-Goulds, Florida—FCC denied application by Resort Broadcasting Co., for review of review board memorandum opinion and order, released June 17, denying its petition to enlarge issues in Leisure City-Goulds, FM proceeding (Docs. 18956, 18958). Action Sept. 29.

■ Moberly, Mo.—Moberly Board of Education. Broadcast Bureau granted 90.1 mhz, ch. 211, .01 kw. Ant. height above average terrain 45 ft. P.O. address: 101 North Johnson, Moberly 65270. Estimated construction cost $1,950; first-year operating cost none; revenue none. Action Sept. 28.

Actions on motions

■ Hearing Examiner Charles J. Frederick in Lake Havasu, Ariz. (Lee R. Shoblom and Charles D. Langerveld), FM proceeding, approved joint petition for approval of agreement and reimbursement of Langerveld by Shoblom in amount of $3,850.63; dismissed with prejudice application of Charles D. Langerveld; and retained in hearing application of Lee R. Shoblom for further proceedings, commencing on Nov. 30 (Docs. 19196-7). Action Sept. 24.

■ Hearing Examiner Jay A. Kyle in Big Bear Lake, Calif. (Mountain Broadcasting Co.), FM proceeding, granted petition by applicant for leave to amend its application by showing availability of ample funds to carry out its proposal (Doc. 18967). Action Sept. 27.

■ Hearing Examiner Jay A. Kyle in Leisure City and Goulds, both Florida (Resort Broadcasting Co. and Fine Arts Broadcasting Co.), FM proceeding, granted request of Resort Broadcasting Co., and extended to Oct. 4, time to file reply findings (Docs. 18956, 18958). Action Sept. 28.

■ Hearing Examiner Forest L. McClenning in Wilmington, Ohio (5 KW Inc. and Clinton County Broadcasting Corp). FM proceeding, granted motion to make more definite and certain and petition for extension of time to file comments and/or opposition by Clinton County Broadcasting Corp.; and ordered that additional data sought shall be submitted as supplement to petition by 5 KW Inc., for leave to amend its application to reflect changes in stock ownership within five days of release of this order and that any comments or oppositions to petition to amend, as supplemented, shall be submitted within four days of filing of supplement (Docs. 19218-9). Action Sept. 21.

■ Hearing Examiner Forest L. McClenning in Wilmington, Ohio (5 KW Inc. and Clinton County Broadcasting Corp.), FM proceeding, granted supplemented petition by 5 KW Inc. for leave to amend its application to reflect changes in stock ownership and management (Docs. 19218-9). Action Sept. 28.

■ Hearing Examiner Ernest Nash in Ardmore, Okla. (Douglas C. Dillard and Arbuckle Broadcasters Inc.). FM proceeding, set certain procedural dates and scheduled hearing for Nov. 22, (Docs. 19198-9). Action Sept. 23.

Other action

■ Review board in Wilmington, Ohio, FM proceeding, dismissed petition by 5 KW Inc., one of two applicants for new FM station at Wilmington, for enlargement of issues against competing applicant. Clinton County Broadcasting Corp. Docs. 19218-19). Action Sept. 27.

Rulemaking petition

■ WJRC(AM) Joliet, Ill.—Requests amendment of FM table of assignments to add. ch. 252A at Shorewood, and ch. 237A Ottawa, both Illinois.

Call letter applications

■ Jones College, Jacksonville, Fla.—Requests *WFAM(FM).

■ Coastal Broadcasting Co., Exeter, N.H.—Requests WKXR-FM.

■ Metroland Broadcasting Corp., Albany, N.Y.—Requests WMNY-FM.

Call letter actions

■ Paul Bunyan Broadcasting Co., Bemidji, Minn. —Granted KBHP(FM).

■ KBOW Inc., Butte, Mont.—Granted KBOW-FM.

■ Alfred University, Alfred, N.Y. — Granted *WALF(FM).

■ Duplin Broadcasting Co., Wallace, N.C.—Granted WLSE-FM.

Existing FM stations

Final actions

■ KTCS-FM Fort Smith, Ark.—Broadcast Bureau granted CP to change trans. location to junction U.S. Highway 71 and Enterprise Road, Fort Smith; ERP 36 kw; ant. height 225 ft.; remote control permitted from studio, 2301 Towson Avenue, Fort Smith, Ark.; condition. Actions Sept. 27.

■ *WVCR-FM Loudonville, N.Y.—Broadcast Bureau granted CP to change frequency to 88.3 mhz; change trans. location to Beaver Dam Road; install new trans.; change TPO; ERP 370 w; ant. height 790 ft. Action Sept. 28.

■ *KPLU(FM) Tacoma, Wash.—Broadcast Bureau granted CP to install new trans.; ant.; operate on 88.5 mhz; ERP 25 kw; ant. height 130 ft.; remote control permitted at studio-trans. site at Yakima and Garfield Streees, Parkland, 1.75 miles ouside the city limits of Tacoma, Pierce County, Wash. (BPED-1272).

Call letter applications

■ WIOD-FM Miami—Requests WAIA(FM).

■ WSVB(FM) Tamaqua, Pa.—Requests WZTA-(FM).

■ WCHS-FM Charleston, W. Va. — Requests WBES(FM).

Call letter actions

■ WKJG-FM Ft. Wayne, Ind.—Granted WMEF-(FM).

■ WCXL(FM) Cincinnati—Granted WUBE-FM.

■ KBYE-FM Oklahoma City—Granted KFJL-(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending aux: KAAA(AM) Kingman, Ariz.; KAIN(AM) Nampa, Idaho; KAIR(AM) Tucson, Ariz.; KALL(AM) Salt Lake City; KANN(AM) Ogden, Utah; KAPR(AM) Douglas, Ariz.; KARS ((M) Belen, N. Mex.; KASA(AM Phoenix; KATO(AM) Safford, Ariz.; KAVE(AM) Carlsbad, N. Mex.; KAWC(AM) Yuma, Ariz.; KAYT(AM) Rupert, Idaho; KBAD-AM-FM, Carlsbad, N. Mex.; KBGN(AM) Caldwell and KBLI(AM) Blackfoot, both Idaho; KBLW(AM) Logan, KBRE(AM) Cedar City and KBUH(AM) Brigham City, all Utah; KBUZ-AM-FM Mesa, Ariz.; KCBN(AM) Reno; KCID(AM) Caldwell, Idaho; KCLV(AM) Clovis, N. Mex.; KCUZ(AM) Clifton, KCYN-(AM) Williams, KDJI(AM) Holbrook, and KDKB-(AM) Mesa, all Arizona; KEEP(AM) Twin Falls, Idaho; KELK(AM) Elko, Nev.; KENM(AM) Portales, N. Mex.; KELY(AM) Ely, Nev.; KEVT-(AM) Tucson and KFBR(AM)Nogales, both Arizona; KFEN(AM) Las Vegas, N. Mex.; KFWJ-(AM) Lake Havasu City, Ariz.; KFXD(AM) Nampa and KGEM(AM) Boise, both Idaho; KHAC(AM) Window Rock, Ariz.; KHEP-AM-FM Phoenix; KHOB(AM Hobbs, N. Mex.; KHOS(AM), KHYT(AM) Tucson, Ariz.; KIDO-(AM) Boise, Idaho; KIFN(AM) Phoenix; KIGO-(AM) St. Anthony, Idaho; KIKO(AM) Miami, Ariz.; KKIT(AM) Taos, N. Mex.; KLAV(AM) Las Vegas; KLEA-AM-FM Lovington, N. Mex.; KLER(AM) Orofino, and KLIX(AM) Twin Falls, both Idaho; KLMX(AM) Clayton, N. Mex.; KLUB(AM) Salt Lake City; KLUC-AM-FM Las Vegas; KOBE(AM) Las Cruces, N. Mex.; KODI-(AM) Cody, Wyo.; KOFE(AM) St. Maries, Idaho; KOOL-AM-FM Phoenix; KOPO(AM) Tucson, Ariz.; KORT(AM) Grangeville, Idaho; KOWB-(AM) Laramie, Wyo.; KOY(AM) Phoenix; KOZE-AM-FM Lewiston, Idaho; KPHO(AM) Phoenix; KPIN(AM) Casa Grande, Ariz.; KPOW(AM) Powell, Wyo.; KPST(AM) Preston, Idaho; KRAE-(AM) Cheyenne, Wyo.; KRIZ(AM) Phoenix; KRLC(AM) Lewiston-Washington, Clarkston, Idaho; KROE(AM) Sheridan, Wyo.; KRXK(AM) Rexburg; KSEI(AM) Pocatello, both Idaho; KSIL(AM) Silver City, N. Mex.; KSKI(AM) Hailey. Idaho; KSL(AM) Salt Lake City; KSUN-(AM) Bisbee, Ariz.; KSVC(AM) Richfield, Utah; KSXX(AM) Salt Lake City; KSYX(AM) Santa Rosa, N.M.; KTUF(AM) Tempe, and KUAT-(AM), both Arizona; KVEL(AM) Vernal, Utah; KVIO(AM) Cottonwood, Ariz.; KVNI(AM) Coeur d'Alene, Idaho; KVOY(AM) Yuma, and KVSL(AM) Show Low, both Arizona; KSGT-(AM) Jackson, Wyo.; KVWM-AM-FM Show Low, Ariz.; KWEI(AM) Weiser, Idaho; KWEW-(AM) Hobbs, N.M.; KWHO-AM-FM Salt Lake City, KUTA(AM) Blanding, Utah; KWIK(AM) Pocatello, Idaho; KWIV(AM) Douglas, KWOR-(AM) Worland, and KWYO(AM) Sheridan, all Wyoming; KYCA(AM) Prescott, Ariz.; KYVA(AM) Gallup, N.M.; KALJ(FM) Yuma, Ariz.; KBNM(FM) Albuquerque, N.M.; KBXL-(FM) Caldwell, Idaho; KFMC(FM) Provo, Utah; KLDG-FM Hobbs, N.M.; KNIX(FM) Phoenix; KOB-FM Albuquerque, N.M.; KQMU-(FM) Salt Lake City; KRFM(FM) Phoenix; KRGN(FM) Las Vegas; KSL-FM Salt Lake City; KSNM(FM) Santa Fe, N.M.; KSRN(FM) Reno; KTQM-FM Clovis, N.M.; KWFM Tucson, Ariz.; KWIC(FM) Salt Lake City; KAVE-TV Carlsbad, N.M.; KBLU-TV Yuma, Ariz.; KCRL-

PROFESSIONAL CARDS

SERVICE DIRECTORY

(TV) Reno; KFDW-TV Clovis, N.M.; KGUN-TV Tucson, Ariz.; KIFI-TV Idaho Falls; KLEW-TV Lewiston, and KMVT(TV) Twin Falls, all Idaho; KOLD-TV Tucson, Ariz.; KPHO-TV Phoenix, Ariz.; KSL-TV Salt Lake City; KSWS-TV Roswell, N.M.; KTAR-TV Mesa, Ariz.; KTVB(TV) Boise, Idaho; KTVK(TV) Phoenix; KTVN(TV) Reno; KUTV(TV) Salt Lake City; *KANW(FM) Albuquerque, N.M.; *KBYU-FM Provo, and *KCDR-FM Cedar City, both Utah; *KCRH(FM) Nampa, Idaho; *KEDP(FM) Las Vegas, N.M. *KLHS-FM Lewiston, Idaho; *KPWN(FM) Parowan, Utah; *KRWG(FM) University Park, N.M.; *KUER(FM) Salt Lake City; *KUID(FM) Moscow, Idaho; *KUNM-(FM) Albuquerque, N.M.; *KUSU-FM Logan, Utah; *KUNR(FM) Reno; *KUOI-FM Moscow, Idaho; *KUWR(FM) Laramie, Wyo; KWCR-FM Ogden, Utah; *KAET(TV) Phoenix; *KBYU-TV Provo, Utah; *KNME-TV Albuquerque, N.M.; *KOET(TV) Ogden, Utah; *KUAT-TV Tucson, Ariz; *KUED(TV) Salt Lake City; *KUID-TV Moscow, Idaho; *KWCS-TV Ogden, Utah; KABQ(AM) Albuquerque, N.M.; KAFF-AM-FM Flagstaff, Ariz.; KART-(AM) Jerome, Idaho; KBBC(AM) Centerville, Utah; KBIM-AM-FM Roswell, N.M.; KBUB-(AM) Sparks, Nev.; KCEE-AM-FM Tucson, and KCLS(AM) Flagstaff, both Arizona; KDAZ-(AM) Albuquerque, N.M.; KDOT-AM-FM, Scottsdale, Ariz.; KDYL(AM) Tooele, Utah; KENN(AM) Farmington, N.M.; KGOS(AM) Torrington, Wyo.; KGRT(AM) Las Cruces, N.M.; KHFH(AM) Sierra Vista, Ariz.; KID-AM-FM Idaho Falls, Idaho; KINN(AM) Alamogordo, N.M.; KMOR(AM) Murray, Utah; KNAK(AM) Salt Lake City, and KOAL(AM) Price, both Utah; KONE(AM) Reno; KONI-AM-FM Spanish Fork, and KOVO(AM) Provo, both Utah; KRAM(AM) Las Vegas; KRDS-(AM) Tolleson, Ariz.; KRPL(AM) Moscow, Idaho; KRTN(AM) Raton, N.M.; KSOP-AM-FM Salt Lake City; KSPD(AM) Boise, Idaho; KSWW(AM) Wickenburg, and KTAR-AM-FM Phoenix, both Arizona; KTNM-AM-FM Tucumcari, N.M.; KTRC(AM) Santa Fe, N.M.; KUPD-AM-FM Tempe, Ariz.; KVEG-AM-FM Las Vegas; KVOG(AM) Ogden, Utah; KVOW(AM) Riverton, Wyo.; KVSF(AM) Santa Fe, N.M.; KVSI(AM) Montpelier and KYME(AM) Boise, both Idaho; KZIA(AM) Albuquerque, N.M.; KBOC(FM) Ogden, Utah; KDKB-FM Mesa, Ariz.; KFMA(FM) Jerome, Idaho; KGRD-FM Las Cruces, N.M.; KMEO-FM Phoenix; *KFCA-(FM) Phoenix; KBIM-TV Roswell, N.M.; KID-TV Idaho Falls, Idaho; *KLVX(TV) Las Vegas; *KGGM(AM) Albuquerque, N.M.; KCAS(AM) Slaton, and KETX-AM-FM Livingston, both Texas; KRHD(AM) Duncan, Okla.; KVOU-(AM) Uvalde, *KVTT(FM) Dallas, and KWKC-(AM) Abilene, all Texas; WMC-AM-FM Memphis.

And K77AQ and K80AU, both Memphis, Tex.; K82AZ Memphis, Lakeview and Estelline; K76CL Bryan and College Stations, all Texas; K74DH Howe, Forest Hills, Pocola, Cameron and Morris Creek, Okla.; K70DB, K72CD and K74CJ all Clarendon; K70FK, K72DW and K74CX, all Mason; K83BE Doss, Cherry Springs and Loyal Valley; K71BG, K73AU and K75AV, all Wellington and Dodson; K71BK, K73BK and K75BN, all Gruver; K81AI Valentine and Marfa; K72BD, K78AP and K82AK, all Miami, all Texas; K77BI, K79AZ and K81AN, all Cherokee and Alva; K71BJ, K73BJ and K75BM, all Mooreland, Wynoka and Woodward; K78BK, K80BT and K82BB, all Sciling, Taloga and Vici, all Oklahoma; K74BS, K77AF and K80AJ, all San Saba; K72BZ and K74CH, both Childress, Tell and Cee Vee, Tex.; K79BA and K81AR, both Cheyenne and Reydon, both Oklahoma; K79BJ Stradley-Gage Ranch; K75CG, K77BL and K79BB, all Snyder; K71CI, K73CH and K75CS, all Junction; K76CR, K79BT and K82BK, all Mountain Home, Ingram and Hunt; K72DU Brownwood, all Texas; K72BB, K76AW and K80AS, all Texhoma, Texas and Guymon, Oklahoma; K70FD, K72DN and K74DP, all Leaky and rural surrounding area; K76AU, K78CM and K80AT, all Wheeler county; K06DF Pampa; K12FM Fort Stockton, all Texas; K04DY Tahlequah; K07FX, K10FR and K12GA, all May, Fort Supply, Fargo and Gage, all Oklahoma; K10HH Big Springs, Tex.; K08GD Ardmore, Okla.; K13HB Elkhart and Slocum; K11EJ and K13EC, both Terrell Plant; K06EQ Midland; K06FS and K11IP, both Dell City; K11JI Longfellow; K13JJ Marathon; K06FO and K11IW, both Marfa; K06EC Monahans: K06GO Kermit; K11HD Big Bend National Park; K09GN Presidio; K11FO Shafter; K02EQ Paris; K02AA and K13AG, both Texline, all Texas.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending aux.: KEEE(AM) and KEFM(FM), both Nacogdoches, KGBC-AM-FM Galveston, KIRT(AM) Mission, KQXX(FM) McAllen, and KSHN(FM) Sherman, all Texas; KSWO(AM) Lawton, Okla.; KTLW(AM) Texas City, KULF(AM) Houston, and KYLE-FM Temple, all Texas; KYMN(AM) Northfield, Minn.; WHON(AM) Centerville, Ind.; WSMI-FM Litchfield, Ill.; WYGO-AM-FM Corbin, Ky., and WGKA-AM-FM Atlanta. Action Sept. 24.

Other actions, all services

■ Chief, Broadcast Bureau on request of CBS, extended through Nov. 25, time to file responses to petition for rule making filed by Pacific FM Inc., requesting amendment of rules and regulations to permit transmission of discrete four channel stereophonic sound. Action Sept. 27.

■ FCC extended, in response to request by McClatchy Newspapers, time for filing comments and reply comments on Part IV "Access Generally to the Broadcast Media for the Discussion of Public Issues" of its notice of inquiry into fairness doctrine (Doc. 19260). Date for comments was extended to Dec. 10, and for replies to Jan. 24, 1972. Previous dates had been Oct. 11, for comments, and Nov. 24, for replies.

Translator actions

■ Bullhead City, Ariz.—Broadcast Bureau granted CP's for new VHF translator to serve Bullhead City, operating on (1) ch. 4 by rebroadcasting programs of KTVK Phoenix; (2) ch. 9 by rebroadcasting programs of KTAR-TV Phoenix; and (3) ch. 13 by rebroadcasting programs of KOOL-TV Phoenix. Action Sept. 27.

■ Merriman, Neb.—Broadcast Bureau granted CP for a new VHF translator to serve Merriman, operating on ch. 7 by rebroadcasting programs of KDUH-TV Hay Springs, Neb. Action Sept. 24.

■ Sutherland, Neb.—Broadcast Bureau granted CP for new VHF translator to serve Sutherland and Hershey, both Nebraska, operating on ch. 7 by rebroadcasting programs of KGIN-TV Grand Island, Neb. Action Sept. 27.

■ W04BA Robbinsville, Yellow Creek and Tuckeegee, all North Carolina—Broadcast Bureau granted CP for VHF translator to include Stecoah, North Carolina, in principal community and make changes in ant. system. Action Sept. 27.

■ Medora, N.D.—Broadcast Bureau granted CP for new VHF translator to serve Medora, operating on ch. 4 by rebroadcasting the programs of KUMV-TV Williston, N.D. Action Sept. 24.

■ Gold Beach, Ore.—Broadcast Bureau granted CP for new UHF translator to serve Gold Beach, operating on ch. 68 by rebroadcasting programs of KEET(TV) Eureka, Calif. Action Sept. 24.

■ Canton, Pa.—Broadcast Bureau granted CP for new UHF translator to serve Canton, operating on ch. 65 by rebroadcasting programing of WVIA-TV Scranton, Pa. Action Sept. 22.

■ Mehoopany, Pa.—Broadcast Bureau granted CP for new UHF translator to serve Meshoppen, Pa., operating ch. 66 by rebroadcasting programing of WVIA-TV Scranton, Pa. Action Sept. 22.

■ Monroeton, Pa.—Broadcast Bureau granted CP for new UHF translator to serve Towanda, Pa., operating on ch. 72 by rebroadcasting programing of WVIA-TV Scranton, Pa. Action Sept. 22.

■ Sugar Run, Pa.—Broadcast Bureau granted CP for new UHF translator to serve Wyalusing, Pa., operating on ch. 77 by rebroadcasting programing of WVIA-TV Scranton, Pa. Action Sept. 22.

■ Coalville, Utah—Broadcast Bureau granted CP for a new UHF translator to serve Summit County, Utah, operating on ch. 78, by rebroadcasting programs of KUED(TV) Salt Lake City. Action Sept. 24.

■ Ellensburg, Wash.—Broadcast Bureau granted CP for new UHF translator to serve Ellensburg and Kittitas Valley, both Washington, operating on ch. 81, by rebroadcasting programs of KAPP-(TV) Yakima, Wash. Action Sept. 24.

■ Underwood, Wash.—Broadcast Bureau granted CP for new UHF translator to serve Hood River, Ore., and Bingen and White Salmon, both Washington, operating on ch. 68 by rebroadcasting programs of KOAP-TV Portland, Ore. Action Sept. 24.

■ FCC amended rules to authorize 1,000 w television broadcast translator stations on UHF channels listed in Television Table of Assignments but are unused by operating television stations. In same action, commission also authorized UHF translators on unassigned channels from 55 through 69 (Doc. 18861). Action Sept. 29.

Modification of CP's, all stations

■ KOSI-FM Denver—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 100 kw. Action Sept. 23.

Ownership changes

Applications

■ WSEM(AM) Donalsonville, Ga.—Seeks transfer of control of Seminole Broadcasting Corp. from Hudson J. Owen (50% before, none after) to Gilbert M. Kelley (none before, 50% after). Consideration $15,963. Mr. Kelley is general manager of WSEM and has interest in V.D.O. American Inc., a Florida-based CATV concern. Ann. Sept. 29.

■ WCKB(AM) and WGTI(FM), both Dunn, N.C.—Seeks transfer of control of North Carolina Central Broadcaster Inc. from A. Lincoln Faulk (33⅓% before, none after) and A. H. Campbell (33⅓% before, none after) to Alice T. Baggett and Robie S. Butler (jointly 33⅓% before, 100% after). Consideration: $50,000. Mr. Butler is son of Mrs. Baggett. Ann. Sept. 29.

■ KDNT-AM-FM Denton, Tex.—Seeks assignment of license from Harwell V. Shepard to Bass Brothers Telecasters Inc. for $500,000. Seller: Harwell V. Shepard, sole owner. Buyers: Sid R. Bass (25%), president; Edward P. Bass (25%); Robert M. Bass (25%), and Perry R. Bass (25%), trustee for Lee M. Bass, a minor. Bass Brothers Telecasters Inc. owns KAUZ-TV Wichita Falls, Tex., and KCST(TV) San Diego. The firm has 49% interest in KFDA-TV Amarillo, Tex.; KFDO-TV Sayre, Okla., and KFDW-TV Clovis, N.M. Ann. Sept. 29.

■ KTXO(AM) Sherman, Tex.—Seeks transfer of control of KTXO Inc. from Floyd D. Shelton (100% before, none after) to Larry L. Henderson (none before, 100% after). Consideration: $16,000. Mr. Henderson is general manager of KTXO and owns ranching operations in Houston county, Tex. Ann. Sept. 29.

Actions

■ KOIN-AM-FM-TV Portland, Ore.—FCC granted transfer of control from Moe M. Tonkin and Harvey S. Benson and 32 trust certificate holders (50% before, none after) to Newhouse Broadcasting Corp. (50% before, 100% after). Consideration: $8,100,000. Principals of Newhouse: S. I. Newhouse (44.44%); S. I. Newhouse Jr. (26.67%), Donald E. Newhouse (26.67%), et al. The firm also has interests in WSYR-AM-FM-TV Syracuse, and WSYE-TV Elmira, both N.Y.; WAPI-AM-FM-TV Birmingham, Ala.; WTPA-FM-TV Harrisburg, Pa., and KTVI(TV) St. Louis. Newhouse Broadcasting Corp. has interests in CATV systems in 12 New York cities and one in Alabama. Action Sept. 29.

(Continued on page 70)

CLASSIFIED ADVERTISING

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Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

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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.

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.

Rare opportunity—If you love sales and consider yourself a great salesman, here's a rare challenge. We're a small station (AM&FM) in a market of 30,000 people which is really growing in southern California. Our only competition comes from weekly newspapers. Our sound is so professional and our community service so total, we've been operating quite successfully the past six years without a single salesman on the staff. Our total billing has come from walk-in and call-in business. Now it's time to go out and see the others and double our billing. We don't want a good salesman, we want a great salesman who'd like to become Vice President and own part of the business. Our offer is this. Work for us for one year and earn 25% (based on collections) of everything you sell. No guarantee, draw or expense account. At the end of one year, if you like us and want to stay permanently and we like you and our association has been compatible, we'll give you ½% ownership for every $1,000 in new business you've brought in during that year. For example, if you've created $40,000 in new business during the year, you'll own 20% of the station. Interested? Write immediately. No phone calls. Send full information first letter, including references that will stand up under closest scrutiny. Write Box K-74, BROADCASTING.

Station manager. Progressive AM-FM station. Strong marketing and sales management. Box K-82, BROADCASTING.

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

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.

Looking for experienced salesman with salesmanager ability Florida growing market. Write Box K-73, BROADCASTING.

Wanted: Experienced salesman with strong national advertiser/agency contacts. Opportunity for high earnings with leading radio production firm now preparing several top name series for sale. Box K-105, 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.

Radio salesman—WEEI/Boston needs aggressive salesman. Five figure guarantee—excellent fringe benefits. Must be experienced and able to produce. Rush resume to Austen Smithers, Sales Director, WEEI Radio, 4450 Prudential Tower, Boston, Massachusetts 02119. An equal opportunity employer.

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.

Sales continued

Wanted two experienced salesmen for Charlotte's top contemporary station WIST. We are expanding and this is a real opportunity. The men we are looking for must have an outstanding sales record. Account lists are protected and salary, commissions, bonuses and fringe benefits afford a solid secure opportunity for exceptionally high earnings and advancement as we are one of a five-station group. Tell us about yourself. Write: Jake G. Gurley, General Manager, Radio Station WIST, P.O. Box 59 Charlotte, N.C. We are an equal opportunity employer

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.

Early morning or mid-morning man with young adult appeal. Experience in music directing, programing 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.

PD slot for creative DJ who can take charge. Creative production a must. Midwest. Equal opportunity employer. Tape and resume Box K-85, BROADCASTING.

Young lady with first phone and sweet voice to do all night love-in type show on popular east coast station over 100,000 market. Experience unimportant, but must have talent, charm and desire to succeed. Write telling us about yourself and enclose picture if possible. Box K-107 BROADCASTING.

NBC station—south needs good first class announcer —engineer. Must be good at both. Send audition, photo, resume and salary requirements. Box K-127, 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.

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.

Experienced morning personality, with first, for modern country. Some copy and production. We want a dependable family man to settle and become part of the best midwest community. Send tape, resume and picture to WJIL, Jacksonville, Illinois 62650.

First phone—immediate opening—good voice for good music WLKW Providence. Call Al Makkay 401-331-7810.

Wanted: Announcer for morning shift. Small market AM-FM. Send resume to WMFC, Monroeville, Alabama.

Experienced announcer with 1st phone needed for 24 hour FM. Deep voice, good on production for Big Band format. Send tape and resume to WRWC, P.O. Box 83, Rockton, Illinois 61072 or call Reinhard Metzger (815) 624-7227. No collect calls please.

You could be WVOJ's PM drive man if you're country pro with bright pace and a voice. Send tape and facts to Box 37150, Jacksonville, Fla. 32205.

Announcers continued

Needed two first phone MOR announcers for new directional AM $150 per week to start plus benefits. No floaters. 201-725-1170.

We need mature voice pro's with good work record and 1st ticket. 314-586-8577.

Wanted: Bright, happy, creative air personality for contemporary MOR in Oklahoma City or Wichita, Kansas. Writing and production talent desired. Send tape and resume to Program Director, P.O. Box 1000, Oklahoma City, Okla. 73101.

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/PD must be strong on engineering and production. Able to take charge of inside operation for MOR. Pleasant midwest growth area. Equal opportunity employer. Tape and resume. Box K-91, BROADCASTING.

Chief engineer—able to maintain AM and FM medium market N.J. stations. Send resume and salary requirements. To Box K-123, 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.

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.

Newsman. Aggressive, shirtsleeve digger to gather, deliver local news. Voice essential. Send tape, resume, salary requirements: Ed K. Smith, WCMB, Harrisburg, Pa. 17105.

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.

News director wanted. Must have radio experience. Will listen to tapes but personal interview will be required. Starting salary $140 to $150 per week. Opening effective November 1st. Apply: H. M. Thayer, WGHQ, Kingston, N.Y.

Programing, Production, Others

Program director for medium midwest MOR. Must be strong on production and detail. Professionals only, please. Equal opportunity employer. Tape and resume. Box K-81, BROADCASTING.

Radio Help Wanted

Programing, Production, Others continued

Copywriter-announcer. Looking for a production man who likes taking commercials all the way from the client to putting them on the air. Must have announcer quality voice. Great opportunity with suburban New York City radio station. Send resume and tape to Box K-118, BROADCASTING.

Wanted: Top country P.D./D.J. pro to assume responsibility in maintaining #1 Pulse rating of Radio K-WOW. (Survey pop. 1,010,000, San Gabriel/Pomona Valleys) only sincere responsible broadcasters need apply to this bright So. Calif. outlet. Some automation experience considered. Send tape/resume to Jon Wickstrom, South Mills & Olive, Pomona, Calif. 91766 Ph. (213) 339-3544.

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. Podeszwa, Office of Personnel, West Virginia University, Morgantown, West Virginia 26506. An equal opportunity employer.

Wanted: Producer-director with varied experience. Very heavy commercial schedule, news and specials. Award winning production. Equal opportunity employer. Call collect immediately—Al Marrara 316-943-4221.

Situations Wanted Management

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.

If you have clean rivers, pine trees and a station that isn't a basket case. If you want more profit and more time for golf . . . consider this. I know how to make more and more profit in a smaller market. Wind me up and I sell, sell, sell, write copy, announce and handle public relations and help you count money. Twenty five years in radio. I'll work for sixty dollars per year per month. Box K-88, BROADCASTING.

Aggressive and sales minded 25 year old station manager looking for small or medium market station needing a total manager. Never been a loser and don't plan to start now. Salary not as important as challenge. Will relocate anywhere. Box K-93, BROADCASTING.

General manager—29—sales/programing pro—1st phone—experience all phases—proven results—show me permanent future. Box K-109, BROADCASTING.

Selling manager, experienced programer and former station owner. I can do job. Prefer small to medium market. All replies answered promptly. Box K-111, BROADCASTING.

Major market programer and broadcaster wants medium market contemporary to manage . . . or manage/program. Prefer FM . . . let's talk at the 17M level or desirable stock options. Box K-121, BROADCASTING.

Chuck Ashworth is now available. Took over impossible situation and in only 5 months "cured" it. 10 years proven track record. Excellent references. Dynamic—organizer—leader. Seeking new challenge as manager or sales manager/promotion director. Prefer west, south or southwest. Ready today. Make offer. 601-982-3059. Chuck Ashworth.

Manager/sales mgr. 49. Proven track record. Exciting programer. Take full charge or lead sales staff. Prefer New England states or northwest. References. Call 518-747-6302—Write Box 86, Hudson Falls, N.Y.

Sales

Professional black salesman, plus great air personality, desires dual sales and talent position with medium or major market soul station. Box K-120, BROADCASTING.

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.

Young, sharp, aggressive; college, experienced, references; combo or straight sales. 904-667-7147 mornings.

Announcers

Combination "oldies" jock/sportscaster, third endorsed, responsible, dedicated. Box J-82 BROADCASTING.

Announcers continued

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.

Major stations/markets. Rock jock wants to move up. Programing know-how, proven ratings, dynamite production, first ticket. Idea man. Box K-4, BROADCASTING.

Ten year versatile pro with 1st phone looking for growth-minded personality operation. Box K-41, BROADCASTING.

Self starter, first, maint., production, remotes, seven years. Box K-46, BROADCASTING.

Professionally trained announcer, 3rd class license—simulated experience, sales minded, program minded. Willing to dedicate one year for first station. Relocation in New York or East coast area/midwest 2nd choice. Now. Box K-59, BROADCASTING.

Program/music director . . . 1st ticket jock, married, stable 5 years in rock. Box K-63, BROADCASTING.

First phone, experienced, draft exempt, will relocate. Box K-65, BROADCASTING.

Deejay-newscaster, experienced, dependable, versatile, creative. Tight board, third endorsed. Box K-68, BROADCASTING.

Beginner, young, single. Willing to relocate. Trained in broadcasting school. Want experience. Box K-70, BROADCASTING.

Combo-man, first phone, dj, announcer, professionally trained. Available immediately. Box K-71, BROADCASTING.

First phone experienced announcer with low key adult approach seeks New Jersey or New York metropolitan area. Box K-72, BROADCASTING.

Soul dj—newscaster, announcer. Experienced. Dependable, creative, versatile. Tight board. 3rd class. Prefer east coast. Box K-75, BROADCASTING.

Deejay-announcer. Experienced, authoritative news, aggressive salesman. Dependable, versatile. Tight board, third endorsed. Box K-76, BROADCASTING.

Experienced MOR dj-sportscaster desires college or professional play-by-play. Service completed. Single. Box K-80, BROADCASTING.

Morning DJ or newsman or news director. Production work, copy writer. First phone. Published author. Ten years experience. Married, family. Box K-83, BROADCASTING.

Do you need a sports announcer? Prefer Kentucky, Ohio, Indiana, Pennsylvania, W. Va. Experienced play-by-play. Also have sales, copywriting experience. College grad. Married, 23. Third class endorsed. Box K-84, BROADCASTING.

First phone announcer with play-by-play experience, prefer MOR format or C-W. Box K-87, BROADCASTING.

Older man with business acumen can motivate others. Over 4 years small market announcing, production, copy, traffic. Desire chance to prove potential as PD. Big band, country and "good music" grounded. Box K-94, BROADCASTING.

Young black jock—looking for first job. Little exp. tight board, versatile, hard working dependable, 3rd endorsed. Will relocate. Box K-98, BROADCASTING.

First phone, young draft exempt small or medium market, prefer progressive rock or top 40 but consider anything in midwest preferably Iowa . . . all replies to Box K-101, BROADCASTING.

Announcer, first phone, over 2½ years top 40 experience; northeast preferred. Box K-110, BROADCASTING.

I have no experience but plenty of desire. I am third endorsed and creative. Prefer FM but will consider any job. Let's give each other a break. Write Box K-112, BROADCASTING.

Yankee desires to move: Let's get together—12 yrs.—chief-announcer radio—television—married—stable—photo/resume/tape on request—Box K-113, BROADCASTING.

Disc jockey—newscaster. Creative, versatile, aggressive, authoritative, third endorsed. Eager for the opportunity to do my thing. Box K-114, BROADCASTING.

1st phone, top 40 jock and music director. Currently in Washington, D.C. area. Will relocate anywhere for suitable position. Send for tape and resume to Box K-115, BROADCASTING.

Announcers continued

First phone-announcer/personality; happy, vet, college, experienced, employed. Seeking uptempo MOR/adult contemporary. Authoritative news; also sales. Box K-119, BROADCASTING.

1st ticket, experienced, black, prefer Southwest, midwest soul, top 40, modern country. Box K-125, BROADCASTING.

Sex . . . thanks for your attention Michigan, Northeast. DJ, copy, production. Experienced, 3rd, good voiced. 1-313-881-9348.

Experienced 1st phone—Black soul or top 40. Available immediately. (213) 848-9729.

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.

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.

Immediate—1st phone news—dj—Oldie specialist. New England/New York. Brad—914-561-7543—9 am or 7 pm.

Top ratings all formats. First phone. Brad Melton 714-797-7666.

Beginner desires 1st position broadcast school, 3rd endorsed. College graduate. News, sports, play-by-play, disc jockey will relocate. Frank Thomas, 7640 Colonial Drive, Prarie Village, Kansas 66208, 913-381-3680.

First phone, versatile, professionally trained, talk, rock, MOR, strong musical background, good news delivery, married relocate anywhere. Stable, dedicated, looking for first job. Tape, resume on request. Danny Odess, 724 N. Edinburgh Avenue, Los Angeles, California 90046. (213) 653-6641.

Top flight experienced announcer wants to work in southern or midwest United States. Third class, can handle any format. Also experienced as go-getter newsman. Neal Cappel, Post Office Box 248, Wittenberg, Wisconsin. (715) 253-2094.

Looking for first break. 3rd phone. Some college radio experience. B.A. Good voice. Prefer progressive or MOR. Tape, resume, and photo available. Daniel Shields, 1309 S. Grove, Park Ridge, Ill. 60068.

Announcer with 4 years experience—college—prefer progressive, jazz, classics—want to reocate in San Francisco area. Will consider any location. Contact: Gen Rusco, 118 Hyland #2, Ames, Iowa 50010, 515-292-6175.

1st class experienced announcer wants to relocate midwest. Roy Schroedl, Jefferson, Wisconsin (414) 674-2120.

Mature announcer/high school and college play-by-play/TV sports director. Available immediately. Norm Wolf, 1429 Grand Ave., Schofield, Wisc. Phone (715) 359-3010.

School teacher wishes to return to small market radio anyplace except where car is essential. Have first phone but third phone job ok. Worked year for KMFB, Mendocino, Ca. Good voice, very dependable, available now. Call Rene Canonica collect, person-to-person, (415) 474-4213. No top-40 please.

Looking for a bright young man with a great deal of potential. (Mac Allen, WKDA)? For tape etc., contact Jeff Mark, 16 William Ct., Far Rockaway, N.Y. 11691 or 212-471-2267.

Two year's experience, 3rd endorsed, top 40 jock available immediately, small markets only, 24, single, draft deferred. Call (516) 423-0167 or write Bill Chamberlin, 21 Avon Court, Dix Hills, N.Y. 11746.

First phone in medium market. Young married. Must relocate. Prefer East Coast. Randy Swingle, 443 Prospect, Ashtabula, Ohio 44004. 216-997-7768.

Experienced first phone announcer, some sales. Mature voice. Dependable, desire south or midwest area. Bill Hannen, Prior Lake, Minnesota 55372, 612-447-2835.

Vibrant personality available immediately. Beginner with a lot of potential if given the opportunity. DJ, 3rd endorsed, loves top 40, tight board, can and will do news. Will relocate anvwhere. Give me a chance and we'll both benefit. For tape, resume and other information call or write Tony Venturoli, 106 Ladner Avenue, Buffalo, New York 14220. 716-822-4720.

Three years experience, third phone, interested in progressive MOR or top forty format, communicate best with the youth market. Interested in college town or medium market, excellent references, contact Harvey Apatoff at 4006 Fallstaff Road, Baltimore, Maryland 21215, (301) RO 4-1496.

Announcers continued

First class P.D.—DJ with first class ticket can give you a first class sound—a sound you can sell—and assume full responsibility for programing and operational functions! Get that load off your shoulders—phone an enthusiastic, proven pro at 312-227-5523, evenings.

I.B.A. graduate, 3rd endorsed, tight-board. Married, draft-free. Wants to start in radio at any contemporary station in Western Pa. area. Contact Don Drew, 172 Ulysses St., Pittsburgh, Pa. 15211.

1st phone, dj—announcer; single, broadcasting school and college graduate; good commercials/news; top 40 or contemporary formats. Eager to develop potential. Jim Fritz, 1901 Fernbank, Monterey Park, Calif. (213) 724-4892.

Technical

Experienced AM-FM chief looking for station who desires full time quality maintenance. No announcing. Box K-5, BROADCASTING.

First phone twenty years BC audio/video production, maintenance. Relocate anywhere. Box K-78, BROADCASTING.

1st phone. Experienced reliable. Consider right offer in TV. Box K-104, BROADCASTING.

Is your station in need of personal engineering attention from a good engineer? Well rounded background. Also willing to assume short air shift. Prefer east coast. If interested, let me hear from you. Box K-122, BROADCASTING.

Chief engineer seeking low-pressure security. Have equipment. 703-663-2470. Box K-124, BROADCASTING.

First phone, middle-aged, experienced AM transmitter and studio construction and maintenance. Need home in south, permanent. Ken Mac Gregor, 106 Cowan Drive, Manson, Ohio 45040. 513-398-2338.

Chief engineer—young family man—desires change. Prefer southeast—will consider other. Presently in Virginia. Experienced in AM-FM, automation, stereo and proofs. Phone (1)703-575-5411.

News

Top-notch news hawk for hire. Young, dynamic and aggressive. Box J-181, BROADCASTING.

Versatile, competitive, mature, inside-outside reporter, major market exposure. Excellent, investigative, exciting legman, professional airman. Cover municipal happenings, mobile reports, sports interviews. College, political science, 26, single. Proper position takes me anywhere. Box K-77, BROADCASTING.

Small market news director with first phone, and play-by-play experience, ready to move up. Hard worker and enjoy my work. Box K-86, BROADCASTING.

Experienced, energetic newsman seeks new position in major market. Excellent voice, delivery, and writing-editing ability. Past five years in major market. Air-check available. Box K-99, BROADCASTING.

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.

1st phone newsman. Tape editor ABC radio network news, N.Y. Electrical engineer, business master's. Jeff Portnoy, 14 Eisenhower Dr., Yonkers, N.Y. 914-WO 1-8559.

News director . . . still seeks opportunity to turn your news operation into #1 product. 13 years radio-TV makes me the ideal candidate to head up your news operation. Bill Winchell, 815-398-7664.

Experienced newsman, 6 years radio, degree, draft exempt, married. Prefer coastal states. 713-522-6387 or 1919 West Main, 19, Houston, Texas.

Programing, Production, Others

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.

Swap snow for sun—veteran program director/announcer—top-rated good music FM stereo station in Midwest medium market seeking comparable position/salary in Florida. Box K-103, BROADCASTING.

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.

Television Help Wanted

Management

Commercial manager with proven ability for south Texas VHF. Box J-241, BROADCASTING.

Technical

South Texas television station needs experienced transmitter engineer, and one trainee with first class license. Write Box J-242, 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.

TV switcher/engineer, experienced, needed immediately. Equal opportunity employer. Reply Karl Black, KRTV, Great Falls, Montana.

Senior video engineer three to five years experience all aspects of colored television for operational and maintenance duties with two stations ETV operation immediate vacancy, temporary position apply chief engineer, WMSV-WMVT, 1015 North 6 Street, Milwaukee, Wisconsin 53203.

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

TV-Radio station in midwest wants newsman with at least one year's experience, college degree preferred. Send audio tape, resume and recent picture to Box K-64, BROADCASTING.

Are you the number two man in a major news operation? Should you be number one? If so a major market group-owned VHF has a place for you as its news director. Send resume to Box K-97, BROADCASTING.

Programing, Production, Others

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.

Copy chief/copy writer for southeastern TV station. Must have good original ideas for both the video and audio portion of commercials. Advancement opportunities in a tremendous growth market. Salary open. Box K-89, BROADCASTING.

Program manager southeast, one of the nation's top ABC affiliates. Experienced person needed immediately. Box K-92, BROADCASTING.

Art director for group owned, top 20, network affiliated station. Experienced, creative, innovative artists will love working for progressive operation in country's No. 1 resort city. Box K-108, BROADCASTING.

Artist for northeast 25th market. Experienced in commercial, promotional and newspaper layouts. Send complete resume detailing qualifications along with samples in first letter Box K-126, BROADCASTING.

Excellent opportunity with large videotape duplication-distribution and post-production service center for experienced person to develop marketing policies, direct sales activities, and to service accounts. Experience in commercial program syndication, videotape production and advertising is highly desirable. Net Television, Inc., 2715 Packard Rd., Ann Arbor, Michigan.

Television Situations Wanted

Management

Experienced midwest AM/TV manager—small-medium market preferred. Box J-212, BROADCASTING.

Production/operations manager—Good background in station operation and administration, commercial and remote production, sports. MA degree, 31, family man. Will accept producer/director spot. Top references, will relocate. Stan Marinoff, 6621 N. 2nd Street, Philadelphia, Pa. 19126, 215-548-4112.

Announcers

12 year professional: as weatherman/announcer/newsman. Available now! (219) 484-8235.

Announcers continued

I have more experience in more areas of communications than most men my age. Even my two years with an ad agency involved me in broadcast production. I've won a rating battle, but lost my job as TV news anchorman. I know broadcasting, and I know myself. I wear many hats. Gil Fryer, 632 Delaney, Orlando, Florida. 305-424-5732.

Technical

Chief small station twenty years BC engineering. Box K-79, BROADCASTING.

First phone, middle-aged, experienced AM and audio. No TV experience. See Ken Mac Gregor ad under Radio heading.

Engineer, experienced in UHF color and FM broadcast, 1st phone, desires position of chief engineer with religious oriented station. Desires eastern U.S. but will consider all replies. Contact R. A. Pebworth (703) 487-1601.

News

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.

Innovative, energetic and experienced radio news director looking for a career position in television news. BA, journalism. Box K-66, BROADCASTING.

Energetic young anchor/reporter in major west coast market seeks challenge. Proven ratings. Box K-96, BROADCASTING.

Experienced, talented newsman seeking reporting position in top-20 market operation. Box K-100, BROADCASTING.

Qualified and professional. Now with O&O, 8 yrs. experience, documentary, features, talk host, interview specialist, TV-radio anchor, cinematographer, writer, good voice, delivery, appearance M.A., first phone, believer in broadcasting, ready for right position, not over-priced. Let's talk. Box K-116, 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.

TV weatherman. AMS professional with informative and interesting program seeks new opportunity. 312 234-3781.

Programing, Production, Others

Cinematographer/photographer comes equipped with Beaulieu, Nikon gear & more! Well versed all aspects film, TV. Presently employed, wish to relocate. Box J-200, BROADCASTING.

Producer-director—Presently employed at a highly active medium market network affiliate. Not hungry, but seeking advancement. Current duties include news blocks, commercials, promos, etc. Dedicated, dependable, hardworking, consistently, innovative, and expensive. Resume, salary history, VTR portfolio and references on request. Available with preferably one month's notice to current employers. Box J-225, BROADCASTING.

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.

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.

Producer/director, or cameraman with future as P.D. Commercial experience in radio and as TV cameraman in top 10 market. Married, M.A. degree, military completed. Will relocate. Resume on request. Box K-61, BROADCASTING.

Producer-director-writer, 4 years experience in motion pictures, ITV, ETV, and news. Married, 24, degree. Military duty as a TV director completed Dec. 29. Box K-62, BROADCASTING.

Young, bright, hard working man, age 21, looking for a job as cameraman, director/video switcher, film production or any similar duties at a small or medium market TV station. Limited TV experience, but very knowledgeable of TV studio operations. Five years in radio. Not a holder of first phone. Write Box K-69, BROADCASTING.

Heavy experience all phases studio production. Directing, remotes, filming, editing. Will relocate. Box K-106, BROADCASTING.

Television Situations Wanted

Programing, Production, Others continued

College graduate wants to start career in TV production. Experience in radio production and TV engineering, creative, hard worker, resume available. Box K-117, BROADCASTING.

Production-writing. Young creative graduate with MS in TV and film. Taught and directed TV production in two colleges while completing MS. Also year public TV experience. Will relocate. Box 23, West Trenton, N.J. 08628.

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

Heliax-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.

Cartridges reconditioned and reloaded with Scotch 156. Like new at half the price: i.e., 40 seconds . . . 95¢, 70 seconds . . . 99¢, plus major parts. We pay return shipping and insurance. Also best prices anywhere on new Fidelipacs and all numbers of 3M audio and splicing tape. Your order is your charge account. Lauderdale Electronic Labs, 16 S.W. 13th Street, Ft. Lauderdale, Florida 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.

Stereo automation. Save money on 2 trade show systems. New guarantee. Call W. Rubin, (213) 776-6933 collect.

1⅝"-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?

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.

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 Associates, 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.

Cartridge tape equipment—Completely rebuilt and reconditioned. Tapecaster and Spotmaster Record/playbaacks $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, 1⅝" 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.

Ampex 1100 tape machine, in good condition, $15,000. Call WXXI—1-716-473-4160.

Two Ampex 350's—mint condition. Call (214) 838-8657 or Box 86—Nash, Texas 75569.

New mobile business display van—International chasis, completely air conditioned. Van manufactured by Lyncoach and Truck Co. length 35 feet, height 12'8". Equipment in van, 1 Onan 15kw generator, 3 power vents in roof, 2-d1362 Chrysler air conditioners, 5-WA 20 wall MTD electric heaters, 6 double 40 watt florescent fixtures, 1 complete lavatory, water tank with air compressor, electric hot water heater, 11 double 110-3 prong recepticals, paneled and carpeted. Will sell for one half of original price. For further information call collect. 607-785-7971.

Broadcast equipment repair by mail. If you can mail it—we can fix it! All work guaranteed! BERCO, 5341 Randolph Road, Suite #1, Rockville, Maryland, 20852.

FOR SALE Equipment continued

Ampex AG350—4½" w/Sel sync—good condition—received minimal use in an 8-track studio—ideal for commercial production. In console. Asking $4500. 4 Ampex 300-tube type record—playback electronics—as is—$100 ea. Almost new Ampex ½" 4-track heads (Erase-Record-Playback) $600. Aerotron Communications System Base Unit 100W—mobile 50W trimline (31 mc). Ideal for news communication/with G.P. Ant. Both for $800. Sparta Matic Cart. Playback unit model 200-P $250. Continental Recordings, Inc. (617) 879-2430.

For sale: Schafer model 1200 automation system, including brain, three Ampex 350 tape recorders, two carousel cartridge machines, and control panels, in operating condition. Write Box 1228, Bozeman, Montana 59715 or call 1-406-586-2394.

Field set: certified Nems Clarke 120D in excellent condition. First certified check for $500 to J. B. Hatfield, Consulting Engineer, 906, 36th Ave., Seattle, Wash. Phone 206-324-7860.

Ampex model 600/601 users—noise, heat, and flutter reduction kits available from VIF international, Box 1555, Mtn. View, Calif. 94040. 408—739-9740.

MISCELLANEOUS

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 26348, San Francisco 94126.

100 good commercial scripts. Ideal for spec tapes. $10.00. Bob Raleigh's All Media Services, 3924 Browning, Raleigh, N.C. 27609.

AMS comedy—Now in its third year. Weekly shipments. For free sample—3924 Browning, Raleigh, N.C. 27609.

Studio construction? Custom cabinetry? Your design, installation, construction problems deserve our effective, economical solutions. Butler, Hutchins & Company, Inc.; Box 156; Clayton, New York 13624. (315) 686-4163.

Wanted: Managers of daytime stations or any station with rating and/or sales deficiencies to audition dramatically different, highly saleable and proven 60 second entertaining public affairs programs suited to all markets and formats. I have your audition tape ready to go! H & M Broadcast Services, Box 30346, Washington, D.C. 20014. Phone (301) 654-5728.

INSTRUCTIONS

Atention 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, News 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.

Instructions continued

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-521-1426.

ELKINS* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

ELKINS* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS* in Texas, 6801 Viscount Blvd., El Paso, Texas 79925. Phone 915—778-9831.

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

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.

Announcing Programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. ELKINS in Dallas*** — Atlanta*** — Chicago*** — Denver — Hartford — Houston** — Memphis* — Miami** — Minneapolis* — Nashville* — New Orleans*** — San Francisco** — Seattle — San Antonio** — Oklahoma City.

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 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 Nov. 15, Jan. 3 and Feb. 7. 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.

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.

Need 1st phone fast? Then the Don Martin School Intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest instructional staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our next Intensive Theory Course will begin November 1, 1971. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

Radio Help Wanted

TECHNICAL

BROADCAST AUTOMATION SPECIALIST

We're Looking For An Innovator!

We are a leading producer of commercial broadcast equipment offering a unique opportunity for a talented individual experienced in creative utilization of broadcast automation systems.
You will handle programing and demonstration for Gates Automation Systems;, and support the field sales force by preparing bids and quotations for program automation equipment.
We require a broad knowledge of radio station technical and programing operations and current major market automation experience.
Salary is fully commensurate with background and responsibilities plus a full range of benefits including relocation expenses.
For further information, send your resume, in confidence, to: OR CALL: Robert T. Fluent, Assistant Personnel Manager (217) 222-8200.

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY

A Division of Harris-Intertype Corporation
123 Hampshire St., Quincy, Illinois 62301
An Equal Opportunity Employer (m/f)

Situations Wanted

Management

Do you want a manager who can do a community service job and make profits for you at the same time? Solid citizen and experienced general manager seeks to relocate. Can remain with present absentee ownership, but prefer an opportunity to grow while utilizing experience in management, sales, advertising, and public relations. For full details, contact

BOX K-95, BROADCASTING

18 YEARS MANAGERIAL EXPERIENCE

Can manage . . . program and sell any format. Past history excellent. Profit minded. Very best references. AM or FM 414-476-1651.

Situations Wanted Announcers

• 414-272-3293 •

For one of the best TALK Personalities in America. Just left #1 rated show in Top 15 market—30.6 Adults & 55.7 18 to 34 demo (May ARB).

Call or write Box K-30, Broadcasting

RETIRED NEW YORK CITY ANNOUNCER (20 Years Radio/TV) WANTS BACK IN!

Four years of successful restaurant operation not sufficiently stimulating; have the urge for old familiar activity.
A college-educated, respectable family man and former musician, this mature "pro" is willing to participate and can be helpful in many phases of your operation. Strong on news and commercial delivery (can write); D.J. performance intelligently informal and bright.
Quality references, publicity and tapes available. Only a nominal, but decent, salary required.
An adult MOR or C & W station, in large or small market, and contractual employment relationship essential.
If telephone interview merits a personal audition, I'll come. Florida or California preferred, other desirable communities considered.

DON LARKIN
R.D. t, Boiling Springs, Pa. 17007
Tel: 717-258-3811

Announcers continued

SEASONED PROFESSIONAL

Warm, articulate, persuasive with 5 years of good numbers in 32 station market. Seeking major opportunity.

BOX K-90, BROADCASTING

Television Help Wanted

Management

EXECUTIVE

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:

Ron Curtis,
Nationwide Broadcast Personnel
in Chicago—312-337-5318

Sales

CHICAGO SALES

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

Programing, Production, Others

TOP 10 MAJOR MARKET

Network affiliated television station needs experienced Program Department Manager.
Pre-requisite abilities:

- Administrative and creative.
- Working knowledge of feature and syndicated film.
- Detailed familiarity with responsibilities prescribed station by FCC.
- Both commercially and community minded to join dedicated aggressive department head team.

Send complete resume to:

BOX K-67, BROADCASTING
All replies confidential
An Equal Opportunity Employer

Technical

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 newsman.

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

HOW MANY
MILLIONAIRES
ARE THERE IN THE UNITED STATES?

. . . and how many NEW millionaires join the ranks every year? How did they acquire their wealth? The number and the reasons may astonish you! This amazing story is revealed in a valuable new booklet, "NEW ROADS TO WEALTH AND OPPORTUNITY." Even more exciting are the factual details about a specific business opportunity that is nothing short of a gold mine. Why? Because, as an associate of the organization providing the opportunity, you help others to succeed.
For your free copy of "New Roads to Wealth and Opportunity," phone, wire, or write immediately to:

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Business Opportunity

INVEST IN CASSETTE TV

Dealer in Southeast city has territory option. Will sell part of dealership to make profit for both of us in cassette TV software operation.

BOX K-102, BROADCASTING

SALES REPS WANTED

Hot, new product extends FM SCA service range by 100%; attaches to receivers. Many stations ordering 50 up units per order. Very generous commission arrangement. If you call on FM or SCA people, call us.
CADCO Systems, 4444 Classen Blvd.
Oklahoma City, Okla. 73118
(405) 631-4521

Employment Services

Trained staff announcers, newsmen, sportscasters and on the air personalities now available. Each graduate has been schooled thoroughly under "on-the-job" conditions, in order to make the transition from school to station as smooth as possible. If you have an opening, write or phone us at your earliest convenience. Please include some basic information about your station and the position available. Our placement services are conducted without any obligation or fees. Write to:

Kansas Midwestern School of Broadcasting
1726 South Seneca, Wichita, Kansas
or call collect 316-267-2891

Wanted to Buy—Stations

WANT TO BUY RADIO STATION
Metro or Major market AM
in
Pennsylvania.
Will pay up to $500,000 cash.
BOX K-54, BROADCASTING

For Sale Stations

90 Miles from N.Y.C.

A large market non-directional daytimer. Gross-ing $300,000 with net before taxes and owners salary of $100,000, and sales up in first quarter of new fiscal year by 15%. Terms available. Qualified buyers only.

BOX K-60, BROADCASTING

STATION FOR SALE
N.W. Fla. 1000 AM Daytimer—Excellent frequency—cash sale—available immediately. Contact:
Mr. Peter L. Anderson
P.O. Box 297
Blountstown, Fla. 32424
904-674-5403/674-5404

STATIONS FOR SALE

1. PACIFIC NORTHWEST. Profitable daytimer serving diversified market. Priced at $140,000. Long term payout.
2. UPPER MIDWEST. Regional daytimer. Absentee owned. $300,000. 29% down.
3. SOUTHWEST. University town. AM-FM. $325,000. Terms.
4. MAJOR MARKET FM. $650,000. Terms.

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(Continued from page 64)

■ KMEC-TV Dallas—Broadcast Bureau granted assignment of CP from Evans Broadcasting Corp. of Texas to Berean Fellowship Foundation for $23,000. Seller: T. M. Evans, sole owner. Buyers: Berean Fellowship Foundation is non-stock, non-profit religious and educational institution: Warren L. Litzman, president; Marvin E. Colwill, vice president; Robert C. Dawkins, vice president, and David Noel Munson, secretary. Action Sept. 1.

■ WCWC-AM-FM Ripon, Wis.—Broadcast Bureau granted transfer of control of Greycote Inc. from Arlow D. Bice Jr. (50% before, none after) to Ralph D. Bice (50% before, 100% after). Consideration: $15,000 and purchase of $15,000 promissory note. Ralph Bice owns farm. Action Sept. 27.

CATV

Applications

■ Pine Bluff, Ark.—Pine Bluff Video. Seeks distant signals of KTVT(TV) and KDTV(TV), both Dallas-Fort Worth; and KERA(TV) Dallas. (Little Rock, Ark., ARB 71). Ann. Sept. 29.

■ Georgetown, Ohio—Sabre Cablevision Inc. Seeks distant signals of WLWD(TV) and WKEF-(TV), both Dayton, Ohio; WKYT-TV and WBLG-TV, both Lexington, Ky. (Cincinnati, ARB 16). Ann. Sept. 29.

■ Higginsport, Ohio—Sabre Cablevision Inc. Seeks distant signal of WHIO-TV Dayton, Ohio. (Cincinnati, ARB 16). Ann. Sept. 29.

Final actions

■ KMN-76 Greaterville, Ariz.—Cable Television Bureau granted renewal of license for CATV relay station to serve community of Sierra Vista. Action Sept. 30.

■ WIZ-50 Wray, Colo.—Cable Television Bureau granted CP for new CATV relay station to bring KBTV(TV), KOA-TV and KWGN-TV, all Denver, to CATV in Wray. Action Sept. 30.

■ WIV-93 Augusta, Ga.—Cable Television Bureau granted CP for new CATV relay station to bring WIS-TV Columbia, S.C., to CATV system in Augusta. Action Sept. 22.

■ WIZ-51 Las Cruces, N.M.—Cable Television Bureau granted CP for new CATV relay station to bring TV signal KNME, Albuquerque, N.M., to CATV in Las Cruces. Action Sept. 30.

■ Harlingen, Tex.—Valley Cable TV. Cable Television Bureau dismissed as moot three petitions entitled "Request For Special Relief" filed Aug. 26 and 27. Action Sept. 29.

■ Plainview, Tex.—Plainview Cable TV Co. Cable Television Bureau dismissed as moot, petition for reconsideration and motion for stay filed April 6, 1967. Action Sept. 29.

Action on motion

■ Chief Hearing Examiner Arthur A. Gladstone in Allentown and Bethlehem, both Pennsylvania (Service Electric Cable TV Inc.), cease and desist order, designated Hearing Examiner Ernest Nash to serve as presiding officer and scheduled prehearing conference for Nov. 9, and the hearing for Dec. 6 (Doc. 19321). Action Sept. 27.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Oct. 5. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ *El Cerrito, Calif.*—City council has awarded a franchise to El Cerrito Video Systems Inc.

■ Fort Wayne, Ind.—Cox Cable Communications Inc. (multiple-CATV owner), Atlanta, has applied to city council for a franchise.

■ *Saginaw, Mich.*—Four companies have been granted a franchise: Continental Cablevision of Michigan Inc., Jackson, Mich., subsidiary of Continental Cablevision Inc. (multiple-CATV owner), Boston; Saginaw Cable TV, subsidiary of Century Cable Communications Inc.; Gerity Cablevision, subsidiary of Gerity Broadcasting Co., and Telesystems Inc.

■ Danville, N.Y.—Bradley Cable Service has applied for a franchise.

■ *Dillsburg, Pa.*—West Shore TV has been granted a five-year franchise. The firm will charge a monthly rate of $4.95.

Anyone who assumes that successful businessmen always get that way by gluing their eyes to some single, all-consuming purpose from childhood onward (a) has been reading too many inspirational novels, (b) would probably admit, if pressed, that he never *really* met an eight-year-old child who wanted to grow up to be a marketing director, and (c) has certainly never met Paul Picard, who got into the television production busines by reluctantly agreeing to substitute for an indisposed cue-card holder.

Mr. Picard—now MGM's vice president in charge of television—was an aspiring actor in his twenties; he went to acting school, made the rounds of plays in New York, worked to learn the business and art from every angle. But when a friend called to ask him to hold cue cards for a live television show, Mr. Picard had to be persuaded; this was something new.

The brush with production, he now says, changed the course of his career. "I stumbled into the business entirely by accident," he says. "It was the first time I'd been involved from a non-actor's viewpoint, and I found it more interesting—more challenging, really—than what I'd been doing."

About 15 years and innumerable experiences later (like the time, during his years as a production assistant, when the crew accidentally set a game-show contestant on fire), Paul Picard is one of television's top names. He presides over MGM-TV's production, sales for syndication and network, sales of feature films and series, operations national and international—the works. And he contributes heavily to the fortunes of a parent company that is busily engaged in bucking the prevailing economic trends. Two years ago, MGM reported a staggering $50-million loss; today, Mr. Picard says with considerable satisfaction, it is showing a profit. He attributes the upturn to changes wrought by MGM President James Aubrey, a former head of CBS-TV. But there is little doubt that Mr. Picard has also played a large role in the streamlining process during his eighteen months as the company's top television executive.

"Three weeks after I came into this job," he says, "I had cut our staff by approximately 20%." The number of projects dropped even more sharply. "Instead of proceeding with 100 projects —which is entirely possible over a six or seven-month period—we'll go with, say, 30. But they'll be the ones we really feel are going to make it."

Right now, MGM-TV is represented on the networks by two successful series, *Medical Center* (CBS) and *The Courtship of Eddie's Father* (ABC); it has contributed to the *GE/Monogram* documentary series; it is into syndication with a sports show, *Man to Man*, featuring Roman Gabriel, quarterback of the Los Angeles Rams professional football team; among new projects for syndication is a revival of *Dr. Kildare:* and on the agenda is a two-hour feature film, *The Munich Project*, to be used as a series pilot.

It is really no accident that he is head of MGM-TV

It's pleasing progress to Paul Picard, although he remains watchful of the general economic malaise and the specific ailments in Hollywood, where perhaps half of the work force in films is looking for work. There's no relief in sight, he says, but at MGM "we're making more judicious use of our funds than ever before."

Week'sProfile

Paul Romeo Picard—vice president, television, MGM, Culver City, Calif.; B. July 17, 1930, in Natick, R.I.; U.S. Army, 1950-52; troubleshooter, Coates & Clark O.N.T. thread, Baltimore, 1952-55; student, American Theater Wing, N.Y., 1955-59; film and spot producer, Barclay Productions, N.Y., 1960-61; production assistant, Carl Jampel Productions, N.Y., 1961-62; associate producer, County Fair, *NBC, 1962-63; various production capacities, Newmerritt Productions, N.Y., 1963-64; executive producer,* Akin to Win, *CTV, Montreal, 1964-65; joined ABC-TV as director, daytime programs, 1966, named that network's director, live programs, 1967 and VP for program development, 1968; joined MGM as executive producer, 1969, appointed VP, April 1970; M. actress Louise Latham of Hamilton, Tex., July 23, 1968; daughter Stephanie, 8 (by his previous marriage); hobbies—gardening, horseback riding.*

A restless man of halfback-like build, Paul Picard lives in California, retains his Northeastern accent (he was born in Rhode Island), was raised by French parents, did not speak a word of English until he was five years old, and occasionally slips into the dialect of his adopted state, Texas. The accents and travels are as varied as his career.

It took Paul Picard five years to finish high school and he knew that college was out of the question. He had hoped to go to New York but his father refused to permit it unless he had a job there.

After convincing the president of a New York publishing company to send him a letter offering a job (there was no job—just the letter), he was able to leave home.

He had hoped to attend the American Theater Wing, but now admits he was too scared to audition. Instead, he went to Boston to work for an insurance company, into the Army in France as an interpreter and to Baltimore as a troubleshooter for the Coates & Clark O.N.T. Thread Co.

Then it was back to New York, where he did apply to ATW and was accepted. After his embryonic acting career turned into a production career, he worked for several years as a production assistant on network shows, spent a brief period in Canada, and in 1965 joined ABC-TV as director of daytime programs. He later held the positions of director of live programing and vice president for program development at that network, before joining MGM in 1970 as executive producer. He was appointed to his present post in April 1970.

As dedicated as he is to his present job, Mr. Picard admits that he is not a Hollywood person. He has become strongly attached to Texas, where his wife was raised and where he owns a 2,000-acre cattle ranch there and raises a small herd of cattle, leasing most of the land.

"I've developed an emotional love affair with the state," he says, "and fortunately, everyone down there has accepted me. We agree not to talk about racial matters or politics and just visit, like everyone else down there." He is a regular reader of *Cattleman* and *Successful Farmer* magazines, and is well-versed in the problems facing Texans in the southeastern part of the state.

In fact, he plans to return to the state for good some day. "That's where my roots are," says the Hollywood executive with the New York accent, and he clearly means it.

Editorials

The Whitehead plan

Broadcasters have suddenly acquired a formidable ally in their attempts to get relief from recent applications of the Communications Act. When Clay T. Whitehead, director of the Office of Telecommunications Policy, asserts the need for fundamental changes in the law, the cause takes on new meaning.

The question now is whether broadcasters will take the cues Mr. Whitehead gave them in his remarkable appearance last week before the International Radio and Television Society in New York. To judge by the response of his audience, the significance of the speech may not immediately dawn on the people whose emancipation it proclaimed. There was only one interruption, and that for no more than scattered applause. An ovation would have been in order.

The President's chief expert in the field has now discovered that the chaos induced by FCC actions and court decisions of recent years can only get worse until the law itself is radically changed.

Admittedly his proposals, as advanced last week, need clarification and refinement. In outline, however, they merit respect: to replace the unworkable fairness doctrine with a statutory right of paid access, to get the government out of programing evaluation, to give licensees reasonable protection against poachers, to separate radio and television in the regulatory scheme and to "de-regulate" radio. If all of those objectives could be achieved in one triumph of legislation, broadcasting would move a long way toward its deserved position as part of the free press.

The very comprehensiveness of the package may, however, put some broadcasters off. It will be argued—especially by those who are facing competition for their facilities right now—that broadcasters would be better advised to go for simpler legislation, such as that introduced last week by Senator John Tower (R-Tex.) to discourage filings against incumbents.

Perhaps in the short range the practical course is to concentrate support behind limited-purpose legislation. In the more lasting interest of the broadcasters—and indeed of the general public, which is getting no advantage at all from the direction of current regulation—the substance of the Whitehead plan must become the broadcasters' plan.

Mr. Whitehead said he carried no legislation with him to New York last week. "But," he added, "I will work for legislation if there is support for these proposals." Unless broadcasters have been enfeebled beyond revival, the Whitehead plan will get their support—in spades.

Worse and worse

It may be unrealistic to believe that political-campaign reform can come about by action of political campaigners. So it may be concluded from last week's action of the House Commerce Committee in voting out Torbert H. Macdonald's formula to keep Republicans from outspending Democrats, especially in the Seventh District of Massachusetts.

The legislation has yet to be exposed to the House floor, where strange things have often happened. In its present form, however, it is at such odds with the political-reform bill passed last August by the Senate (on an 88-to-2 vote) as to make compromise look unlikely. Perhaps an impasse would be the best turn of events.

The Senate bill, as we commented at the time, came out better than it went in. It would repeal Section 315, the equal-time provision of the Communications Act, in its application to candidates for all federal offices—a distinct improvement over present law. It would impose limits on amounts of space and time candidates could buy, without discriminating against radio and television.

But in both original and final form the Senate bill contained one section that would reduce radio and television from active media of journalism to passive common carriers. It would require all stations to provide indiscriminate access to all politicians. That, of course, would be far more restrictive than Section 315.

The bill sponsored by Mr. Macdonald, who is chairman of the Communications Subcommittee, and adopted by the parent Commerce Committee last week, is worse in several ways. It would repeal Section 315 only for presidential and vice-presidential candidates. It would put a 10-cent-per-voter limit on media spending but specify that no more than a nickel of it could go for radio and television.

It also contains a provision that in effect would extend the principle of Section 315 to nonbroadcast media. Magazines and newspapers according space to one candidate would be required to offer equal space on equal terms to all other candidates for the same office.

Broadcasters might be tempted privately to cheer the imposition of equal-space restraints on rival media. They cannot afford that distraction. They must revive their missionary work in both Senate and House to avoid winding up as the true victims of what is wrongly hailed as political reform.

Army game

As discovered by this publication a week ago, the Army has hired the Gallup Organization and other research firms to study the use of advertising in recruitment. Or so the Army says. The work being done by Gallup looks more like an effort to increase the air play of free Army spots.

Put the Gallup questionnaire to 1,500 stations together with Gallup's intended study of a couple of hundred station logs and with the recent letter from the secretary of the Army demanding that networks enormously increase their use of free Army messages, and the pattern smacks more of muscle than research. If the Army has $9 million to spend, as its spokesman says, it has already learned the value of radio and television during its spring campaign of paid advertising in both media. It ought to put its money where its experience tells it to.

Drawn for BROADCASTING by Sid Hix

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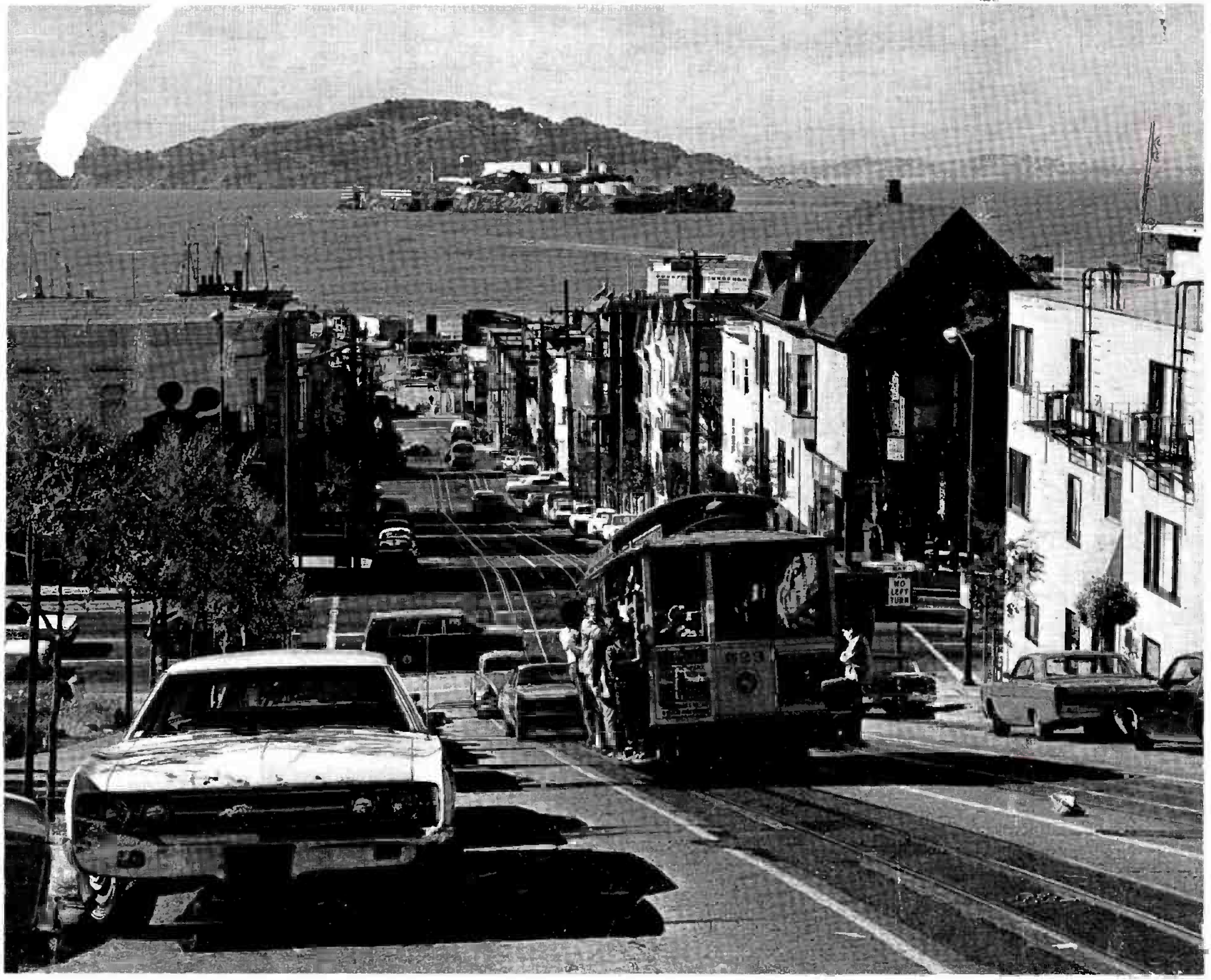

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