



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

NEWSPAPER

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The political risks in public-television networking
Script at the FCC: Wiley for Wells, black for Bartley
Rupture widens in negotiations on future cable rules
Teleprompter's Kahn convicted of franchise bribes

IMPACT



Benji and Waldo,
Stars of "Christmas Is!"

"Christmas Is!" has got it!

Here's great color and full animation in a half-hour television special, the "syndication coup of 1970."

"Christmas Is!" ran in 188 of the 223 U. S. video markets last year.

It attracted sponsors like BankAmericard, McDonald's, Penney's, Sears, and top local clients.

It drew top ratings in prime time in cities like St. Louis, Dallas, Cleveland, and Atlanta.

And it's not often that a special draws 75,000 mail responses, like this show did.

With no program charge plus three saleable and/or PSA minutes—"Christmas Is!" should be in your market.

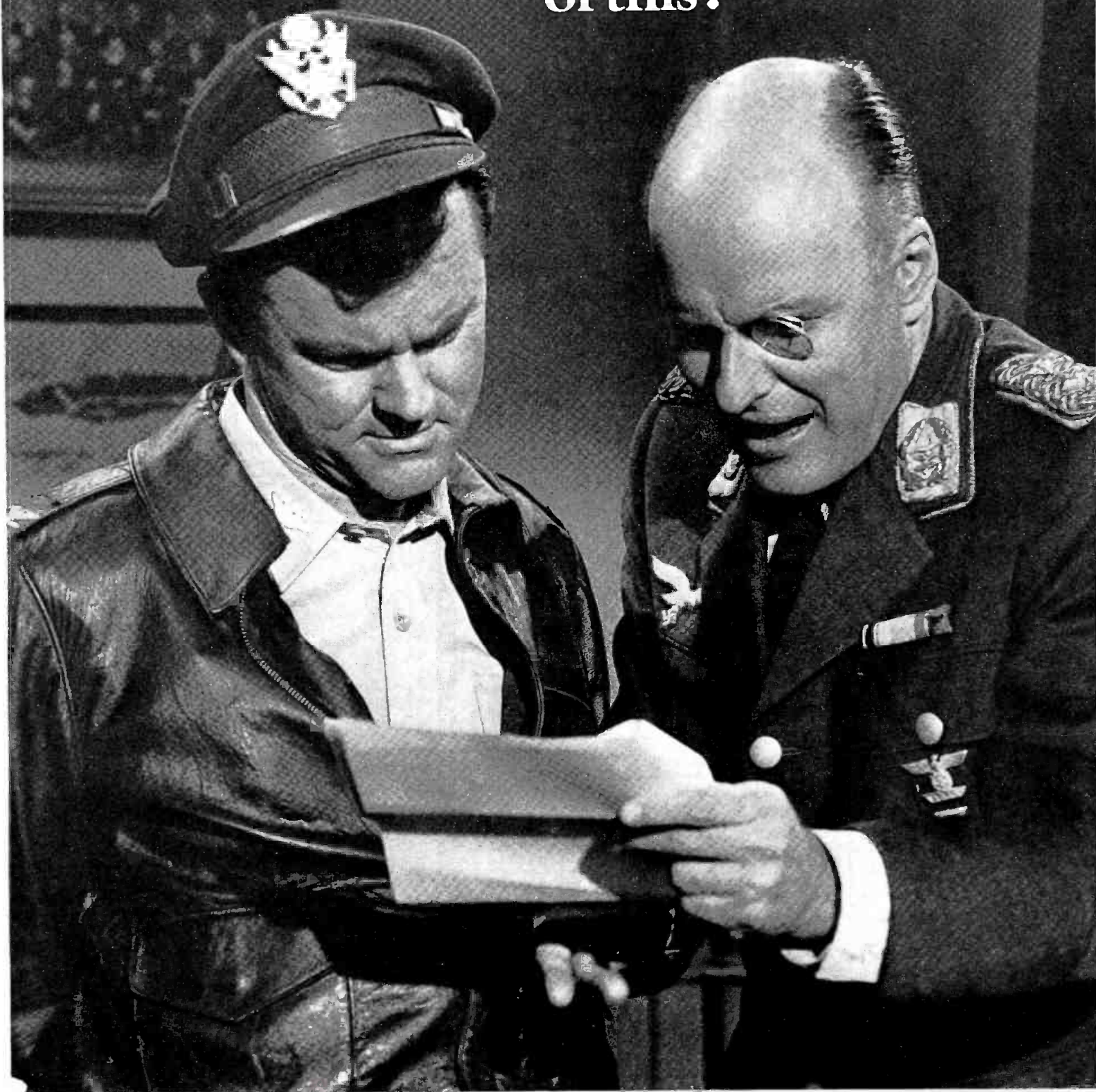
Have you got "Christmas Is!"?

CALL, WRITE, OR WIRE: MARTIN J. NEEB JR./LUTHERAN TELEVISION/ST. LOUIS, MO. 63102/(314) 231-6969
(Smart program directors are already lining up for "Easter Is!" in 1973.)

International Distribution: Overseas Programming Ltd., & Don Taffner Ltd., New York

**“Hogan’s Heroes
in something of
a runaway”!**

**What’s the meaning
of this?**



It's Variety's way of reporting a major breakthrough in New York. Hogan's Heroes' sensational showing on WNEW-TV marks the first time a New York independent has been fully competitive with the network flagships at 7:30.

In its first three weeks, Hogan's averaged a heroic 10.9 Nielsen rating — a fraction of a point away from network affiliate A's 11.7 and B's 11.5 and ahead of C's 9.8. Also, miles ahead of Independent X's 4.7 and Independent Y's 3.1.

For the 48 stations that captured Hogan's Heroes in their market, the meaning of the New York reports is clear: get set for a heroes' welcome. For the holdouts, a word of advice: better lock Hogan up. Fast.

Viacom Enterprises

A Division of Viacom International Inc.

Hogan's Heroes Markets (as of October 15, 1971)

WSBK-TV, Boston	WOOD-TV, Grand Rapids-Kalamazoo	WMTV, Madison	KTVI, St. Louis
WCAX-TV, Burlington	WFRV-TV, Green Bay	WCIX-TV, Miami	WRGB, Schenectady
WMT-TV, Cedar Rapids	WNCT-TV, Greenville, N.C.	WTMJ-TV, Milwaukee	KCAU-TV, Sioux City
WDEF-TV, Chattanooga	KGMB-TV, Honolulu	KSTP-TV, Minneapolis-St. Paul	WNDU-TV, South Bend
WGN-TV, Chicago	WTTV, Indianapolis	WNEW-TV, New York	WWLP, Springfield, Mass.
WUAB-TV, Cleveland	WFGA-TV, Jacksonville	WJHG-TV, Panama City	WSYR-TV, Syracuse
KKTV, Colorado Springs	KMBC-TV, Kansas City	KCND-TV, Pembina, N.D.	WSPD-TV, Toledo
KZTV, Corpus Christi	WGAL-TV, Lancaster	WTAF-TV, Philadelphia	WKTV, Utica
KWGN, Denver	KSHO-TV, Las Vegas	KTAR-TV, Phoenix	WDCA-TV, Washington, D.C.
WEAU-TV, Eau Claire	KTHV, Little Rock	KGW-TV, Portland, Oregon	WBRE-TV, Wilkes-Barre
KFIZ-TV, Fon du Lac	KTTV, Los Angeles	WTEV, Providence	KNDO-TV, Yakima
WPTA, Ft. Wayne	KCBD-TV, Lubbock	KOLO-TV, Reno	
		KCRA-TV, Sacramento	

Central New York's Most Honored Station

**WSYR-TV
RECEIVES
ITS FOURTH
MAJOR AWARD
IN 1971**

NOW, the American Cancer Society New York State Division Award:

**"Best original television material" developed by a local station
to further the Society's cancer control program, to WSYR-TV.**

**WSYR-TV produced a series of TV spot announcements which
were used throughout New York State to aid the American
Cancer Society fund drive for 1971.**

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

WSYR-TV

Channel 3
NBC in Syracuse, N. Y.



OTP Director Clay T. (Tom) Whitehead drops another bomb, charging excessive centralization of public broadcasting. His speech further clouds funding debate, draws varied reaction at NAEB convention in Miami Beach. See . . .

Collision of politics and public broadcasting . . . 14

White House makes official what has been assumed as fact for weeks: FCC Commissioner Robert Wells has resigned, effective Nov. 1. While successor was not named, Wiley appointment has advanced far beyond rumor stage. See . . .

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Efforts of FCC Chairman Dean Burch to resolve disputes growing out of commission's proposed cable rules prove unsuccessful, lead to strained relations between chairman and broadcast establishment. See . . .

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Broadcasters are sitting on edge of seats as FTC begins truth-in-advertising hearings; FCC makes ready policy statement on licensee responsibility of accuracy in commercials, and legislation gains momentum on Hill. See . . .

Mounting pressures on advertising . . . 32

FCC Chairman Burch and Commissioner Nicholas Johnson agree at hearings on First Amendment that fairness doctrine is probably here to stay—but their reasons differ. David Brinkley, others also testify. See . . .

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Even charity drives can fall under FCC's fairness doctrine. Commission says WLWD(TV) Dayton, Ohio, erred in determining that its broadcasts in support of United Appeal did not raise controversial issue. See . . .

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Touchy questions of format changes are again involved in proposed station sales, both of which are spin-offs of major group transfers. FCC is asked to deny sales approvals of KOGO-FM San Diego and KBTR(AM) Denver. See . . .

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British Broadcasting Corp. establishes independent three-man commission for viewer complaints, in move seen by some as measure to stave off more external control. Move comes on heels of criticism of BBC. See . . .

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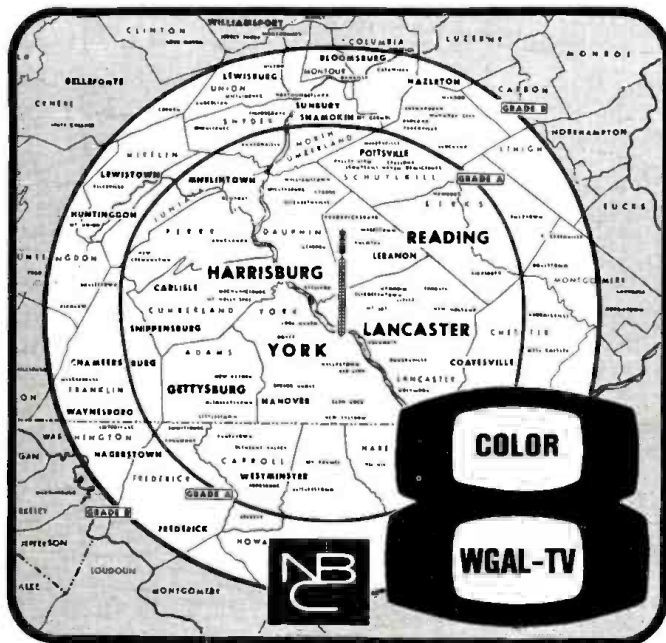
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WGAL-TV community programming runs the gamut from A to Z



Z FOR ZOO—Jackie, the chimpanzee from the Catocin Mountain Zoo, Thurmont, Maryland.

A FOR ARTS—Participants in the Red Lion, Pa., area Arts Festival demonstrate the making of belts.



The lively WGAL-TV mid-day show called "Noonday on Eight" ranges far and wide to serve the interests of its viewers of all ages as well as to mirror the diverse activities of the many communities it serves. Programming of this type is typical of WGAL-TV's continuing public affairs telecasts.

WGAL-TV

Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

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

Audience grows

Widespread belief that TV viewing would suffer when local programming moved into prime time under FCC's prime-access rule appears groundless—thus far. It may be too early for pattern to have formed, but number of unofficial analyses indicate that viewing this season, first under access rule, has gone up instead of down. Home-using-television (HUT) levels have been about same as year ago, sometimes slightly up or down, but number of homes viewing has been consistently up, thanks in part to increase in total TV homes.

Analysis by Television Bureau of Advertising, for example, based on Nielsen's 70-market multiple network area (MNA) reports, shows that in first two weeks of new season, average HUT level during 7:30-8 p.m. NYT period on five nights when there are no 7:30-8 p.m. network feeds averaged 1% higher than year ago. For first four weeks it dropped by 0.9% but this still represented gain of 2.1% in average number of homes viewing. On national basis, TVB found, average HUT level for these nonnetwork periods was up 1.2%—and average homes viewing were up 4.4%—in first two weeks, only ones for which national reports were available. Study by another source, based on MNA's but for second through fifth weeks of season, shows HUT for prime-time network programs only—excluding local and independent programming—averaged 2.8% higher than year ago.

Staying put

It's now apparent White House would be pleased if FCC Commissioner Robert T. Bartley, Texas Democrat, decided to retire—as he would be qualified to do—before expiration of his term next June 30, and thus advance date on which black can be named to seat (see page 21). Herbert Klein, administration's director of communication, gave hint last week in answering questions at convention of Indiana Broadcasters Association. He spoke of vacancy on FCC to occur when Mr. Bartley retires next June "or before." Word at FCC is, however, that Mr. Bartley feels he committed himself during Senate confirmation hearing to serve out term and still intends to.

From the mount

It's certain that Clay T. (Tom) Whitehead, director of Office of Telecommunications Policy, was speaking with more clout than he alone commands

when he charged public broadcasters with developing "centralized, national network" contrary to mandate of Carnegie Commission and Public Broadcasting Act (see page 14). Broad ideas contained in address were discussed at top administration levels, and when Mr. Whitehead does not say "this is my opinion"—which he never did at NAEB convention—during major address, it is certain sign that his remarks are delivered with approval of other administration officials.

It should also be noted that his casting of issue in terms of centralization was in precise accord with way public broadcasters themselves discuss their field. In appealing for support of system founded upon "bedrock of localism," he in effect sought from station managers support that he cannot get from Washington operatives. And although slim majority of station people would oppose his position, many support it strongly.

Serpent's tooth

It's also known that Republicans are fuming over what they regard as hostile slant in some Public Broadcasting Service commentary and interview shows. Latest incident to raise GOP temperatures was interview on PBS Eastern network conducted by Martin Agronsky with Emile de Antonio, producer of new movie, "Millhouse," now playing in Washington. Mr. de Antonio reportedly said film was made for "the political destruction of Richard Milhous Nixon."

End of era

Standby Office of Censorship, part of federal government's executive reserve since World War II, has been quietly abolished. Since mid-fifties it had been headed by Theodore F. Koop, who is about to retire as CBS Washington VP; before that it was under Byron Price, wartime chief censor. Cadre of working journalists in print and broadcast media has been maintained. Nixon administration reportedly decided shadow censorship was no longer necessary in absence of emergency.

Amber light

It may be several weeks before cabinet committee submits recommendations on CATV policy to President Nixon (see page 29), but this much is said to have been decided. Committee will urge that FCC pull back from proposed exclusion of newspaper or broadcast stations from ownership of cable systems in same or

other communities. FCC already has barred networks from owning CATV's. (CBS spun off its extensive cable holdings in Viacom International.)

White House recommendations on cable crossownerships may be harbinger of other multiple-ownership policies ahead. Though FCC Chairman Dean Burch is said to favor ultimate phasing out of newspaper and TV-station cross-ownerships, as proposed in one-to-a-market rulemaking, it's known Nixon administration would not condone full separation.

Over the hump

Color-TV penetration is over half-way home. NBC's latest quarterly estimate, due out shortly, is expected to put total U.S. color-TV households as of Oct. 1 at 31 million, or 50.1% of all U.S. TV households. That's gain of 1.3-million homes since July 1, when penetration was put at 48.2%, and reflects 12-month rise of 4.8 million.

Who holds bag?

U.S. Media International's filing under Bankruptcy Act (see page 44) has prompted American Association of Advertising Agencies to send another bulletin to its members counseling on ways to protect themselves on media buys made through outside agencies. One way suggested by AAAA counsel: Get release from stations. And at least one major agency—BBDO, according to station sources—is seeking just that. BBDO reportedly has written TV stations asking for commitment that it won't be held liable for payment on business placed for it by independent services. What stations will tell BBDO remains to be seen, but initial reaction appeared to be: No way. Some noted that standard AAAA contract itself provides that when business is placed by nonagency intermediary, whoever authorized placement is responsible.

Mail call

FCC's associate general counsel in charge of litigation for past seven years, John Conlin, is leaving Commission Nov. 1 to join new Postal Rate Commission as associate general counsel. Mr. Conlin, who has been with commission 16 years, once served as legal assistant to Fred Ford, former FCC chairman, who later became president of National Cable Television Association. No one has been named to replace Mr. Conlin, whose office represents commission in court.

MNA's for fifth week: CBS-TV still on top

CBS-TV, which has been consistently leading Nielsen ratings (see page 56), swept Nielsen multinetwork-area report (MNA) out Friday (Oct. 22).

In rating averages for fifth week (ended Oct. 17) of new season, CBS had 20.7, ABC 18.9 and NBC 18.5. Depending on other method used for computation (affecting time period in which ABC carried special on economy, Oct. 13, 7:30-8 p.m. NYT), average for ABC for week was 19.1.

NBC's Oct. 13 telecast of fourth World Series game, first such shown in prime-time, and CBS's Oct. 17 special, *The Sullivan Years*, were in top-10 listing.

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

Top 40: 1. *Marcus Welby* (ABC); 2. *Flip Wilson* (NBC); 3. *All in the Family* (CBS); 4. World Series game

four (NBC); 5. *Movie of the Week* (ABC); 6. *The Sullivan Years* (CBS); 7. *Friday Movie* (CBS); 8. Sunday Movie (ABC); 9. Thursday Movie (CBS); 10. *Gunsmoke* (CBS); 11. *Medical Center*, *Funny Face* and *Sunday Movie* (all CBS); 14. *Here's Lucy* and *Mannix* (both CBS); 16. *The Partridge Family* (ABC); 17. *Brady Bunch* (ABC); 18. *Dick Van Dyke* and *Mary Tyler Moore*, both CBS; 20. *Mod Squad* (ABC); 21. World Series pregame (NBC); 22. *FBI* (ABC) and *Laugh-in* (NBC); 24. NFL Football (ABC) and *Hawaii Five-O* (CBS); 26. *National Geographic Special* (CBS); 27. *Longstreet* (ABC) and *NBC Monday Movie*; 29. *Movie of the Weekend* (ABC); 30. *Mission: Impossible* (CBS); 31. *Doris Day* (CBS); 32. *Cannon* (CBS); 33. *Carol Burnett* (CBS); 34. *Room 222* (ABC); 35. *Walt Disney* (NBC); 36. *NBC World Premiere Movie*; 37. *Love, American Style* (ABC); 38. *NBC Saturday Movie* and *O'Hara, U.S. Treasury* (CBS); 40. *Odd Couple* (ABC).

Industry is still doing talking at FTC hearings

President of New York advertising agency was told Friday (Oct. 22) that he was saying: "We must advertise deceptively and if we must use a warning notice, that destroys the effectiveness of the ad." That comment was made by Federal Trade Commissioner Mary Gardner Jones and was addressed to Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles, who had protested that inclusion of what he called "legalese" in advertising tends to ruin its effectiveness.

Mr. Seaman had also pleaded lack of time for required disclosures in common, 30-second TV commercial. This was met by FTC Commissioner Paul Rand Dixon, who retorted that if FTC orders for additional information or warning could not be accommodated in TV commercial, then advertisement should be placed in another medium where space allows.

Earlier, Commissioner Jones had questioned Charles Overholser, senior vice president of Young & Rubicam, New York, about use of sex in advertisements aimed at teenagers. Mr. Overholser replied that many products are closely related to sex. In any event, he said, "I don't know of any research that shows people believe these products solve the problems of growing up."

Also on final day of first week FTC's inquiry into modern advertising practices (see page 32), Tom Dillon, president of BBDO, New York, discussed various methods of presenting client's message—print, still photos, slides, film and video tape.

Advertising presentation, centering on brand identification and brand decision by consumers, was held in studios of Logos Inc., Arlington, Va., production firm.

Gordon Webber, senior vice president and manager of creative department for Benton & Bowles, New York, keyed his presentation to technical aspects of advertising.

Commissioners questioned Mr. Dillon on one point only—his statement that 60-second TV commercials are very little better than 30-second commercials. Mr. Dillon said consumer gets very little more information from longer spots.

Later, responding to criticism from consumer and other organizations that bulk of witnesses are from advertising industry and that hearings "have been

FCC will appeal BEM decision

FCC says it will ask Supreme Court to review appeals-court decision holding that stations may not impose flat ban on sale of time for discussion of controversial issues—at least when other types of paid announcements are accepted.

Commission disclosed plans Friday (Oct. 22) in denying complaint filed by The Committee of One Million against stations in New York and Washington and three television networks. Complaint contends that they refused to sell time for one-hour program opposing admission of Communist China to United Nations (BROADCASTING, Oct. 18).

Committee based its complaint on decision of U.S. Court of Appeals in Washington in cases brought by Business Executives Move for Vietnam Peace and Democratic National Committee (BROADCASTING, Aug. 9).

But commission said it had decided to seek Supreme Court review and to ask appeals court to stay effect of its decision. Since its requests had not yet been acted on, commission said, it was maintaining its "long-standing policy of leaving the choice of programs to individual licensee judgment just so long as the licensee operates within the

perimeters of the fairness doctrine."

Commission cited committee complaint as example of "program-review function we would have to perform to validate a limited right of access for program-length material." It said its policy has been to keep out of individual program decisions.

Commission also said it could not construe court's mandate as applying to issue raised by committee, since "there has been no canvass by either the court or the commission of the full-range of problems involved in applying the court's holding" to one-hour-long programs. The commission reads the decision as focusing on "paid public-issue announcements."

It also found no basis for fairness-doctrine complaint, since committee (whose full title includes phrase "Against the Admission of Communist China to the United Nations") did not claim stations or networks had not presented contrasting views on issue of Communist China's admission to UN.

Committee is said to be bipartisan group with congressional members.

Commission vote was 4-to-1, with Commissioner Robert E. Lee concurring and Commissioner Nicholas Johnson dissenting. Commissioner Robert Wells was absent and Commissioner Charlotte Reid did not participate.

taken over by Madison Avenue," Miles W. Kirkpatrick, FTC chairman, defended schedule.

"We've got to ask the people who work in this area what they do and how they do it," he said. Advertising industry testimony is needed "to set the stage" of commission's inquiry, he added.

Hearings continue this week, with additional testimony from industry witnesses.

Gift of WTOP-FM to Howard is OK'd

FCC has authorized Post-Newsweek Stations to donate its WTOP-FM Washington to predominantly black Howard University there despite objections from Congressman Joel T. Broyhill (R-Va.) and representative of Black United Front.

Howard will run station as commercial enterprise but will sell no more than 15 minutes of time per hour.

Mr. Broyhill had expressed concern that assignment of WTOP-FM's license to Howard, which is almost entirely funded by federal government, would take station off tax rolls, thus putting extra financial burden on taxpayers. He also questioned legality of proposal.

Absalom F. Jordan, BUF field chairman, had complained that Howard is not financially qualified to be licensee, does not have adequate technical personnel to operate station, and might not operate WTOP-FM in best public interest.

Commission told Mr. Broyhill that removal of station from tax rolls is not new issue and that it has permitted such transfers several times in past. Its main concern, commission said, is that Howard will operate station in public interest, and no evidence to contrary has arisen. And in answer to Mr. Jordan's complaint, commission pointed out that Howard proposes to hire professional staff and that question of viability should be resolved through sale of commercials. While there is no way of predicting whether Howard will be successful in this area, commission said, neither can it say that Howard will fail.

Post-Newsweek will retain WTOP-AM-TV Washington.

Reaction begins on Kahn

Teleprompter Corp. adjourned annual meeting in New York Friday (Oct. 22) until Nov. 24 to permit supplementary mailing of materials to shareholders concerning criminal conviction, two days before, of corporation and its chairman, Irving Kahn. Teleprompter was found guilty on charges of bribery and conspiracy and Mr. Kahn of bribery, conspiracy and perjury in connection with grant of CATV franchise

in Johnstown, Pa. Both parties have indicated intention to appeal (see page 26).

In related action Friday, major stockholder Jack Kent Cooke went into U.S. District Court in New York seeking (1) preliminary injunction restraining holding of Friday meeting, (2) asking that Mr. Kahn be removed as corporate officer and director and (3) that stockholder proxies delivered to management before last week's meeting be enjoined. Teleprompter's attorneys advised Judge Murray Gurfein of new plans for Nov. 24 date and Cooke petitions were denied.

BBI questions remand logic

Boston Broadcasters Inc. says there is no basis for assuming that further fair comparison of applicants in Boston ch. 5 case would result in anyone other than BBI emerging as winner.

BBI made comment in pleading filed with U.S. Court of Appeals in Washington on Friday (Oct. 22). It was response to pleading filed earlier by FCC in answer to questions court had asked in connection with commission's request for remand of case (see page 22).

Commission, which denied WHDH-TV Boston renewal of its license and awarded contested ch. 5 to BBI, wants case back to hold oral argument on steps it should take, if any, in light of civil suits brought by Securities and Exchange Commission against BBI principal Nathan David. BBI told court last week that commission "grossly inflates the

significance of Mr. David to BBI's integration preference." BBI said five other BBI stockholders would be full-time participants in station.

Furthermore, it said, BBI was preferred by commission on diversification criterion and was considered equal to other applicants under remaining comparative criteria. Thus, new hearing would not result in different result, BBI said.

Wells's 'final' words hearten radio men

FCC Commissioner Robert Wells, whose resignation from commission is effective Nov. 1, made couple of observations Friday (Oct. 22), billed as his last remarks as commissioner.

One, cheering to radio broadcasters, was that there is possibility that radio might be "deregulated" by action of FCC alone, without need for congressional legislation. Removal of radio from government controls is one of proposals advanced by Clay T. (Tom) Whitehead, director of Office of Telecommunications Policy, in speeches and interviews during last few weeks (BROADCASTING, Oct. 11, 18).

Speaking to broadcasters at Boston regional meeting of National Association of Broadcasters, Mr. Wells said that placing TV and radio under common regulation was like mixing apples and oranges.

There is support at FCC for removing radio from bulk of controls, he said, but at moment he did not see four votes (of seven FCC commissioners).

At another point, Mr. Wells commented that stand of Chairman Dean Burch "is very pro-cable."

At same meeting, Senator Marlow W. Cook (R-Ky.) blasted government controls over broadcasting but at same time decried "airwave pollution."

Senator, member of Communications Subcommittee and parent Commerce Committee, said FCC's "jungle" of regulations and Supreme Court's *Red Lion* decision, are abridgments of First Amendment and set "dangerous precedent which may later be applied to other media."

"Where is the logic in a decision which declares that four television stations in one community constitute a monopoly, while ignoring the monopoly of one newspaper in the same community?" he asked.

But, he accused broadcasters of subverting themselves to Madison Avenue: "You attempt to police your own affairs because if you don't the FCC will. But, unfortunately, 'in the name of free speech' you pay no attention to a sponsor's ethics because that's a problem for the FCC or the Federal Trade Commission."

Week's Headliners

Lloyd Kaiser, president, WQED(TV) Pittsburgh, named chairman of board of National Association of Educational Broadcasters, at NAEB convention in Miami Beach (see page 14). **Burt Harrison**, KWSU(AM) Pullman, Wash., named vice chairman. **Vernon Bronson**, NAEB executive consultant and instructional TV pioneer, receives NAEB Distinguished Service Award.

Mary Wells Lawrence, president and chief executive of Wells, Rich, Greene Inc., New York, becomes WRG chairman and retains title of chief executive of agency. She is succeeded as president by **Charles Moss**, senior VP who has been with WRG since its formation in 1966. **Stewart Greene**, executive VP, relinquishes his office to **Richard T. O'Reilly**, senior VP. Mr. Greene will serve agency eight months of year and devote remainder to "personal interests."

For other industry developments see "Fates & Fortunes" page 62

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Datebook © A calendar of important meetings and events in communications

This week

Oct. 25-26—Fall meeting, *Kentucky Association of Broadcasters*, Phoenix hotel, Lexington.

Oct. 26—New deadline for filing comments in FCC rulemaking proceeding on regulating a new restricted radiation device which produces an RF carrier modulated by a TV signal (Doc. 19281).

Oct. 26-27—Annual convention, *NBC Radio Network Affiliated Stations*. Opening address will be made by Julian Goodman, NBC president. Ann Landers, NBC Radio's *Emphasis*, is luncheon speaker. News panel will discuss "Politics '72." Waldorf-Astoria, New York.

Oct. 26-28—Fall conference, *North Central CATV Association*. Radisson South, Minneapolis.

Oct. 27-29—Communications conference, sponsored by *Temple University*. Topic to be explored is "The Responsibility of the Media in Today's Society." Sugar Loaf, university's Albert M. Greenfield Conference Center, Chestnut Hill, Pa.

Oct. 27—Newsmaker luncheon, sponsored by *International Radio and Television Society*, on "The New TV Season." Panelists will be network program vice presidents Martin Starger of ABC-TV, Fred Silverman of CBS-TV and Mort Werner of NBC-TV. Moderator will be Sylvester L. (Pat) Weaver Jr., consultant and former NBC president. Waldorf-Astoria, New York.

Oct. 27-30—Annual meeting, *Association of National Advertisers*. The Homestead, Hot Springs, Va.

Oct. 28-29—Special meeting, board of directors, *Association of Maximum Service Telecasters*. Lyford Cay Club, Nassau, Bahamas.

Oct. 29-31—Midwest area conference, *American Women in Radio and Television*. Motor House, Williamsburg, Va.

Oct. 31-Nov. 1—Fall convention, *Texas Association of Broadcasters*. Featured speakers are Lee Loevinger, Washington attorney; Representative James M. Collins (R-Tex.), Wendell Mayes Jr., KNOW(AM) Austin, Tex., and vice chairman, radio board, National Association of Broadcasters; Jack Harris, KPRC-AM-TV Houston and president, Association of Maximum Service Telecasters; Sol Taishoff, editor, BROADCASTING magazine; Charles Kothe, Tulsa lawyer. Palacio Del Rio hotel, San Antonio, Tex.

November

Nov. 1—New deadline for comments in FCC inquiry seeking to define "superior service" as related to broadcast renewal applicants, particularly within comparative hearing process (Doc. 19154). Reply comments due Dec. 1.

Nov. 2-5—Annual educational communication convocation, *New York State Educational Communication Association*. Grossinger's, Grossinger, N.Y.

Nov. 3-6—Fall convention, *California Community Television Association*. Hotel Del Coronado, San Diego.

Nov. 4-5—Fall conference, *Oregon Association of Broadcasters*. Benson hotel, Portland.

Nov. 4-7—Western region fall conference, *American Advertising Federation*. Harrah's, Reno.

Nov. 8—New deadline for filing reply comments in FCC rulemaking proceeding on regulating a new restricted radiation device which produces an RF carrier modulated by a TV signal (Doc. 19281).

Nov. 10-13—62nd anniversary convention, *Sigma Delta Chi*. Statler Hilton, Washington.

Nov. 11-12—Regional meeting, *National Association of Broadcasters*. Sands hotel, Las Vegas.

Nov. 11-14—Sixth annual *Radio Program Conference*. Roosevelt hotel, New Orleans. FCC Commissioner Robert Wells will deliver opening address on Nov. 12.

Nov. 12-14—Meeting, board of directors, *American Women in Radio and Television*. Stardust hotel, Las Vegas.

Nov. 14-17—Seminar, sponsored by *Broadcasters Promotion Association*. Washington Plaza hotel, Seattle.

Nov. 15-16—Annual conference, *Advertising Research Foundation*. New York Hilton, New York.

Nov. 15-16—Regional meeting, *National Association of Broadcasters*. Brown Palace hotel, Denver.

Nov. 17—Freedom of expression discussion sponsored by school of communication, *Boston University*. Featured speaker will be Dr. Frank Stanton, president of CBS, who will discuss freedom of expression in broadcast field. Law school auditorium, BU, Boston.

Nov. 18—Newsmaker Luncheon, sponsored by *International Radio and Television Society*. Waldorf-Astoria, New York.

Nov. 18-19—Regional meeting, *National Association of Broadcasters*. Fairmont hotel, Dallas. Clay T. (Tom) Whitehead, director, Office of Telecommunications Policy, will speak.

Nov. 19—FM Day, sponsored by *Georgia Association of Broadcasters*. Regency Hyatt House, Atlanta.

Nov. 24—Deadline for filing comments on FCC's inquiry into fairness doctrine, phase regarding "access generally to the broadcast media for the discussion of public issues."

Nov. 30-Dec. 2—Seminar on lighting, sponsored by *Professional Education Division of Kilegl Bros.*, Long Island City, N.Y., designed to cover aiming and focusing lights, controlling light intensity, and applications of lighting to various program needs. Cost per participant is \$250 and registration is limited to 25 students. Other seminars are anticipated. Details from Kilegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101. Initial seminar will be conducted at KATV(TV) Little Rock, Ark.

December

Dec. 3—Fall meeting, *Arizona Association of Broadcasters*. Mountain Shadows, Scottsdale.

Dec. 9-10—Winter meeting, TV Code Review Board of *National Association of Broadcasters*. Arizona Biltmore hotel, Phoenix.

Dec. 10—Deadline for entries, *International Broadcasting Awards*. Awards to be made March 21, 1972, in Los Angeles.

Dec. 10—New deadline for filing comments in FCC inquiry into handling of public issues under fairness doctrine, phase regarding "access generally to the broadcast media for the discussion of public issues" (Doc. 19260).

Dec. 15—Christmas Benefit, sponsored by *International Radio and Television Society*. Waldorf-Astoria, New York.

January 1972

Jan. 7-9—Midwinter conference, *Florida Association of Broadcasters*. Silver Springs Shores, Fla.

Jan. 14-16—Meeting, board of trustees, *Educational Foundation of American Women in Radio and Television*. Holiday Inn, Hollywood.

Jan. 17-21—Winter meeting, TV and radio boards and joint board, *National Association of Broadcasters*. Marco Beach hotel, Marco Island, Fla.

Jan. 23-26, 1972—*National Religious Broadcasters* 29th annual convention. Washington Hilton hotel, Washington.

Jan. 24—Deadline for filing comments in FCC's inquiry into fairness doctrine, phase regarding "application of the fairness doctrine to political broadcasts."

February 1972

Feb. 15-16—Conference on "Electronics 1985", by *Electronic Industries Association* to explore economic, political and social environment and relationship to electronics industry. Don L. Williams, North American Rockwell Corp., chairman of steering committee. Fairmont hotel, Dallas.

March 1972

March 3-5—Meeting, board of directors, *American Women in Radio and Television*. Americana Bal Harbour, Miami Beach.

Major meeting dates in '71 and '72

Nov. 9-11—Annual convention, *Television Bureau of Advertising*. Continental Plaza hotel, Chicago.

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.

March 21—*International Broadcasting Awards*, Century Plaza Hotel, Los Angeles.

March 23-26—Annual meeting, *Association of Federal Communications Consulting Engineers*. Alvin H. Andrus, chairman, convention committee. Martinique Hilton hotel, Fort de France, Martinique, French West Indies.

April 1972

April 9-12—Annual convention of *National Association of Broadcasters*. Conrad Hilton hotel, Chicago.

BookNotes

"The Political Image Merchants: Strategies in the New Politics," 1971, edited by Ray Hiebert, Robert Jones, John Lorenz and Ernest Lotito. Acropolis Books Ltd., Washington. 312 pp. \$4.95 paperbound, \$7.95 clothbound.

Sponsored by the journalism department of the University of Maryland, the book contains essays by 27 political scientists, journalists, media specialists and computer and advertising experts who discuss the new approaches and techniques that have been developed to "sell" political candidates. Of particular note is a chapter on "Television and Image Making" in which TV and campaigns are discussed in essays by Lawrence Laurent, TV-radio editor of the *Washington Post*; Frederic Papert, founder of PKL Companies; Jay Weitzner, president of Broadcast Placement Co., and Robert D. Squier, president of The Communications Co. In another chapter, Ithiel de Sola Pool, professor of political science at the Massachusetts Institute of Technology, predicts that increased coverage by multichannel CATV after the 1972 election "will not permit the kind of canned television campaign which is arousing such disquiet today."

"Writing News for Broadcast," by Edward Bliss Jr. and John M. Patterson, Columbia University Press, New York and London, 298 pp. \$13.50.

This is a highly readable volume on the basics of broadcast news writing and should be of particular value to the beginner. The authors are experienced broadcast news writers and editors, both associated with CBS News at one time, and now in college teaching (Mr. Bliss at American University in Washington and Mr. Patterson at the Graduate School of Journalism at Columbia University in New York). The book also provides a short history of TV-radio news writing and the samples of such luminaries of the late 1920's and the 1930's as Floyd Gibbons, Boake Carter, Lowell Thomas and his chief aide. Prosper Buranelli, and Hans V. Kaltenborn. The authors illustrate their points with actual broadcasts and cover such subjects as the lead, the use of wire services, the TV documentary, sports, criticism and critique.

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OpenMike®

Welcome import

EDITOR: We all benefit from an outsider's candor and insights. Congratulations to [associate editor] Steve Millard for the enterprise that brought BROADCASTING's readers [in the Oct. 11 issue] the refreshing interview with BBC Director General Charles Curran.—*Commissioner Nicholas Johnson, FCC, Washington.*

Commercial TV's help

EDITOR: Your Sept. 27 article on prime-time school television underlines a theme that Television Information Office has been stressing since 1959: utilizing the tremendous resources of commercial television as educational tools. And in this approach, situation comedies and dramatic programs can have educational values, no less than documentaries and news. Because of the potential of prime-time school television, TIO has been helping the organization and would like to see its service expand nationally.

Another avenue for persuading teachers to assign commercial programs as part of their students' homework is *Teachers Guides to Television*, which TIO has been actively supporting for the past four years.

It's important that educators, parents and regulators understand that a program does not have to be labeled "for children only" or appear on an ETV station to have meaningful educational values for young viewers.—*Bert R. Briller, executive editor, Television Information Office, New York.*

Saving the reader's time

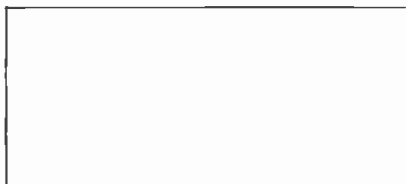
EDITOR: As a seasoned, hard-to-impress subscriber, I continue to be amazed by your professional staff. The Oct. 11 story on our interim proposal to solve the CATV distant-signal problem, a 20-page petition, was boiled down without the loss of essence.—*Joe M. Baisch, consultant, Rockford Community TV, Rockford, Ill.*

One went off, one stayed on

EDITOR: In your BROADCASTING Oct. 11 story on the sale of U.S. Communications Corporation's WXIX-TV Cincinnati to Metromedia, you implied that USC had deferred the closing of WPGH-TV Pittsburgh and WXIX-TV in early August. This is partly incorrect. WPGH-TV left the air Aug. 16. WXIX, of course, continued operation.—*Bob Kristoff (former staff announcer for WPGH-TV), New Kensington, Pa.*

Orwellian visions of advertising

Pictured below is the billboard of 1984.



You don't see anything, right? Right! Picture a TV commercial for a Suzuki motorcycle. The ad opens on a still slide of the new GT-2000. (Action shots are not possible since such photographs tend to distort the machine and may glamourize the motorcycle.)

The announcer says:

"This is a motorcycle.

"It is one of 42 brands available in the United States. All are about equal in performance and value.

"This one is called Suzuki. It's a little more expensive than most. However, the International Research Consortium has confirmed it performs up to 7.3% better than most—when subjected to a conscientiously applied program of careful driving and regular professional care.

"Some people enjoy riding motorcycles. However, other people don't.

"What's more, the Federal Trade Commission warns that motorcycling may be injurious to your health. Motorcycles are noisy, they pollute, tear up the soil, encourage motorcycle gangs and may contribute to the delinquency of minors.

"In the unlikely event that you're interested in one, call this toll free number, which the FCC advises us to tell you is not really toll free."

Super number and disclaimer.

Now visualize a beautiful full-color magazine ad showing a delicious Sun-kist orange. The ad says:

"Sprayed with pesticides. Quality may vary due to climate and seasonal differences. Excessive amounts of vitamin C have an indeterminate effect on personal health."

The fairness doctrine is noble in intent. But if both sides of all controversial subjects should be aired, we'll find nearly everything can be controversial. For example, a noted forester recently commented that a little fire every now and then clears out underbrush, makes the forest more healthy, and can be ecologically valuable.

So here's a radio commercial from the Anti-Forest-Fire-Prevention League:

Don't believe that stupid bear. A little forest fire can be fun. Help keep America brown.

Jingle: Only You Can Start a Forest Fire.

Or with the legalization of pot:

Kids—Come fly with me. Consult your nearest Pusher. You'll find him listed in the Yellow Pages.

There are some other developments in advertising.

Since postal rates are now averaging \$1 per copy for magazines, circulation is much smaller and entirely through newsstands. Newspapers are phasing out. Not enough advertising to meet the ever-increasing costs. Facsimile is taking over without advertising. Each of the 72 TV channels accepting advertising now gangs commercials. Fifteen seconds is the standard length. No commercial may be used more than five times.

It's 1984.

We have laws that tell us not only what we may say in advertising but what may be advertised, which media may be used, and to whom we may advertise. That's why we have no more outdoor. Our copy presents facts. With no emotional appeals. Children are shielded from advertising.

The list of taboo product categories has grown from cigarettes to all drug items (pills can't solve all problems), cosmetics (they conjure up false hopes), and fashions (whoever looks like the fashion model). If you think this can't happen here, think again. It is happening. Now.

Please understand: Many of the changes taking place are due to the failings within the advertising industry.

The "permissible lie" is no basis for business morality. Also understand that not all the changes taking place are necessarily bad. But more good things will happen to advertising—and to the public and to the economy—if we ourselves help shape the future.

At this very moment legislation is shaping advertising. Consumer groups are shaping advertising. Young people and their teachers are shaping advertising. What are you doing to shape advertising? You can do nothing. You can complain. Or you can act.

The American Association of Advertising Agencies, the Association of National Advertisers, the American Advertising Federation, the Council of Better Business Bureaus and other industry groups are working hard to initiate action that will shape the future of our industry.

Get active in the appropriate organization for your company. Become vocal. Volunteer for the work that must be done. Stand up and be counted in your local advertising club. These groups are no longer merely a pleasant place for lunch. They are seeking ways to inform our industry.

Through such organizations you can help initiate legislation that will serve the public, strengthen the economy, and preserve the vitality that advertising provides to our lives.

You can lead consumerism. Or be led by it.

Above all, do advertising you are proud of. Advertising that is rigorously honest. Advertising that genuinely helps the consumer. Advertising that works because people believe it. The choice is yours. Don't blow it.



Don Cunningham joined Foote, Cone & Belding in 1956 after eight years with Procter & Gamble; Stockton, West & Burkhart, and Earle Ludgin in positions as brand manager and account manager. Following three years with the Chicago office of FCB, Mr. Cunningham opened and managed the first FCB office on the continent of Europe in 1959. He became general manager of the Los Angeles office in 1963 and was named senior vice president in 1969.

Victory is ours

The Dallas-Fort Worth TSA adult market is in our poke.



You play the percentages, so you'll understand our greed for adult listeners with income enough to buy what you're selling. You'll understand why we were determined to take (and hold) the #1 position in adult listeners in the Dallas-Fort Worth TSA.

This we did by unleashing our new Country Gold sound.

The percentages tell the story of our victory. Now the April/May 1971 ARB spells them out for you. Summed up, they tell you that WBAP 820 Radio's Country Gold sound is a good buy for making sales.

Morning Drive (6AM - 10AM)

WBAP — #1 Total Men — 35%
advantage over #2 station

WBAP — #1 Men 18-49 — 31%
advantage over #2 station

WBAP — #1 Men 25-49 — 59%
advantage over #2 station

WBAP — #1 Total Women — 11%
advantage over #2 station

WBAP — #1 Women 25-49 — 21%
advantage over #2 station

Housewife Time (10AM - 3 PM)

WBAP — #1 Total Women — 58%
advantage over #2 station

WBAP — #1 Women 25-49 — 97%
advantage over #2 station

Afternoon Drive (3PM - 7PM)

WBAP — #1 Total Men — 97%
advantage over #2 station

WBAP — #1 Men 18-49 — 38%
advantage over #2 station

WBAP — #1 Men 25-49 — 145%
advantage over #2 station

WBAP — #1 Total Women — 21%
advantage over #2 station

WBAP — #1 Women 25-49 — 74%
advantage over #2 station



WBAP 820 RADIO

50,000 WATTS / CLEAR CHANNEL / NBC / FORT WORTH-DALLAS

P. O. Box 1780 / Fort Worth, Texas 76101

Collision of politics and public broadcasting

Nixon emissary lays it on the line: 'Fourth network' risks reprisals from officials who must vote funds

The question was heard again and again during the National Association of Educational Broadcasters' convention in Miami Beach: "What's Whitehead going to say about funding legislation?" As it developed, Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, said nothing at all to clarify that murky situation. But what he did say to the final NAEB general session was more than enough to crystallize a debate that will keep public broadcasters occupied for months.

The subject of Mr. Whitehead's talk was centralization, its appeals and dangers. His conclusion: that public broadcasting, contrary to the intent of the Carnegie Commission and the Public Broadcasting Act, is rapidly becoming a fourth television network (Public Broadcasting Service) and a national radio network (National Public Radio) rather than a system founded on the "bedrock of localism."

"I honestly don't know what group I'm addressing today," he said. "I don't know if it's the 47th annual convention of NAEB or the first annual meeting of PBS affiliates. What is your status? To us there is evidence that you are becoming affiliates of a centralized, national network."

At a news conference after the speech, Mr. Whitehead refused to characterize his charge as an ultimatum to public broadcasting or to assess its effect on the stalled funding discussions between OTP and the Corporation for Public Broadcasting. Nor would he comment on when a bill might emerge—except to say he hoped it would emerge before Congress recesses next spring—or on what kind of bill it might be.

However, his reticence on those points did not prevent quick reaction both to the letter of his speech and its possible implications. CPB President John W. Macy immediately began working to arrange a meeting this week of

the CPB board, and the corporation will shortly issue a "point-by-point" rebuttal of the Whitehead text.

Mr. Whitehead later sat down behind closed doors with the Public Television Managers' Council—a coordinating body that links the boards of the Public Broadcasting Service and the educational television stations division of NAEB. The majority sentiment at that meeting reportedly ran against the Whitehead analysis, but the discussion was said to be quiet and measured.

In the hours after the speech, public-broadcast managers sat and discussed its implications, frequently with what one station manager described as "terribly mixed emotions." The station people need money, some of them desperately; Mr. Whitehead clearly struck a nerve on that point, as OTP did earlier this year with a funding proposal that would have provided some money to stations directly rather than through CPB

(BROADCASTING, Aug. 23). But neither are most of them anxious to weaken PBS, which is a form of compensation in itself, as a service that is free to them and provides a variety of well-received programs.

The best available analysis from a cross-section of industry sources was that a slim majority of the delegates were at least moderately opposed to the Whitehead speech. Many of them, however, were receptive. "Whitehead said what a lot of these guys [the station managers] have been saying for years," according to a leading figure in the station ranks.

Evidence of the administration's disenchantment with public TV has been emerging for weeks. Much of it has been directed toward journalistic efforts, and specifically toward the centralization of public-affairs programming within the newly opened National Public Affairs Center for Television, which has hired



Mr. Whitehead

In the challenger's corner (l): Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, who jolted the National Association of Educational Broadcasters' convention in Miami Beach with a stern attack on what he regards as excessive centralization in public broadcasting. Mr. Whitehead called this structural trend a betrayal of the intent of the Carnegie Commission report and the Public Broadcasting Act. In so doing, he threw the funding debate between OTP and the Corporation for Public Broadcasting right back into the muddy waters it has been in for months. In the other corner: the presidents of three organizations that are affected by, and reacting to, the Whitehead viewpoint—Hartford Gunn, president of the Public Broadcasting Service; William G. Harley, president of the NAEB, and John W. Macy Jr., president of CPB.

former NBC newsmen Sander Vanocur and Robert MacNeil—neither regarded as friendly to the administration (“Closed Circuit,” Oct. 4).

In his speech, Mr. Whitehead—dropping bits of sarcasm along the way—offered a variety of evidence for his thesis that public broadcasting is over-centralized: the rise of 43% in national broadcast hours on PBS and corresponding decrease in local production; the creation of NPACT; the interest among public broadcasters in “rating points and audience.”

The OTP director painted these developments as a betrayal of the original blueprint for public broadcasting. “The concept of dispersing responsibility,” he said, “was essential to the policy chosen in 1967 for public broadcasting . . . The centralization that was planned for the system—in the form of CPB—was intended to *serve the stations*, to help them extend the range of *their* services to *their* communities. The idea was to break the NET [National Educational Television] monopoly of program production combined with networking and to build an effective counterforce to give appropriate weight to local and regional views.”

The sources of that betrayal, according to Mr. Whitehead, were the “public broadcasting professionals” who “let the Carnegie dreamers have their say” and then set about creating a strong national service. “The professionals,” he said, “viewed the concept of localism as being as naive and unattainable as the Carnegie excise-tax financing plan. They said that no broadcasting system can succeed unless it appeals to a mass audience in one way or another; that networking in the mold of the commercial

networks is the only way to get a mass audience; that a mass audience brings a massive reputation and massive impact; that it’s cheaper, more effective, more easily promoted, simpler to manage, and less demanding on local leadership than the system adopted by the Congress; *and they are right*. But is that kind of public broadcast system worth it? Is it what you want? What your community needs? What’s best for the country?”

Mr. Whitehead acknowledged several countervailing forces at work at CPB, which “is trying to devote more funds to general operating grants”; PBS, which is “trying to use its interconnection for program distribution as well as networking [and] to broaden the base of small-station representation on its board”; and local stations, some of which “are really trying to do the job that must be done at the community level.”

However, he added, “CPB seems to have decided to make permanent financing its principal goal and to aim for programing with a national impact on the public and the Congress to achieve it. But look at the box that puts you in. The local station is asked—and sometimes willingly accedes—to sacrifice its autonomy to facilitate funding for the national system.”

And if public broadcasters pattern themselves after the commercial structure, Mr. Whitehead said, “all we have is a network paid for by the government, and it just invites political scrutiny of the content of that network’s program . . . When you centralize actual responsibility at a single point, it makes you visible politically and those who are prone to see ghosts can raise the specter of government pressure.”

Mr. Whitehead acknowledged that money—“great bales of it”—would solve much of the problem by strengthening the local stations. But money alone, he said, will never solve basic structural problems. The goal, he said, should be to locate “the most appropriate balance in determining the local station’s role in the public broadcast system—a balance between advancing the quality of electronic journalism and the quality of programs for the general public, and, ultimately, the balance between the system’s center and its parts.”

In that context, Mr. Whitehead enumerated three legislative goals for public broadcasting: “(1) to keep it from becoming a government-run system; (2) to preserve the autonomy of the local stations; and (3) to achieve these objectives while assuring a diversity of program sources for the stations to draw on in addition to, but not in place of, their own programs.”

The Whitehead speech came one day after a PBS business meeting at which PBS President Hartford Gunn covered some of the same ground. “Do not entrust more power to PBS than is absolutely necessary,” he said. “That may sound like a strange remark coming from a so-called ‘censor.’ But I believe that all of us set out to provide for a new system with a maximum diversity—a multiplicity of points of view.”

But Mr. Gunn was not exactly a preview of Tom Whitehead. “One man’s centralization is another’s necessary decision-making power,” he said . . . The new system of which PBS is a part is highly decentralized compared to the old system.” And, Mr. Gunn added, “we are not trying to build a ‘fourth network’ as the word ‘network’ is norm-



Mr. Gunn



Mr. Harley



Mr. Macy

ally used in this country. First, because we couldn't even if we wanted to. . . . Secondly, we don't want to do so, for this would mean the destruction of the checks and balances within the present system," which is run by the managers themselves.

And whatever other similarities PBS may or may not bear to a major "network," its business meeting was noticeably different from that of a major commercial network and its affiliates: The PBS members talked for nearly two hours before finally approving a contractual agreement first proposed over a year ago. "My God," a commercial operator is said to have told one of the public broadcasters, "if this were a commercial network meeting, the network would be *telling* these guys what to do."

At the very same hour the PBS business meeting was in session, another subject of potential importance to public broadcasters was being discussed down the hall—the concept of "telecommunications centers." More and more station managers are viewing cable and other delivery systems as crucial to their effective survival. Earlier this year, NABE President William Harley urged public broadcasters to begin seeking ways to use all available means of distribution in fulfilling their programming mission; in a discussion of what that commitment might mean, NABE's George Hall reported that \$390 million in capital investment would be necessary over the next 10 years to upgrade or establish such facilities, according to an NABE study. NABE, he said, will urge Congress to make those funds available.

A man with his mind on educational TV

The phrase "educational" broadcasting has been heard less frequently since the Carnegie Commission coined "public" as a substitute, but education is still an important part of the noncommercial broadcast day. And according to Dr. Sidney P. Marland, U.S. Commissioner of Education, "logic, justice and economics" will dictate even greater use of television as an educational tool in coming years, and the Office of Education is mapping an ambitious role for itself in that development.

Dr. Marland told the National Association of Educational Broadcasters convention in Miami Beach last week that educational broadcasting is an economic necessity at a time when U.S. educational costs have risen 70.9% in six years. "The public purse . . . is closing on our fingers," he said. "Since education can scarcely become more labor-intensive than it already is without risking total financial collapse, the need for telecommunications and other forms of



Dr. Marland

technology to extend, supplement and complement the teacher's skills is clearly evident."

Dr. Marland outlined a four-point plan within the Office of Education for funding and operation of educational telecommunications. OE is asking for "broadened authority" in four areas:

- More money "to support newly developed telecommunication technologies such as satellites, cable TV, [Instructional] Television Fixed Service, and so forth."

- To experiment with new delivery systems. As an example, Dr. Marland cited the satellite that will be used for 10 months in 1973 to transmit educational programs to remote Rocky Mountain regions, before moving to its permanent location over India (BROADCASTING, July 5, Sept. 27).

- A program of coordinated planning for telecommunications programs by state and Office of Education agencies.

- Programming authority for research and development of new "educational software." Dr. Marland emphasized that HEW does not intend to compete with CPB or anybody else in developing programs, but he said that it could fund programs that individual school systems could not possibly fund. As an extension of the kind of support OE now gives to the Children's Television Workshop, Dr. Marland said, it might also provide support for programs in childrearing, bilingual education, high-school equivalence, or an "open university of the air" similar to that now operating in Great Britain.

Proposals such as these are the latest indications of a long-range trend toward greater involvement in educational programming by the Office of Education ("Closed Circuit," May 31).

Lou Harris survey finds audience gains

The number of viewers who watch public television at least once a week rose from 33 million to 39 million in the past year—with the largest rate of increase occurring among black households—according to a survey conducted for the Corporation for Public Broadcasting.

The survey, by Louis Harris & Associates, showed that 52% of responding black homes had watched public TV at least once a week, compared to 35% a year ago.

According to CPB's Leroy Miller, who reported the survey results last week at the National Association of Educational Broadcasters convention in Miami Beach, the increase in black viewing was "probably due to the fact that *Sesame Street* is beginning to make a significant penetration in black households."

Among the other findings:

- Viewers of public television watch a median of 1.9 hours a week, up from last year's 1.5 hours.

- 30% of the respondents said they were "wasting time" when watching commercial television; 14% made a comparable comment about public television.

- 42% said that commercial stations often present a biased point of view; 16% made a similar comment about public television.

The full context of these findings will be contained in a report to be released early next month.

Also trumpeted around the convention were new findings by Paul Klein, consultant to the Public Broadcasting Service and former NBC vice president for research. He reported that public television's audience in New York—which contains about 25% of all public-TV viewers—rose by more than 100% over this time last season. But absolute audience for individual programs remained relatively small—between 100,000 and 500,000 viewers.

Local leadership is urged by Burch

FCC Chairman Dean Burch last week delivered a gentle lecture to public broadcasters on the subject of "controversial" programming, urging more and better efforts to tackle community problems.

"Without prejudgment," Chairman Burch asked, "I wonder how many of you have . . . not just made a token stab at controversial-issue programming but really tried to tackle the most difficult problems facing your community?" He called on the public broadcasters not only to reflect those problems, but also to play "the role of community leadership . . . anticipating problems before they emerge as full-blown crises . . . arousing public awareness and concern in the first place."

Speaking at the opening session of the National Association of Educational Broadcasters convention in Miami Beach, the FCC chairman told the delegates that he's "fully aware of the haz-

we've got a stake in Kansas City

And so have you, if you're selling in this market. KCMO, Metro Radio Sales' newest powerhouse in Kansas City, can offer you some prime audience enticements.

KCMO, Kansas City's only 50,000 watt outlet, brings you the buy country of Kansas, Western Missouri, Southern Iowa and Nebraska, plus Northern Oklahoma.

KCMO, Radio 81, the big seller in Mod Country U.S.A. Plus "Beautiful Music" F.M. affiliate, KFMU, Stereo 95. Together, they offer a combination that really does it for your sales in Mid-America.

If you want a slice, call Metro Radio Sales. We'll tell you how KCMO can beef-up your stakes in this right-in-the-heart-of-America selling region.

The other choice Metro Radio Sales markets are:

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ards of what I'm urging on you—that controversial programming wins enemies as well as friends. But I can see no real alternative. The public broadcaster assumes risks along with his license to operate. And straddling the issue will win you neither enemies nor friends—only public apathy.”

Chairman Burch drew a line between controversy in informational programming, which he recommended, and assuming “the advocate’s role,” which he did not. “The only advocacy I’m urging on you is that in favor of an informed public, well out in front of the ultimate process of decision-making,” he said.

The chairman touched on several other issues, all related to public broad-

casting’s role as a “community resource.” These included cable (“the public broadcaster can be of great assistance here, in fulfilling cable’s public-access potential . . . He can use his under-utilized production facilities to turn out programming for cable. . . .”); minority hiring (“candidly, your record here is spotty. . . . I think you can do better”); training (“I am urging that you help community groups produce programs, and in the process, establish a kind of ‘farm system’ for developing broadcasting talent among minority citizens”) and funding (“Let me simply reiterate, in principle, my support of an arrangement that will provide adequate and assured support”).

Lionel Monagas, who reminded the convention that minority hiring and programming problems are far from resolved. Addressing the opening general session, with FCC Chairman Dean Burch on hand (see page 16), Mr. Monagas said: “Public broadcasting, as it is presently constituted, affirms our contention that it is operated by whites exclusively for the benefit of a white elite. Individuals working within this medium have always had the choice of being either liberators or oppressors (there is no in-between), but by their passive complicity have become part of the problem rather than part of the solution.”

Paraphrasing words spoken at an NAEB convention three years ago, Mr. Monagas said: “We are tired of coming to your conferences, psychodramas or what-have-you’s to confer with the supposedly sensitive minds of public broadcasting.”

He said there have been a few “token concessions”—such as “an endless string of one-shot series and canceled programs—that have barely dented the real problems. And, he added, minorities constitute barely 7.9% of the total employment in public television. The figures become submicroscopic when we look for minority representation at the decision and policymaking levels.”

That sentiment was repeated in softer tones at a special session on minorities by John W. Macy Jr., president of the Corporation for Public Broadcasting. “I find no comfort in the progress made in this entire area since last year,” Mr. Macy said. “The record of the entire enterprise is not sufficient.”

He called upon station managers to look at their own action programs to see what more can be done.

Art for the masses

National Endowment for the Arts is launching a million-dollar pilot program to expose more Americans to the arts through film, radio and TV.

Speaking to a northeast conference of American Women in Radio and Television Oct. 15, Endowment Chairman Nancy Hanks said the first grant will be \$230,000 to the American Film Institute for film preservation projects. Also \$45,500 will go to the Corporation for Public Broadcasting which will add \$29,500 to be combined with \$16,000 from WGBH-TV Boston which will conduct a year-long experimental dance/television workshop.

Chairman Hanks named Chloe Aaron, film and TV writer, to head the program.

Miss Hanks said the Endowment recognizes that “film, TV and radio are arts in themselves, as well as transmitters of traditional arts such as dance, poetry, music and theater.”

Steps to ease NAEB minority problems

Seven-point ‘fair share’ program to be implemented; minority representation on association boards planned

The director of the National Association of Educational Broadcasters Office of Minority Affairs charged that public TV’s treatment of minorities represents a “new nigger syndrome”; a young white advocate of greater black participation on NAEB boards blasted his colleagues because the subject “has been held in abeyance for the goddam longest time”; and, despite it all, the handling of minority affairs at this year’s NAEB convention was generally regarded as at least a step forward.

There were two concrete actions. The resonant rhetoric was contained in a statement adopted by the NAEB board early in the convention, outlining a seven-point “fair share” program for minorities. Perhaps more significant was the virtually unanimous adoption at a business session of a resolution establishing special minority representation on the boards of NAEB’s television and radio divisions.

But, most important of all to NAEB delegates, the discussions were largely devoid of the rancor that marred last year’s convention. At that gathering the disenchantment of blacks in NAEB with public broadcasting’s treatment of minorities was evident throughout the convention and boiled over on the final day, when resolutions urging the NAEB board to take tougher stands on alleged cases of discrimination were soundly defeated. Members said that they supported the spirit of the resolutions but found them poorly worded and incapable of practical application. That position was no comfort to minority delegates (BROADCASTING, Nov. 16, 1970).

This year, a somewhat similar situation was handled quite differently. The resolution on minority board representation was offered as an amendment to the organization’s by-laws by Godwin



Mr. Monagas

Oyewole, WFCR-FM, University of Massachusetts, and was obviously not couched in the austere legalese normally used in such documents. Nevertheless, the relatively sparse gathering of delegates at the business meeting quickly (almost eagerly) agreed to the basic proposal—that NAEB, in conjunction with its Office of Minority Affairs, arrange procedures for the appointment of one minority representative to each board. The individuals chosen are to be drawn from those who work at public stations. Details of implementation are to be worked out by the NAEB executive board.

Prior to that expression of comparative harmony, there was a tough speech by NAEB’s in-house minority advocate, Office of Minority Affairs Director

KDAL-TV moved out to move up to full color.

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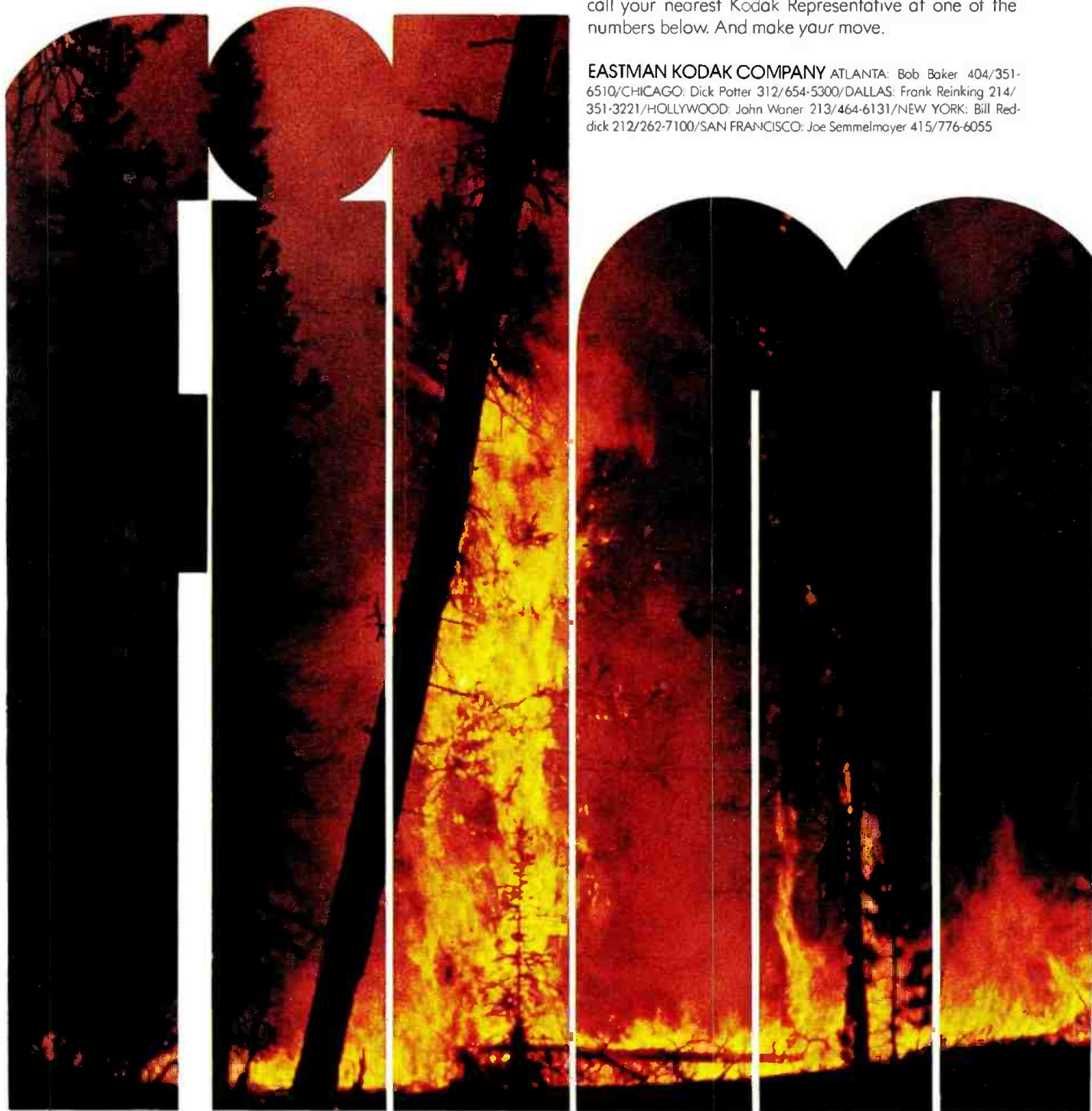
in at 9:15 P.M., and had it on the air for the 10 o'clock evening news. And we've had tremendous community response to our documentaries. We've shot everything from an anniversary of a forest fire to local sports fishing.

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White House cues Wiley for FCC

As script reads now, he's to take Wells seat while black is sought as successor to Bartley

In the convoluted way that has become its style in the appointment of FCC commissioners, the White House last week was moving toward the nomination of the agency's 36-year-old general counsel for the past year, Richard Wiley of Chicago as a member of the commission.

The resignation of Commissioner Robert Wells, effective Nov. 1 and expected for months, was finally made official—though the White House announcement did not come until after UPI on Wednesday moved a story from Kansas City reporting that Mr. Wells had resigned. Mr. Wells, who is 52, will return to his home in Garden City, Kan., and to his position as general manager of the Harris Radio Group to decide whether to seek the Republican nomination for governor.

What had been expected as an accompanying announcement—the appointment of Mr. Wiley to complete Mr. Wells's term, which ends June 30, 1977—was not issued. The White House said no decision had yet been made on a successor. Other sources said, however, that the White House still intends to name Mr. Wiley but that it is following a complicated course designed to avoid giving offense to a powerful senator and to the nation's blacks—and to allow it to buy time.

For at issue is a White House commitment to Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee. Senator Pastore wrung the commitment from the White House after blacks, at Senate hearings on previous commission nominees, complained bitterly to him about the failure of this administration, like its predecessors, to name a black FCC commissioner.

The administration's plans two weeks ago to announce Mr. Wells's resignation and the appointment of Mr. Wiley were shelved after a top White House aide, Peter Flanigan, discussed the matter with Senator Pastore. The senator reportedly complained that the administration had reneged on its promise to appoint a black to the next FCC vacancy ("Closed Circuit," Oct. 18). Mr. Flanigan fell back to regroup. On last Tuesday (Oct. 19) he called on Senator Pastore again and submitted a new plan that was reported to have satisfied the senator. The commitment was said to be that a black would be named within a "reasonable time" to replace Commis-

sioner Robert T. Bartley, Texas Democrat, whose term expires next June 30. Thus the Wiley appointment to the Wells vacancy was said to have been put back on the track.

As pieced together from various sources, the following appears to be the scenario: Mr. Wiley will be given a recess appointment after Congress winds up its current session. The adjournment is expected between Nov. 15 and Dec. 1. Mr. Wiley could take over as a commissioner immediately. The President would have 40 days after the Senate reconvened to submit Mr. Wiley's nomination for confirmation.

By that time, the White House would hope to have settled on the black it intends to name to the Bartley seat and could make the announcement at the same time. If not, it would wait until the Senate Commerce Committee announced hearings on the Wiley nomination, probably early in the next session. At the moment, the two leading con-

tenders for the Bartley seat appear to be Revius Ortique, 46, a New Orleans lawyer and a Democrat, and Ted Ledbetter, 32, a Washington communications consultant, who is an independent.

The UPI story reporting Commissioner Wells's resignation was unattributed and caught the White House by surprise. Assistant White House News Secretary Gerald Warren said that, on reading it, he checked and found that a letter of resignation had indeed been received. Mr. Wells is known to have informed the White House several months ago of his desire to leave office on Nov. 1, and, some two weeks ago, to have prepared a letter of resignation for use by the White House at its convenience.

Mr. Wells said he did not know of the UPI story until he arrived in Washington Wednesday evening from Wichita, Kan., where he had addressed a state convention of the AFL-CIO.

In his letter, Mr. Wells said his deci-



A temperate regulator

If FCC General Counsel Richard Wiley becomes a member of the FCC, as expected, he may be counted on to occupy a moderate-to-conservative role.

Mr. Wiley, a Chicago attorney who came to the attention of White House talent scouts as a result of his work in the Nixon presidential campaign in 1968, makes no secret of his pride in being labeled a Republican.

And in his performance as general counsel, as well as in his public remarks, Mr. Wiley has indicated he would not be the kind of commissioner who would reach eagerly for the power the courts have recently been making available to the commission.

He is disturbed by court decisions extending the fairness doctrine to commercials for leaded gasoline and cars and holding that broadcasters may not ban the sale of time for controversy.

And he is concerned about aspects of

the decision overturning the commission's policy statement on comparative hearings involving renewal applications. The court suggested various license-renewal criteria, including profit reinvestment. If that means broadcasters must make a financial commitment, fine, he said last week. But if it means that government must regulate profits, the result could be the conversion of broadcasting into other than a free enterprise.

But he is not afraid to try new things. The proposal of Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, to de-regulate radio, strikes him as a "constructive suggestion." Radio is different from television; it may be a mistake to apply the same regulations to a small-market radio station and to a prosperous, major-market VHF television outlet.

In major markets, with many stations, he says, it might make sense simply to allow stations to follow specialized formats without holding all to the same standards. But he is not so sure the same policy could be applied in markets with few stations.

In any case, Mr. Wiley might well be among the hardest-working of commissioners. As a general counsel new to the mysteries of communications law, he has developed into a 12-hour-a-day worker.

sion to return to his home state was prompted by "personal reasons." In his response, President Nixon said he was accepting the resignation "with special regret" and added: "Your distinguished service for the past two years as a member of this important agency has justly earned you the gratitude of our fellow citizens."

Mr. Wells said that although he will be resuming his career at Harris Radio, which has broadcast interests in Kansas, Iowa, Illinois and Colorado, he expects to spend most of his time in the immediate future canvassing the political scene in an effort to determine whether he should seek the Republican nomination for governor. The Kansas primaries will be held in August 1972.

Although Mr. Wells has long harbored ambitions to be governor of his home state, there is speculation in Washington that he will eventually decide not to enter the 1972 race. Senator Robert Dole (R-Kan.), chairman of the Republican National Committee and Mr. Wells's political patron, is reported to have advised him against running for governor at this time. In addition, the leading contender for the nomination, Lieutenant Governor Reynolds Schultz, is said to represent formidable opposition to any challenger, particularly one, like Mr. Wells, who is untested politically.

Mr. Wells, who was sworn in as a commissioner on Nov. 6, 1969, was originally named to fill an unexpired term that ended last June 30. However, he later became involved in the White House's long-range, and complicated, plans to appoint Charlotte Reid, then a Republican congresswoman from Illinois, to the commission.

Last January, despite his known ambition to run for governor, Mr. Wells was appointed to the seven-year term left vacant by the departure of Kenneth A. Cox. Thomas Houser, then deputy director of the Peace Corps, was named to fill the remaining months of the Wells term, with the understanding he would not be reappointed. The new, full term was to be made available for Mrs. Reid, as indeed it was. Mr. Houser has departed. Mrs. Reid took office on Oct. 8.

That arrangement was put together after an earlier selection ended in embarrassment for the administration. Sherman Unger, a Cincinnati attorney who was then general counsel for the Department of Housing and Urban Development, had been picked for the role Mr. Houser was later to fill (BROADCASTING, July 27, 1970), and his nomination sent to the Senate. But it was withdrawn after word was leaked that the Internal Revenue Service was auditing Mr. Unger's 1968 tax return. The audit reportedly later showed no evi-

dence of wrongdoing, but the possibility of bad publicity apparently had been sufficient to cause the White House to change its plans (BROADCASTING, Dec. 15, 1970).

Now it is the Wiley nomination that is being prepared. And behind it will come the nomination of the first black ever named to the commission. The next month or two should tell whether these plans hold or whether there are more twists in the White House effort to fill FCC vacancies.

Why the FCC wants WHDH case back

Commission tells court it seeks to determine David's importance to BBI

Nathan David, 6.5% stockholder in, and executive vice president and general counsel of, Boston Broadcasters Inc., could be separated out from any continuing interest in BBI until charges brought against him by the Securities and Exchange Commission are resolved. But that might not protect the public interest against the "choice of less than the best qualified applicant in the comparative process."

That was the dilemma the FCC posed for the U.S. Court of Appeals in supplementing a petition for remand of the drawn-out Boston channel 5 case. BBI's application for the channel has been granted, and WHDH Inc.'s renewal application denied. But WHDH-TV is still operating on the facility, and the commission wants the case back to consider, in an oral argument proceeding, what steps it should take in light of the SEC civil suit against Mr. David.

Throughout its nine-page pleading, presented in response to questions from the court (which last November affirmed the commission's decision granting the channel to BBI), the commission stressed Mr. David's importance to the integration-of-ownership-and-management preference it gave BBI over WHDH and Charles River Civic Television, the other qualified applicant. The commission, in its Jan. 23, 1969, decision, noted that not only would Mr. David work at the station full time but that the experience he had gained as an assistant general counsel at the FCC—in the early 1940's—was significant (BROADCASTING, Jan. 27, 1969).

No, the commission said in response to one question, it has no information indicating that BBI has compromised the integrity of either the administrative or judicial process through ex parte activities or misrepresentation. The commission's request for recall stems

solely from the significance of Mr. David in the case. The SEC suit, the commission said, "raises . . . questions as to whether a further comparative evaluation of the applicants in this proceeding is warranted."

The commission made the same point regarding the significance of Mr. David in discussing its view of the court's authority to remand the case. It also said that the "possible disability of Mr. David poses a matter of some significance" in terms of the court's previous remands in other comparative cases. The court, the commission said, has indicated that where changed circumstances strike at the basis of the commission's decision "further administrative hearings would not only serve to preserve the advantages of a comparative hearing but would achieve a 'just result.'"

The commission posed the dilemma regarding the removal of Mr. David from BBI in answering a question as to whether it had such authority and had exercised it in previous cases. The effect of Mr. David's separation from BBI upon BBI's preference on the integration factor, the commission said, "could be to undercut the comparative preference which was awarded and to detract from BBI's qualifications to operate a station that is responsive to the needs and interests of the area vis-a-vis the other applicants."

The commission said it believes that, when having to make a choice between applicants "for so valuable a facility, all material aspects of the applicant's qualifications should be examined before a grant is finally made."

New boss to be on hand for NBC Radio sessions

More than 250 representatives of NBC Radio affiliates are expected to attend their annual convention in New York Oct. 26-27.

A reception will be held on the evening of Oct. 26 and the business meeting will begin on Oct. 27. Speakers will include Julian Goodman, NBC president; Nicholas Gordon, vice president, sales, NBC Radio, and Robert Wogan, vice president, programs, NBC Radio. Mr. Goodman will formally introduce Robert L. Stone, who becomes president of NBC Radio on Nov. 1, to the delegates. Mr. Stone succeeds Arthur Watson, who has been designated executive vice president and general manager of NBC-owned WNBC-TV New York (BROADCASTING, Oct. 11).

On the Oct. 27 agenda will be a talk by syndicated columnist Ann Landers, who reports on NBC Radio's *Emphasis* five times a week, and a panel discussion by representatives of NBC News.

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NAB looks to FCC for renewal relief

Chapin tells N.C. group protection from demands is due from FCC, Congress

There is a mounting feeling at the National Association of Broadcasters that the FCC can do something to alleviate the license-renewal situation. The view was expressed last week by Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., chairman of NAB's board, in a speech to the North Carolina Association of Broadcasters.

Calling on the FCC "to exercise its responsibilities," Mr. Chapin urged the commission to "clearly state that a station need not deal with an organization that refuses to provide documentation [as to membership]."

This would, he said, permit broadcasters to refuse to sit through "name-calling, obscenities and threats of physical violence." As it is, he said, many broadcasters feel that they must take such abuse in the absence of any FCC comment in the matter.

Mr. Chapin also asked the FCC to impose penalties on what he called "extortion attempts and payoffs." These



Agreement to buy what would be Rust Craft Broadcasting's second UHF station (and the company's sixth TV) was finalized in Washington last week. The property is ch. 25, CBS-affiliated WKNX-TV Flint-Bay City-Saginaw, Mich., owned since 1953 by Lake Huron Broadcasting Corp. Purchase price is \$1.6 million; the sale, of course, is subject to FCC approval. Lake Huron will retain its AM radio facility in the market. Representing the seller were (l to r) counsel James McKenna and William Edwards, president and general manager of WKNX-TV; for the buyer, Marshall Berkman, president of Rust Craft Greeting Cards and Rust Craft Broadcasting, and counsel Rosel Hyde.

must be ruled illegal, he declared.

And finally, he said, the FCC must back broadcasters who refuse to accede to demands for control over programming.

Meanwhile, a call to rally to the campaign to get Congress to enact a national policy on license renewals that would protect broadcasters from unjust demands to deprive them of their li-

censes from "those who promise to produce programs more satisfactory to the commission's taste," came from Mark Evans, Metromedia Inc., who is chairman of a special NAB task force.

Speaking at the NAB regional meeting in Chicago on Oct. 12, Mr. Evans called on broadcasters to stand by for "an all-out" battle on the issue.

Both Mr. Chapin and Mr. Evans bluntly commented that in many instances the demands come from a central point. Mr. Chapin mentioned that many such demands are written in New York or Washington, and do not necessarily represent the broadcaster's community. Mr. Evans referred to "a coordinated interlocking national movement to displace current licensees."

In pursuit of his task force role, Mr. Evans is having breakfast meetings in a dozen cities in the next three weeks, in conjunction with a U.S. Chamber of Commerce "aircade" that is scheduled to visit 15 cities for chamber meetings with an expected 10,000 businessmen. Mr. Evans is on a chamber panel for each of the cities.



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71-43

ChangingHands

Announced

The following sale of a broadcast station was reported last week, subject to FCC approval:

■ WKNX-TV Flint-Saginaw-Bay City, Mich.: Sold by Fort Huron Broadcasting Corp. to group-owner Rust Craft Broadcasting for \$1.6 million (see picture above).

■ WLMD(AM) Laurel, Md.: Sold by Dr. I. Lewis Sandler and Mrs. Corita

Sandler to Alexander W. Sheftell, William A. Lemer and others for \$325,000. Mr. Sheftell is manager of WMAL-FM Washington. Mr. Lemer formerly headed his own advertising agency there. WLMD operates on 900 khz with 1 kw day. Broker: Hamilton-Landis & Associates.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 65).

■ WHNC-AM-FM Henderson, N.C.: Sold by Nathan Frank and others to George C. Beasley and William R. Britt for \$349,295.30, including a \$66,000 covenant not to compete. Mr. Beasley has an interest in WFMC-AM-FM Goldsboro, WKGX(AM) Lenoir, and WFAI(AM) Fayetteville, all North Carolina; WASC(AM) Spartanburg and WFNL(AM) North Augusta, both South Carolina; WMOO(AM) Mobile, Ala., and WKYX(FM) Paducah, Ky. Mr. Britt has an interest in WKYX-FM and an applicant for a new FM at Clayton, N.C. WHNC(AM) is a daytimer on 890 khz with 1 kw. WHNC-FM operates on 92.5 mhz with 9 kw and an antenna 260 fet above the average terrain.

■ WKYX(AM) Paducah, Ky.: Sold by George S. Beasley, William R. Britt and James E. Harrelson to W. L. Nininger and C. Edward Wright for \$200,000 including a \$50,000 noncompetitive agreement. Sellers retain ownership in WKYX-FM Paducah. Messrs. Beasley and Britt have been authorized to purchase WHNC-AM-FM Henderson, N.C. (see above). Messrs. Nininger and Wright own WFHG(AM) Bristol, Va., and WKOY(AM) Bluefield and WKAZ(AM) Charles Town, both West Virginia. WKYX(AM) operates on 570 khz with 1 kw day and 500 w night.

Randal and Sharon form new radio consultancy

One of radio's original consultants has expanded his services with the formation of Randal/Sharon Broadcast Specialists. He is Ted Randal, currently counseling some 55 stations in the U.S., Canada and Australia. His associate in the new venture is Robert Sharon, former station manager of KHS(AM) Los Angeles.

The company, according to Mr. Randal, will offer advice and assistance to radio stations in the fields of management, sales, programming and engineering. In addition, Randal/Sharon will also offer aid in the advertising and graphic representation of the station through an affiliation with Broadcast Design, the firm formed by Warren

Earl, former regional vice president, RKO General Radio.

Mr. Randal has operated Ted Randal Enterprises, a program-consulting firm, for nearly a decade and offers a variety of services to stations including "The Tip Sheet," a record newsletter.

Randal/Sharon is located at 1606 Argyle Avenue, Hollywood.

Times Co. and Cowles close WREC-TV deal

The formal closing of the transaction involving the acquisition by the New York Times Co. of Cowles Broadcast Service, licensee of WREC-TV Memphis, from group-owner Cowles Communications Corp., took place on Friday, Oct. 15. Cowles Communications received in exchange for the subsidiary a total of 562,380 shares of Times class A common stock, bringing Cowles' total ownership of the Times company's securities to roughly 23%. It now owns 2,600,000 shares.

The transaction was consummated following a conditional authorization of the WREC-TV transfer by the FCC on Aug. 18 (BROADCASTING, Aug. 23).

Cowles retains WREC-AM-FM Memphis, KRNT-AM-FM-TV Des Moines, Iowa, and WESH-TV Daytona Beach-Orlando, Fla.

KABC-TV challenger wins 30-day extension

KABC-TV, the ABC-owned facility in Los Angeles, will be faced with a renewal challenge from a local citizen group.

The FCC last week granted the Council for Radio and Television a 30-day extension of time, until Dec. 1, to file its petition to deny renewal of KABC-TV, whose current license expires that day. The commission waived its standard procedure for filing such challenges, which would ordinarily require CRT to file one month ahead of the license expiration date, in light of an alleged delay allegedly caused by KABC-TV in the preparation of CRT's petition.

The challenger had complained to the commission that its two attempts last September to inspect KABC-TV's renewal application at the station had been frustrated by KABC-TV personnel. KABC-TV later asserted, in a letter to CRT, that some "mix-up" had occurred. The station had agreed to allow CRT to file its petition one week late.

But in granting CRT the longer time extension, the commission told KABC-TV that it has an obligation to keep certain records—including its renewal application—available for public inspection during regular business hours.

25

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Kahn found guilty in Johnstown case

Teleprompter chairman convicted of bribery, conspiracy and perjury; 15 years is maximum jail sentence

Irving B. Kahn, chairman of Teleprompter Corp., New York, the world's largest cable-TV company, was found guilty of charges of bribery, conspiracy and perjury last Wednesday (Oct. 20) involving the award to Teleprompter of a franchise in Johnstown, Pa., in 1966.

A jury of eight men and four women deliberated for about an hour in the U.S. Southern District Court in New York before returning the verdict against Mr. Kahn and the Teleprompter Corp. Mr. Kahn was convicted on three counts of bribery, one count of perjury and one count of conspiracy. Teleprompter was found guilty of three counts of bribery and one count of conspiracy.

Judge Constance Baker Motley set Nov. 30 at 11 a.m. for the sentencing of Mr. Kahn, who remained at liberty in \$10,000 bail. A perjury conviction carries a maximum penalty of five years in jail and a \$2,000 fine. The other counts each could bring up to five years in jail and a \$10,000 fine.

Mr. Tompkins and Mr. Deardorff also will be sentenced by Judge Motley on Nov. 30.

Teleprompter issued the following statement at the conclusion of the trial: "No evidence presented at this trial has caused us to alter our conviction that Irving Kahn and the corporation were victims of economic extortion in Johnstown. We intend to appeal and are confident of final and complete exoneration."

The trial opened on Oct. 12 and two of three other defendants, Mayor Kenneth O. Tompkins of Johnstown and J. Howard Deardorff, a member of the Johnstown city council in 1966, pleaded guilty to bribery and conspiracy charges and later testified for the prosecution (BROADCASTING, Oct. 18). Mr.



Mr. Kahn

Tompkins resigned as mayor shortly after pleading guilty. Another defendant, Johnstown Councilman Robert P. McKee, is scheduled to go on trial tomorrow (Oct. 26).

Mr. Tompkins and Mr. Deardorff testified that Mr. Kahn offered to pay them money in return for assurance that Teleprompter would obtain an exclusive 10-year CATV franchise in Johnstown. They also said that the sum of \$15,000 was agreed upon and that amount was paid by Mr. Kahn. (The franchise shortly thereafter was granted to Tele-

prompter by the unanimous vote of the five-man council).

Teleprompter's defense has been that the Johnstown officials extorted the payments by threatening to deprive the company of the franchise it originally obtained in 1961. The principal witness for Teleprompter during its defense last week was Paul Malinowsky, a Johnstown councilman. He testified that he voted with four other councilmen to grant the franchise to Teleprompter, whose bid, he said, "was about \$20,000 better than any other bid." He said no one offered him anything and he never asked—except that free cables be installed in fire halls and schools.

Teleprompter attempted to place on the stand several Johnstown residents who, the company counsel told the court, would testify to widespread corruption in municipal affairs in Johnstown. Judge Motley ruled out this testimony, saying it was irrelevant.

Two former FCC Chairmen, E. William Henry and Frederick W. Ford, were prepared to testify as character witnesses for Mr. Kahn. But since Mr. Kahn elected not to take the stand himself, they were not permitted to testify. Judge Motley warned the jury against making an inference from Mr. Kahn's failure to take the witness stand.

Early this year Mr. Kahn was named as co-conspirator, but not a defendant, on charges of illegally paying \$50,000 to city officials of Trenton, N.J., in 1968, to obtain an exclusive cable-TV franchise in that city.

KTLK asks FCC for forgiveness

KTLK(AM) Denver last week petitioned the FCC for reconsideration of its June 29 order designating that station's renewal for hearing.

Action Radio Inc., KTLK's licensee, has been accused of "misrepresentation and lack of candor" in connection with 10 alleged rule violations. In asking that the designation order be rescinded, KTLK contended that it had offered "complete cooperation" during an FCC investigation. Pointing out that it had voluntarily opened its "unofficial records," the station complained that it had not been given an opportunity to respond to several charges, which it said it had never been asked about.

KTLK told the commission that it "recognizes that its efforts have not been complete as it desired or as it intended them to be." It has "taken positive steps" to eliminate deficiencies, the station said.

KTLK is charged with conducting a lottery, falsifying news and violating logging and technical rules.

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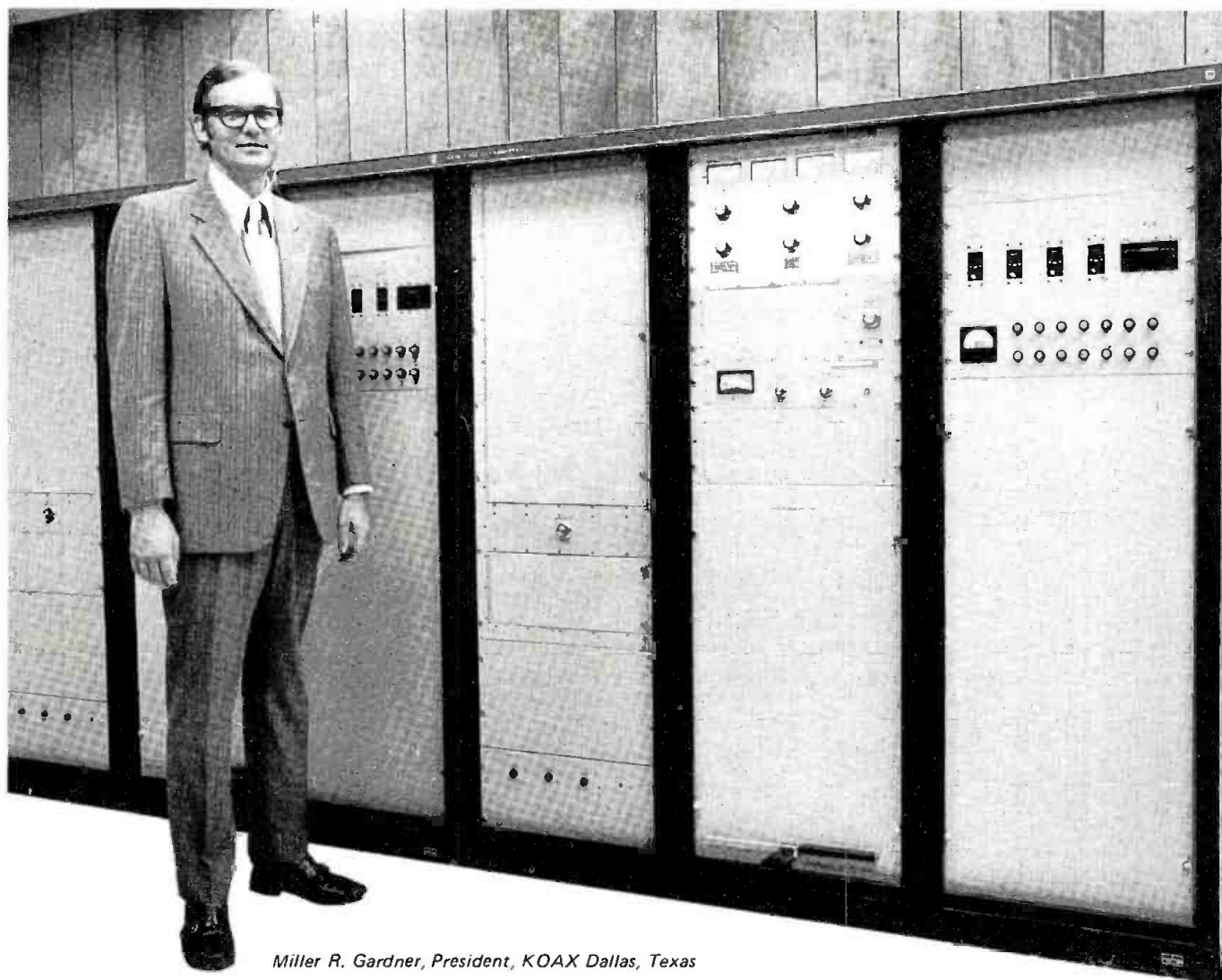
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COMMUNICATION / COMPUTATION / CONTROL

Rupture widens in cable dispute

A bitter break between broadcasters and Burch leaves divisions where they were at the outset

FCC Chairman Dean Burch's efforts to act the peacemaker among disputants in the controversy over the commission's proposed CATV rules have foundered. Not only that, they have strained relations between the chairman and the broadcast establishment.

Broadcast leaders are known to be angered over the report that commission officials say that the broadcasters "bailed out" of the talks the chairman had been conducting with them, with CATV industry officials and with copyright-owner representatives ("Closed Circuit," Oct. 18).

The broadcast representatives insist they are ready to continue the talks. And in a letter to Mr. Burch summing up their position, Vincent Wasilewski, president of the National Association of Broadcasters, has said the broadcasters "were, and still are, anxious to reach a consensus".

The letter was written on Oct. 14, two days after a third and thus far final meeting between the broadcasters and the chairman, in response to what the broadcasters say was a request for their further thoughts. In the letter Mr. Wasilewski blamed the cable industry for the continuing impasse, saying that unless its "take-it-or-leave-it approach" changes, the chairman's efforts to develop a consensus "stand no more chance of success" than the earlier efforts of the Office of Telecommunications Policy.

Chairman Burch began meeting with the parties to resolve differences over the commission's package—and thus head off a possible fight in Congress on the issue—after Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, abandoned a similar project, reportedly because of CATV representatives' unwillingness to negotiate "down" from the FCC's proposals (BROADCASTING, Aug. 6).

The FCC chairman, however, is said to have concluded that there is no point in conferring further with the broadcasters—a view that is said to have been reinforced by Mr. Wasilewski's letter. Sources indicate that the chairman feels the "elements" it lists as necessary to any compromise are out of date.

The points include: legislative guidelines establishing fundamental policy on CATV and broadcasting; fewer imported signals than contemplated, especially in the top-100 markets; "a more realistic definition of 'substantial viewing'"

to determine what stations might be imported from overlapping markets (the term now refers to network stations with a 3% share of audience and net weekly circulation of 25% or more and to independents with a 1% share and 5% net weekly circulation); "reasonable guidelines" that would discourage "massive 'leapfrogging'" by big-city stations of closer-in, smaller-market stations, and "resolution of the outstanding copyright issues, including statutory recognition of reasonable opportunities for program exclusivity."

A major factor contributing to the new strain in relations between the broadcasters and the chairman appears to have been a disagreement over the degree of modification he indicated might be made to ease broadcasters' concern over the commission's distant-signal proposals. As drafted, these would enable CATV systems in the top-50 markets to import whatever was needed to provide a minimum service of three network and three independent stations; those in markets 51-100, three network and two independent outlets. In addition, systems in all of those markets would be entitled to two distant signals, regardless of local avail-

ID's for CATV origination subject of rulemaking

Cable-TV systems would be required to identify their locally originated programming by name of the operator and channel, under a rulemaking proposed last week by the FCC.

The commission expressed the belief that some concrete step must be taken to alleviate the confusion in the minds of cable subscribers that is caused by some systems' practice of using four-letter call signs to identify their local programming. It also pointed out that its Field Engineering Bureau had received complaints of television interference caused by leakage of cable signals, and a uniform identification procedure for each system would help to pinpoint such interference.

Under the proposed rules, CATV systems would be required to identify all local origination as the product of the CATV company by name, and by the expression: "Cable-TV channel —, (location)."

Comments on the issue are due Dec. 6 and reply comments Dec. 17.

abilities; and one—a "wild card"—could be drawn from any market. Systems in the below-100 markets would be entitled to carry three network signals and one independent.

Chairman Burch's office says the chairman had suggested a program-exclusivity provision aimed at protecting copyright owners but also aiding broadcasters by limiting CATV development in the major markets. The proposal would bar cable systems in the 40 or 50 biggest markets from carrying any syndicated material for one year after its first appearance in any market and then from carrying it for the life of the contract under which it was sold to local stations.

Stations in smaller markets, presumably 51-100, would get less protection—no preclearance protection at all and then only exclusivity for the first run of a syndicated series. Mr. Burch is also said to have offered to make the wild-card proposal less wild; to limit the selection of that signal to either of the closest two of the top-25 markets.

However, the broadcast delegation, led by Mr. Wasilewski, said that at the first of three meetings with the chairman, Mr. Burch had suggested that run-of-contract exclusivity protection might be offered in *all* markets. The other two members of the delegation—A. Louis Read (WDSU-TV New Orleans), chairman of NAB's television board, and Jack Harris (KPRC-TV Houston), chairman of an NAB committee that had attempted to negotiate with CATV and copyright interests—agree on that version.

They also say they had at least assumed—in view of previous discussions—that the exclusivity protection would be provided through legislation, not rules. The chairman, however, was referring to rules. Broadcasters, as Mr. Wasilewski said in his letter, feel that, without legislation, the door is left open "to future weakening and waiver of exclusivity provisions" of the rules.

The broadcasters say it was at a second meeting with the chairman, three weeks ago, that Mr. Burch first talked of run-of-contract exclusivity protection in terms of the top-40 or 50 markets only and that a "dispute" arose as to whether Mr. Burch had in fact been talking about "all" markets in their first meeting. They also say it was they, at that second meeting, who suggested modifying the wild-card concept. They

say they offered several possible revisions, including the one subsequently mentioned by the chairman's office.

The third, and climactic, meeting occurred two weeks ago, on Oct. 12. It was said to have resulted from an invitation extended by Chairman Burch during a telephone conversation conducted with Grover Cobb, NAB executive vice president for station relations, in the absence of Mr. Wasilewski who was on a trip. The broadcaster delegation at the meeting consisted of Mr. Wasilewski; Mr. Cobb; Paul Comstock, NAB executive vice president for government relations, and Michael Horne, an attorney who represents the Association for Maximum Service Telecasters and who was sitting in for Mr. Harris, who is president of AMST.

According to the broadcasters, Mr. Burch said that they had misunderstood him regarding the extent of run-of-contract exclusivity protection, and suggested that they were counting on legislation to aid them. (The chairman's administrative assistant, Robert Cahill, does not see how there could have been a misunderstanding. The chairman's position was clear and consistent "all the way," he said last week.) The broadcasters also said that Mr. Burch

noted that he was butting up against a deadline—OTP was expected to file comments soon on the FCC proposals that had been submitted to Congress in August for review—and that broadcasters could either take their chances on legislation or provide him with more input.

The NAB officials said that in view of the upcoming NAB regional meetings they were unable to confer further with the chairman. But the letter Mr. Wasilewski sent on Oct. 14, they said, was their response. "If he feels that constitutes bailing out," Mr. Cobb said last week, "he's wrong."

Meanwhile the source of a memorandum sharply critical of what it termed OTP's efforts to scuttle the FCC's CATV proposals (BROADCASTING, Oct. 11) came to light. It was LVO Cable Inc. of Tulsa, Okla., which has interests in systems in eight states with an estimated total of 80,000 subscribers. LVO Cable is 75% owned by LVO Corp., which has interests in oil, business services, data systems and computers.

LVO Cable was identified as the source with the surfacing of another memorandum from the company, one accompanying a copy of a letter from Gene Schneider, president of the com-

pany, to White House aide Leonard Garment. The letter thanked Mr. Garment, a member of the high-level administration committee on long-range cable policy, for meeting with company officials and with Senator Henry R. Bellmon (R-Okla.), and it appealed for assistance in preventing OTP from delaying implementation of the commission's plans.

Mr. Schneider also met with top White House aide Peter Flanigan and with OTP general counsel Antonin Scalia. Mr. Flanigan was represented in the letter as stating that OTP "was obligated to state its position more or less regardless of the consequences to the cable industry or, for that matter, the broadcast industry."

Mr. Schneider told BROADCASTING he has been sending his memorandums—the one reporting the letter to Mr. Garment was labeled "No. 5"—to associates in groups seeking franchises, to members of city councils and to "interested parties"; in all, to individuals in "20 or 25 cities."

Besides the copy of the letter to Mr. Garment, the company provides sample letters to executive-branch personnel and to members of Congress, each with the admonition to "rephrase in your



The high-level administration committee appointed by President Nixon to formulate long-range CATV policy met at the White House last week for a review of recommendations thus far drafted by a working group. The committee has been something of an unseen presence at the FCC meetings at which the commission fashioned its proposed CATV rules, and at the informal meetings at which, first, Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, and, then, FCC Chairman Dean Burch attempted, without success, to bring contending industry forces into agreement on a regulatory package all could support (see story, page 28). The committee's ultimate recommendations could result in legislation requiring a change in FCC policy.

The committee, which consists of three cabinet officers and three White House aides and whose chairman is Mr. Whitehead, had been expected to submit its report to President Nixon on Oct. 15. However, one and possibly two more meetings may be necessary for the committee to complete its work. One meeting has been scheduled for this week.

The meeting at the White House, on Monday, was only the second one attended by the cabinet officers and White

House assistants since the unit was established in June (BROADCASTING, June 28). and not all were present; Elliot L. Richardson, Secretary of Health, Education and Welfare, was absent.

Mr. Whitehead is at the head of the table, under the clock. Others present, clockwise, are Secretary of Commerce Maurice Stans; Leonard Garment, a special consultant to the President on the arts and minority-group affairs; Brad Patterson, an assistant to Mr. Garment; Bruce Owen (with back to wall), chief economist for OTP; James Wakelin, assistant secretary of commerce for science and technology; Alvin Snyder, assistant to Herbert G. Klein, White House director of communications; Robert Powers, of the Commerce Department's telecommunications department; Walter Hinchman, assistant director of OTP and chairman of the working group; Alan Siegel, director of environmental factors and public utilities, Department of Housing and Urban Development; Albert Horley, director of the office of telecommunications, HEW; Glen Wegner, assistant to Robert H. Finch, counselor to the President; Mr. Finch; Mr. Klein, and George Romney, Secretary of HUD.

own words" and each requesting support for the commission's rules and opposition to any further delay in resolving the CATV issue.

Mr. Schneider saw nothing remarkable in the efforts he was making. "We're merely expressing our viewpoint, which is our right," he said. "We hope others are doing the same."

Brandywine wins court battle

Delaware county jury decides for WXUR-AM-FM; judge cites WIP(AM) case

Brandywine-Main Line Radio Inc., which is fighting to hold on to its license for WXUR-AM-FM Media, Pa., may be the first licensee to have benefitted from the Supreme Court decision expanding broadcasters' protection against libel.

A Philadelphia woman had sued the station and a former contract performer for libel and invasion of privacy, accusing the performer of charging, on the air, that she was a "Communist" and a purveyor of "filthy Communist lies." The remarks were said to have been made in September 1967.

Following a week-long trial, Judge Robert A. Wright, of the Delaware County Court of Common Pleas, in his charge to the jury, cited the Supreme Court's decision in June, in a case involving Metromedia Inc.'s WIP(AM) Philadelphia. It held that a private citizen, like a public official, is barred from suing news media for libel "in matters of general interest," unless he can prove malice or a reckless disregard of the truth (BROADCASTING, June 14).

The jury of five women and seven men deliberated for some 45 minutes before deciding against awarding any money damages to the plaintiff, Mrs. Sylvia Casper. Mrs. Casper's attorney, John M. Gallagher Jr., said last week that no decision had yet been made as to whether an appeal would be taken.

Mrs. Casper had sued the station as well as the former performer, Marvin Burak, on the ground that the management knew or should have known the remarks regarding her were to be made. Mr. Burak was host of a talk show, "Radio Free Philadelphia," between 1966 and 1969, paying the station \$52 a week for the time and soliciting contributions from his audience.

The station's attorney—Mr. Burak represented himself—argued that Mr. Burak's statements were not "knowingly or recklessly" defamatory. He also said that WXUR was not responsible for Mr.

Burak's remarks, that it assumed the performer had some basis for them. However, when Mrs. Casper complained, the station offered her time for reply, in accordance with the fairness doctrine. She did not accept the offer.

The dispute between Mr. Burak and Mrs. Casper, a member of Women's Strike for Peace, arose after she telephoned his program to report she had recently returned from Washington where she had participated in an anti-war demonstration and had been struck by a policeman. Mr. Burak, who also opposes the war but who disagrees with the tactics of some antiwar activists, subsequently made the alleged remarks about Mrs. Casper and criticized the Women's Strike for Peace.

However, he did not refer to her by name until after she had telephoned another WXUR talk show to protest about his remarks. When he announced on the air he planned to disclose her identity, she asked the station not to permit Mr. Burak to carry out his plan, but without success.

Mrs. Casper's attorney, during the trial, played a tape provided by the station of Mr. Burak referring to Mrs. Casper as purveyor of "filthy Communist lies" and to the Women's Strike for Peace as a "Communist organization." However, tapes of programs on which Mrs. Casper was allegedly referred to as a Communist could not be found. Mr. Burak said he did not recall making that charge.

The FCC has already decided that renewal applications of Brandywine-Main Line, which is headed by the fundamentalist preacher, Dr. Carl McIntire, should not be granted. The principal issue in the commission's decision, issued on July 7, 1970, was the charge that the stations violated the fairness doctrine. A hearing on the applications was held after the commission received numerous complaints about the station from Philadelphia area listeners.

However, Brandywine-Main Line has appealed the commission's decision to the U.S. Court of Appeals in Washington.

Crossownership issue enters KHJ-TV challenge

Fidelity Television Inc., competing applicant for the channel occupied by RKO General's KHJ-TV Los Angeles, last week introduced yet another issue against the incumbent, that it asserted is a criterion for the disqualification of RKO.

Fidelity, in a letter to the FCC, said KHJ-TV's license renewal "cannot be granted" in light of an apparent FCC rule violation by RKO's wholly owned

subsidiary, Cablecom-General Inc. It pointed out that Cablecom-General has obtained a franchise for a cable TV system at Inglewood, Calif., which lies within the predicted grade B contour of KHJ-TV, allegedly in violation of the FCC's interim rules banning cross-ownership of television stations and cable systems in the same market.

Fidelity pointed out that under the interim policy, commonly owned cable systems would not be grandfathered if franchised after July 1, 1970. It submitted as an exhibit the minutes of a July 28, 1970, meeting of the Inglewood City Council, which showed that Cablecom-General's franchise was granted by ordinance on that day. The ordinance was introduced to the council one week before, Fidelity said.

FCC Cable Television Bureau Chief Sol Schildhouse had written Cablecom-General last February, inquiring about the possibility of a rule violation by the Inglewood system, which was then under construction. Thomas G. Shack Jr., the firm's attorney, had replied that no violation had taken place because Cablecom-General had "sufficient ownership interest in an Inglewood authorization on or before July 1," and that the July 28 ordinance was "merely a formal declaration" of a preceding ownership interest.

Channel identity sought on cable

WXTV petitions FCC to require due credit for UHF pick-ups

The licensee of WXTV(TV) (ch. 41) Paterson, N.J., has asked the FCC to implement rulemaking that it feels will help UHF stations carried on cable systems to solve their "identity crisis."

WXTV, in a petition filed with the commission two weeks ago, called attention to an "inequitable and discriminatory" condition that has evolved in the process of cable systems retransmitting UHF signals to subscribers on VHF channels. The station complained that while in most cases VHF stations carried on CATV systems retain their over-air channel, UHF channels are always switched. Acknowledging that channel switching for UHF is necessary for proper CATV carriage, WXTV complained, however, that within the process of channel-switching, cable subscribers often fail to recognize the UHF station, since the public usually associates a station not with its call letters but with its channel designation.

To eliminate this problem, WXTV suggested that cable systems be required to

designate on the tuning devices they install in subscribers' television sets the original channel that each station broadcasts on. It also asked that new FCC rules which require set manufacturers to provide comparable detent tuning mechanisms for both UHF and VHF bands be extended to CATV hookups, "to provide an equal measure of comparability."

The station also asked that cable operators be required to regularly publicize which stations are being carried on their systems and on which channels these stations can be found. It also requested that systems be prevented from shifting the channel on which they carry a station after the system commences operation, and from carrying other material on the same channel that they carry a particular station at times when that station is off the air.

WXTV requested that these recommendations be made a part of the FCC's forthcoming cable policy.

Broad Street expands operations into cable

Broad Street Communications Corp., Riverside, Conn., announced last week the formation of Covenant Cable Inc., a wholly owned subsidiary, to own and operate cable-TV systems.

Richard L. Geismar, president of Broad Street, said Covenant's first acquisition was Holly City Cable TV, Millville, N.J., whose purchase price was cash and other considerations in excess of \$1 million. The 4,000-subscriber system was acquired from a group of Millville, N.J., businessmen, headed by Fred Wood, former owner of WMVB-AM-FM there, and Michael Buglio, Dorothy Carlson, Muriel Buglio, Marvin M. Wodlinger and the estate of Harry Daly. Mr. Wood will continue as president and general manager of Holly City Cable TV, which picks up both New York and Philadelphia stations and originates five hours of local programming daily.

Broad Street Communications recently bought WELI(AM) New Haven, Conn., subject to FCC approval. Officers of the company are Mr. Geismar and Fred E. Walker, president; William M. Bruce, vice president, and Ira Goldstein, secretary.

FCC rejects Disney on WDIZ complaints

The FCC has denied an objection of Walt Disney Productions to a change in call letters of WKIS-FM Orlando, Fla. Disney had complained that the pro-

posal call sign, WDIZ(FM), would mislead listeners into believing that the station is affiliated with its subsidiary, the recently opened Disney World entertainment center in Orlando. Shamrock Development Corp., which acquired the station last February, denied that such an association has been suggested by people in its market, noting that it has operated the station for several months under the WDIZ call sign. It said a change in calls is necessary to eliminate common call signs between stations with different ownership. WKIS(AM) Orlando was bought by Susquehanna Broadcasting Co. about same time that Shamrock purchased WKIS-FM from KIS Inc., the former WKIS-AM-FM licensee.

The commission said the call letter



Group of 30-odd California broadcasters enveloped their congressional delegation last week in Washington and brought warmth to the hearts of the National Association of Broadcasters' government-relations staff: This was the first time that California broadcasters had gathered in Washington to actively educate their senators and congressmen on broadcast problems. At a reception in the Capitol, shown with Senator Alan Cranston (D-Calif.) (above c) are Kenneth R. Croes, KERO-TV Bakersfield, who is president of the California Broadcasters Association (1), and Edmund C. Bunker, KFI(AM) Los Angeles, a director of CBA. Shown below are Robert T. Howard, KNBC(TV) Los Angeles, also a CBA director, and Representative Lionel Van Deerlin (D-Calif.), a member of the Communications Subcommittee of the House Commerce Committee.

change was in accordance with its policy, but cautioned Shamrock against practices that might tie the station in with the Disney enterprise.

ARB, Nielsen won't be alone

Special audience nosecount to be made for NAB, TVB at time of fall sweeps

Plans for a special telephone-coincidental measurement of TV audiences in November, during the times that the American Research Bureau and the A.C. Nielsen Co. are conducting their fall sweeps of all TV markets, are being announced today (Nov. 25) by the National Association of Broadcasters and the Television Bureau of Advertising.

NAB and TVB, both of which have challenged the local-market reports of both services—particularly ARB's—on the grounds that they understate actual TV viewing levels, said they will co-sponsor the study to provide several analyses, including comparisons with the diary-based data of published ARB and NSI reports.

Because of the widespread controversy over viewing levels reported in the local-market studies, TVB and NAB said they were inviting media-research personnel for advertisers, agencies and broadcasters to observe the study in process. It will be conducted by Statistical Research Inc., Westfield, N.J., in four ADI/DMA markets (ARB's area of dominant influence, Nielsen's designated market areas), using a sample based on random-digit dialing. Time periods to be covered include early fringe and prime. Information to be collected will include TV set ownership, set tuning at time of call, who's viewing and whether the household is listed in the current telephone directory.

The announcement said analyses will include comparisons of viewing in telephone-listed and nonlisted households and in single and multiset households, plus the comparisons with published ARB and NSI data, in total and by age and sex breakouts. There will also be a test of alternate questions used to elicit information on viewing by individual members of the households surveyed.

NAB and TVB said SRI's facilities will enable advertiser, agency and broadcasting research observers to monitor interview calls while they are being conducted. Persons interested in observing were invited to call John Dimling at NAB in Washington, Harvey Spiegel at TVB in New York or Gale Metzger at SRI in Westfield, a suburb of New York.

Mounting pressures on advertising

**FTC starts lengthy probe into industry practices;
broadcasters wait word from FCC on proof of claims**

Broadcasters stood poised last week for a new FCC policy statement; this one on their obligations and responsibilities regarding the accuracy of the advertising they carry, expected to be issued by the commission soon ("Closed Circuit," Oct. 11). At the other end of the federal bureaucracy, the Federal Trade Commission last week began a massive inquiry into modern advertising that has advertisers and agencies skittish.

Meanwhile, on Capitol Hill, legislation involving consumer protection and advertising seems to gain momentum.

The expected FCC statement results from three petitions, filed last summer, urging the commission to take a more activist role on fraudulent advertising. One is from a group of George Washington University law students who asked the FCC to establish a primer to make clear what constitutes deceptive advertising; a second is from Action for Children's Television, a Boston-based group, urging that broadcasters be required to carry warning messages where a toy advertisement has been challenged as deceptive by the FTC, and a third from a Washington consumers group, complaining about alleged deceptive commercials carried by WTOP-TV there and its network, CBS.

The FCC is expected to iterate that the prime responsibility for policing advertising in all media is the FTC's but that broadcasters are duty-bound to make a good-faith effort to determine the legitimacy of commercials they

carry, particularly those that raise questions in the minds of the licensees. The FCC is expected to note that broadcasters have a mechanism, the Code Authority of the National Association of Broadcasters, to use in investigating the claims of an advertisement. The commission also is expected to indicate that network commercials may be assumed to have been checked for deception by the continuity departments of the networks.

Specifically, the commission is expected to issue an updated version of its 1961 policy statement on advertising that maintained that the FTC is the logical and legal place for policing advertising. The references to the Code Authority and the acceptance of network policing are said to be new.

The FCC action is due to come in the same week that it was called "lethargic" in meeting its responsibilities in setting standards for children's TV by Representative John D. Dingell (D-Mich.), chairman of a Small Business Subcommittee of the House Government Operations Committee. Mr. Dingell used this term in testifying before the FTC at the opening of its inquiry into today's advertising. Mr. Dingell referred to his committee's report, issued last month (BROADCASTING, Sept. 13), that among other things expressed skepticism about the effectiveness of the NAB code and that called for the FCC to establish "meaningful" standards for TV advertising, especially for advertis-

ing directed primarily to children. That report also questioned whether present NAB time limits for advertising are in the public interest.

Broadcasting was not the only target of Mr. Dingell's committee. It also questioned the potential efficacy of the new voluntary advertising industry regulation.

In commending the FTC for its study, Mr. Dingell called for the trade commission to give priority to TV. "The revolutionary impact that TV has had on advertising," he said, "is clear to all and it is hoped that your agency's examination will result in concrete proposals as to how best to deal with the many problems which have developed in this media."

He also urged the FTC to seriously consider the growth of "idea" advertising, issue-oriented advertising, he called it, which he said sells images and has "dire implications."

Mr. Dingell was the first witness at the opening of the FTC study that was announced last May as having television and particularly TV advertising to children as one of its principal targets.

But in the schedule of hearing dates and witnesses released at the opening day, TV is apparently to be considered among other media, while the special look into advertising for children and TV is relegated to three days next month out of the 16 that are scheduled. Prior to that, however, FCC Chairman Dean Burch is due to appear, expected



Mr. Bell



Mr. Braren



Mr. Cook

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For the first time in ten years *local stations* have an opportunity to program major theatrical motion pictures *never before shown on television*.

These features—being released to local stations direct from their recent theatrical showings—make up a significant portion of SCREEN GEMS VOLUME VI. Leading the group are titles such as "Castle Keep" with Burt Lancaster and Peter Falk, "Loving" with George Segal and Eva Marie Saint, "Kiss The Girls And Make Them Die" with Mike Connors and Dorothy Provine, and "Before Winter Comes" with David Niven and Topol.

In addition, a number of proven, first-run off network successes are included such as "Divorce American Style" with Dick Van Dyke and Debbie Reynolds, "Anzio" with Robert Mitchum, and "Casino Royale" with

Peter Sellers, William Holden, Orson Welles and Ursula Andress.

Unquestionably, this combination of Never-Before-Shown and Already-Proven features makes SCREEN GEMS VOLUME VI truly an exceptional group of motion pictures for television.

Volume VI makes fast start.

Metromedia bought Volume VI for its new prime time series, "The Wednesday Night Movie," on its independent stations in New York and Los Angeles.

In its debut on WNEW-TV, "Castle Keep" registered a 19% *share* beating one network and delivering an audience almost three times larger than the time period average for the previous four weeks.*

Screen Gems



to talk also about children's TV programming; Washington attorney Lee Loevinger, former FCC commissioner, is also on the agenda, to talk about the government's attitude toward advertising.

Also scheduled are Norman E. (Pete) Cash, TVB, and Carl Loucks, RAB, as part of a group discussing the media mix.

The FTC hearings, billed as an inquiry, worries advertisers, as well as agency and media men. The fear is that although the trade commission and its commissioners and staff maintain that the proceedings are purely informational, some at the agency have predetermined negative positions on advertising and that the hearings may well turn out to be an expose leading to harsher attacks on the principle of advertising itself. During last week's three days of hearings, none of this was evident, however.

In fact, most of the principal witnesses during the first sessions were advertising spokesmen. Acting jointly, the Association of National Advertisers and the American Association of Advertising Agencies are supplying 25 witnesses, many the chief executive officers of their companies, to discuss various elements of advertising.

Except for Warren Braren, associate director of Consumers Union, who appeared on the first day, and Colston Warne, president of CU, who is scheduled to participate in a panel on the role of advertising on Nov. 1, and Representative Dingell, most of the 80-scheduled the witnesses are either advertising oriented, or from universities. FTC sources say that other critics have not asked to appear.

This does not apply, of course, to the segment on children's advertising that includes Evelyn Sarson, Action on Children's TV; Robert Choate, nutritionist; Stephen Bluestone, Washington lawyer and communications consultant who at one time was a toy editor for the NAB Code Authority, and representatives of

the Children's Television Workshop, producers of the successful *Sesame Street* and the new *Electric Co.* programs.

Mr. Braren, who at one time was also a member of the Code Authority staff and more recently was a staff member of the National Citizens Committee for Broadcasting, stressed that current advertising through pictures and association "achieves . . . a host of significant meanings to the consumer."

Cigarette makers, he said, are "calculatedly" using pictorial representations "to dilute and negate health warnings."

He inveighed also against what he called implications in some automobile and gasoline advertising that seem designed, he said, to set the public mind at rest about pollution. The FTC, he said, should require substantiation for these themes.

Aside from this critical testimony and Representative Dingell's appearance, the bulk of the first week's testimony was delivered by advertisers and allies.

C. W. Cook, chairman of General Foods Corp., said he feels that the public interest is served when the consumer is offered maximum freedom of choice in the market place under a system of fair competition.

He agreed, however, that quality must be in the product; "it must deliver on its promise to the consumer."

Perhaps, he said, the FTC could develop guidelines on advertising, similar to nutrition information on food package labels being considered by the Food & Drug Administration based on recommendations from the National Academy of Science. Mr. Cook also endorsed voluntary, self-regulation getting under way by the advertising industry.

Donald M. Kendall, chairman and chief executive officer of PepsiCo Inc., said he felt the attacks on advertising reflect either a misunderstanding or a distrust of the American system of free enterprise. He said that he feared that the ultimate target of the criticisms lev-

eled is the free enterprise system itself.

Mr. Kendall repeatedly stressed that advertising is the key to competition; that it permits a new product to be introduced into the market in competition with existing products, and that the emphasis on small improvements in products is legitimate since that is how improvement comes about, in small steps.

Andrew Heiskell, chairman of Time Inc., warned that without advertising support, the free press (including TV and radio journalism), would cease to exist.

Without advertising, he estimated the annual \$15 subscription rate for *Time* magazine would rise to \$45; that the daily price of the *New York Times* would go from 15 cents to 40 cents.

The news media, Mr. Heiskell stressed, have been responsible for criticizing their own customers; the emergence of Ralph Nader as the consumer crusader came through the news reports in publications and broadcasting, as did the warnings of the surgeon general on smoking and health.

Mr. Heiskell did not mention the congressional ban on the advertising of cigarettes in broadcasting, but at one point he contended that any product that may be legally sold or traded should have the right to advertise itself.

"It is my firm belief," he concluded, "that the greatest danger faced by the free press stems not from any deliberate or planned action by individuals or agencies in the government, but rather from a climate of indifference to what may appear minimal damage to First Amendment principles combined with expediency exercised in the desire to achieve what is often a good end."

Norman Cousins, editor of the *Saturday Review*, stressed in a statement the increasing use of advertising for the dissemination of ideas. Advertising, he said, "represents an increasingly vital part of the process by which ideas are circulated and put to work."

The working of advertising agencies



Mr. Heiskell



Mr. Dingell



Mr. Greyser

If Lydia Pinkham were only here now

The charge that yesterday's advertising was simple and informative and that today's advertising is chockfull of sophisticated hidden persuaders got a comeuppance of sorts from the chairman and chief executive officer of one of the nation's leading advertisers: Donald M. Kendall of PepsiCo Inc. (Pepsi-Cola, Lay's potato chips, Wilson sporting goods, North American Van Lines), whose annual revenues last year exceeded \$1 billion and whose consumer advertising was slightly more than \$50 million.

In his testimony last week at the Federal Trade Commission's inquiry into modern advertising (see page 32), Mr. Kendall recalled some old-time advertising—"Somewhere West of Laramie," for the Jordan automobile; "Magic Lies in Pretty Teeth," Pepsodent toothpaste; "The Penalty of Leadership," Cadillac;



Mr. Kendall

"I Didn't Get the Job," Gillette blades during the Depression, as well as "Lucky Strike Green Went to War," "Halitosis" and "B.O.," and the Lydia Pinkham Vegetable Compound as a "positive cure for female pains and weaknesses."

"I read these not to debate the notion that today's TV advertising is more subtle and more sophisticated," Mr. Kendall wryly remarked; "but to indicate that I believe today's TV sell is considerably less persuasive."

was explained by Edward Thiele, vice chairman of Leo Burnett Inc., Chicago, who is also chairman of the 4A's. In 1970, Mr. Thiele noted, total advertising expenditures amounted to \$19.7 billion—2% of the gross national product, a percentage that has remained virtually constant since 1940. This year, Mr. Thiele said, 59% of all advertising has been national; 41% local.

A plea for the right to use "imaginative, vigorous and motivating words" in advertising to persuade, to convince and to sell, was made by Alfred J. Seaman, president of Sullivan, Stauffer Colwell & Bayles Inc. New York. Mr. Seaman called for the right to use what he called the language of enthusiasm, the luxury of harmless puffery and the right to make small margins of superiority meaningful. His thrust, obviously to counter criticism that advertising many times replaces fact with imagery, focused on the lack of need for extensive facts and information for most products that are not major purchases for a consumer, and the small amount of space, and in TV of time, to get a sales message across.

Two retail advertisers told the trade commission how vital advertising is for them. Frank Mayans, vice president for research and development, Federated Department Stores emphasized that advertising generates economies for the consumer by generating volume sales, thus helping to reduce prices.

The significance of local advertising for grocery products was stressed by Milton Perlmutter, president of Supermarkets General Corp. (Pathmark chain in the Northeast), who noted that in this field advertising must provide in-

formation on the product, its availability and price.

In two instances, university professors scored some of the criticisms of advertising. Professor Stephen A. Greyser of the Harvard Business School stressed that there are a lot of unproven judgments on advertising's social impact. He also termed "a myth" the picture of the helpless consumer.

Professor Harold Demsetz of the University of Chicago noted that in the economic field there is no finding that shows correlation between advertising expenditures and concentration in a market. Advertising, he noted, is one of the main tools helping newcomers to break into a market and to upset established purchasing patterns. He also said that the literature in the field indicates that in industries where advertising is extremely heavy, market shares are less stable than in industries where advertising is not so extensive. Several years ago, the Department of Justice was using the amount of advertising by a firm as an indication of its monopoly position in an industry.

The first active dialogue between a witness and the FTC commissioners came after Dr. Herbert E. Krugman, manager of public opinion research for General Electric, testified. Dr. Krugman described an analysis of Starch reports for full-page, four-color ads in magazines in 1970, that showed only 44% of readers noticed the ads. 35% read enough of them to identify the product, and only 9% read them thoroughly. He also noted that in a Gallup study in Philadelphia of prime-time TV ads, only 12% of viewers to that par-

ticular evening's TV could recall the commercials.

Since the FTC for the last year has been seeking to require corrective advertising for advertising found deceptive, Dr. Krugman's remarks triggered a comment by FTC Commissioner Paul Rand Dixon questioning the value of such a move. Mary Gardner Jones, also a member of the trade commission, reacted by asking whether a large type "Warning" label would not get attention. Dr. Krugman confessed that his job was to measure public reaction to ads, not to create them.

John Crichton, president of the 4A's, agreed that business benefits from criticism and that it also tends to improve performance. But, he warned, criticism based on ideology or personal bias must be suspect.

Howard H. Bell, president of the American Advertising Federation, presented the trade agency with the soon-to-be inaugurated voluntary self-regulation code for the advertising industry (BROADCASTING, Oct. 4). He also disclosed that his organization and the Council of Better Business Bureaus are developing blueprints for the establishment of local advertising review boards, initially in cities where both organizations have affiliates. He also suggested that the FTC consider the appointment of an industry advisory council to assist the agency.

Voluntary self-regulation by advertisers was commended by Representative Louis Frey Jr. (R-Fla.), who is a member of the Communications Subcommittee House Commerce Committee. Mr. Frey warned that harassment of the advertising industry would be intolerable "especially if it were predicated on some notion that harassment would at least keep them honest while we figure out what else to do." He did, however, express concern about over-the-counter drug advertising on TV that is seen by children, and also about the "packaging" on TV of advertising for children's toys that seems to invest the product with extras that really are not there when the product is alone without the TV aura of music, lights, color and fantasy.

In Congress the House on Oct. 14 passed the Consumer Protection Act of 1971 (H.R. 10835), sponsored by Representative Chet Holifield (D-Calif.) and 10 co-sponsors. The bill would establish an independent Consumer Protection Agency within the executive branch, provide statutory authorization for an Office of Consumer Affairs in the White House and set up a Consumer Advisory Council.

The agency would represent the interest of consumers before regulatory agencies. The 15-member council would advise the CPA and the Office of Con-

Somehow we manage to tell people what's going on in the world, and still make a lot of friends.

We realize with the way things are in the world these days, people would appreciate a little bit of friendliness.

So we at the ABC Owned Television Stations give it to them: A newsteam that isn't afraid to smile, or show some feeling, or poke a little fun at each other once in a while—when the situation calls for it. Without taking the seriousness out of the news, we take the stuffiness out of the newscaster.

The result is a newscast that's not only authoritative and accurate, but also warm and human.

And also hugely successful. In New York and Chicago, 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*.

What's more, The New York Times, The Chicago Tribune, TV Guide and The National Observer, to name just a few, have run stories about us. And we're now the most imitated thing on the TV screen since Jimmy Cagney. Stations throughout the country have tried to duplicate our format.

The ABC Newsteams: Who else can tell a guy his taxes are going up and be liked for it?



ABC Owned Television Stations

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



sumer Affairs on consumer matters.

There are two related bills pending in the Senate. One, S. 2017, sponsored by Senator Philip Hart (D-Mich.), would establish an Independent Consumer Council to represent the interests of consumers before federal agencies and to receive and negotiate voluntary adjustments of consumer complaints. That bill is pending in the Commerce Committee. The other measure, S. 1177, sponsored by Senators Abraham Ribicoff (D-Conn.) and Jacob Javits (R-N.Y.), is similar to the House-passed bill.

The Ribicoff-Javits bill has been referred to the Government Operations Committee.

The Senate Subcommittee on Consumers has delayed until at least next April consideration of Senator Frank Moss's (D-Utah) Truth in Advertising Act (S. 1461), that would require advertisers to make available to consumers written documentation of their ad claims. At a hearing earlier this month, the FTC urged the subcommittee to delay action until the commission assesses its own documentation program (BROADCASTING, Oct. 11).

Another subject of that hearing was the senator's National Institute of Advertising, Marketing and Society Act (S. 1753), that would establish a federally funded institute specifically designed to examine the impact and effects of advertising.

At a hearing last month, Senator Gaylord Nelson's (D-Wis.) Subcommittee on Monopoly continued its inquiry into proprietary drugs and focused on false and misleading drug advertising. He found FCC Commissioner Nicholas Johnson in favor of banning all drug advertising but Chairman Dean Burch flatly opposed to any FCC action whatever in that area (BROADCASTING, Sept. 27).

An upbeat agenda for TVB Chicago

The Television Bureau of Advertising has established the theme of generating more sales—despite an unpredictable economy—for its 17th annual membership meeting to be held Nov. 9-11 in Chicago.

According to preliminary plans, TVB will have F. Kent Mitchell, vice president and director of corporate marketing services, General Foods, discussing the advertiser's underwriting or local public-affairs programs; Gail Smith, director of advertising and marketing, General Motors, commenting on ecology, the economy and advertising, and several other speakers on diverse topics. Among these are reports on the TV business by panelists from representa-

tive firms (John Dickinson, president of Harrington, Richter & Parsons), networks (James Shaw, vice president, network sales, ABC-TV); stations (Sherman Headley, general manager, WCCO-TV Minneapolis-St. Paul), and TVB (Harvey Spiegel, vice president, sales and marketing); and on retailer use of TV by panelists representing major retail stores; on "Sales Clinics 1972" and on a new TVB-commissioned study on working women (by R. H. Bruskin).

Still other reports will be on economic and population trends prepared by Cox Broadcasting; on TV on-air copy by William Ewen, executive director, National Advertising Review Board; on winners and runners-up in TVB's annual local commercials competition; on advertising's role (summary of the presentation by the Association of National Advertisers and the American Association of Advertising Agencies made before the Federal Trade Commission), and on two new on-air campaigns—one promoting a National Association of Broadcasters code membership and one on the hazards of shoplifting.

A highlight of the meeting is a keynote address by Norman E. (Pete) Cash as part of a four-screen presentation, "America Today," on changes in the U.S. "which helped create TV and which TV helps reflect."

FTC chief headlines yearly ANA meeting

Federal and self-regulation high on the agenda for over 600 delegates

Key figures in U.S. advertising will come to grips with basic developments in both the regulation and the handling of their business this week at the annual meeting of the Association of National Advertisers.

Some 615 ANA members and guests, 10% to 12% more than last year, are expected to attend the three-day meeting, which opens Wednesday evening (Oct. 27) at the Homestead, Hot Springs, Va.

The Federal Trade Commission's current hearings on advertising's impact (see story page 32) and the advertising business's own move for self-regulation through the new national advertising review board (BROADCASTING, Oct. 4) will dominate the Thursday morning and afternoon sessions. Alternatives available to advertisers in the planning and execution of their programs, ranging from full-service agencies to house agen-

cies, will be explored in Friday's meetings, and the application of creativity to corporate "issues" and other advertising will be examined in Saturday's.

Miles W. Kirkpatrick, FTC chairman, and Lee Loevinger, Washington attorney and former FCC member, are key speakers on the governmental regulation issue, Mr. Kirkpatrick on "The Intent of FTC's Involvement with Advertising" and Mr. Loevinger on "Government Regulation of Advertising: How Much is Enough?" Both are scheduled Thursday morning (although it appeared last week that other commitments might defer Mr. Loevinger's appearance to a later period).

Mr. Kirkpatrick will be preceded in his remarks by Robert J. Keith, chairman of the Pillsbury Co., delivering a report on "Advertising and Corporate Responsibility."

The Thursday-morning session will also hear Vernon E. Jordan Jr., executive director of the National Urban League, on "Business's Responsibility to the Disadvantaged Citizen," and receive reports on advertising's new self-regulation program by H. Bruce Palmer, president of the Council of Better Business Bureaus, and Charles W. Yost, former United Nations ambassador who is chairman of the new NARB.

Reports on FTC's current advertising hearings will be presented Thursday afternoon by Gilbert H. Weil, ANA legal counsel, and William A. Bartel of the Celanese Corp., ANA chairman, and Peter W. Allport, ANA president. More details on the self-regulatory program will also be presented Thursday afternoon by Roger A. Purdon, CBBB vice president, and William H. Ewen, NARB's executive director.

Speakers at Friday morning's exploration of the options open to companies in organizing and executing their advertising will be T. D. Greer of Texize Chemicals; Victor P. Buell of the University of Massachusetts; Paul C. Harper of Needham, Harper & Steers, and Bernard D. Kahn of Bernard D. Kahn Associates.

These speakers will be joined by Austin Daly of Lederle Labs, James Fish of General Mills, Edward McClure of Continental Can and Thomas Ryan of Gillette for a Friday-afternoon panel study of "The Benefits and Pitfalls of New Approaches in the Handling of the Advertising Function," with William Claggett of Ralston-Purina as chairman and moderator.

Speakers on creativity at Saturday morning's wind-up session will be ANA Chairman Bartel, Richard C. Christian and Louis A. Magnani of Marsteller Inc., and William D. Tyler, creative consultant.

coming november 1

... ten thousand square feet of studio space divided into two 60' x 85' x 40' studios ... both studios fully gridded with alternating light and fly bars equipped with more than 400 separately controlled lighting instruments mounted individually on counter weighted light bars ... Kleigl designed Fiorentino executed — lighting capabilities include four scene presets with individual control room remote controls ... Double 10' x 14' access doors to each studio ...

... three individual control rooms offer producer-director independent and private advantages ... three Richmond Hill production switching units combine all the custom special effects with multiplicity of many input channels ... Each control room also features 40 input audio consoles with full equalization, echo, stereo and mono recording, mixing, monitoring and playback ...

... Two editing theaters with tape editor programmers, time code editors, and a sla-mo disc ... Nine video tape machines and two film islands which have 35 mm projection capacity ...

One-inch video tape machines and duplicates available for viewing and editing.

Eight cameras ... two cranes ... complete dressing rooms ... set construction facilities ... and graphics department.

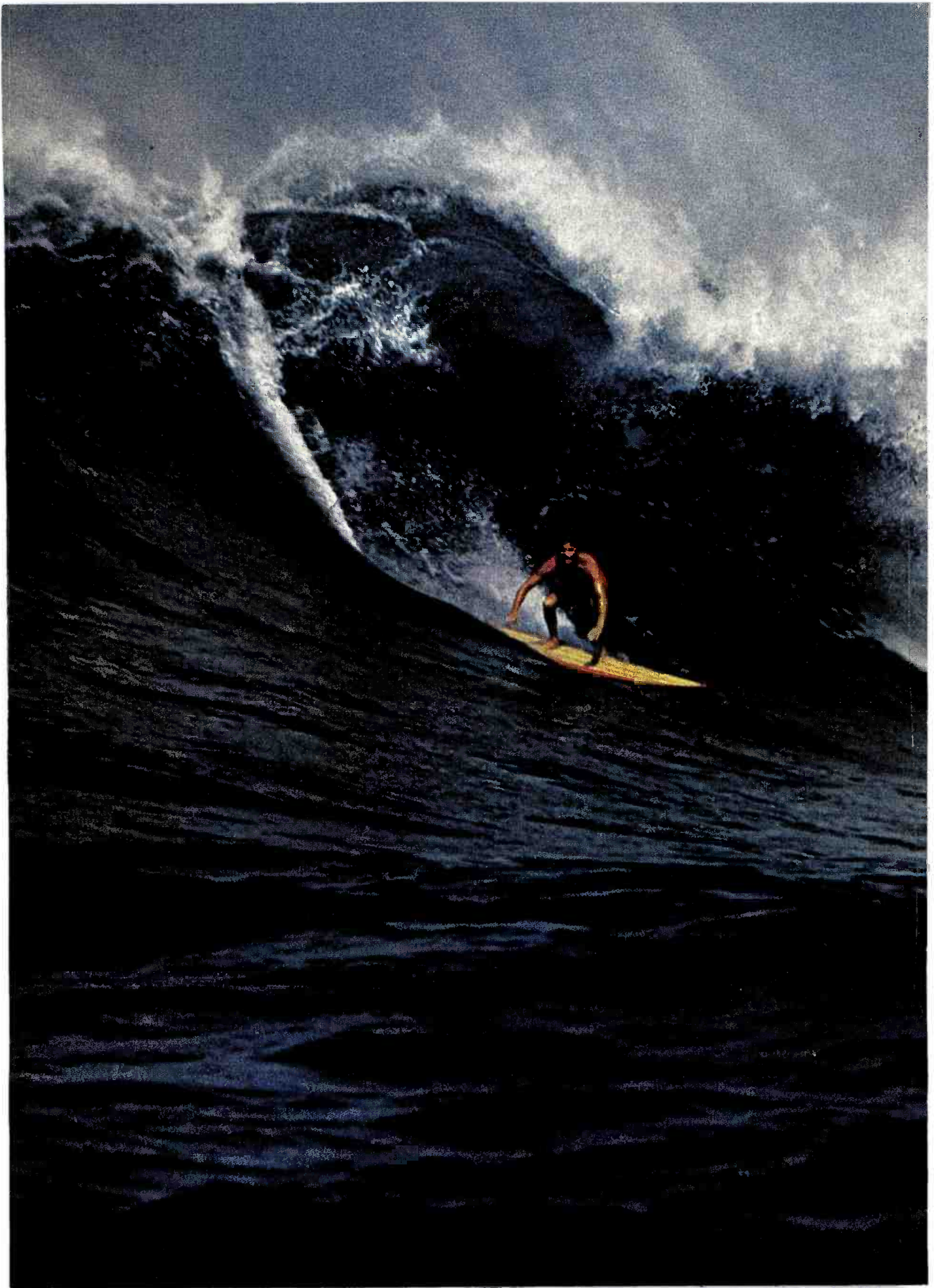
that's a lot coming on November 1.



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Source: 1970 Nielsen DMA for Remaining Pacific Retail Index Territory, which by Nielsen definition excludes Metro Los Angeles. Audience measurement data are estimates only, subject to the limitations of source materials and methods.

A gloomy prognosis for advertising

Fairness turned disease rather than cure, according to Schneider

John A. Schneider, president of the CBS/Broadcast Group, warned last week that the FCC's fairness doctrine applied to advertising could put free broadcasting out of business—and that it is already on the march in that direction.

He cited the FCC's application of the doctrine to cigarette advertising and the courts' extensions of fairness to commercials for a store under boycott and gasolines challenged as pollutants, and said that in his judgment, all of broadcasting's other problems together don't match the thrust of "the ultimate extension" of this principle.

"If we're forced to try to live within the restrictions of these decisions," he told the Broadcast Advertising Club of Chicago in an address last Tuesday (Oct. 19), "broadcasting will be reduced to a welter of claims, counter-claims and contradictions:

"Fly, don't fly. Go, don't go. Buy, don't buy. It's good for you, it's bad for you. Get some today, don't get some today.

"That's nonsense. As a lawyer friend of mine said the other day, 'we're in the hands of the loonies.'

"... If we're forced to stumble around in this wilderness we're being led into, broadcasting will cease to be useful to an advertiser. I can think of no argument, no sales presentation, no discount, no cost-per-thousand that could possibly convince an advertiser that he should use broadcasting to sell his product or service—not if he were doomed forever to sit at home and watch or listen to messages saying that his product or his service was, in someone's judgment, unsafe, injurious to health or endangering the environment ...

"The bottom, bottom line on this is that we're talking about survival, pure and simple."

Mr. Schneider told the Chicago group that "you and I, as broadcasters, as advertisers, as consumers, could spend the rest of the afternoon, and a good part of the evening, and I'll bet we couldn't among us name a product or a service or an issue that wouldn't in some way fall under these scatter-gun interpretations of the fairness doctrine.

"United Airlines? No way. There are a lot of people who contend that jets contaminate the environment.

"Miracle white, with or without phosphates? Forget it. Even if the gov-

ernment ever gets around to making up its mind on the subject.

"Wrigley's? How about the dentists who say chewing gum is bad for your teeth?

"Oscar Mayer, Swift's, Armour's? Negative. The cholesterol people, not to mention the vegetarians.

"Schlitz, Pabst, Mogen David? What about those ladies up in Evanston at the WCTU who believe with all their hearts that booze is bad for you and is the major cause of many of the country's problems?"

He said he considered most of broadcasting's "critics and voluntary helpers" to be "good and conscientious men and women" but that he distrusted their belief that they alone have—or that there are—easy answers to broadcasting's hard problems.

In applying the fairness doctrine to cigarettes and other products, he said, "good men sought and seized an easy answer." And the FCC, he recalled, also thought that extensions of the cigarette ruling to other products would be "rare, if indeed they ever occurred," and wrote off warnings to the contrary as "a parade of horrors."

He also noted that radio listening and TV viewing are at record high levels but said that "in the question of whether or not, with all its imperfections, broadcasting will survive, this vast and overwhelming majority of Americans may not even get to cast a vote.

"On the contrary, if free, commercial broadcasting is destroyed, it will be as a result of attempts to accommodate the interests and dreams of good and well-meaning people; but people who spearhead and speak for splinters of our society.

"In attempting to make broadcasting meaningful to the few, they will succeed only in making it meaningless to the many."

The biggest spender in the biggest market

Sears, Roebuck will spend an estimated \$3 million in TV in metropolitan New York in 1971, making the retailer the leading local television advertiser in that market. This new measure of Sears's increasing importance as a television advertiser is being announced today (Oct. 25) by the Television Bureau of Advertising, which keeps tabs on trends in retailer TV activity.

It is pointed up in TVB's announcement that only a few years ago Sears did not advertise locally on television in the New York market. And in the first-half of 1970, Sears had invested \$62,000 in New York TV locally, as compared with \$1,260,700 in first-half 1971.

TVB said it based its \$3-million pro-

jection on inquiries it made in the market, and noted that should the share that New York represents of Sears's network spending be added, Sears's total spending in TV in New York would come to more than \$4.5 million in 1971. (TVB said it estimated that 9.8% or \$690,000 of Sears's network investment in the first-half of 1971 was spent in New York).

The TVB announcement did not identify Sears's agency or specify the buying source, but an independent check of New York TV sources indicated that Sears's buying in New York is handled by the "New York group" representing some 36 stores in the metropolitan area. The agency placing the business is Ogilvy & Mather, New York.

According to TVB, Sears in its locally originated campaigns in New York bought from 32 up to 130 announcements a week in the first six months of this year.

Many roads lead to better advertising

Consensus: Individual needs must dictate approach to cut costs, up efficiency

The diverse approaches used to lower costs of advertising and improve its efficiency and effectiveness were outlined at the 19th annual marketing conference of The Conference Board in New York last week.

The full-service agency was espoused by B. William Kostecke, president of the Miller Brewing Co., who said this concept provides a client with professionalism in all phases of marketing, including merchandising, sales, promotion and public relations. He questioned the soundness of using independent services, saying they have scant familiarity with a company or industry, or a house agency, which, he said, cannot afford specialists in all areas.

Charles B. O'Neal, director, marketing services, Fluor Corp., Los Angeles, a chemical-petrochemical company, cited these advantages of the "house agency": less expensive, provides short lines of communications to company management, has expertise in all activities of the corporation.

The case for the independent media buying was advanced by David M. Furman, advertising manager of the Waterman-Bic Corp., Milford, Conn. He cited a successful working relationship with two outside services, Clifford A. Botway Inc. and SFM Media Service Corp., both New York, selected for their expertise in network TV and spot TV buying respectively.

In a panel exploring the likelihood

of advertising success, Arthur W. Shultz, board chairman, Foote, Cone & Belding, urged adequate research be undertaken before the start of a campaign to ascertain "what to say, how to say it, when to say it and how to reach them." He said "hundreds of thousands—and even millions of dollars—are wasted because advertising doesn't do what it's supposed to do."

Carl Spielvogel, executive vice president and general manager, McCann-Erickson, New York, warned against a preoccupation with new products to the detriment of established brands. He said the most profitable type of growth "normally results from the sale of products in the 'already-in-existence' categories."

In another session, Moses Shapiro, board chairman of General Instrument Corp., projected that sales in the electronics and electrical industries in 1972 will rise 8% to \$51.1 billion from \$48 billion in 1971.

Debating advertising and children's TV

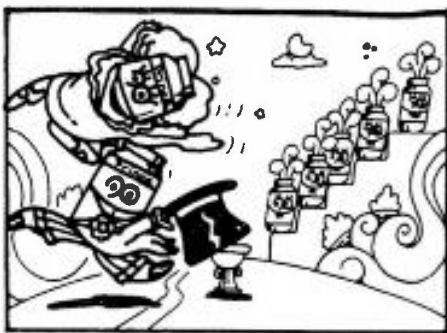
PBS's 'Advocates' features both sides saying it all again

Sharp differences of opinion on the feasibility of financing children's television programs without commercials were voiced last week on *The Advocates* series carried on the Public Broadcasting Service.

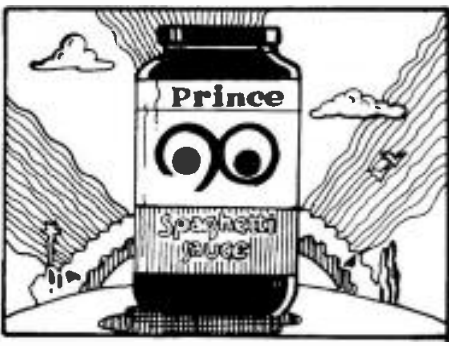
Upholding the view that quality children's programs could be telecast on TV networks and stations without commercial sponsorship was a group led by Mrs. Evelyn Sarson, president of Action for Children's Television, which has petitioned the FCC for such a regulation. Spearheading the opposition was a team including Roy Danish, of the Television Information Office, who warned that ACT's proposal for 14 hours of network children's programs without commercials "would be the death of experimentation and of a good deal of what we now applaud in children's programming."

Mrs. Sarson stressed that she favored the ban of commercials on children's programs because "young children cannot cope with selling on television" and because the preoccupation with "mass rating selling" diminishes interest in program content. She felt the financing could come from raising the prices of commercials in program areas other than those for children.

Mrs. Sarson was asked by the opposition if it was not the obligation of parents to monitor the shows children



Prince Macaroni is taking the special route with most of \$500,000, its fall advertising budget. The Lowell, Mass., firm through its agency, Venet Advertising, New York, is rotating three 30-second spots adjacent to nearly every major television network special in Prince Macaroni's markets. The campaign, which runs through December, will promote Prince's spaghetti, egg noodles and spaghetti sauce in Boston and Springfield, Mass.; Hartford and New Haven, Conn.; Providence, R.I.; Portland, Me.; New York, Detroit and Chicago. The network specials include The Sullivan Years, Charlie Brown's Halloween, Disney World and Hallmark's All the Way Home.



watch, and she replied: "ACT has accepted the responsibility for what our children watch. In return, the broadcaster must accept his responsibility and provide a couple of hours a day when I can let my children watch television knowing the programs have been designed with his needs in mind and not the needs of the advertiser."

Lined up with Mrs. Sarson was Ron Powers, television critic for the *Chicago Tribune*, who deplored the quality of children's TV programs and the number of commercials within them. He said he supported ACT's posture because "it's part of an emerging ethic . . . that we, the people, own the airwaves and therefore are privileged to be served according to our own needs."

Warren Braren, associate director of the Consumers Union, publisher of *Consumer Reports* and a former executive with code authority of the NAB contended that quality children's programs could be produced without commercial sponsorship. He suggested that

the broadcast industry examine alternative methods, including limited profit structure, under which profitable TV stations might carry these programs on a public-service basis and unprofitable stations might be subsidized by the industry or by the government.

Mr. Danish said that the production of 14 hours a week of children's programs at a cost equivalent to that of *Sesame Street* would place network expenditures in the range of \$130 million to \$140 million a year. He pointed out that the networks in 1970 made a total profit of about \$50 million in 1970 and said an outlay of \$130-\$140 million without sponsorship would leave the companies with a deficit of about \$75 million.

Dr. Joseph Plummer, a Chicago advertising executive who has conducted research into children's television, said youngsters are capable of discriminating between commercials they like and don't like, and programs they like and don't like. He said there is no evidence to suggest that children's television advertising is harmful.

Bob Keeshan, host of CBS's *Captain Kangaroo*, said he is in agreement with ACT on many issues, but felt its proposal to ban commercials would be counter productive because of the costs involved in producing quality children's shows. He said he favored clustered commercials and limiting the number of commercials. He reported that as of the end of this year, no cast member will appear in the commercials on his program.

A gleam of hope on cigarette ads

Broadcasters lose appeal, but Wright dissent is basis for Supreme Court filing

The statute banning the advertising of cigarette on radio and television was upheld by a federal court in Washington last week. But the effort on the part of six radio-station licensees to have the law declared unconstitutional is not over. Their attorneys say they "fully expect" to appeal to the U.S. Supreme Court.

The vote of the special three-judge panel was 2-to-1, and it was the opinion of the dissenting judge, J. Skelly Wright, that apparently provided the broadcasters with the encouragement to take their case to the Supreme Court.

The majority—Judges Oliver Gasch and June L. Greene—held that the ban, in effect since Jan. 2, violated neither the First Amendment guarantee of free speech nor the Fifth Amendment guar-

antee of due process, as the broadcasters had claimed.

The act does not affect the broadcasters' right of free speech, the majority wrote. Broadcasters "have only lost an ability to collect revenue from others for broadcasting their commercial messages"; they are free to air their views on any aspect of the issue.

The majority disposed of the Fifth Amendment argument on the ground that Congress had more than one "rational basis" for banning cigarette ads from radio and television but not other media. One was that "the most persuasive advertising was being conducted on radio and television."

Several of Judge Wright's recent decisions from the bench of the U.S. Court of Appeals in Washington are regarded as having created a more hostile regulatory environment for broadcasters. But in his dissent last week, he made a strong First Amendment argument in their behalf—although it invoked the FCC's fairness doctrine in the process.

The U.S. Court of Appeals' decision in 1968, in affirming the commission's extension of the fairness doctrine to cigarette advertising, he said, "is enough to place such advertising within the core protection of the First Amendment."

The ads, he said, implied one side of a controversial issue, and the anti-smoking spots broadcasters were obliged to carry presented the other side. The result, he noted, was a reduction in cigarette consumption, thus supporting the theory that people, given all sides of an issue, will make the right decision.

The government, he said, is entitled to attempt to persuade the people that cigarette smoking is hazardous. But, he said, "The government is emphatically not entitled to monopolize the debate or to suppress the expression of opposing points of view on the electronic media by making such expression a criminal offense."

The licensees who brought the suit—which was backed in court by the National Association of Broadcasters—are Capital Broadcasting Co. (WNAV-AM) Annapolis, Md.) and Dover Broadcasting Co. (WDOV-AM) Dover, Del.), both owned by Henry Rau; Turner Communications Corp. (WTMA-AM) Charleston, S.C.), Northwest Broadcasting Co. (KVFD-AM) Fort Dodge, Iowa), The LaGrange Broadcasting Co. (WLAG-AM) LaGrange, Ga.) and North American Broadcasting Co. (WMNI-AM) Columbus, Ohio).

Bankruptcy hearing set for U.S. Media

A preliminary hearing will be held on Wednesday (Oct. 27) on a petition filed for reorganization under Chapter 11 of

the Federal Bankruptcy Act by U.S. Media International, New York, independent media-buying service (BROADCASTING, Oct. 18).

The hearing will be conducted before U.S. Referee in Bankruptcy Edward J. Ryan. In attendance will be the major creditors of U.S. Media, including representatives of the Continental Bank of Philadelphia, Sherwood Diversified Services Inc., New York, and various advertising agencies and broadcast stations. In its petition, filed in the U.S. Southern District Court of New York, U.S. Media listed liabilities of \$8,095,215 and assets of \$4,158,159.

Sherwood was the largest individual creditor listed in the action, at \$2,370,589. Continental Bank runs a close second at \$2 million. Four station representative organizations are listed as follows: ABC Spot Sales, \$397,000 (including \$248,033 for WABC-TV New York); CBS Spot Sales, \$372,338; NBC Spot Sales, \$358,945, and The Katz Agency, \$130,000. About 380 individual TV and radio station creditors are listed for an aggregate of \$2,251,484; the largest, WOR-TV New York at \$133,756, the smallest, WHP(AM) Harrisburg, Pa., at \$20.40.

Parker in corner of T-L challengers

Says UCC will go to court on issue of amounts of advertising permitted

The Office of Communications, United Church of Christ, said last week it is prepared to go to court "to test the extent to which stations may be permitted to engage in broadcasting an excessive amount of commercials."

Dr. Everett C. Parker, director of the office, said the court test, if necessary, would be made in support of the anticipated challenge of Mexican-American groups against the transfer of Time-Life TV stations to McGraw-Hill. He made the statement in disclosing that Earle K.

More Ford funds to UCC

Ford Foundation has made a grant of \$100,000 to the Office of Communications, United Church of Christ, "for its campaign of education, persuasion and where necessary litigation to discourage racial discrimination in broadcasting." It brings to \$360,000 the grants the office has received from Ford for this purpose, the first having been made in 1968 for \$160,000 and the second in 1970 for \$100,000. The new grant was disclosed in the foundation's Oct. 15 newsletter.

Moore, attorney for California groups challenging the license renewal and sale of Time-Life's KERO-TV Bakersfield, Calif., has demanded that Kenneth R. Croes, vice president and general manager of KERO-TV, turn over financial records to prove that "excessive commercialization" is required for the station to make a profit. Mr. Moore said this had been the station's defense for carrying "as high as 20 minutes of commercial announcements per hour, even in prime time."

Dr. Parker said that "advertising on the air is not objectionable as long as it is kept within reasonable limits," but that the FCC allowed standards to degenerate. KERO-TV, he said, "is an example of what happens when people have a monopoly and nobody bothers to regulate them." He continued: "The only reason for excessive media concentrations such as those now held by Time-Life or proposed by McGraw-Hill is that such combines might bring superior services to communities which otherwise are unable to support them. Time-Life has never done this in Bakersfield and McGraw-Hill does not propose to do it. Instead, both media conglomerates propose to milk the Bakersfield community with excessive commercialism and inferior service in order to turn a profit, while giving better service to richer communities where Time-Life now has stations."

Lennen & Newell loses Reynolds to JWT

Reynolds Metals Co., Richmond, Va., has moved its \$6.5-million Reynolds Wrap account from Lennen & Newell to J. Walter Thompson Co., both New York. The appointment, effective Dec. 31, ends L&N's 14-year association with the account, although it will continue as its agency for special projects.

Reynolds Wrap, number-one spender in the aluminum-foil field, allocated some \$2.5 million to network television last year. Its nearest competitor, Alcoa Wrap, trailed far behind with a total 1970 advertising budget estimated at \$600,000.

Kress wants more

S. H. Kress, variety store chain, advertising on television for the first time this year, expects to expand its \$300,000 allocation next year and place spot ads in more markets across the U.S., according to the firm's agency, Milton Herder Inc., New York. The current campaign, in 21 spot markets, began in April with 10 30-second commercials. The new year will also see an additional five 30-second spots being utilized. Each spot to tie into a particular sales event. Kress is a division of Genesco, Nashville, Tenn., with 300 U.S. stores.

You Stand Tall in the Rockies

And none stands taller in achievement than KWGN Television.

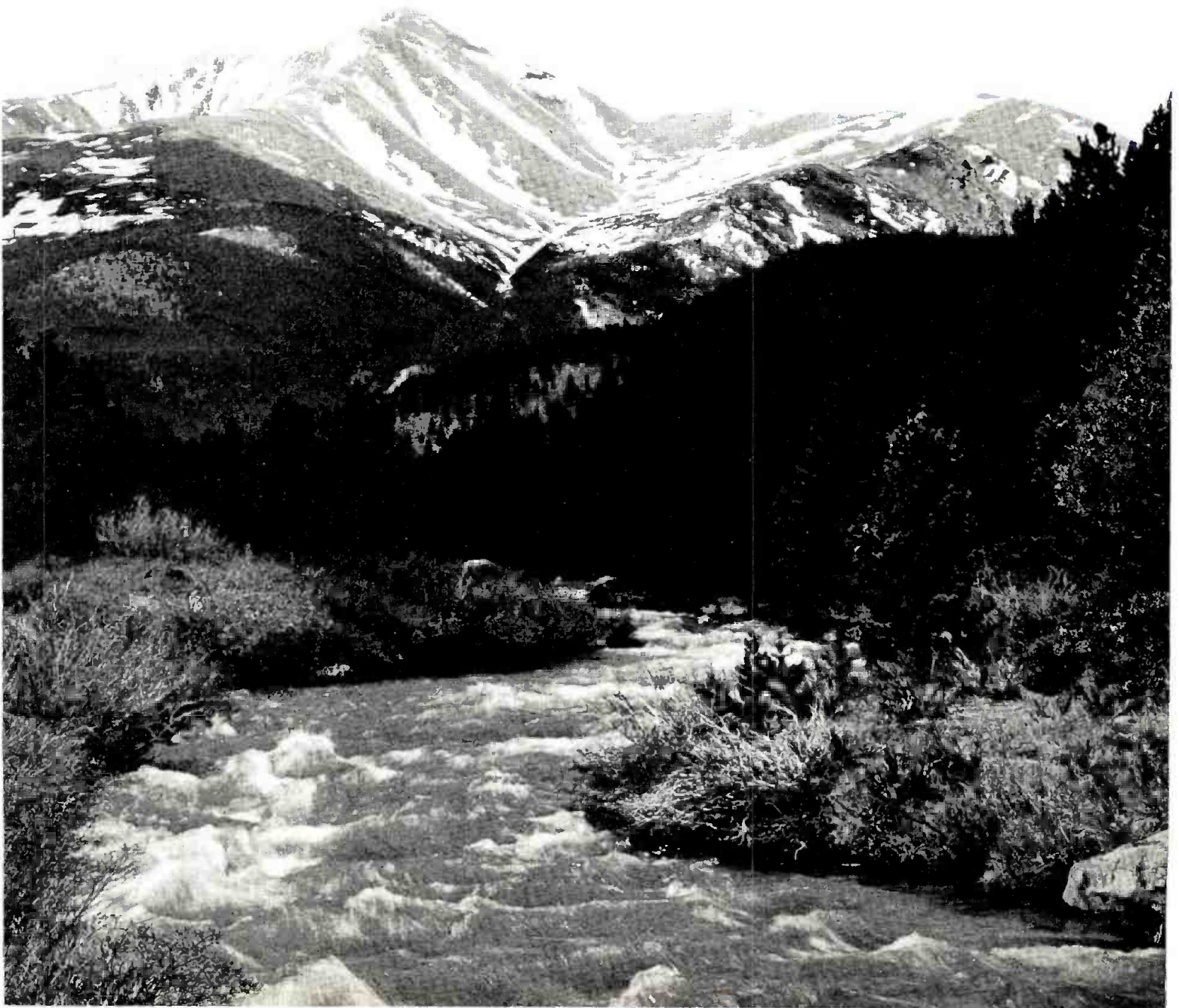
Great business-getter, according to an ever-growing number of advertisers. Telling their story to an ever-growing number of viewers.

Top participant in what makes the Mile High City of Denver "go...go...go!"

And it's only the beginning. Only the beginning. **The WGN of the Rockies**



A WGN Continental Broadcasting Company Group Station



Winding down the Ervin hearings

Burch, Johnson, Brinkley and Springer testify;
FCC members talk the necessity of fairness doctrine

Last week the FCC was represented at Senator Sam J. Ervin's (D-N.C.) final, for the time being, Constitutional Rights Subcommittee hearings on the application of the First Amendment to broadcast and print journalism by Chairman Dean Burch and Commissioner Nicholas Johnson. They both agreed that the fairness doctrine is probably here to stay in one form or another, but they each had different reasons.

Summarizing the FCC's policies relating to broadcast journalism, Chairman Burch told the subcommittee that the commission seeks to promote full debate on public issues "with procedures that do not interfere improperly with the freedom of broadcast journalism."

To that end, he said, the fairness doctrine was developed to require broadcasters who present one side of a controversial issue the obligation to afford reasonable opportunity for the discussion of contrasting viewpoints.

The commission's enforcement of the doctrine, he said, is limited to determining, upon complaint, whether the broadcaster's judgment is unreasonable. The FCC does not pass on a broadcaster's journalistic judgments, he emphasized.

Referring to the FCC's inquiry into the fairness doctrine, Chairman Burch said the critical issue at stake is "whether our administration of the doctrine . . . has enhanced [First Amendment rights], or whether we need to make minor or major revisions."

Chairman Burch did not comment on the possible results of the fairness inquiry but indicated the commission is not about to scrap the doctrine entirely. "There is no retreating from the fairness doctrine," he said. It "is the law and indeed may well be constitutionally required in light of the *Red Lion* holding. [That 1969 Supreme Court decision upheld the constitutionality of the fairness doctrine.] "Rather," he said, "the commission must consider and determine those policies and procedures under the fairness doctrine which effectively advance the First Amendment goal of robust, wide-open debate."

On the commission's policy regarding complaints of deliberate distortion or staging of news, he said the commission

"in every case where we may appropriately do so—where there is, for example, extrinsic evidence that a newsman has been directed to slant the news—we shall act to protect the public interest in a responsible press. But in



Rep. Springer (top), Mr. Barron (middle), Mr. Brinkley (bottom)

this democracy, no government agency can, or should try, to authenticate the news. Therefore . . . we have consistently and repeatedly stated that we will shun the censor's role and will not try to establish news distortion in situations where government intervention would constitute a worse danger than the possible rigging itself."

Senator Roman L. Hruska (R-Neb.) asked Chairman Burch to comment on allegations in previous testimony by CBS Vice Chairman Frank Stanton that an FCC ruling forced the network to drop its *Loyal Opposition* series last year. "That is not true," Chairman Burch said in reply. We just held that the program constituted a fairness obligation. Dr. Stanton overstated the case."

When Senator Hruska asked for his comment on Dr. Stanton's allegations that there is a conspiracy between Vice President Spiro Agnew and the FCC against the news media, Chairman Burch stated: "The only thing wrong with the theory is that it is false. And Dr. Stanton knows it is false. He can cite no evidence that coincides with that particular theory. I really am a bit disgusted that Dr. Stanton keeps bringing up this conspiracy theory because it simply will not wash."

And, in reply to Chairman Burch, Dr. Stanton said last week: "I have never suggested a 'conspiracy' between the Vice President and the FCC. I have never impugned the integrity of the commissioners. I have said that there is ample evidence of attempts by government officials to intimidate the press. And I have expressed the opinion that 'the whole content and the whole pattern of this government intrusion into the substance and methods of the broadcast press, and indeed of all journalism, have the gravest implications.'"

"We disagree with the chairman's interpretation of the basic issue in the *Loyal Opposition* case. As I testified, 'the *Loyal Opposition* concept was an effort to give the major party out of power—whether Republican or Democratic—some opportunity for access to balance that so easily achieved by an incumbent President. In July 1970, following a number of presidential broad-

cast appearances, CBS made a single broadcast available to the Democratic National Committee to respond to the President. Whatever may be said about our decision, it surely was within the reasonable scope of journalistic judgment. On the complaint of the Republican National Committee, however, the FCC held that the Republicans were entitled to reply to the Democratic broadcast—a reply, in other words, to a reply. Fourteen months later that issue is still in the courts . . . as a direct result CBS has not further developed its Loyal Opposition format, and the public is the loser.”

Commissioner Johnson offered what he called “a little refutation of the chairman’s suggestion that there was absolutely no conspiracy between Agnew and the FCC.”

He said the commission issued its policy statement on drug lyrics—“which was widely interpreted as a ruling that rock music dealing with the subject of drugs should no longer be played on radio stations”—after a White House meeting attended by Chairman Burch.

“Shortly after Agnew discovered rock music and found that he didn’t like it,” Mr. Johnson said, “there was a meeting at the White House at which record company executives and broadcasters were invited, at which Dean Burch was present, at which they were all urged to please not to play such music any more and that shortly following that the FCC issued” the controversial order.

Commissioner Johnson concurred with Chairman Burch on the need for the fairness doctrine. He noted the doctrine does not prohibit a broadcaster from expressing any viewpoint he wishes. It “only requires that *diverse* views are also presented on controversial issues of public importance,” he pointed out.

“I understand that the Pentagon Papers story was presented to the networks and refused. It was not the fairness doctrine that prevented their breaking it,” he said.

(At a National Association of Broadcasters regional meeting in Chicago last week [see page 24], CBS News President Richard Salant disclosed in a panel discussion that CBS was offered the Pentagon Papers after *The New York Times* and the *Washington Post* had been enjoined from publishing them. He said he turned down the offer because [1] the offer was conditioned upon CBS putting them on the air right away and he wanted to study them first and [2] there was the problem of how best to present the massive amount of material on TV. William Sheehan, vice president and director of TV news for ABC, said last week that ABC was made the same offer after the injunction. It was declined, he said, because ABC’s coun-

sel believed that broadcasting news whose publication was enjoined could be construed as contempt of court. NBC News officials were not immediately available for comment on whether NBC had been offered the documents for broadcast.)

Without the fairness doctrine, Commissioner Johnson told the subcommittee, “broadcasters, acting as public trustees of a publicly owned resource, would be free to present only their viewpoint, or viewpoints they wished to present, and could censor out all others.”

The guarantees of the doctrine might be less necessary if multi-channel CATV was a reality for the vast majority, he said. “But I don’t think broadcasters can have it both ways. Today they oppose the expansion of cable television as a threat to their rights to make money from their control of access to the public. They oppose the public’s efforts to gain access to their own stations. And at the same time they want us to do away with the fairness doctrine. Such a posture is not only internally inconsistent and unjust, it raises some very serious questions about the motives of the broadcasting establishment.”

He said he agreed with a previous subcommittee witness, former CBS News President Fred Friendly, that the FCC is not censoring broadcasting (BROADCASTING, Oct. 18).

“It is the broadcaster himself who censors—censors in the name of saving money, censors in the name of currying favor with advertisers, politicians, or others whose predilections he would rather not offend.”

Commissioner Johnson said he is unwilling to give up the fairness doctrine without a substitution for it. Referring to Office of Telecommunications Policy Director Clay T. Whitehead’s proposal to abolish the doctrine, Commissioner Johnson said: “I do not believe that Dr. Whitehead’s proposals, as initially put forward, would retain the full protection the Constitution requires.”

“While to the unwary the fairness doctrine might seem a perfectly simple and reasonable requirement, the evolutionary decisions of the FCC and the courts have spun a web of super-tech-



Senator Ervin

nical and seemingly contradictory legalistic concepts which boggle even the shrewdest of legal minds.” That was the opinion of Richard Barron, president of the North Carolina Association of Broadcasters.

“I sincerely believe that broadcasters on the whole strive to be fair in the presentation of controversial programing,” he said. But he added that broadcasters are now worried about whether their programing “might inadvertently run afoul of one of the many legal subtleties laid down by his government under the guise of ‘fairness.’” Consequently, he said, they are tempted to avoid controversial programing.

“While intended to assure a diversity of views, the doctrine, in practice, has tended to choke them off,” he contended. “I urge you to consider a legislative repeal of the doctrine.”

NBC newsmen David Brinkley said television news reaches many who are not reached by any other news medium and who have misconceptions about the purpose of journalism, particularly TV news. He said disturbing news is not presented because the network approves of it, as many seem to think. It is carried “because we think the audience would like to know about it, or ought to know about it,” he said. Public hostility directed at TV news is enforced by the



Chairman Burch, Commissioner Johnson at hearings

attacks political figures have made against the news media, he said, which in turn provoke more public hostility.

And, he pointed out, complaints about bias and slanting never appear when the news is good. "They appear only when the news is bad, as nowadays it often is."

Mr. Brinkley maintained that intimidation by news critics is not a serious problem. Those who can't stand criticism should not go into journalism—or politics, he said. Politicians are re-elected every few years, but TV newsmen arc up for "re-election" every night, he said. "And they can vote us out any time simply by turning the knob..."

Subpoenas and demands for newsmen's notes, films, tapes and other material "are dangers to freedom of the press and in my view ought to be stopped," he said. He endorsed Senator James B. Pearson's Newsman's Privilege Act (S. 1311), which would protect a newsman's confidential sources and information.

Mr. Brinkley denied that there is a conspiracy or plot by TV journalists to be unfair to the right or the left. Proof of this, he said, lies in the fact that TV's bitterest critics are at both ends of the political spectrum. "The far right generally thinks we are radicals, while the left thinks we are conservative members of the establishment." He added: "What happens mainly is that people project their own political biases on us."

In his testimony, Representative William L. Springer (R-Ill.), ranking minority member of the House Commerce Committee, said the public believes that news broadcasts are biased, a fact he said has been supported by every poll that has been taken on the subject. What is the cause of this bias? According to Mr. Springer, it is "selectivity"—the process by which broadcasters carry what they deem newsworthy. Mr. Springer said the problem could be solved through the presentation of news from "both sides of the spectrum." He noted that the Public Broadcasting Act (which created the Public Broadcasting Service) contains the mandate that "all controversial matter must be treated in perspective and in balance." "If the Communications Act was rewritten today," he said, "I assure you that would be in it."

He chided CBS for refusing to provide outtakes from *The Selling of the Pentagon* documentary when the Commerce Committee was trying to defend the right of the public to know how the "documented deceit and fraud" of the program took place. But, he noted, there has been a "tremendous improvement" in balance on TV since the controversy over *Selling*.

Congressional surveillance of TV has

Klein denies pressure

The Nixon administration was represented last week as favoring the freedom of print and broadcast journalism.

Herbert Klein, the administration's director of communications, said there had never been any attempts to intimidate the news media. "The networks are crying wolf when no wolves are in sight," he said. Mr. Klein addressed the Indiana Broadcasters Association last Thursday (Oct. 21) at Nashville, Ind.

He also repeated earlier criticism of the recent appellate-court decision extending the fairness doctrine to product advertising. If that starts a trend, he said, it could undermine the foundations of broadcasting.

had a constructive influence on broadcasters, he said, noting that CBS has revised its policies to prevent further incidents like those in *Selling*. He emphasized that Congress has no jurisdiction over the content of the news, but has the obligation to assure the public that both sides of important issues are presented.

The Ervin hearings are scheduled to resume early next year.

Washington court gets DNC equal-time request

The Democratic National Committee is turning away from the FCC and toward the courts in its efforts to break what it calls "the President's monopoly over the broadcast media."

DNC attorneys Joseph A. Califano Jr. and Charles H. Wilson Jr. filed a brief in support of DNC's petition to the U.S. Court of Appeals for District of Columbia circuit last week. The committee is asking the court to vindicate the "Democratic party's right to respond to presidential television appearances and of the right of the American people to be fully informed on all issues affecting the conduct of their government."

DNC Chairman Lawrence F. O'Brien charged the FCC—to which the committee first requested the right to respond to the President—with viewing its primary mission "as keeping those opposing the President's policies and programs from gaining equitable access to television." Mr. O'Brien added that the FCC has found allies in the three major television networks.

The FCC has refused to rule that response time should be allowed to those opposing the views expressed by the President during a nationwide televised address. DNC would like automatic access to be awarded to those views opposed to incumbent administration policies, and it is further basing its argument

on grounds of First Amendment rights.

Quoting the Supreme Court's decision in the *Red Lion* case, the DNC brief tells the court that the central concern in the area of broadcasting is "the First Amendment goal of producing an informed public capable of conducting its own affairs . . . It is the right of the public to receive suitable access to social, political, esthetic, moral and other ideas and experiences which is crucial."

When the FCC denies the right to respond to televised presidential addresses, DNC said, the development of public opinion of the American people, which can be an effective check on Presidential power, is curtailed.

DNC said that the FCC was apparently "unable or unwilling to perceive the constitutional underpinnings" of the party's claims. The brief asks the court to remand the matter to the FCC "with instructions to enter an order granting the DNC the time it sought to respond to the presidential telecasts at issue and recognizing a right under the fairness doctrine to respond to all such presidential broadcast appearances."

Mr. Califano urged the court to move quickly on DNC's petition. "We all know that the campaign season is underway. Without a speedy resolution of this issue," Mr. Califano added, the 1972 general election will be over before the relief sought by DNC is forthcoming. He said FCC delay and obstruction has been the usual response to Democratic Party petitions, due to its "narrow political orientation."

On Oct. 18, the committee filed another appeal with the FCC to request the right to respond to what Mr. Califano called the "fall television blitz" which began on Aug. 15 with Mr. Nixon's economic message and has continued since. The predictable FCC response will be, in Mr. Califano's words, "a knee-jerk reaction." He said the commission will delay, obstruct and finally deny the DNC's request.

He cited FCC lack of response to the DNC as the main reason for seeking a judicial solution to the automatic-access question.

Hartke assails attempts to shackle broadcasters

Senator Vance Hartke last Thursday (Oct. 21) told his Indiana broadcaster constituents in annual convention at Nashville, Ind., that he would support legislation fostering renewals under ordinary circumstances as well as outright repeal of Section 315, including not only the political equal-time provisions but also the fairness proviso responsible for the evolution of the fairness doctrine.

The Indiana Democrat, ranking majority member of the Senate Communi-

cations Subcommittee, defended First Amendment rights for broadcasters and warned against what he described as administration action that inhibits broadcasters in the exercise of these First Amendment rights.

Describing radio and television as "instant journalism" and the dominant media, he warned that if they do not get recognition, "freedom of the press in its broadest sense will be destroyed."

Pointing out that regulation of broadcast stations is premised on technical grounds, he criticized what he regarded as efforts of government "to impose its version of truth upon the people."

Attacking the FCC for its intrusion in the content of individual station programming, Mr. Hartke said that if current trends persist it won't be long "before the FCC and the courts are determining what issues a broadcast journalist may cover."

Freedom threat could expand further—Monroe

Bill Monroe, Washington NBC newsmen, fears there is a double First Amendment standard building up—one, ironclad for the print media, another, more shifting, for broadcasting.

In a speech prepared for delivery to the Boston regional conference of the National Association of Broadcasters Friday (Oct. 22), Mr. Monroe laid the blame for this situation principally on "political liberals" who, unintentionally perhaps, identify with "liberal" regulators and judges.

The threat, Mr. Monroe said, is that once broadcasting news is throttled, newspapers and magazines will be next.

There are some "blue patches," however, Mr. Monroe observed: Senator Sam J. Ervin Jr. (D-N.C.) is holding hearings on freedom of the press (see page 46); Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, has suggested de-regulating radio and getting the government out of TV programming; FCC Chairman Dean Burch has expressed discomfort with "some of the absurdities" of fairness decisions.

Elie Abel cites need for audience feedback

Broadcasters were urged last week by Elie Abel, dean of the graduate school of journalism at Columbia University, to consider ways in which the public could be invited to register its views and concerns regularly on television.

The former NBC newsmen said TV news has been prodded into covering activities of militant groups staging street demonstrations and questioned whether "television can break out of that trap unless it learns somehow to

make a general practice of inviting the public to register its views and concerns." He noted TV has no letters columns, no space or time reserved for the outsider's point of view.

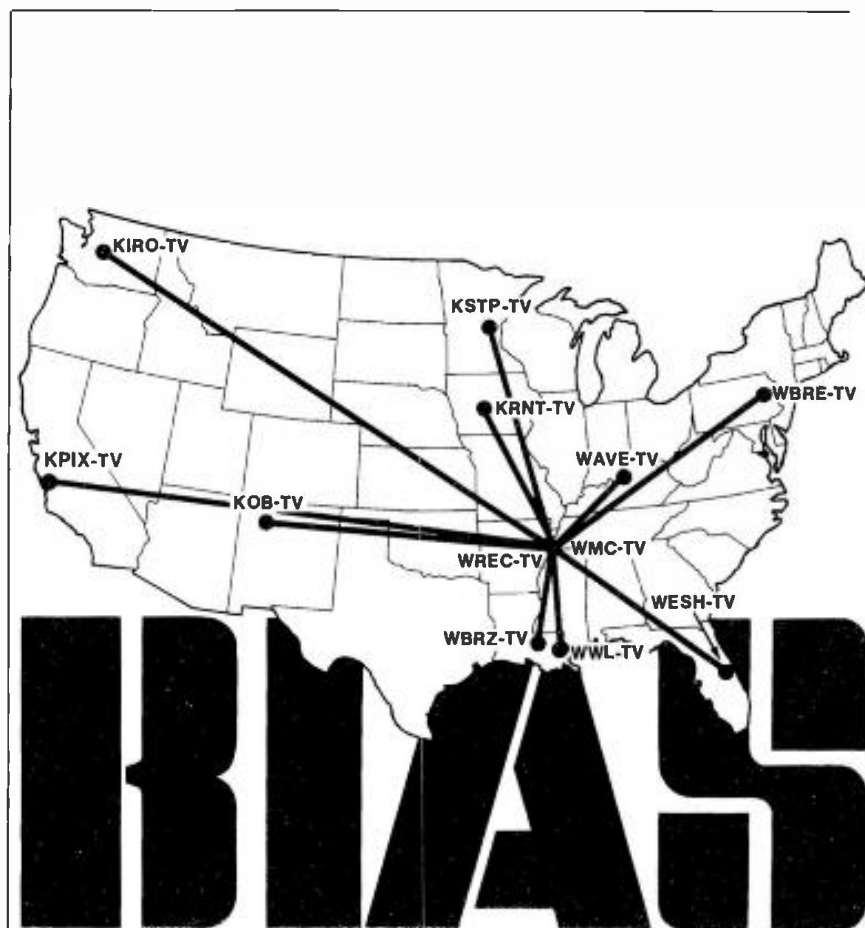
Mr. Abel, addressing the American Bankers Association in San Francisco, suggested that present technology available for two-way communications between CATV subscribers and cable systems and transmitting stations has implications for broadcasters. He voiced the view this could lead to an audience feedback on a general basis over the next five to 10 years, and said he supported the public's right to this accessibility.

Criticism of Efron: more con than pro

Her book charging bias in network journalism is accused of same offense

Initial press reaction to Edith Efron's book on alleged bias in network television news, "The News Twisters," has been mixed, with major newspaper comment weighted against it.

The book, published on Oct. 11 charges that the early-evening network



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news programs during the pre-election period of 1968 contained a "Democratic-liberal-radical left axis of opinion" (BROADCASTING, Sept. 27 et seq).

Ben H. Bagdikian, a writer on news media and author of "The Information Machine," reviewed the book for the *Washington Post*, of which he is now assistant managing editor, and the headline captured the spirit of his criticism: "Objectively—it's not." He set the tone in his opening paragraph:

"This book is dishonest, inaccurate, unscientific and pretentious. Furthermore, it's not very good. Ordinarily, it would be worth attention only as a demonstration on how to doctor evidence. But it deserves examination because it is undoubtedly destined to enter political literature as holy text for those who wish to prove at any price that Spiro Agnew is right."

On the other side, syndicated columnist Roscoe Drummond stated that "there is new, documented, perhaps conclusive evidence that the principal network TV news shows have been practicing massive bias."

Some other pro-Efron judgments:

■ Jeffrey Hart in the *Greenwich* (Conn.) *Times*: "The case is made with convincing statistics that CBS, ABC and NBC exhibit overwhelming political bias of a liberal-left character."

■ An editorial in *Barron's*, financial weekly: "As Edith Efron convincingly

shows . . . pervasive political bias [is] shown by all three major networks."

Some other anti-Efron opinion:

■ Syndicated columnist Harriet Van Horne: "There's no doubt that television news could be improved. But Miss Efron's work, a tedious documentation of right-wing paranoia, is not a corrective."

■ An editorial in the *St. Louis Post Dispatch*: "Contrary to the grandiose claims of its author and promoters, the book is simply not what it purports to be. She and her co-author . . . have merely 'proved' network news bias by finding that it does not conform to their own subjective notions of fairness."

■ Columnist Maury Green in the *Los Angeles Times*: "At second glance 'The News Twisters' becomes transparent. It's a \$3 bill passed off as intellectual currency."

Sheehan cites a danger

William Sheehan, ABC News vice president and director of television news, warned last week against an erosion of the rights of broadcast journalism through "a nibbling away at the foundations of the First Amendment." He told a gathering at Central Michigan University at Mount Pleasant that there are several possible explanations underlying recent criticism of the news media. He cited the possible disenchantment with

the trend toward more abbreviated news presentation that prompts the audience to differ with media on what is important. He also noted a tendency of some people to brush aside honest reporting, "especially when it challenges their prejudices."

APME honors stations for local coverage

Five broadcast members of The Associated Press received citations from the Associated Press Managing Editors Association last week for their cooperation in providing coverage of stories in their areas during the past year. The TV and radio stations were among 79 AP members designated as winners of citations during the APME annual convention in Philadelphia.

The broadcast winners were WCGR-(AM) Canandaigua, N.Y., for coverage of the Canandaigua Inn fire, which took 10 lives; KSIB(AM) Creston, Iowa, for its news reports on a destructive tornado that hit Conway, Iowa; WXWL(AM) Manchester, Ky., for coverage of a mine disaster at Hyden, Ky.; WSLs-TV Roanoke, Va., for its story on the death of war hero Audie Murphy in an airplane crash on a Virginia mountainside, and WEAR-TV Pensacola, Fla., for coverage of a tornado that struck an apartment complex at Gulf Breeze, Fla.

Programming

Nothing safe from fairness?

Now FCC stretches doctrine to embrace United Appeal on WLWD(TV) Dayton

There may be some broadcasters who would assume that charity drives are, per se, noncontroversial and therefore outside the reach of the FCC's fairness doctrine. But they just don't realize how long that reach is.

Avco Broadcasting Corp.'s WLWD(TV) Dayton, Ohio, found out last week. The commission overruled the station's judgment last year that broadcasts in support of the United Appeal did not constitute a discussion of a controversial issue and that the fairness doctrine did not apply ("Closed Circuit," Oct. 18).

It was a troubled commission, however, that reached that decision. The "majority" opinion was endorsed by only one commissioner, Robert T. Bartley. Chairman Dean Burch and Commissioners Nicholas Johnson and

H. Rex Lee simply concurred in the result, and Chairman Burch issued a statement seeking to limit the decision's implications. Commissioners Robert E. Lee and Robert Wells dissented; Commissioner Charlotte Reid did not participate.

The commission acted on a complaint brought by United People, a group describing itself as an "unincorporated coalition of the Congregation for Reconciliation and the Social Welfare Workers Movement working for reform of the United Appeal." United People contended that the station had afforded inadequate opportunity for a discussion of views contrary to those the station was airing in support of United Appeal.

United People had wanted to air its view that contributions should be made

directly to individual charities, not to the United Appeal, on the grounds that the Appeal did not allocate its funds in proper relation to the most important needs of the community, that corporations did not give their fair share and that the Appeal's governing board is controlled by business leaders and does not include representatives of factory workers, poor people and youth.

Avco contended that the broadcasts in support of the Appeal—which included a five-minute broadcast by President Nixon, station editorials and public-service announcements—did not involve controversial issues of public importance because the "United Appeal concept is now nationally recognized and accepted."

It said that the United People's complaint regarding procedures or allocation of funds represented, at most, a contrary view to the over-all laudatory concept of having a single combined drive. And it said that viewpoint merited and was given exposure. Avco listed several brief news items concerning United People's complaint and a 90-second re-

ply by the organization to a station editorial in support of the Appeal.

But it was Avco's concession that the United People's views merited exposure—as well as the station's airing of a reply to a pro-Appeal editorial—that the commission considered most significant in concluding that Avco had not refuted the allegation that the Appeal campaign was a controversial issue. The commission also cited local newspaper articles concerning the dispute and the coverage given United People by other broadcast stations in the area.

The FCC in its letter to Avco said it recognized the campaign that gave rise to the complaint is past but that "material has recently been submitted indicating that a similar controversy has arisen regarding this year's United Appeal campaign." The FCC said it was seeking to assist Avco in determining its fairness obligations.

The commission also said that, "in line with established custom, our holding is, of course, limited to the facts of this case."

And Chairman Burch expanded on this in his concurring statement. He said the commission is not holding that henceforth announcements in support of the United Appeal raise an issue of public importance throughout the nation. Neither is it holding that announcements in behalf of such organizations as the Boy Scouts that become the subject of dispute within an area "automatically fall within the strictures of the fairness doctrine."

"On the contrary," he said, "the commission adheres to its established policies—that there must be an 'issue of public importance' . . . and that we will not upset the licensee's reasonable judgment on this score. Our action here is governed by the unusual facts of this case."

The chairman also noted that the commission had not reached the question of what constitutes "reasonable opportunity" for discussion of the issue in Dayton. "Now that the licensee is aware that this is a controversial issue of public importance, it is a matter for his reasonable, good-faith judgment in this year's campaign." And the licensee, he added, "is wisely afforded considerable leeway to make that reasonable judgment."

Commissioner Robert E. Lee expressed concern over the FCC extension of the fairness doctrine to public-service announcements for charitable organizations. He said the commission's ruling may discourage licensees from providing such announcements. This, he said, "could have a disastrous, effect upon charitable organizations' attempts to raise funds for the disadvantaged."

He also said that the commission's decision means, in effect, that "almost

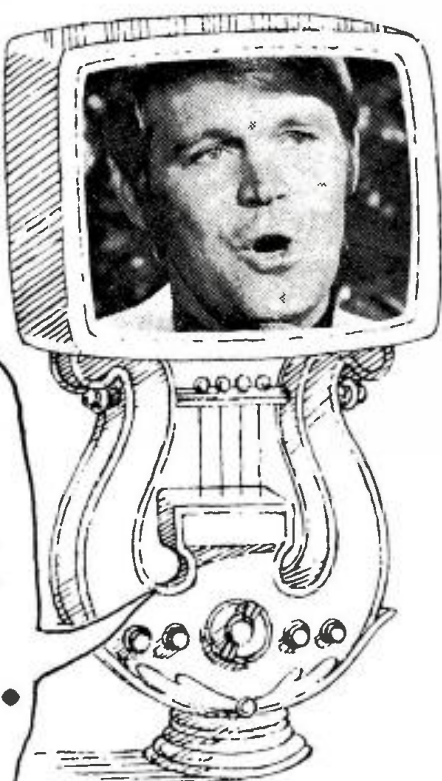
everything announced by a broadcast licensee could be deemed controversial." Such an expansion of the fairness doctrine, he warned, makes the licensee the target for "a great number of organizations, representing an undeterminable number of shades of opinion, all clamoring for an opportunity to present their respective contrasting views."

Video cassettes: still in infancy

New and developing hardware, a radical need for still unpublished software and untapped markets—"That's the world these people are living in." Eliot

Minsker, president of Knowledge Industry Publications, was describing the plight of almost everyone attending the first annual Video Cassette Program Production and Marketing Festival/Workshop held in New York Oct. 14-15, sponsored by Knowledge Industry Publications.

Highlighting the two-day festival was an exhibition by 10 companies of programs committed to video cassettes. Motorola, Nicholson-Muir, Bellvue-Pathe, Ayerst Laboratories, Grove Press, Visual Information Systems, Videorecord Corp., East End Enterprises, and Electronic Video Recording displayed programs ranging from police



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WZZM/WWTV FM Chikass

TELEVISION

WZZM-TV Grand Rapids Kalamazoo

WWTV / CHILLAS TRANSMISSION CITY

WZZM-TV SALT LAKE

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and paramedical training films to animated shorts and a 1920's silent Czech pornographic piece.

All the exhibitors except Grove Press and Data Plex used either Sony, Motorola, or EVR hardware for cassette playback. Grove and Data Plex operated with reel-to-reel VTR's.

Knowledge Industry, sponsor of the workshop/festival, supplies the information industry with data on video merchandising and marketing through newsletters (*Video Publisher*, *Educational Marketer*, and *Knowledge Industry Report*), consulting, and seminars. It will be five years old in March. The conference at the Commodore hotel was the second seminar it has sponsored in as many years. The first, held last fall in Tarrytown, N.Y., was a one-day affair and concentrated on many other facets of video tape besides cassette technology.

A consensus on the quality of the Oct. 15 workshops was hard to find. Many representatives of firms already active in the video and cassette field were critical of what they considered a lack of new and innovative materials and approaches. But almost all the new initiates were pleased with the presentations of information at the event, which was basically designed for companies with little experience in video. An educator at the conference bemoaned the emphasis on hardware and marketing as opposed to program production. One exhibitor expressed a view that had been echoed by newcomers and professionals alike all through the festival: "We're just like those blind men in that myth who were asked to identify an elephant by feeling all the different parts."

Work to start soon on new 'Opry' house

A \$10-million contract has been awarded to W. F. Holt and Sons of Nashville for construction of the new WSM Grand Ole Opry House there.

Designed to replace the 79-year-old Ryman Auditorium which has housed the station's *Grand Ole Opry* since 1942, the building will seat 4,400, is to be air conditioned, and will total 147,270 square feet.

Included within the structure, but functioning separately from the *Opry*, will be a 300-seat studio equipped with broadcasting and video-tape facilities.

Construction will begin immediately, and is expected to be completed in 27 months.

The new Opry House is part of Opryland USA, a 360-acre, \$28 million entertainment and recreation complex under development by WSM(AM)'s parent, NLT corp., Nashville. A parkland portion of the complex is due to open next spring.

The medium is the maker

Has television, the informer, become reality?

To the historian, television is chronologically a yearling, esthetically a Methuselah. Now catering to a second generation of viewers, it is beset with criticism, much of it negative. The volume and nature of these condemnations enhance the irony of John S. Margolies's and William Adler's contradictory philosophy on the medium.

Messrs. Margolies and Adler, both 31, are the co-founders and sole members of Telethon, a West Coast production company "formed to analyze and expound the reality of the communications environment." Through Telethon, they have created a documentary photographic project which they call "The Television Environment." It is currently being exhibited in five museums in the U.S. and Canada under the auspices of the American Federation of Arts.

The physical appearance of John Margolies and Billy Adler belies, to an extent, their attitude—at least in regard to television, which they both extol as an integral part of their lives. Their long hair and casual attire visually designate them as part of the contemporary mass of youthful dissenters which has generated a prominent portion of the current assault on television. But one of the principal purposes of Telethon, as is evident in "The Television Environment," is to defend television as an informational entity. As Mr. Margolies puts it: "When critics talk about television, they don't talk about what is on the air; they discuss what should or shouldn't be."

"The Television Environment" is a kaleidoscopic visual experience. Seated in a darkened gallery, the viewer (or participant, as the creators would rather identify him) is bombarded with photographic projections. Situated about the room are 12 carousel slide projectors which simultaneously screen still photographs on the walls. At the same time, several color-TV sets in the room are tuned to local programming. The slides, 1,000 in all, were photographed over a three-year period off a 23-inch Motorola color-television set. They are organized in 12 categories: President Nixon's events (moon shots, weddings, funerals, eclipses, etc.); news (news, sports and weather, as seen on news programs); sports (live or taped TV programs of sports events); products and commercials; Vice President Agnew and program titles; personalities (with names superimposed on the picture); person-

alities (show business and non-show business); beauty contests; game shows; and test patterns, station logos, parades and miscellaneous material. As the slides are slowly changed, the TV sets provide a sense of immediacy, put the slide images in context and supply background sound.

Telethon gave an abbreviated demonstration of "The Television Environment" before the FCC two weeks ago, at the invitation of Commissioner Nicholas Johnson. Only one slide projector was used. Showing a slide taken off a Los Angeles station last year, Mr. Margolies commented: "The California earthquake took place for one minute. I was there. Then I turned on the TV and watched it for 14 hours. It terrified me." And amid projections of New Year's Eve at Times Square, the Eisenhower funeral and Tiny Tim's wedding, as documented on national television: "Television has changed our perspective more than anything else in the history of man. It makes us think in 30-second intervals."

Messrs. Margolies and Adler believe that people now doing commercial television are artists in the highest sense of the word. "Their intention is mass appeal and their esthetic is the creation of something that must be exactly the same yet completely different; something instantly fascinating and totally forgettable."

Too often, they say, critics "inject their own values and judgments upon TV, thinking of it in traditional entertainment forms such as movies and plays." But television, they feel, "has created its own distinct reality," and those who watch it are, for the moment, part of that reality.

Political plugs result in FCC 'censure'

A personal endorsement over the air by the president of WJOB(AM) Hammond, Ind., of several political candidates on the day before local primaries has resulted in a formal censure against the station by the FCC.

The commission's action stems from a complaint by Richard A. Carr against Julian Colby, president of Colby Broadcasting Corp., the WJOB licensee. The complaint stated that Mr. Colby had endorsed mayoral candidates in the Indiana cities of Gary, Hammond, East Chicago and Whiting in the course of an interview program last May 4. The station subsequently repeated the endorsements on six newscasts the same day.

WJOB contended that no violation of the fairness doctrine or Section 315 had taken place, since it felt that Mr.

Colby's statements reflected his personal opinion and not that of the station, which has a policy against editorializing on political contests. The station said it had given adequate time to the issue following the primaries and two weeks before the actual election. Mr. Carr had complained that WJOB afforded no reply time.

The commission ruled that although Mr. Colby's comments might not have been labeled as editorial matter by the

station, such an endorsement is indistinguishable from an actual editorial when it is made by the president and controlling stockholder of a licensee. WJOB was required under both Section 315 and fairness to furnish reply time to opposing candidates, the FCC said.

Although the commission imposed no fine on the station, determining that the case in question was a matter of "first impression," it warned the licensee against any further occurrences.

More snags on format changes

Two station sales involving alteration of programing are protested at the FCC

The FCC has again been called upon to delve into the touchy subject of format changes in radio stations that come as a result of transfer of ownership.

The commission last week was petitioned to deny the pending sales of KOGO-FM San Diego, from Time-Life Broadcast to Kelly Broadcasting Inc., and of KBTR(AM) Denver, from Mullins Broadcasting Corp. to Mission Broadcasting Corp. Both sales are spin-offs of major station-transfer deals, the San Diego transaction being a condition of the sale of Time's five television stations to McGraw-Hill Inc., and the Denver action subsequent to the purchase of Mullins' KBTU(TV) Denver and KARK-TV Little Rock, Ark., by group-owner Combined Communications Corp.

The petitioner in the San Diego case is that city's chapter of the National Business League, an organization working for the advancement of minority business enterprise, which objected to Kelly's proposed abandonment of KOGO-FM's 70% classical-music format, in favor of "contemporary" music. The challenger also cited what it termed as a potential "substantial curtailment of program services" on the station if Kelly is authorized to assume ownership.

The petition to deny the KBTR sale was filed by the licensee of KLAQ(AM) Lakewood, Colo., a Denver suburb. KLAQ told the commission that Mission's plan to discontinue KBTR's all-news format and substitute "modern country" programing would be a disservice to listeners in the Denver market. It also acknowledged that the proposal would have a harmful effect on its own business, KLAQ being a full-time country-and-western operation.

In both cases, the two stations' existing formats are unduplicated in their respective markets.

In the San Diego petition, NBL alleged that although Kelly Broadcast-

ing has expressed an intention to increase KOGO-FM's weekly broadcast time by 23%, it also plans to reduce local and regional news by 47%, national news by 74%, public affairs by 26% and miscellaneous program fare by 53%.

Although Kelly consulted some community leaders as part of its community-needs ascertainment showing, NBL said, the company relied to a great extent on an ascertainment survey conducted by Opinion Research Corp., a McGraw-Hill subsidiary, for the parent company's acquisition of KOGO-TV San Diego from Time-Life.

The challenger also offered rebuttal to Kelly's contention that classical music has failed to attract a sufficient following in the San Diego market. And it claimed that the buyer's proposed solution to the problem—by donating KOGO-FM's classical-music library to noncommercial KPBS-FM San Diego—is an inadequate alternative to the present programing offered by KOGO-FM. Calling Kelly's proposal "a gesture of self-proclaimed magnanimity," NBL pointed out that KPBS-FM's program director had written in an affidavit included in Kelly's transfer application that his station would only be able to program classical music "as operating funds become available." NBL drew the conclusion from this statement that any substitution of KOGO-FM's classical format on KPBS-FM is "purely speculative. A gift of records does not replace services lost," it added.

The KOGO-FM challenge last week was the third petition to deny filed in connection with the Time/McGraw-Hill deal. The sale of Time's WFBM-TV Indianapolis; WOOD-TV Grand Rapids, Mich.; KLTZ-TV Denver; KEMO-TV Bakersfield, Calif., and KOGO-TV to M-H has been separately opposed by two citizen organizations—a Denver-area black group and a coalition of Mexican-American organizations.

In the Denver challenge, KLAQ urged

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the commission to designate Mission's sale application for hearing, or to deny it outright, because the buyer "has made no effort" to show how the proposed format change would benefit the public, or how the elimination of what Mullins has called the "unique service" afforded by KBTR's news format can be justified. In addition to reducing KBTR's news programming by 60%, KLAQ charged, Mission is contemplating reducing the station's news staff to three personnel.

The challenger also raised a financial issue in the proposed sale. Pointing out that Mission has estimated its first-year operating expenses to be \$2.6 million but has a bank commitment of only \$2 million, KLAQ argued that Mission should "at the very least" supply the FCC with more recent financial data.

In both cases last week, the petitioners cited two decisions by the U.S. Court of Appeals for the District of Columbia, in which the court overturned the FCC's grant of the transfers of WGKA-AM-FM Atlanta and WONO(FM) Syracuse, N.Y. Both cases involved a proposed abandonment of a classical music format. Following remands by the court, the principals in the WGKA case reached accord with a challenging citizen group and that sale was granted (BROADCASTING, Aug. 30); WONO is still pending before the commission.

CBS-TV buys Lombardo special

ABC Films Inc. reported last week it has sold its annual 90-minute special, *New Year's Eve with Guy Lombardo*, to CBS-TV, marking the first time in six years the ABC Films-produced program has been bought for network release. Kevin O'Sullivan, president of ABC Films, said the special also has been bought by the Canadian Broadcasting Corp., also the first time a network sale on its show has been made in Canada. Last year *New Year's Eve* was syndicated to 115 stations. It is presented live from 11:30 p.m. to 1 a.m.

Trying to fend off challengers

KGGM-TV offers bolstered programing to appease two denial petitioners

The licensee of KGGM-TV Albuquerque, N.M., now faced with two renewal challenges, has proposed a formidable list of additions to its public-interest programing in an apparent effort to appease both challenging citizen groups and the FCC.

New Mexico Broadcasting Co., in a written opposition to the two petitions to deny, last week told the commission that the proposals outlined in a supplement to its renewal application, which it simultaneously filed, "render moot" most of the allegations of the two petitioner groups. Challengers Alianza Federal de Pueblos Libres and Coalition for the Enforcement of Equality in Television and Radio Utilization of Time and Hours (CEETRUTH) have contended that the station is deficient in minority-interest programing and is guilty of discriminatory employment practices.

The new proposals came in the wake of a further community-needs ascertainment survey in which KGGM-TV said it conducted in-person interviews with 82 community leaders and a poll of the general public.

Among the programing alterations the station proposed were the implementation of a five-minute interview program Monday through Friday, with guests involved in combatting community problems; a 30-minute bimonthly interview and discussion program which would "allow ethnic minorities to present relevant topics (KGGM-TV said this program could be increased to three or four times monthly if necessary, and a bimonthly half-hour program featuring interviews with notable visitors to the area. KGGM-TV also said it would air more extensive

news and public-affairs programing, including four hours of religious fare per week.

Comparatively, KGGM-TV said, the new programing proposals would place the station first in news programing, public-service announcements and "other" areas, against the three other area commercial stations presently up for renewal. The other three are KOB-TV, (whose renewal has also been challenged by Alianza) and KOAT-TV, both Albuquerque, and KBIM-TV Roswell, N.M. Against these three, KGGM-TV said, it would rank second only to KOAT-TV in public-service programing.

In terms of its past programing, the station said, it ranks first in news and "other" programing, second in PSA's and third in public service, compared with the same three stations.

KGGM-TV also refuted the employment-discrimination charges, maintaining that it has hired a higher percentage of Mexican-American workers than any other station in the area. Out of a total of 57 staff members, the station said, six chicanos are employed full time, three part time and two serve in a supervisory capacity.

ABC wants Congress in on program-license issue

ABC has suggested that Congress enter into the controversial area of governmental intervention in programing matters. The network asserted last week in comments filed in an FCC inquiry seeking to define "superior service" as it applies to broadcast stations at renewal time, that in light of current ambiguities in the Communications Act regarding the relationship of government and programing, there is a need for further legislation in this area.

In wake of the current tide of renewal challenges and competing applications from citizen groups, calling on the FCC to impose sanctions against stations whose past programing has allegedly been substandard, the time may have come for "some definition of programing performance or some relationship between government licensing and programing," ABC said. It added, however, that this is not "an undertaking which the commission should discharge alone." The matter is "so fundamental and important" that Congress should be sought as a final arbiter.

Under the present standards set forth in the Communications Act, ABC said, the FCC is operating under standards which, in relation to programing, are "no more definite or certain than 'public interest.'"

"The years have not produced," ABC said, "either commission decisions or policy statements which have, in any

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meaningful way, given greater specificity or definition to this vague standard." Likewise it pointed out, Congress did not address itself in specific terms to the matter of programing in implementing the Communications Act and has not done so in subsequent years.

Johnson urges ACT to action

He says movement to upgrade children's TV needs aggressiveness

FCC Commissioner Nicholas Johnson last week told a consumer symposium that he fears the broadcasting industry, "with a little improvement and a lot of publicity," believes it can defuse the movement to change commercial television programing aimed at the young.

Mr. Johnson said: "The consumer movement must now confront the problem of sustaining its impact. It will only happen if groups . . . aggressively act where [their] special talents have the most useful impact. I can think of no area where this is more true than in appraising and changing the performance of commercial television as it affects children."

Speaking at the second National Symposium on Children and Television, sponsored jointly by Action for Children's Television and the American Academy of Pediatrics, the commissioner urged ACT and similar groups not only to work "upward" toward the broadcast industry and government, but also to work "downward" in dealing with individual children and parents, "sensitizing them to the problems caused by the present performance of television."

One suggestion the commissioner made was that rather than encouraging commercial broadcasting to do more and better children's programing, perhaps the inherent conflict between merchandising and children's entertainment and education ought to be recognized and the networks forbidden to do any children's programing. "Maybe someone else should prepare the programs, not at the network's expense, and run them on commercial television (without commercials)—or only on public television."

Or, Mr. Johnson suggested, if advertising has to be allowed in conjunction with children's programing, why not substitute "institutional" advertising in place of product advertising. "For example, General Foods would use its commercial time to sell children on the sterling moral quality of the corpora-

tion, rather than the energy levels of its latest sugar-frosted, multicolored breakfast cereal."

Another highlight of the meeting, held at the Palmer House in Chicago Oct. 18, was a workshop session. Ray Hubbard, vice president for programing for Post-Newsweek stations, explained his company's experiment of clustering commercials at the beginning and end of children's programing. Dr. T. Berry Brazelton, pediatrician and author, detailed some of the observable effects on children of different ages "by a medium as powerful as television."

Dr. Brazelton urged a "creative approach" to the use of television for children. Cable and cartridge television offer a valuable possibility for educational programs, he said. "Parents can choose constructive programs designed for age-appropriate learning situations."

Dr. Brazelton participated in a forum on media at a 1970 White House conference. He told the workshop that the forum's demands "centered around a multidisciplinary, federally funded organ of the government which created, supervised, researched and controlled programs for children." Personally, he said, he didn't care if the execution of such a program were private or public, "but I am sure that you and I are necessary to its proper execution."

He urged the participants to meet their responsibility for the influence of television on future children.

Moving day for Four Star

Four Star Entertainment Corp. is moving its booking, film and tape departments from New York to southern California on Nov. 1, it was announced last week. The booking department will be based within the facilities of Four Star International, the parent company, at 400 South Beverly Drive, Beverly Hills, Calif. 90212. The film and tape operations will be located at 948 Sycamore Street, Hollywood 90038. Four Star Entertainment Sales headquarters will

remain in New York under Harvey R. Reinstein, vice president, national sales. On Nov. 1, it will relocate at 240 East 55th Street, New York 10022.

Emmy gets in shape for next year

One-city origination again; more recognition will be given documentaries

Plans for the telecasting of the 1971-72 Emmy Awards, including new rules and new award categories, were announced last week by the National Academy of Television Arts and Sciences.

Robert Lewine, paid president of the academy, said that the 24th annual Emmy telecast will originate exclusively from Hollywood next year as in 1971 because of "the tight economy." In previous years the program originated from Hollywood and New York. He said the tentative date for the telecast is Sunday, May 14, 9:30-11 p.m. Under a rotation system, the Emmy program will be carried on CBS in 1972; ABC, 1973 and NBC, 1974.

Mr. Lewine reported that the academy is negotiating with the three television networks for a three-year contract to begin in 1972. He said that previous contracts have been for six years but the Academy felt a shorter contract would be beneficial to it because inflation had eroded the rights price over a longer period.

The academy has decided on new entry and voting procedures in the news and documentary field, Mr. Lewine said. Producers, writers and directors of news and documentary shows may submit their own programs for consideration by the awards committee, he pointed out, differing from the past when only the networks could submit network shows in these areas.

Mr. Lewine said that the academy

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still favors a separate telecast for documentaries, but conceded that "the time is not right for its sponsorship because of the economy." He said he was hopeful that a separate telecast for documentaries would be feasible by 1973.

Three new entertainment categories have been set for the 1971-72 awards: "outstanding achievement by a performer in music or variety"; "outstanding achievement in daytime drama" and "outstanding achievement in religious programing." These previously were included in other categories.

Tighter ratings contest in the fourth week

The TV networks were within one percentage point of one another as the new-season ratings race narrowed appreciably in the fourth week (Oct. 4-10).

CBS-TV continued as the front-runner with an average rating in the Fast Nielsen report of 19.6. ABC-TV and NBC-TV were tied at 18.6. (ABC computed the averages a shade differently by excluding network analyses of the President's talk on phase II of the economic policy. On that basis, CBS had 19.7, ABC 18.8 and NBC 18.7.)

Though CBS won the averages, it took but one night of the week, Saturday, while ABC and NBC had three nights each: ABC had Tuesday, Friday

and Sunday; NBC had Monday, Wednesday and Thursday.

NBC's *Mystery Movie*, new this season, was in the top-10 listing for the second week in a row. Two ABC shows, *Marcus Welby* and *Movie of the Week*, were first and second in the listing. Next came NBC's *Flip Wilson*, CBS's *All in the Family*, *Mystery Movie* and *Gunsmoke*, NBC's *Adam-12*, ABC's *Sunday Movie*, and CBS's *Mannix*, *Here's Lucy* and *Medical Center* tied.

Other new shows in the top-40 list: *Funny Face* (CBS), up from 18th to 13th in show rankings (fourth week compared with third week); CBS *Sunday Movie*, down from 3d to 17th; *Dick Van Dyke* (CBS), up from 21st to 19th; *O'Hara, U. S. Treasury* (CBS), up from 42d to 29th; *Longstreet* (ABC), from 32d to 31st; *Night Gallery* (NBC), from 42d to 36th; *Cade's County* (CBS), down from 20th to 38th.

Also among the new entries, CBS's *Cannon* and NBC's *Nichols*, slipped below the top 40 but remained above the 50 level in show ranking. Also in that area were NBC's *Jimmy Stewart* and *Sarge*, and ABC's *Owen Marshall*. Down in the listing were ABC's *Movie of the Weekend*, NBC's *D.A.* and CBS's *Bearcats!* At the tail-end were NBC's *Good Life*, CBS's *Chicago Teddy Bears* and ABC's *Man and the City*.

Football scores on Monday

ABC's *Monday Night Football* broke into the top-15 ranking in the Nielsen's Fast national report for Oct. 4-10. Professional football on Oct. 4 (Cleveland Browns and the Oakland Raiders at Cleveland) scored with a 21.6 rating and 36% share of audience. This was the third outing this season for Monday-night pro football. In the first and second telecasts, football ranked 27th in the show listings. In the previous week it had a 19.0 rating and a 33% share.

The syndicated Santa

The *Flight of Santa One*, seven 30-second television progress reports on Santa Claus's trip from the North Pole this Christmas, is being placed into national syndication by Fairman Productions, Milwaukee.

Each of the reports, a take-off on Apollo flight coverage, is produced so that each local station can customize it to show Santa's progress to its home city. The reports feature live actors and animation in color on video tape or film. The package includes one 10-second spot, five completely produced 30-second video-tape segments and one animated "radar" film with scripts for local station production of the final two progress reports.

Fairman Productions, is at 811 East Wisconsin Avenue, Milwaukee 53202.

Equipment&Engineering

3M gets rights to Sony video-cassette outfit

Minnesota Mining & Manufacturing Co., St. Paul, and Sony Corp., Tokyo, have negotiated a cross patent-license agreement that will give 3M the right to manufacture and sell in the U.S. the Sony ¾-inch so-called "U-matic" video-cassette equipment, which was introduced in Japan only this month.

The Sony system is a new method of storing and playing pictures and two-track sound on an erasable, magnetic ¾-inch tape for replay on any standard color or monochrome TV set. The system is not scheduled for distribution into the U.S. market until early next year.

The cross patent-license agreement also calls for Sony, in turn, to manufacture and sell the 3M "high energy" magnetic audio tape, which has been manufactured exclusively by 3M's magnetic products division for the last year. The tape reportedly makes use of a cobalt-energized ferric oxide system to produce

an improved electrical signal for better quality recording.

The recording equipment will be manufactured and sold by 3M through its Mincom division under the Wollensak brand name.

Super 8 sound-film videoplayer developed

The Eastman Kodak Co. has demonstrated a feasibility model of a cartridge-loading videoplayer for super 8 film.

The unit, shown at the Society of Motion Picture and Television Engineers convention in Montreal, enables the play of color and sound super 8 movies through a standard television receiver. Kodak said use of super 8 film in the system allows the flexibility of using either a conventional movie projector or a TV set for playback.

Kodak officials emphasized that the videoplayer is only a feasibility model and that no commitment to manufacture or market such a unit has been made by the company.

Gates gets five orders for World Trade Center

Gates Radio Co., Quincy, Ill., has announced the sale of five TV transmitters—all VHF—worth in the aggregate more than \$750,000.

Three of the transmitters, all 13-kw, go to WCBS-TV New York (ch. 2) and are to be used next year when the station moves its transmitters to the World Trade Center Building. WCBS-TV will use two of the transmitters in tandem at half power; the third will be on standby that will automatically be cut in on the failure of either of the two in operation.

Two other transmitters have been sold to noncommercial WNET-TV New York (ch. 13); these are both 18 kw, and also are to be used at the World Trade Center Building next year.

The transmitters will feed TV antennas atop the 1,350-feet-above-ground towers of the mammoth building.

The transmitters use Gates's advanced IF Modulation design with solid state exciters.

Color TV's still selling well

Color TV set sales by distributors to dealers were up 25.9% for the first nine months of the year compared to the same period last year, the Electronic Industries Association reported last week. Black-and-white TV sets were 8.4% ahead for the period, with total TV set sales 17.2% above sales last year.

Radio sales for the January-September period were 15.2% ahead of sales for the same period in 1970, with FM

set sales registering a 23.4% increase, and automobile set sales up 21.3%. The only decline for the nine-month period was in AM home radio set sales; down by 1.4%.

For nine months ended Sept. 30:

Television	1971	1970
Color	4,074,502	3,236,842
Black and white	3,437,674	3,171,341
Total	7,512,176	6,408,183
Radio		
AM home	3,358,255	3,407,289
FM home	2,647,225	2,144,820
Auto	7,688,874	6,336,381
Total	13,694,354	11,888,490

International

England also has broadcast-news problems

'Independent' review panel is set up to overview BBC's handling of complaints about programs

The BBC has established an independent three-man appeals commission for viewer complaints. The move, seen by some as an ounce of internal prevention to stave off a less desirable pound of external control, comes on the heels of recent criticism of the BBC's reporting and editing techniques in the production of *Yesterday's Men* (BROADCASTING, July 12, Aug. 16) and other news coverage.

The panel—named by Lord Hill, chairman of the BBC board—will review grievances against BBC handling of viewer complaints, rather than deal with the complaints themselves. The panel includes Lord Parker, 71, former lord chief justice, Lord Maybray-King, 70, former speaker of the House of Commons and Sir Edmund Compton, 68, former parliamentary commissioner for administration.

The quasi-independence enjoyed by the panel will extend to the appointment of its own staff and nomination of successors after the group's three-year charter expires. However, its power is limited to viewer appeals and it will have no say in matters of taste and morals. Further, BBC action on panel findings is subject to prior consideration by the corporation's board of governors.

Until the appointment of the three-man panel, the BBC had no independent place to register, review and acknowledge complaints.

Reaction to the panel has been no less vociferous than the initial outcries against the BBC itself. Some feel the panel goes too far down the road toward government regulation, others feel it stops far short of needed restraints.

Hugh Greene, controversial director-general of the BBC from 1960 to 1969

and board member until last August, expressed horror over the establishment of the panel, calling it "cowardly," and insisting that politicians can "look after themselves." He said the panel was a "deplorable surrender by the BBC board of its responsibility and authority." He further warned, "The public will be the sufferers if conformity and safety and the timid avoidance of offense at all costs now become the watchdog at the BBC." If the three "wisemen" chosen were "younger and more liberal," he said, he would have found the move less objectionable. "But I'm still against it in principle."

Evelyn King, Conservative MP, has called for Parliament to take action against the "elitist minority" he sees in control of the BBC. That same "elitist minority," he contends, is propagating a "philosophy of failure" by selective journalism which points up shortcomings and failures of British efforts in welfare, health and housing.

Heard—but barely—above the shouting are suggestions for an external council to sit in judgment on BBC programming. Julian Critchley, a Conservative MP, has recommended an impartial body like the Press Council, which hears grievances against newspapers. Tainted news and documentaries, he feels, are "an attack on the liberal consensus" in Britain. "This taste for agit-prop is in part due to the recruitment of people dissatisfied with society as they find it." He said "Television Man" has always been of the Left—in a trendy if not an ideological sense."

But perhaps the swing to the left is but a pendular action, and the criticism a counterbalance. Jeremy Isaacs, director of current affairs programs for

WHBF

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letters of
public service
since 1925*



Maurice
Corken, vice pres. & gen. manager

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



Ted
Arnold, vice president, sales

"First we must serve, then may we sell" has been our motto for years. We urge the staff to serve family, community and client to the best of his ability."



George
Koplow, TV program director

"We're judged by program quality. When Cork, Ted and I plan schedules, 90 years' experience in this market is working to insure public acceptance."

WHBF

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

Thames TV, a commercial station, notes the fact that in the past decade "taboos were shattered," and the BBC liberalized. "Of course it led to excesses. Now many think the barriers came down too fast." And they are reacting.

Phillip Whitehead, television producer and Laborite MP, stands on the middle ground in the controversy. He sees the recent criticism leveled against the medium as a sign that "Agnewism is beginning to rise in this country, and we should be concerned about this."

Mr. Whitehead favors the establishment of an independent body to handle viewer complaints, but is certain that the BBC-appointed group is not the answer. "You ought to have some way of dealing with this arrogance" found in bright young producers and writers, Mr. Whitehead said, but he fears that the appointed group will serve to pacify only those at the peak of power, and not the "bottom people."

Mr. Whitehead calls for a Broadcasting Council, an elected cross-section of industry and laypeople, to deal with complaints from all quarters—broadcasters as well as viewers.

It is apparent that the BBC action to establish the appeals commission is not pleasing all of the people. But whether outside pressure will force Parliament to implement external controls is uncertain. In a speech delivered Oct. 1 before the convention of the Radio-Television News Directors Association in Boston, current BBC Director-General Charles Curran said the BBC "firmly resisted the imposition of any such body as an external Broadcasting Council with power to tell us what our standards should be. Responsibility for setting standards and for applying them must be in the same hands." The question remains—will others agree.

Harder times also hit Canadian broadcasters

The Canadian television industry, on the whole, lost less ground financially in fiscal 1970 than did its U.S. counterpart. An over-all increase in total revenues of 4% was offset by an increase in total expenditures of 11%, leaving the Canadians with a loss of 7% (\$4.3 million) in income from that of 1969, according to figures released by the Canadian Association of Broadcasters.

U.S. television total income declined 18% in 1970 according to the FCC's official accounting (BROADCASTING, Sept. 6), down some \$100 million from 1969.

Some 35% of Canadian TV operations reported profits which averaged \$11,972; 41% earned \$128,460 and the top 24% reported profits of \$867,657. This top 24% (16 stations) earned al-

most 73% of the industry's revenues.

In 1969, 43 Canadian radio stations with under \$100,000 annual revenue lost an average of \$5,801; in 1970, losers jumped to 94 radio stations, with the average loss rising to \$13,178. The total number of stations climbed to 338 from 329.

A profit of \$20,000 was reported by 29 stations grossing \$200,000 to \$250,000 while 79 stations in the \$250,000-to-\$750,000 range earned less. Total radio revenue from sale of air time rose some 6% over 1969. About 45% of radio stations earned nearly 80% of the operating revenues realized by the industry. An average profit of less than \$2,021 was declared by some 80% of privately owned Canadian radio stations. (All figures used are before federal income tax.)

Coming from Europe: the video disk

German-British development promises low cost and high-quality image

London Records Inc., New York, plans to demonstrate in the U.S. next April a color video disk with player that promises to provide high picture quality at a cost considerably below that of other systems.

Leo H. Hofberg, manager of special projects, London Records, a wholly owned subsidiary of British Decca, Lon, said that demonstrations are scheduled tentatively for next spring in New York, Chicago, Los Angeles, Washington and Houston. The new color video-disk system was shown in Berlin last June 24. The disk and player, according to Mr. Hofberg, were developed by a team of engineers from A.E.G.-Telefunken, and Teldec, which is owned jointly by British Decca and A.E.G.-Telefunken in West Germany. Mr. Hofberg reported that many top U.S. manufacturers have approached London Records with a view toward obtaining licensing agreements for the player and the color disc. He said the new system is expected to be placed on the market in mid-1973. A black-and-white disk with player was shown in the U.S. in the fall of 1970.

The basic material used for the video disk is a very inexpensive type of plastic foil, according to Mr. Hofberg. He said that in addition to the low cost, the advantages of the video disk are ease of mass production, random access of required passages, ease of handling, operation and storage, stop-frame and short-sequence repeat facilities. He said the pressing cost of a disk seven inches in

diameter, is 24 cents (not including the cost of programming), and goes down radically on heavy production runs. Film and tape programming are transferable to the disk, he explained.

The players are of simple but strong construction, Mr. Hofberg said, and will be available in three different models. A manually operated black-and-white player is expected to cost from \$120 to \$125; a manually operated color player, from \$250 to \$275 and a fully automatic, magazine load with a change of cycle of less than one second, \$350 to \$375.

Mr. Hofberg said that the picture quality is guaranteed by a horizontal resolution of 250 lines which corresponds to a video band width of 3 mhz. The signal-to-noise ratio is better than 40 db. He said the sound is embedded in the same groove as the picture.

Mr. Hofberg stressed that the cost of the new player will be considerably cheaper than players from other companies, which he said range from \$800 to \$1,000.

He envisions applications for the video disk with player in mass home entertainment, business education, advertising and publishing (disks inserted within magazines), and cable television.

Canada sets rules on ads for children

An eight-point code for advertising on children's TV programs has been adopted by the Canadian Association of Broadcasters.

The code is effective immediately, although current commercials may continue to be used until Jan. 1, 1972. Enforcement is in the hands of a Children's Advertising Section of the Canadian Advertising Standards Council. CAB members may not carry advertisements found to be contrary to the code.

Premised on the understanding that children under 12 are not able to discriminate completely, and that they cannot be expected to have a rational scale of economic values, the basic guidelines provide that advertisements respect a child's imagination and should not exaggerate service, product or premium characteristics or stimulate unreasonable expectations of performance; avoid urging children to purchase or urge their parents to purchase; should not use personalities on children's programs or nationally known persons to promote products; should be clear and complete about prices; use no comparison claims; avoid unsafe acts; abjure reflections of disdain for parents or parental judgment; not imply that possession of the product makes the owner socially superior, or vice versa.

How cable looks to Wall Street

A \$5-billion business in the 1970's, reports brokerage research firm

The emergence of the cable-television industry as a major national medium for home entertainment and advertising, and as a strong competitor to the broadcast networks during the 1970's, was predicted last week by Equity Research Associates. The firm is a division of Halle & Stieglitz, a member of the New York Stock Exchange.

A 48-page analysis by the brokerage company forecasts that investment in the industry will approach \$5 billion in the coming decade and that CATV will "far outpace video cassettes as a home medium." The greatest growth of CATV systems will come in metropolitan areas in answer to the need for more viewing channels and greater program diversity, the ERA report prophesies.

The analysis cites these recent developments as contributing to the growth of cable television: The FCC's proposed rules that would allow distant TV signals to be imported into the top-100 markets; the arrival of domestic satellites and private microwave networks over the next three to four years, making "it possible to tie cable systems together into programming and advertising pools"; the potentiality for pay television through the use of encoders and leased subscriber channels, enabling cable TV to compete with the broadcast networks and theaters in exhibiting first-run movies and sports events, and a "growing maturity and scale in the cable industry, making it possible for operators to finance construction of major systems."

The report warns that "not all of today's firms will share in the coming growth markets." It adds that leadership in the future "will come from exploitation of the major metropolitan markets by forward-looking companies which plan to apply available but untested technologies in building new systems."

In its survey of the cable-TV industry, ERA analyzed the performance of companies in the field and recommended those it feels are most likely to become major growth enterprises. Firms studied include American Television & Communications Corp., Cablecom Gen-

eral Inc., Cox Cable Communications Inc., Cypress Communications Corp., IVO Cable, Teleprompter Corp., Telecommunications Inc., Television Communications Corp. and Viacom International. ERA's evaluation singled out Teleprompter and American Television & Communications Corp. as individual companies holding out promise for growth on a long-term basis and its analyses of other companies contained cautionary observations.

MGM moves to diversify: buys ships and hotel

MGM, Culver City, Calif., unveiled major plans for diversification within the leisure field in the form of its own fleet of cruise ships and the largest hotel complex in Las Vegas.

The plans have been announced by studio President James T. Aubrey Jr. After pointing out that the firm has been in the black for the last four quarters, he said the company would invest approximately \$54 million in three cruise ships of 20,000 tons each. The ships would be built in Europe. Two would serve the East and West Coasts of the United States. The third would cruise the Mediterranean and call at other European ports. Construction on the ships is expected to be completed by 1975.

In the other half of the investment plans, MGM said it would buy the shuttered Bonanza hotel in Las Vegas and an adjacent 26 acres to construct a 2,000-room hotel complex. Estimated cost for the project is approximately \$75-million. The Bonanza is owned by Kirk Kerkorian, holder of over 40% of

MGM's stock. The other land is held by Realty Holding Co., Las Vegas. Total price for the property was said by Mr. Aubrey to be \$6,750,000. No breakdown was provided on how much of that would go to Mr. Kerkorian.

Also announced was the election of Fred Benninger to the position of chairman of the board of MGM. Studio Executive Vice President Douglas Netter was also elected to the board at a special meeting, replacing Barron Hilton who resigned. George L. Killion resigned as board chairman and will not run for re-election, having reached the company's mandatory retirement age of 70. Mr. Aubrey also announced that the board would be reduced from 11 members to nine.

Company Reports

■ Gross Telecasting Inc., Lansing, Mich., group broadcaster, announced last week a 13.5% rise in net income for the first nine months of 1971, as compared to the similar period a year ago.

Also announced was a quarterly dividend of 17½ cents per share on the common and common B stock, payable Nov. 10 to stockholders of record Oct. 26.

For the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 0.85	\$ 0.74
Revenues	3,673,792	3,461,973
Net income	680,066	598,918

■ Taft Broadcasting Co., Cincinnati, reported increases in sales and earnings for the first six months of the fiscal year to date and credited the improved performance to strong radio sales and satis-

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factory local-area television revenues.

For the first six months ended Sept. 31:

	1971	1970
Earned per share	\$ 1.15	\$ 1.07
Revenues	26,955,546	26,132,756
Net earnings	4,372,690	3,955,375

■ Wometco Enterprises Inc., Miami, diversified company and group broadcaster, reported a decline in net income but a slight rise in revenues for the nine months ended Sept. 11:

	1971	1970
Earned per share	\$ 0.64	\$ 0.76
Revenues	67,574,863	67,470,307
Net income	3,708,246	4,428,974

■ Creative Management Associates Inc., Los Angeles, major talent agency, reported sharp declines for the first nine months, with most of the decreases experienced during the first two quarters.

For the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 0.41	\$ 0.53
Revenues	6,952,091	8,105,749
Net earnings	396,830	584,651
Shares outstanding	968,947	1,101,642

■ Cablecom General Inc., Denver, operator of CATV systems and subsidiary of group broadcaster RKO General Inc., reported a 10.7% increase in revenues but a 1.6% decline in net income for the nine months ended Aug. 31:

	1971	1970
Earned per share	\$ 0.33	\$ 0.33
Revenues	13,070,711	11,807,026
Net income*	783,397	796,495

*Includes net extraordinary gain of \$62,114 for 1971 and extraordinary loss of \$53,359 for 1970.

■ Capitol Industries Inc., Los Angeles, whose major operating unit, Capitol Records Inc., previously announced development projects in television production, reported a slight operating profit for the first quarter of the fiscal year though gross revenues were off some 19 percent.

For the three months ended Sept. 30:

	1971	1970
Earned (loss) per share	\$ 0.02	\$ (0.17)
Revenues	27,565,000	34,101,000
Net earnings (loss)	76,000	(809,000)
Shares outstanding	4,612,000	4,630,000

Note: 1971 earned per share based on income before special credit from sale of investment in Pickwick International Inc. resulting in special \$2,438,000 gain, or \$0.53 a share.

■ Multimedia Inc., Greenville, S.C., diversified company whose interests include ownership of radio and TV stations, reported last week a 33.4% rise in net income for the third quarter of 1971, as compared to the similar period a year ago. Also announced was a rise in both revenues and net income.

For the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 1.22	\$ 0.92
Revenues	26,649,172	24,549,952
Net income	3,221,423	2,417,636

■ Communications Satellite Corp. (Comsat), Washington, reported a substantial increase in operating revenues and net income for the first nine months of 1971.

For the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 1.71	\$ 1.16
Operating revenues	65,439,000	49,937,000
Net income	17,123,000	11,590,000

■ Gulf & Western Industries Inc., New York, parent company of Paramount Pictures Corp., reported higher earnings on lower sales for the fiscal year ended July 31:

	1971	1970
Earned per share	\$ 2.63	\$ 2.00
Net sales	1,556,327,000	1,629,562,000
Net earnings	55,576,000	44,771,000

Financial Notes

■ Clinton E. Frank, Chicago, made public offering of 150,000 shares at \$15.50 per share on Oct. 14. The offering is being handled by an underwriting group headed by William Blair & Co. and will be sold by 64 shareholders of the agency.

■ Ogilvy & Mather International Inc., New York, declared last week a regular quarterly dividend of 20 cents per share, payable Nov. 30 to shareholders of record Nov. 12.

■ The Outlet Co., Providence, R.I., group broadcaster, has declared a regular quarterly dividends of \$1.37½ per share on 5½% convertible preferred stock and 16¼ cents per share on common stock, both payable Nov. 3 to holders of record Oct. 15.

The Broadcasting Stock Index

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

	Stock symbol	Ex-change	Closing Oct. 20	Closing Oct. 13	Net change in week	High	Low	1971	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	42½	45½	- 2½	48	25	7,089	\$303,055	
ASI Communications	ASIC	O	2½	2½	—	4½	2½	1,789	6,709	
Capital Cities	CCB	N	47	49½	- 2½	49½	29	6,236	293,092	
CBS	CBS	N	44½	46	- 1½	49½	30½	27,210	1,244,858	
Cox	COX	N	34½	35½	- ½	36½	17½	5,802	173,306	
Gross Telecasting	GGG	A	13	13	—	16	10½	800	11,296	
LIN	LINB	O	13½	13½	- ¾	15½	6½	2,294	32,690	
Mooney	MOON	O	9½	9½	+ ½	9½	4	250	2,313	
Pacific & Southern	PSOU	O	11	11	—	17½	10½	1,637	20,872	
Rahell Communications	RAHL	O	10½	11	- ½	29	8½	1,037	10,889	
Scripps-Howard	SCRIP	O	22½	23	- ½	25	18	2,589	58,890	
Sonderling	SDB	A	19½	21½	- 1¾	34	19½	997	24,177	
Starr	SBG	M	17½	18½	- ¾	20½	8½	496	9,672	
Taft	TFB	N	39½	42	- 2½	44½	23½	3,707	147,798	
Total								61,933	\$2,339,622	

Broadcasting with other major interests

Avco	AV	N	15½	17½	- 2	18½	12½	11,475	\$176,371	
Bartell Media	BMC	A	4½	3½	+ 1	8	3½	2,254	9,680	
Boston Herald-Traveler	BHLD	O	20	21	- 1	28	19	577	15,579	
Chris-Craft	CCN	N	7½	6½	+ ¾	9½	5½	3,901	22,431	
Combined Communications	CCOM	O	23½	24	- ½	24½	10½	2,131	39,424	
Cowles Communications	CWL	N	13	13½	- ½	13½	8	3,969	45,644	
Fuqua	FQA	N	18	20½	- 2½	26½	13½	6,700	162,475	
Gable Industries	GBI	N	23½	24½	- 1¼	24½	9½	1,667	34,590	
Gannett	GCI	N	54½	58½	- 4½	60	32½	7,519	403,169	
General Tire	GY	N	26½	26½	- ¼	28½	21½	18,713	502,818	
Gray Communications	O	O	6½	6½	—	8	5½	475	2,670	
ISC Industries	ISC	A	5½	6	- ½	8	4½	1,959	11,499	
Lamb Communications	O	O	2½	2½	—	2½	2	475	1,069	
Lee Enterprises	LNT	A	17½	17½	- ¼	20	17½	1,957	54,052	
Liberty Corp.	LC	N	19½	19½	- ¼	24	17½	6,744	151,740	
Meredith Corp.	MDP	N	23	23½	- ¾	29½	19½	2,754	68,850	
Metromedia	MET	N	23½	26½	- 2½	30½	17½	5,758	163,298	
Multimedia Inc.	O	O	34	34	—	34½	25	2,406	79,398	
Outlet Co.	OTU	N	15½	16½	- 1½	22	14½	1,332	23,470	
Post Corp.	POST	O	15½	16½	- 1¼	16½	9½	734	10,643	
Publishers Broadcasting Corp.	PUBB	O	3½	3½	- ½	4½	1½	916	2,977	

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.

	Stock symbol	Ex- change	Closing Oct. 20	Closing Oct. 13	Net change in week	1971 High	Low	Approx. shares out (000)	Total market capitali- zation (000)
Reeves Telecom	RBT	A	2	2	—	3%	2	2,292	5,730
Ridder Publications	RPI	N	25 3/4	27 3/4	— 1 3/4	28 3/4	23 1/2	8,236	213,065
Rollins	ROL	N	40 1/2	38	— 2 1/2	43 1/2	25 1/4	6,065	306,470
Rust Craft	RUS	A	43 3/4	45 3/4	— 2 1/4	48 3/4	28 3/4	1,159	47,519
Schering-Plough	PLO	N	80 3/4	86 3/4	— 5 3/4	87 3/4	60 1/2	25,174	2,089,442
Storer	SBK	N	26 3/4	29 3/4	— 2 1/2	33 3/4	19	4,223	124,030
Time Inc.	TL	N	55	59 1/4	— 4 1/4	62 3/4	40 3/4	7,257	377,364
Trans-National Communications		O	3/4	3/4	—	1 1/4	3/4	1,000	370
Turner Communications		O	2 3/4	2 3/4	—	4	2	1,328	4,143
Wometco	WOM	N	17 1/2	18	— 1/2	23 3/4	16 3/4	6,037	120,740
Total								149,185	\$5,270,620

CATV

Ameco	ACO	O	2 3/4	2 3/4	—	12 3/4	2 1/4	1,200	\$30,000
American Electronic Labs.	AELBA	O	6 3/4	5 3/4	+ 3/4	10	3	1,636	11,043
American TV & Communications	AMTV	O	22	21 1/4	+ 7/4	26 3/4	17 3/4	2,042	41,861
Burnup & Sims	BSIM	O	25 1/2	26 1/2	— 1	37 3/4	20 1/2	2,962	80,715
Cablecom-General	CCG	A	12 3/4	17 1/4	— 4 1/2	17 3/4	11 3/4	2,485	30,739
Cable Information Systems		O	2	2	—	4 3/4	2	955	2,826
Citizens Financial Corp.	CPN	A	13 3/4	13 3/4	— 3/4	15 1/2	12 1/4	1,590	21,863
Columbia Cable	CCAB	O	11 1/4	11 1/2	— 1/4	15 1/2	9 3/4	900	9,675
Communications Properties	COMU	O	10	10 1/2	— 1/2	11 1/4	7 3/4	1,800	14,850
Cox Cable Communications	CXC	A	18 3/4	21	— 2 3/4	25 3/4	16 1/2	3,552	62,586
Cypress Communications	CYPR	O	8 3/2	8 3/2	— 3/4	10 3/4	7	2,384	19,954
Entron	ENT	A	3 3/4	3 3/4	—	7 3/4	3	1,320	4,950
General Instrument Corp.	GRI	N	17 3/4	17 3/4	+ 3/4	29 3/4	16 1/2	6,368	145,636
Sterling Communications	STER	O	5 3/4	5 1/2	— 1/4	6 3/4	3 1/2	1,100	6,182
Tele-Communications	TCOM	O	18 3/4	22 1/2	— 3 3/4	22 3/4	12	2,856	54,264
Teleprompter	TP	A	75 3/4	81 1/2	— 6 1/4	95	56 1/2	3,077	255,391
Television Communications	TVCM	O	8 3/2	9 3/4	— 1 1/4	10 3/4	7	3,804	29,481
Viacom	VIA	N	14 3/4	14 3/4	— 1/2	21	12 1/2	3,760	59,220
Vikoa	VIK	A	5 3/4	6 1/2	— 3/4	14 3/4	5 3/4	2,339	15,204
Total								46,130	\$96,240

Programming

Columbia Pictures	CPS	N	9 1/2	10	— 1/2	17 3/4	9 1/2	6,342	\$63,420
Disney	DIS	N	100 3/4	97 3/4	+ 3	128 3/4	77	12,854	1,511,887
Filmways	FWY	A	5 3/4	5 3/4	— 3/4	11 3/4	5 3/4	1,829	11,431
Four Star International		O	1 1/4	1 1/4	—	1 3/4	1	666	1,166
Gulf & Western	GW	N	26 1/2	27	— 1/2	31	19	14,964	433,956
Kinney Services	KNS	N	33	34 3/4	— 1 3/4	39 3/4	28 3/4	11,230	383,168
MCA	MCA	N	25 3/4	27 3/4	— 2	30	21 3/4	8,165	198,001
MGM	MGM	N	18	21 3/4	— 3 3/4	26 3/4	15 1/2	5,886	119,898
Music Makers	MUSC	O	1 3/4	1 3/4	—	3 3/4	1 1/4	589	1,543
Tele-Tape Productions		O	1 3/4	2	— 1/4	2 3/4	1	2,183	4,912
Transamerica	TA	N	16 3/4	17 3/4	— 1	20 1/2	15 3/4	63,841	1,188,719
20th Century Fox	TF	N	8 3/4	9 3/4	— 3/4	15 3/4	8 3/4	8,562	84,507
Walter Reade Organization	WALT	O	2 3/4	2 3/4	— 1/4	5 3/4	1 3/4	2,414	3,911
Wrather Corp.	WCO	A	6 1/2	7 3/4	— 3/4	8 3/4	6 3/4	2,164	16,230
Total								148,666	\$4,203,165

Service

John Bleir	BJ	N	15	17 1/4	— 2 3/4	24 3/4	15	2,584	\$50,388
ComSat	CQ	N	53 3/4	54	— 1/4	84 1/2	49 3/4	10,000	651,200
Creative Management	CMA	A	9 3/4	9 3/4	— 3/4	17 3/4	7 3/4	1,050	10,500
Doyle Dane Bernbach	DOYL	O	23	24 1/4	— 1 1/4	26 1/2	21	1,929	38,098
Elkins Institute	ELKN	O	8 3/4	9 3/2	— 1 1/4	16 3/4	6 1/2	1,664	16,008
Foote, Cone & Belding	FCB	N	10 3/4	10 3/4	— 3/4	13 3/4	7 3/4	2,196	28,548
Grey Advertising	GREY	O	15 3/4	16 3/4	— 1	16 3/4	9 3/4	1,209	20,251
Interpublic Group	IPG	N	22 1/2	24 1/2	— 2	27 1/2	24 1/2	1,673	43,498
Marvin Josephson Assoc.	MRVN	O	6 3/4	7 3/4	— 1/4	12	7	902	7,442
LaRoche, McCaffrey & McCall		O	12	11 3/4	+ 1/4	16 1/2	9	585	6,435
Marketing Resources & Applications		O	7 3/4	7 3/4	—	18 3/4	2 3/4	504	4,914
MovieLab	MOV	A	2	2 1/4	— 1/4	4	1 3/4	1,407	2,983
MPO Videotronics	MPO	A	4 1/2	4 3/4	— 1/4	8 3/2	4 1/2	557	3,130
Nielsen	NIELA	O	40 3/4	41 3/4	— 3/4	49 3/4	39 3/4	5,299	229,182
Ogilvy & Mather	OGIL	O	33 1/2	35 3/4	— 2 1/4	36 3/4	24	1,096	37,264
PKL Co.	PKL	A	8 3/4	9 3/4	— 1 1/4	10 3/4	3 3/4	742	6,678
J. Walter Thompson	JWT	N	42	44 1/2	— 2 1/2	60	34 1/2	2,721	1,143
Transmedia International		O	3/4	—	—	3 3/4	3/4	535	134
Wells, Rich, Greene	WRG	N	19 1/2	20	— 1/2	25 3/4	15 3/4	1,601	34,213
Total								38,254	\$1,192,009

Manufacturing

Admiral	ADL	N	16	17 1/4	— 1 1/4	21	8	5,183	\$98,097
Ampex	APX	N	14	15 1/2	— 1 1/2	25 3/4	13 1/2	10,673	171,250
CCA Electronics	CCAE	O	5 3/4	4 3/4	+ 1/2	4 3/4	2 1/4	897	3,588
Collins Radio	CRI	N	12 1/2	13 3/4	— 3/4	20 3/4	11 3/4	2,968	40,424
Computer Equipment	CEC	A	3 3/4	3 3/2	— 1/4	5 3/4	2 3/4	2,434	9,736
Conrac	CAX	N	21 1/4	23	— 1 3/4	29	15 3/4	1,259	29,423
General Electric	GE	N	60	62 3/4	— 2 3/4	65 3/4	52 3/4	181,626	11,215,406
Harris-Intertype	HI	N	53 1/2	57	— 3 1/2	69 3/4	49 3/4	6,333	378,397
Magnavox	MAG	N	49	51 3/4	— 2 3/4	55	37 3/4	17,283	933,282
3M	MMM	N	119 1/2	124 3/4	— 5 3/4	126 3/4	95 3/4	56,186	6,647,388
Motorola	MOT	N	72 3/4	78 3/4	— 5 3/4	89 3/4	51 1/2	13,370	1,166,532
RCA	RCA	N	32 3/4	35 3/4	— 2 3/4	40 3/4	26	74,437	2,679,732
Reeves Industries	RSC	A	2	3	— 1	6 3/4	2	3,458	12,968
Telemation	TIMT	O	7 1/2	8 3/4	— 3/4	13 3/4	7 1/2	14,040	135,065
Westinghouse	WX	N	89 1/2	93 3/4	— 3 3/4	97 3/4	65 3/4	41,555	3,854,226
Zenith	ZE	N	46 3/4	47 1/2	— 1 1/4	54 3/4	36 3/4	19,022	977,160
Total								450,904	\$28,552,674

Grand Total 893,072 \$42,454,330

Standard & Poor Industrial Average

109.15 110.24 — 1.09

Broadcast Advertising

Lucien DiSalvo, associate research supervisor, D'Arcy-MacManus-Intermarco, Bloomfield Hills, Mich., appointed to Pontiac account group and named VP.

Martin J. Dwyer, management account supervisor, Lennen & Newell, New York, joins Kenyon & Eckhardt there as VP and account supervisor. **Ron DeLuce**, art director, and **George Soter**, board member and management supervisor, Kenyon & Eckhardt, New York, appointed co-directors of creative services. **Larry Paolucci**, associate creative director, Solow-Wexton, New York, appointed creative group head, K&E there. **Charles E. Valentine**, assistant account executive, K & E, Chicago, appointed account executive there. **Gary F. Salvatore**, account executive, K&E, Detroit, moves to Chicago office in similar capacity.



Mr. Franz

Mr. Franz, manager, KDKA-TV Pittsburgh, joins Edward Petry & Co., New York, as VP and director of special sales.

Howard Stasen, manager of Chicago office, The Christal Co. radio representative, and **Joe Archer**, manager of company's Detroit operations, elected VP's.

Chester R. LaRoche, VP, American Association of Advertising Agencies, New York, appointed head of the AAAA's advertising division. He succeeds **Richard L. Scheidker**, 55, who has taken early retirement but will continue with AAAA in consulting capacity. Mr. LaRoche joined association in August from Remington Electric Shaver Division, Sperry Rand Corp., Bridgeport, Conn. Mr. Scheidker has been with AAAA since 1946.

Edward G. Harness, executive VP, Procter & Gamble, Cincinnati, elected president. He succeeds **Howard J. Morgens**, elected board chairman. Change is seen as paving way for upcoming retirement of Chairman **Neil H. McElroy**.

Lawrence D. Dupuis, manager of on-air advertising, ABC-TV New York, appointed director, on-air advertising. Mr. Dupuis is succeeded by **Frank Cutti**, supervisor of TV network facilities scheduling.

Joan G. Stark, media director, John Rockwell & Associates, New York agency, joins AdCom, Quaker Oats Co.'s in-house agency, Chicago, as VP and media director.

Alex Podhorzer, with Carl Falkenhainer Advertising, Los Angeles, joins Carson/Roberts there as media supervisor.

J. Ray Padden, account executive, Metro Radio Sales, Los Angeles, appointed VP and general manager. He succeeds **Tim Sullivan**, who has been appointed general sales manager of Metromedia's KLAC(AM) Los Angeles.

Kenneth J. Bednar, regional advertising and merchandising manager, Jos. Schlitz Brewing Co., Milwaukee, appointed

Donald M. Franz, from Weissman-Franz Productions, New York, named VP and director of broadcast production, Clinton E. Frank, Chicago.

Richard Nagle, former national and general sales

manager of advertising and merchandising services.

Bob Polatsek, copy writer, Davis, Kirby & Gray, Chicago agency, joins Campbell-Ewald there as account supervisor.

A. Roscoe Smith, research account executive, J. Walter Thompson, Detroit, joins Campbell-Ewald there as project director for marketing and research.

Ron Mitchell, account executive, Clinton E. Frank/West Coast, Los Angeles, appointed senior account executive.

Denis Hitchmough, media supervisor, Tatham-Laird & Kudner, Chicago, appointed associate media director.

Gil Schneider, local sales manager, KGNC-TV Amarillo, Tex., appointed general sales manager.

Bruce Blevins, with sales staff, KSFO(AM) San Francisco, joins KVI(AM) Seattle as general sales manager. He succeeds **Herbert S. Briggan** who became general sales manager at KSFO (BROADCASTING, Oct. 18). Both are Golden West Broadcasters stations.

Frank J. Pursley, local-regional sales manager, WLVA-AM-TV Lynchburg, Va. and **Charles E. Robinson Jr.**, with sales staff, WLVA, join WLGW(AM) there as manager and assistant manager, respectively, of sales and research department.

Robert W. McDermott, with sales staff, WSBT-TV South Bend, Ind., appointed sales service director.

Robert J. Blum, sales manager, KEEN(AM) San Jose, Calif., joins, KGSC-TV there as general sales manager.

Julius F. Jones, account executive, Ogilvy & Mather, New York, joins Xerox Corp., Stamford, Conn., as manager of advertising coordination and review.

Ray Lackey, PR division manager, Henry J. Kaufman & Associates, Washington, named VP for PR. **Joseph F. Schramm**, media and research director, named VP for media and research.

John W. Beckman, with Meldrum & Fewsmith Advertising, Detroit, joins Sperry-Boom, Davenport, Iowa, agency, as account executive.

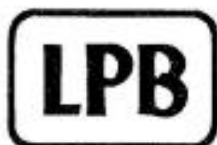
Harvey W. Clements, management supervisor, Foote, Cone & Belding, Chicago, and **Thomas F. Randolph**, general manager of FCB's San Francisco office, elected to board.

John F. Kraushaar, management supervisor, BBDO, Cleveland, appointed regional manager of agency's office in that city. He succeeds **John H. Fogarty**, who will retire next March 31. Mr. Krau-

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shaar will be head of client service in Cleveland until his new appointment as manager becomes effective on Jan. 1, 1972.

Howard Nass and **Jay Holland**, associate media directors, Cunningham & Walsh, New York, promoted to manager of media planning and manager of spot broadcasting and of media electronic-data processing, respectively.

Ronald A. Winblad, with sales staff, WEAT-AM-FM-TV West Palm Beach, Fla., appointed sales manager.

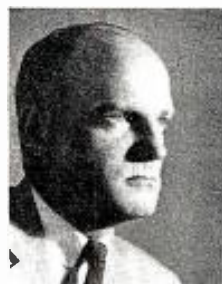
Bob Carpenter, with sales staff, WOOD-TV Grand Rapids, Mich., leaves to open Bob Carpenter & Group, national marketing service there.

William R. Rice, general manager, WDXB-AM Chattanooga, joins KXOL-AM-FM Fort Worth as sales manager.

Dennis P. Brown, with sales staff, KBIG-AM Avalon, Calif., and KBIG-FM Los Angeles, appointed local sales manager.

Joe Hibbard, with WFRL-AM Freeport, Ill., joins WCCI-FM Savannah, Ill., as sales manager.

The Media



Lou Faust, president and chief operating officer, KIIS-AM Los Angeles and WKNR-AM-FM Dearborn, Mich., joins Pacific and Southern Broadcasting, Denver as corporate VP.

Mr. Faust **Dick Marsh**, director, broadcast operations, KNXT-TV Los Angeles, named operations director, there, responsible for broadcast and technical operations.

John T. Lawrence Jr., general manager of FM division, Taft Broadcasting, Cincinnati, appointed to newly created position of director of special projects, concerned with Taft ventures outside broadcasting.

Dick James, WBBW-AM-FM Youngstown, Ohio, elected president, Ohio Association of Broadcasters. **Robert Pricer**, WCLT-AM-FM Newark, Ohio, and **Richard E. Reed**, WLWT-TV Cincinnati, elected first and second VP's, respectively. Elected TV directors for four year terms: **Ken Bagwell**, WJW-TV Cleveland, and **Ray Spahr**, WHIO-TV Dayton.

Robert G. Blow, president, WJAK-AM Jackson, Tenn., elected president, Tennessee Association of Broadcasters.

Daniel E. Gold, VP for business affairs, Post-Newsweek Stations, Washington, named VP and general manager

of company's WTOP-TV Washington. He succeeds **John Corporon**, who has moved to New York as editor and executive producer of new broadcast service on *Newsweek* magazine, owned by parent Washington Post Co. **Donald E. Macfarlane**, general sales manager of WTOP-AM-FM, becomes general manager of stations—which Mr. Gold formerly supervised.



Mr. Gold

Mr. Macfarlane

Floren D. Thompson, manager, business affairs, KNXT-TV Los Angeles, appointed director, business affairs.

Michael B. Arnold, Allband Cablevision, Olean, N.Y., elected president, New York State Cable Television Association. Other officers: **J. Wallace Anderson**, Jamestown Cablevision, Jamestown, N.Y., elected VP; **John Pryor**, Hornell TV Service, Hornell, N.Y., elected treasurer, and **Vincent Urichhio**, Long Island Cablevision, elected secretary.

Herbert A. Claassen, account executive, ABC International TV, New York, joins Teleprompter Corp. there as advertising sales manager for the northeast and northwest regions of the CATV division.

Ronald C. Bornstein, director for university extension department, University of Wisconsin, Madison, appointed director of radio and TV and general manager of university's noncommercial WHA-AM-FM-TV there.

Norman L. Bacon, director of business affairs, KMOX-TV St. Louis, appointed director of planning-administration.

Douglas N. Jones, attorney-adviser, broadcast facilities division, FCC, Washington, joins Storer Broadcasting there as staff attorney.

Herb Hirsch, local sales manager, WIOD-AM-FM Miami, appointed station manager of WIOD-FM.

Dick Williams, program director, WFAD-AM Middlebury, Vt., appointed general manager.

Randy C. Smith, with staff of private club, Mt. Carol, Ill., appointed station manager, WCCI-FM Savannah, Ill.

Ronald J. Dykstra, with local sales staff, WZZM-TV Grand Rapids, Mich., appointed station manager of WZZM-FM.

A. H. (Chris) Christensen, corporate communications director for KIRO-AM-FM-TV Seattle, appointed general man-



Bill Gavin's 6th ANNUAL RADIO PROGRAM CONFERENCE

The Sixth Annual Radio Program Conference will be held this year at the Roosevelt Hotel, New Orleans, on November 12-13-14. Since our first meeting in 1966 we have convened each year in various cities to exchange experiences and ideas covering the programming aspect of radio broadcasting. Specific discussion areas have included music, news, formats, public service, audience promotion, program personnel, etc.

Our 1971 Conference agenda will cover two additional topics: the proper relationship between government and broadcasting, and the impact of accelerating social change on radio program planning for the future.

Speaking in the area of government relationships will be Federal Communications Commissioner **Robert Wells**. Social changes and its implications for radio programming will be explored by **Ben Holman**, director of the government's Community Relations Service and **William J. Goode**, president of the American Sociological Association.

Other speakers and panelists will include **Richard Moore**, president of KQED, educational television and FM radio in San Francisco; **Thomas Schattenfield**, legal counsel, Pacific & Southern Broadcasters and the Black Hawk Stations; **Allen Kramer**, executive director, Citizens Communications Center, Washington, D.C.; **Charles Renwick**, regional radio program manager for Storer Broadcasting Company; and additional leaders of the radio and recording industries.

Registration fees are \$100.00 per person, with special discounts for radio people from smaller market and/or non-commercial stations. In addition to the regular Conference sessions, fees entitle each registrant to two luncheons and the Annual Awards Banquet.

Registration applications are available on request from Conference Headquarters, 114 Sansome St., San Francisco, Calif. 94104.

Bill Gavin

ager of KPIX(FM) San Jose, Calif., which is changing call letters to KPSJ (FM).

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

Programing

Joseph M. Taritero, director, on-air advertising, ABC-TV New York, appointed to newly created position of director of children's feature films.

Squire D. Rushnell, assistant program director, WLS-TV Chicago, appointed program director.

Michael A. Krauss, head of his own production firm, Chicago, joins Group W Productions, Philadelphia, as producer of *The Mike Douglas Show*.

Gordon V. Parmelee, project engineer, General Electric Co., Syracuse, N.Y., joins noncommercial WCNY-TV there as program manager.

Joe Landis, executive producer, KNXT-TV Los Angeles, appointed program director. He succeeds **Joe Sands**, director of broadcasting, KNXT.

Bob Hudson, music director, WVOJ(AM) Jacksonville, Fla., joins WQYK-AM-FM Tampa-St. Petersburg, Fla., as program director.

Dennis Bowman, with KMAQ(AM) Maquoketa, Iowa, joins WCCI(FM) Savanna, Ill., as program director.

Tom Lang, music director, KTKT(AM) Tuscon, Ariz., appointed production director.

Tom Crabtree, program director, WIBW-AM-FM-TV Topeka, Kan., moves to KGNC-AM-FM-TV Amarillo, Tex., as operations manager. All are Stauffer Publications stations.

Michael B. Schuster, producer-director, WAVE-TV Louisville, Ky., joins WFRV-TV Green Bay, Wis., as production manager.

James A. Arvidson, with program department, noncommercial WSLU(FM) Canton, N.Y., appointed program director and assistant to general manager.

Russell Johnson, news director, WEBB(AM) Baltimore, joins noncommercial WBJC(FM) there as assistant operations director.

Broadcast Journalism

James E. Davis, WJBF(TV) Augusta, Ga., elected president, Georgia Association of Newscasters. Past president **Jim Lee**, WBML(AM) Macon, becomes ex-officio member of board of directors. **Ed Wilson**, WDAK(AM) Columbus, re-elected VP. **Bill Sanders**, WDUN-AM-FM Gainesville, re-elected secretary-treasurer. Newly elected directors include:

James A. Davis, WALB-TV Albany; **Whit Livingston**, WAGA-TV Atlanta; **Bill Tribble**, WMAZ-AM-FM-TV Macon; **Bill Holland**, WVLD(AM) Valdosta, and **Joe Allen**, WRDW-TV Augusta.

Michael J. Hissam, newscaster, WREO-AM-FM Ashtabula, Ohio, joins WTCL(AM) Warren, Ohio, as news director.

William G. Christ, with news staff, non-commercial WSLU(FM) Canton, N.Y., appointed public affairs director.

David Sheehan, syndicated entertainment columnist, United Newspapers Inc., Beverly Hills, Calif., joins KNXT(TV) as entertainment reporter and reviewer. He will continue his column.

Ed Golterman, with news staff, KSD-AM-TV St. Louis, joins KPLR-TV there as reporter.

Gerald Nielsen, with PR staff, University of Dubuque (Iowa), joins WCCI(FM) Savanna, Ill., as news director.

Richard T. Simpson, public affairs director, KIMN(AM) Denver, joins KTLK(AM) there in similar capacity.

Walt Adams, sportscaster, WHAS-TV Louisville, Ky., joins WLOS-TV Asheville, N.C., as sports director.

Brian Collamore, with news staff, WFAD(AM) Middlebury, Vt., appointed sports director.

Peter Kraus, community reporter, WCBs-AM-FM-TV New York, resigns to enter real-estate business.



Howard L. Chernoff (r), former deputy director, United States Information Agency, Washington, is congratulated by George Schultz, director of the Office of Management and Budget there, as he receives a 1971 Presidential Management Improvement Award. Mr. Chernoff was among 15 persons honored at an awards dinner Oct. 18 in Washington. The awards were made in recognition of their individual efforts for better management and economy in various parts of government. Mr. Chernoff received his award for work as commissioner general of the U.S. exhibition at the Osaka World Exhibition.

Promotion

Alan Baker, former VP of PR and advertising, Madison Square Garden, New York, joins National Cable Television Association, Washington, as press liaison.

Stuart Zuckerman, with faculty of Stanford University, Palo Alto, Calif., joins KBHK-TV San Francisco as promotion coordinator.

Ira Slakter, with WNBC-TV New York, joins KDKA-TV Pittsburgh as promotion director. He succeeds **Tom Stanford**, who moves to similar position at KIRO-TV Seattle. **Joseph Ondrick**, promotion manager, WPGH-TV Pittsburgh, joins KDKA-TV there as assistant promotion manager.

Equipment & Engineering

Miles G. Moon, broadcast advertising specialist, RCA's Communications Systems Division, Camden, N.J., appointed manager of broadcast advertising and promotion.

W. Robert Widmaier, engineer, American Electronic Laboratories, Colmar, Pa., joins Jerrold Electronics, Philadelphia, as product administrator, acting as liaison between firm's systems and its engineering and manufacturing groups.

Elizabeth Harrison, attorney, bureau of consumer protection, Federal Trade Commission, Washington, appointed consumer affairs coordinator, consumer electronics group, Electronic Industries Association there.

Jack B. Flynn, formerly with Brogan Associates, manufacturers' sales representative for computer accessories, Waltham, Mass., and **William C. Ebell**, with Ampex Corp., magnetic tape division, named sales managers, Ampex Corp. video products division, in northeast and Pennsylvania-Maryland regions, respectively. Mr. Flynn will work out of Ampex offices in Waltham and Mr. Ebell will headquarter in Abington, Pa.

George S. Trimble, president, The Bunker-Ramo Corp., electronic components manufacturer, Oak Brook, Ill.; **Thor W. Kelle Jr.**, partner, Hornblower & Weeks, Hemphill, Noyes, New York, and **David L. Coffin**, president, The Dexter Corp., chemical manufacturer, Windsor Locks, Conn., elected directors, Cartridge Television, cartridge tape systems manufacturer, New York.

Robert H. Burns, formerly with engineering staff, WMT-AM-FM-TV Cedar Rapids, Iowa, joins WCCI(FM) Savanna, Ill., as chief engineer.

Edward A. Cote, Midwest regional manager, Concord Communications Systems, Farmingdale, N.Y.-based circuit TV systems and tape recorder manu-

facturer, appointed director of sales.

International

John Held, VP and creative group head, Kenyon & Eckhardt, New York, appointed general manager and creative director, K&E, Toronto.

Colin Jamieson, CJON(AM) St. John's, Newfoundland, Canada, elected president, Atlantic Association of Broadcasters. Other officers include: **Bill William-**

son, VOCM(AM) St. John's, elected first VP; **Bill Winton**, CKBC(AM) Bathurst, N.B., elected second VP; **C. Arnie Patterson**, CFDR(AM) Dartmouth, N.S., elected secretary, and **Georges Lebel**, CJEM(AM) Edmundston, N.B., elected treasurer.

Deaths

James B. Barber, 58, president, KMIN (AM) Grants, N.M., died Oct. 17 at Ci-

bola General hospital there of cancer. Mr. Barber was also publisher-editor of *Grants Daily Beacon* and held major ownership in *Belen News-Bulletin*. At time of death, he was second VP of New Mexico Broadcasters Association.

Ralph Draper, 43, VP of Vickers & Benson, Montreal-based agency, died Oct. 17 there. Mr. Draper had served as consultant to Canadian Radio-Television Commission. He joined agency in 1956 as media planner.

ForTheRecord®

As compiled by BROADCASTING, Oct. 12, through Oct. 19 and based on filings, authorizations and other FCC actions.

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

New TV stations

Final action

■ Los Angeles—FCC denied application by Los Angeles Unified School District for review of order by review board, which enlarged issues in educational TV channel 58. Los Angeles proceeding (Docs. 19100-1). Action Oct. 15.

Other action

■ Review board in Charlotte, N.C., TV proceeding, granted request by WFMV Television Corp. for extension of time through Nov. 11, 1971, within which to file replies to exceptions and supporting brief to initial decision in WBTB(TV) Charlotte, N.C., proceeding (Doc. 18880). Action Oct. 4.

Call letter applications

■ Michigan State University, East Lansing, Mich.—Requests *WKAR-TV.
■ New Jersey Public Broadcasting Authority, Montclair, N.J.—Requests *WNJM(TV).

Existing TV stations

Final actions

■ Fort Smith-Jonesboro, Ark.—Broadcast Bureau granted petition by George T. Herrreich for extension of time to Oct. 13, 1971, to respond to comments of Bureau (Docs. 19291-2). Action Oct. 12.

■ WIEW-TV Mt. Vernon, Ill.—FCC granted application of Soillcom Inc., permittee, for authority to make minor change in facilities by moving its trans. site closer to Mount Vernon. Action Sept. 8.

■ WLFV-TV Lafayette, Ind.—Broadcast Bureau granted CP to change ERP vis. 447 kw, aur. 89.1 kw; trans. location to approximately 14 miles east of Lafayette, near intersection of 600 West Road and 700 North Road; change type trans. and ant.; make changes in ant. structure; ant. height 790 ft.; condition. Action Oct. 14.

■ *WMAA-TV Jackson, Miss.—FCC granted Mississippi Authority for Educational Television, licensee, and permittee of noncommercial WMAB-1972, of waiver of station identification requirements to permit use of single identification slide on Jackson and State College stations, pending TV, State College, Miss., extension to Jan. 3, completion of microwave distribution system currently under construction. Action Oct. 14.

■ WLWD(TV) Dayton, Ohio—FCC notified, in response to fairness doctrine complaint by United People. Dayton group, Avco Broadcasting Corp., licensee, that it does not believe licensee's judgment was "reasonable" in determining that views expressed on WLWD(TV) in favor of 1970 United Appeal campaign "did not constitute the discussion of controversial issues of public importance" in Dayton area. Action Oct. 15.

■ KOSA-TV Odessa and KROD-TV El Paso, both Texas—FCC granted motions by Committee for Development of Mass Communications and Conference on Unity and Action, and by Mr. Alonzo Ramirez (petitioners), for second extension of time in which to file applications for review of actions by chief, Broadcast Bureau, dismissing their informal objections to renewal of licenses of KOSA-TV and KROD-TV. Action Oct. 14.

Actions on motions

■ Chief, Office of Opinions and Review, in Fort Smith-Jonesboro, Ark. (KFPW Broadcasting Co. [KFPW-TV], George Herrreich [KAIT-TV], TV proceeding, granted petition by Herrreich and extended through Oct. 19, time to respond to Broadcast Bureau's comments on petition to defer renewal/licensing hearing until completion of commission's non-public inquiry in Doc. 18811 (Docs. 19291-2). Action Oct. 14.

■ Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co., et al.). TV proceeding, having under consideration notice of intention to take deposition filed by Lamar Life Broadcasting Co., Dixie National Broadcasting Corp., Jackson Television Inc., and Channel 3 Inc. directed at James Charles Evers, officer, director and stockholder of Civic Communications Corp.; authorized deposition, and directed parties to reach agreement among themselves as to convenient time and place for taking of Mr. Evers' deposition during the period between Nov. 3 and 10 (Docs. 18845-9). Action Oct. 14.

Call letter application

■ WFGA-TV Jacksonville, Fla.—Requests WTLV(TV).

New AM stations

Start authorized

■ WGRG Pittsfield, Mass.—Authorized program operation on 1110 khz, 1 kw-D. Action Sept. 1.

Other actions

■ Review board in Eureka, Calif., AM proceeding, granted motion by W.H. Hansen, for extension of time to file responsive pleadings to petition to enlarge issues in Eureka, Calif., AM 790 khz proceeding (Docs. 19284-6). Action Oct. 14.

■ Review board in Charlottesville, Va., AM proceeding, granted petition by Charles W. Hurt for extension of time through Dec. 1, within which to file exceptions to initial decision in proceeding involving 1400 khz at Charlottesville (Docs. 18585-7). Action Oct. 14.

Call letter applications

■ Wright County Radio Inc., Buffalo, Minn.—Requests KRWC.
■ Town 'n Country Broadcasting Co., Tupelo, Miss.—Requests WTLE.

Designated for hearing

■ Greenfield, Mass.—FCC set for hearing March 1971 grant without hearing of AM application by Greenfield Broadcasting Corp. Commission also vacated its July 1971 memorandum opinion and order staying effectiveness of grant. Action Oct. 14.

Existing AM stations

Final actions

■ KTCS Fort Smith, Ark.—Broadcast Bureau granted CP to change ant.-trans. location to junction of Highway U.S. 71 and Enterprise Road, Fort Smith, and operate trans. by remote control from main studio site; ant. height 175 ft. Action Oct. 13.

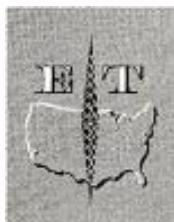
■ KBTR Denver—FCC granted request by Citizens of Colorado for extra time to file petition to deny application to assign license of KBTR from

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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.

executors of estate of John C. Mullins to Mission Denver Co., for 10 days. Action Oct. 14.

■ WLS Chicago—Broadcast Bureau granted license covering aux. trans. to be used with main ant. Action Oct. 6.

■ WJOB Hammond, Ind.—FCC censured Colby Broadcasting Corp., licensee, for actions by its president, endorsing political candidates on program day before primary elections. Action Oct. 18.

■ WBRB-AM-FM Mt. Clemens, Mich.—Broadcast Bureau granted mod. of licenses covering change of corporate and licensee names to Malrite Broadcasting Co. Action Oct. 8.

■ WLKY-TV Louisville, Ky., WKEF Dayton, Ohio—FCC denied requests by ABC network affiliates WLKY-TV Louisville, and WKEF Dayton, for waiver of prime time access rule which became effective Oct. 1, 1971. In same action, Commission granted waiver of rule to CBS affiliate WTVJ Miami, but emphasized that in future similar requests must be denied. Action Oct. 14.

Actions on motions

■ Chief, Office of Opinions and Review, in Elmhurst and Wheaton, Ill. (Dupage County Broadcasting Inc., Central Dupage County Broadcasting Co.), AM proceeding, granted petition by DuPage County Broadcasting and extended from Oct. 18 to Nov. 5, time in which to file exceptions to supplementary initial decision of Hearing Examiner Isadore A. Honig (Docs. 16965-6). Action Oct. 14.

■ Hearing Examiner Frederick W. Denniston in Las Cruces, N.M. (Marvin C. Hanz), AM proceeding, ordered record reopened, granted petition by applicant for leave to amend section III of his application to delete Hanz showing interest in application filed by Inter-American Television Corp. Inc. for CP to Del Rio, Tex.; rejected pleading entitled "Marvin C. Hanz, Ozone, Texas. File No. BP-18505" filed Oct. 5; and again closed record (Doc. 18714). Oct. 15.

■ Hearing Examiner Lenore G. Ehrig in Brush, Colorado Springs and Boulder, all Colorado (Pettit Broadcasting Co., et al.), AM proceeding, denied petition by Pettit Broadcasting Co. filed May 24, to amend its application to 1010 kHz at Brush and likewise denied joint request for approval of agreement filed simultaneously by Pettit Broadcasting Co., A. V. Bamford, and Brocade Broadcasting Co. to dismiss Pettit application for 1190 kHz (Docs. 19157-9). Action Sept. 7.

■ Hearing Examiner David I. Kraushaar in Eureka, Calif. (Phil D. Jackson, et al.), AM proceeding, by separate actions, ordered transcript corrected; and for reasons appearing in transcript of prehearing conference of Sept. 30, deemed himself to be disqualified from presiding in proceeding, and notified commission of his withdrawal (Docs. 19294-6). Action Oct. 12.

■ Hearing Examiner David I. Kraushaar in Eupora and Tupelo, Miss. (Tri County Broadcasting Co., Radio Tupelo), AM proceeding, granted motion by Radio Tupelo and ordered that what has been described as Radio Tupelo's exhibit 12 in support of motion is deemed to have been received in evidence without objection; closed record; and further ordered that proposed findings of fact and conclusions of law be filed by Oct. 29, and reply briefs if any, by Nov. 8 (Docs. 19026-7). Action Oct. 14.

■ Acting Chief Hearing Examiner Jay A. Kyle in Eureka, Calif. (Phil D. Jackson, et al.), AM proceeding, designated Hearing Examiner Basil P. Cooper to serve as presiding officer in lieu of David I. Kraushaar (Docs. 19294-6). Action Oct. 12.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, Ga. (Community Radio System and Morris's Inc.), AM proceeding, reopened record to change Morris's exhibit No. 18 (affidavit of Carroll Morris dated June 17, 1971) to exhibit No. 19, and closed record (Docs. 17722 and 18395). Action Sept. 7.

■ Hearing Examiner Ernest Nash in Mt. Pleasant and Chariton, both Iowa (Pleasant Broadcasting Co., et al.), AM proceeding, granted petition by BCST Co. of Iowa for leave to amend its application to include letter from Mt. Pleasant Bank and Trust Co. concerning financial commitment (Docs. 18594-6). Action Oct. 12.

Call letter application

■ WMEL Pensacola, Fla.—Requests WVIX.

Call letter action

■ KLME Laramie, Wyo.—Granted KOJO.

New FM stations

Applications

■ Glenwood Springs, Colo. Colorado West Broadcasting Co.—Seeks 92.7 mhz, 3 kw. Ant. height above average terrain—301 ft. P.O. address 806 Garfield. Glenwood Springs 81601. Estimated construction cost \$33,000; first-year operating cost \$52,000; revenue \$46,000. Principals: Glen Allen Lee Bell (10%), William R. Dunaway (45%) and Carl Curtis (45%). Mr. Bell is employee and microwave technician of Western Telecommunications Inc., Grand Junction. He also owns hobby business in Glenwood Springs. Mr. Dunaway is editor and publisher of *Aspen (Colo.) Times* and *Rifle (Colo.) Times*, in which he is 94.12% stockholder. He has 50% interest in KSNO(AM) Aspen, and is manager of CATV in Aspen and Rifle. Mr. Curtis is real estate-investment manager. Ann. Oct. 4.

■ Pekin, Ill. Peoria Valley Broadcasting—Seeks 104.9 mhz, 3 kw. Ant. height above average terrain 263 ft. P.O. address 3641 Meadowbrook Rd., Peoria 61604. Estimated construction cost \$59,630; first-year operating cost \$30,000; revenue \$89,630. Principals: Melvin Feldman, Syl Binklin, Richard S. Cohen (33⅓% each). Mr. Feldman is officer, director and owner of between 33⅓% and 35% of stock in WXCL Peoria, Ill., and 33⅓% in B.C.&F. partnership property rental company, Peoria. Messrs. Binklin and Cohen have same interests as Mr. Feldman. Ann. Oct. 4.

■ Piano-Sandwich, Ill. Ray L. Sherwood—Seeks 107.1 mhz, 3 kw. Ant. height above average terrain 263 ft. P.O. address 1960 Richard Street, Aurora, Ill. 60506. Estimated construction cost \$13,400; first-year operating cost \$34,000; revenue \$24,000. Principals: Ray L. Sherwood, sole owner. Mr. Sherwood is chief engineer-general manager of WMRO-FM Aurora, Ill. He is also general manager and 10% stockholder of WLXT(TV) and WAUR(FM) Aurora. Ann. Oct. 4.

■ Sewanee, Tenn. The University of the South—Seeks 88.1 mhz, 10 w. Ant. height above average terrain 100 ft. P.O. address University Avenue, Sewanee 37375. Estimated construction cost \$4,330.37; first-year operating cost \$1,122.20; revenue none. Principals: Williams L. McElveen, manager, et al. Ann. Sept. 7.

Starts authorized

■ KHIG(FM) Paragould, Ark.—Authorized program operation on 104.9 mhz, ERP 3 kw. Ant. height above average terrain 255 ft. Action Sept. 14.

■ KVML-FM Sonora, Calif.—Authorized program

operation on 92.7 mhz, ERP 3 kw. Ant. height above average terrain 64 ft. Action Sept. 30.

■ KCHA-FM Charles City, Iowa—Authorized program operation on 104.9 mhz, ERP 3 kw. Ant. height above average terrain 100 ft. Action Sept. 9.

■ KIWA-FM Sheldon, Iowa—Authorized program operation on 105.5 mhz, ERP 3 kw. Ant. height above average terrain 97 ft. Action Sept. 10.

■ KXXX-FM Colby, Kan.—Authorized program operation on 100.3 mhz, ERP 100 kw. Ant. height above average terrain 610 ft. Action Sept. 1.

■ KFMZ(FM) Columbia, Mo.—Authorized program operation on 98.3 mhz, ERP 3 kw. Ant. height above average terrain 84 ft. Action Sept. 13.

■ WLMJ-FM Jackson, Ohio—Authorized program operation on 97.7 mhz, ERP 2.37 kw. Ant. height above average terrain 330 ft. Action Sept. 29.

■ WKNO-FM Memphis—Authorized program operation on 91.1 mhz, ERP 24.5 kw. Ant. height above average terrain 710 ft. Action Sept. 14.

■ WCIR-FM Beckley, W. Va.—Authorized program operation on 103.7 mhz, ERP 50 kw. Ant. height above average terrain 360 ft. Action Sept. 13.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Murphysboro, Ill. (Radio Station WINI, Sunshine Broadcasting Corp.), FM proceeding, granted joint request for approval of agreement, dismissed with prejudice application of Radio Station WINI; granted application of Sunshine Broadcasting Corp.; ordered that under commission's designation order, Sunshine shall be authorized to use studio location outside city limits of Murphysboro (Docs. 19224-5). Action Oct. 8.

■ Hearing Examiner Basil P. Cooper in Bangor, Me. (Bangor Broadcasting Corp. and Penobscot Broadcasting Corp.), FM proceeding, received in evidence Bangor exhibit no. 8 consistent with ruling of hearing examiner at close of evidentiary hearing on Sept. 1, and closed record (Docs. 19165-6). Action Sept. 8.

■ Hearing Examiner Basil P. Cooper in Albuquerque, N.M. (Zia Tele-Communications Inc. and Alvin L. Korgold), FM proceeding, continued evidentiary hearing from Tuesday, Oct. 19 to date to be specified following resolution by commission of question certified to it by review board (Docs. 19178-9). Action Oct. 12.

■ Hearing Examiner Frederick W. Denniston in Corpus Christi, Tex. (A. V. Bamford), FM proceeding, ordered that proposed findings of facts be filed by Dec. 1, and replies by Dec. 15; closed record (Doc. 19089). Action Oct. 8.

■ Hearing Examiner Lenore G. Ehrig in Anderson, Ind. (Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson), FM proceeding, granted request for continuance of hearing by Eastern Broadcasting Corp. to extent that hearing is postponed until Nov. 3 (Docs. 19018-9). Action Oct. 12.

■ Hearing Examiner Charles J. Frederick in Elizabeth City, N.C. (Professional Broadcasting Inc.), FM proceeding, granted motion by applicant, and dismissed its application, but with prejudice (Doc. 19217). Action Oct. 12.

■ Hearing Examiner Ernest Nash in Ardmore, Okla. (Douglas C. Dillard, Arbuckle Broadcasters Inc.), FM proceeding, scheduled further prehearing conference for Oct. 19 (Docs. 19198-9). Action Oct. 15.

■ Hearing Examiner James F. Tierney in Tulsa, Okla. (American Christian College Inc.), FM proceeding, scheduled further prehearing conference for Nov. 30. In separate action, granted petition by American Christian College Inc. for leave to amend its application to reflect information and data on ascertainment of community needs, interests and problems in its proposed service area (Doc. 19195). Actions Oct. 12, 13.

Rulemaking petition

■ Phoenix, Meyer Gottesman—Requests amendment of FM table of assignments to add ch. 260 to Phoenix. Ann. Oct. 4 (previous listing of this application in "For the Record," Oct. 4, had mistakenly referred to Mr. Gottesman's request as being for channel assignment on 260 at San Francisco. Request was for Phoenix).

Call letter applications

■ Tower Communications Co., Little Rock, Ark.—Requests KLAZ(FM).

■ L. Stanley Wall, Scottdale, Pa.—Requests WLSW(FM).

■ Arroyo & Fortune Associates, Cidra, Puerto Rico.—Requests WBRQ(FM).

Call letter actions

■ Anniston Road Christian Schools, Jacksonville, Fla.—Granted *WYFL-FM.

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■ Educational Television Council of Central New York Inc., Syracuse, N.Y.—Granted *WCNY-FM.

Designated for hearing

■ WCHB, Inkster, Mich.—FCC has set for hearing an application by Bell Broadcasting Co. to increase nighttime power of station WCHB, Inkster, from 500 watts to 5 kw. Action Oct. 14.

Existing FM stations

Final actions

■ KOSE-FM Osceola, Ark.—Broadcast Bureau granted CP to change studio location to 509 South Walnut Street, Osceola; install new trans; change TPO; ERP 5.5 kw; ant. height 265 ft.; remote control from studio location permitted. Action Oct. 5.

■ KMET(FM) Los Angeles—Broadcast Bureau granted request for SCA on sub-carrier frequency 67 khz. Action Oct. 13.

■ WHMS(FM) Hialeah, Fla.—Broadcast Bureau granted request for SCA on sub-carrier frequency 67 khz. Action Oct. 13.

■ *WMCU(FM) Miami—Broadcast Bureau granted mod. of license covering change of name of licensee to Miami Christian University Inc. Action Oct. 14.

■ WJIZ(FM) Albany, Ga.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Oct. 13.

■ WJGA-FM Jackson, Ga.—Broadcast Bureau granted CP to install new ant.; make changes in height 440 ft.; remote control permitted from ant. system; change TPO; ERP 1.20 kw; ant. Jackson Police Dept., South Mulberry Street at Byars Street, Jackson; condition. Action Oct. 5.

■ WZAT(FM) Savannah, Ga.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Oct. 13.

■ WBBM-FM Chicago—Broadcast Bureau granted licenses covering changes for main and alt.-main trans.; ERP 6 kw; ant. height 1,170 ft. Action Oct. 6.

■ WGIL-FM Galesburg, Ill.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 50 kw; ant. height 350 ft.; remote control permitted. Action Oct. 14.

■ WXUS(FM) Lafayette, Ind.—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; ERP 3 kw; ant. height 215 ft. Action Oct. 12.

■ WRCR(FM) Rushville, Ind.—Broadcast Bureau granted license covering new FM; studio location same as trans.; delete remote control; ERP 740 w; ant. height 550 ft. Action Oct. 14.

■ KLCL-FM Lake Charles, La.—Broadcast Bureau permitted remote control from main AM studio at intersection, Guillory Street and Shady Lane, Westlake, La. Action Sept. 30.

■ WPOR-FM Portland, Me.—Broadcast Bureau granted CP to install new trans.; ERP 20 kw. Action Oct. 14.

■ WCOF-FM Boston—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 50 kw; ant. height 500 ft.; condition. Action Oct. 12.

■ WWWW(FM) Saginaw, Mich.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Oct. 13.

■ KTCR-FM Minneapolis—Granted CP to install new trans. and ant.; ERP 21 kw; ant. height 150 ft. Action Oct. 14.

■ WPAT-FM Paterson, N.J.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Oct. 13.

■ KLVM(FM) Henderson, Nev.—Broadcast Bureau granted license covering new FM; ERP 41 kw; ant. height minus 140 ft. Action Oct. 14.

■ WPLJ(FM) New York—Broadcast Bureau granted CP to install aux. trans. to be used with main ant.; change ERP to 3.15 kw; ant. height 1,300 ft. Action Oct. 14.

■ *WOUB-FM Athens, Ohio—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Oct. 8.

■ KVIL-FM Highland Park-Dallas—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Oct. 8.

■ WNOR-FM Norfolk, Va.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 50 kw; ant. height 500 ft.; remote control permitted; condition. Action Oct. 13.

■ WISN-FM Milwaukee—Broadcast Bureau granted CP to make changes in transmission line. Action Oct. 8.

Action on motion

■ Chief, Broadcast Bureau, in amendment of rules re field strength curves for FM and TV stations and regarding field strength measurements for FM and TV stations, on request of Association of Maximum Service Telecasters Inc., extended from Oct. 15 through Nov. 29, time to file reply comments (Docs. 16004, 18052). Action Oct. 14.

Rulemaking action

■ New Castle, Pa.—FCC denied rulemaking proposal for amendment of FM assignment table to add FM ch. 240A at New Castle, Pa. Assignment had been requested by Lawrence County Broadcasting Corp. (WBZY), New Castle (Doc. 18873). Action Oct. 14.

Call letter application

■ WKLS(FM) Atlanta—Requests WYSA(FM).

Call letter actions

■ WKIS-FM Orlando, Fla.—Granted WDIZ(FM).

■ WGKA-FM Atlanta—Granted WZGC(FM).

■ WCUY(FM) Cleveland Heights, Ohio—Granted WLYT(FM).

Renewal of licenses, all stations

■ Chief, Office of Opinions and Review, in Key West, Fla. (John M. Spottswood), for renewal of license of WKWF, granted motion by Florida Keys Corp., and extended through Oct. 12 time to file oppositions to petition for reconsideration filed by John M. Spottswood (Doc. 19290). Action Oct. 12.

■ Hearing Examiner Isadore A. Honig in Monroe, Ga. (Walton Broadcasting Co.), renewal of license of WMRE, granted petition by applicant, and continued without date further hearing scheduled for Nov. 9; ordered that exhibit exchange date of Nov. 1, and notification re witnesses date of Nov. 5, are also continued without date (Doc. 19011). Action Oct. 15.

■ Acting Chief Hearing Examiner Jay A. Kyle in Key West, Fla. (John M. Spottswood) for renewal of license of WKWF, granted request of Florida Keys Broadcasting Corp., and extended through Oct. 26, time to respond to motion to produce for inspection and copying filed by John

M. Spottswood (Doc. 19290). Action Oct. 14.

■ Hearing Examiner Ernest Nash in Wharton, Tex. (Wharton Communications Inc.), renewal of license of KANI Wharton, set certain procedural dates and scheduled hearing for Dec. 14 (Doc. 19288). Action Oct. 12.

■ Broadcast Bureau granted renewal of licenses for following translators: K66AB and K68AD, both rural area south of Perryton and Booker, both Texas; K70CF, K72CB and K74BF, all Canadian, Higgins and Lipscomb, Texas, and Arnett, Okla.; K76BD, K78BI and K80AY, all Boover, Darrowuzett and Follett; K78AZ, K80BD and K83AQ, all Matador and Roaring Springs; and K72BN, K79BP and K83BO, all Uvalde (rural) and Knippa, all Texas. Actions Oct. 7.

■ Broadcast Bureau rescinded grant of following applications for renewal of license, pending further action by commission: *KNME-TV Albuquerque, N.M., KSPD(AM) Boise, Idaho. Actions Oct. 13.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending aux.: *KAXR(FM) Flagstaff, KCUB(AM) Tucson, KINO(AM) Winslow, all Arizona; KOBY(AM) Reno; KSPT(AM) Sandpoint, Idaho, and KWYK(AM) Farmington, N.M. Actions Oct. 8.

■ Broadcast Bureau granted renewal of licenses for following VHF and UHF TV translator stations: K06AO(AM), K08AT(AM) and K13FD(AM), all Cabool, Missouri; K05CQ(AM) Keyes and U.S. Bureau of Mines, Helium Plant; and K08DZ and K12BV, Keyes and Keyes Helium Plant, Sturgis area and southwest Elkhart area, all Oklahoma; and K70BI, K73BU and K76AP, all Big Lake, Tex. Actions Oct. 13.

Other actions, all services

■ FCC suspended provisions of basic Emergency Broadcast System (EBS) plan for random closed-circuit tests of system until further notice. Action Oct. 14.

Translator actions

■ K06AO Cabool, Mo.—Broadcast Bureau granted mod. of license covering change of primary TV to KMTC(TV) Springfield, Mo., of VHF translator. Action Oct. 13.

■ W05AP Murphy, N.C.—Broadcast Bureau granted CP to change trans. location to atop Will Scott Mountain, approximately 1 mile east of center of Murphy; make changes in ant. system of VHF translator. Action Oct. 12.

■ K06EH Silver City, N.M.—Broadcast Bureau granted CP to make changes in ant. system of VHF translator. Action Oct. 12.

■ K78BA Winnemucca, Nev.—Broadcast Bureau granted CP to change type trans. and increase output power of UHF translator. Action Oct. 12.

■ K08CN and K13EP, both Ephrata, Soap Lake, Moses Lake and Larson AFB, all Washington—Broadcast Bureau granted CP to change type trans. and increase output power of VHF translator. Action Oct. 13.

Modification of CP's, all stations

■ K13KS Nenana, Alaska—Broadcast Bureau granted mod. of CP to change type trans. and decrease output power of VHF translator. Action Oct. 12.

■ K09JP and K11JV, both Lee Vining, Calif.—Broadcast Bureau granted mod. of CP's to extend completion dates to April 6, 1972, for VHF translator. Action Oct. 6.

■ Broadcast Bureau granted mod. of CP's to extend time for following: KEBR(FM) Sacramento, Calif., to March 15, 1972; *WWNO(FM) New Orleans, to Jan. 15, 1972; WANG(FM) Coldwater, Mich., to Feb. 28, 1972; WJMS-FM Ironwood, Mich., to April 1, 1972; *WCMU-FM Mount Pleasant, Mich., to April 7, 1972; WALT(FM) Meridian, Miss., to Jan. 15, 1972; new FM at Dillon, Mont., to April 16, 1972; *KASB(FM) Bellevue, Wash., to Jan. 15, 1972; and *WYMS(FM) Milwaukee to March 30, 1972. Actions Oct. 14.

■ *KAID(TV) Boise, Idaho—Broadcast Bureau granted mod. of CP to change type trans. Action Oct. 6.

■ K11KK Natchitoches, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to April 6, 1972 for VHF translator. Action Oct. 6.

■ WNNN(FM) Canton, N.J.—Broadcast Bureau granted mod. of CP to make changes in ant. system; ant. height 275 ft. Action Oct. 12.

■ W768M Olean, N.Y.—FCC granted application of Board of Cooperative Educational Services in Cattaraugus, Erie, and Wyoming counties, all New York, for mod. of CP of UHF translator

(Continued on page 74)

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16mm Film Laboratory Manager. Experienced all phases color-B/W operation to include complete knowledge of quality control procedures, processing, printing, and single and double system editing. Good salary and benefits. Please send complete resume and references. Washington, D.C. Needed immediately. Box G-276, BROADCASTING.

Immediate ownership opportunity for experienced small market manager to take complete charge of profitable Illinois AM-FM stations. Send tape, resume and references. Box K-166, BROADCASTING.

Experienced salesman to take over strong list of local, regional, and national accounts in upstate New York. Position of general sales manager will be open for right man when present Sales Manager moves up to General Manager. Send resume, recent photo and other pertinent material to Box K-181, BROADCASTING. All respondents will be contacted.

Manager for AM/FM established MOR. Small town (30,000) station. Midwest. Previous manager experience a must. Salary 1000.00 per month plus (depending on your experience and ability) plus car and fringes. Send full information with first letter. Send to Box K-190, BROADCASTING.

Sales

Fed up? . . . Come to God's country in the Northeast and become #1 salesman in a beautiful town . . . salary open . . . excellent working conditions. Send resume and references. Box K-203, BROADCASTING.

Powerful Wisconsin AM-FM in year 'round sportsman's paradise needs sales oriented remote studio manager. Salary plus commission, profit sharing, insurance. Experience preferred. Box K-204, BROADCASTING.

Investigate this sales opportunity if you are mature, and eager to learn a new, powerful sales concept. Furnish resume. No phone calls. Dale Low. KISS/KSMN. Mason City, Iowa.

Salesman wanted with the area's fastest growing radio station. Contact General Manager, WCCC-AM-FM, Hartford, Conn.

Salesman. Small-medium market near Pittsburgh. Professional adult station. Just lost salesman earning \$1,000.00 monthly. Fine staff and facilities. Contact Bill Ellis, WCVI, Connelville, Pa. 412-628-4600.

Experienced salesman for major market. Want to grow with a progressive radio station? Here is an opportunity to start in the top 25th market in the country. Willing to work hard? Want a challenge? Need at once. Send resume, sales record and salary requirements to Jack Ludescher, General Mgr., WWOL Radio, Lafayette Hotel Bldg., Buffalo, N.Y. 14203.

Experienced salesman for adult contemporary AM station. Career minded, self-starter with management potential. Excellent opportunity with 22 year plus company, now growing. Equal opportunity employer. Resume, billing record, letter to sales manager, Box 3142, Charleston, West Virginia 25332.

Radio time sales. Denver market opportunity for experienced radio sales pro. Excellent list, good guarantee with future management opportunities. Growing company with three stations. Contact Robert Prangley, 7075 W. Hampden Ave., Denver, 80227 (303) 985-8771.

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.

Announcers continued

Illinois Station: Needs first phone announcer. Will also consider beginner with good voice, willing to work. Salary open. Send tape, resume and references. Box K-167, BROADCASTING.

Black jock to work at Drake type station within top 50, talented, stable, \$180 per week. Box K-169, BROADCASTING.

DJ/production. Morning air slot. Medium market. Tape & resume. Equal opportunity employer. Box K-219, BROADCASTING.

Experienced announcer to join a fine team at a contemporary AM in a central Indiana medium size market. Quality voice, first ticket, and talk show experience . . . helpful. Send resume, tape, and picture to Box K-236, BROADCASTING.

Five kilowatt fulltime needs experienced contemporary announcer with newscasting and reporting ability. Sales on commission in addition to salary is also available. Send tape and resume to K-W-E-W, Box 777, Hobbs, New Mexico 88240.

Wanted—mature young announcer for 1,000 watt full time that sounds like a 1,000,000. Must be able to read well and do creative production. Immediate opening. Station located forty miles from Panama City, Florida in a single station market. Mod country format. Send resume and tape to WBGC, Chipley, Florida 32428.

First phone—afternoon drive time. Good starting salary. Experience. Send tape, resume and photo to WBNR, Beacon-Newsburgh, New York.

Have opening for experienced MOR pro with creative production ability and talk show capability. If qualified send tape, resume, minimum salary requirements, Station Manager, WCAP, Lowell, Mass. 01852 Phone (617) 454-0404.

Suburban Northern Virginia stereo FM needs mature-voiced staffer with a minimum five years experience and polished commercial delivery. Excellent working conditions and salary negotiable. Send tape and resume to John Morrissey, c/o WEZR, 3909 Oak Street, Fairfax, Virginia 22030.

Morning drive jock in Memphis. Good pipes, must say something. RKO station, Drake format. Send resume, tapes and photo to George Klein, WHBQ, 485 South Highland, Memphis, Tennessee 38111.

No beginners! If you can communicate, like getting to the root of things, like people, have a voice and personality, want a job that can develop, depending on you, contact Brian Scott, WPTH Radio, Ft. Wayne, Indiana (219) 483-0584.

Help. I need a morning man, morning man. A talent that can talk, get involved with the community, and be #1 in the 45th, market. For such a man we offer excellent benefits, excellent living conditions and a realistic salary. If you are a dedicated broadcaster, have a good set of pipes, and intelligence, send tapes and resume to Jay Clark, P.D., WTRY, 92 Fourth St., Troy, N.Y. 12180. We are an equal opportunity employer. Sorry, no tapes returned.

Technical

Chief engineer to handle AM-FM 24 hours and additional AM within 50 miles. Good position for conscientious worker. Box K-170, BROADCASTING.

Chief engineer fully qualified on AM/FM stereo, STL, SCA, who announces. Good pay, security, an equal opportunity employer. Job in smog-free traffic-free southwest. Write all details, picture, tape, experience to Box K-179, BROADCASTING.

Technician, major market group owned station temporary position approximately one year. First phone experienced wiring and transmitter maintenance. Box K-187, BROADCASTING.

Responsible, dedicated chief engineer. 25-hours announcing. \$140 to start. Midwest MOR 2-station market. Box K-233, BROADCASTING.

Immediate opening for first phone. Directional AM transmitter watch. No announcing. No maintenance. Five day week. Salary open. Must have car. Contact George Bissell, Jr., WEAV Radio, 38 Court St., Plattsburgh, N.Y. 12901. Phone (518) 561-0960.

News

Highly successful medium market AM/FM seeks take-charge news director. Authority, experience a must. First phone and automation experience helpful. Minority applicants encouraged. Box K-138, BROADCASTING.

A major network owned station in a top ten market is looking for a top contemporary newsman. We're looking for more than a voice. You've got to show us creative talent on and off the air. An equal opportunity employer. Box K-213, BROADCASTING.

News director needed to improve and expand news operation of 5,000 W station. Lower midwest location duties include supervision and development of 3-man staff. Host talk show. Ideal applicant would have degree and several years as ND of smaller station or number two man in larger operation. Good salary. Excellent location. Send resume and tape to Box K-244, BROADCASTING.

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

Need good voice, experienced newsmen to handle unusual morning format. Will gather, write, deliver. Stable operation, top staff, fine area to work. Get your tape and resume now to Manager, WRRR Radio, Rockford, Illinois.

We are an award winning Kentucky small market station with lots of local news and sports. If you do play-by-play and can pull a board shift with modern music, we'd like to talk. Position needs to be filled now. Would consider a beginning. Phone 606-789-5311 . . . ask for Mr. Paul.

Situation Wanted, Management

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

Broadcaster seeking new challenge. Strong management, sales, programming and construction background, both AM & FM. Twenty years major & medium markets. Box K-128, BROADCASTING.

Business manager, strong take charge station controller background . . . seeking right move from agency back to broadcasting. Phone (201) 768-1253 or write Box K-143, BROADCASTING.

Broadcast journalist currently employed at network owned station seeks challenging position as news or program director. I can offer vast experience and best credentials. If you can offer challenge and growth potential let's exchange resumes. Box K-189, BROADCASTING.

Corporate or medium/major market management wanted. Currently successful general manager, seven years top management experience, 34, promotion and sales pro, excellent community involvement. Excellent references. Box K-197, BROADCASTING.

Third and last time this ad will run. Somewhere, preferably in Rhode Island, Conn., or Mass. there is a station owner or manager who needs a General Manager or Assistant GM or GSM. Most of you probably have seen this ad and to those who have answered, thanks! If this doesn't work, the broadcasting field is going to lose of its 10 best young sales managers with an unlimited potential. So here we go again. 30-year-old sales manager desires GM or Asst GM/GSM with full run of station. I want to leave my present 7 station group because I am too valuable where I am to be moved to another station as GM. I am the top paid salesman of the whole chain and have been named salesman of the year. I bill over \$100,000 a year on a \$5.00 rate card. I do over 1/3 of stations billing and have been here for close to 6 years. No co-op between sales/GM/SM/programming/PD forces me to move. I make around \$16,000 and could make more but every year I set a record they cut back on my commission. My resume and credentials are above board. Agency personnel know and respect me and give me 85% of the business coming into my market. I am asking for \$18,000 to \$22,000 depending upon location. If you can pay, please write, Christmas business is fast approaching. So if you're disappointed in your GM, fire yours and hire ours (me). If this doesn't get me a GM's job, the broadcasting is the loser, not me. Box K-205, BROADCASTING.

Situations Wanted

Management—continued

Available immediately. Manager with emphasis on sales. 39, family. Eighteen years experience. Small/medium market desired. Box K-212, BROADCAST-ING.

For twenty years I have been executive vice president of advertising-public relations agency handling radio-TV billing, sales, production. Experienced two large markets. Would like to get back into AM-TV media in station management. Age 40, single, available immediately. Box K-218, BROADCASTING.

Smile! Top ten market proven producer, presently employed, 29, wants to produce for you! 12 years experience management, sales, programming! radio! Guaranteed results for right situation. Resume and presentation on request. Have a happy day. Box K-235, BROADCASTING.

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.

Announcers

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.

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.

Exceptional potential, good references with 3rd endorsed. Dedicated with solid music background encompassing T40 and progressive rock. Resume, etc. Box K-145, BROADCASTING.

Disc jockey available immediately. For more information call me, Ray David at, 717-823-3606 or Box K-151, BROADCASTING.

First phone winner wants progressive MOR winner. Nine years of communicating with sincerity, wit, intelligence, good voice, personality, and showmanship. Three years with present employer. Married, want to move up, can't here. Desire program or music directorship. Let's talk. Box K-153, BROADCASTING.

Black DJ, newscaster. First phone, 29, salary open, two years experience. Wash., Md., Va. area. Any hours, AM or FM. Box K-163, BROADCASTING.

1st phone, dj/announcer. Excellent voice. Good production. Mature, stable, talented. Looking for home. Box K-195, BROADCASTING.

1st ticket, experienced in MOR prefers N.Y. or New England area. Box K-200, BROADCASTING.

Contemp MOR pro, sharp, tight, first phone. Prefer West Coast. Box K-209, BROADCASTING.

Attention Florida stations stable reliable jock seeks change. 6 years experience all phases. Over 3 years with present station. Prefer South Florida but all replies answered. Box K-211, BROADCASTING.

Nostalgia nut—old music and show biz. Gifted talker. Experienced theatre, politics, business. Can write news, editorials. Conservative. First phone. Box K-216, BROADCASTING.

For sale: One top 40 jock, 3 1/2 yrs. exp. \$8,000 and up with good track record in major market. Interested? Write Box K-229, BROADCASTING.

Young Englishman, experienced N.Y.C. school grad, good production heavy voice, any format, but do not have license will travel. Box K-230, BROADCASTING.

1st phone, 1 yr. exp., college grad, personality jock wants rock and/or sports. Box K-231, BROADCASTING.

Top professional, contemporary MOR. Mature, tight board, savvy, first phone. PM drive or evenings. Minimum \$180. Box K-240, BROADCASTING.

Announcer/newsmen, one year experience in rock and contemporary . . . wants stable position with future. (716) 352-6603. Box K-243, BROADCASTING.

King of Musical Knowledge — contemporary MOR, top 40, C&W. Third endorsed, graduate—college and broadcast school. Writing ability, stable, dedicated. Box K-245, BROADCASTING.

Midwest preferred, 3rd phone, experienced, Navy vet, married. Presently employed in small market, but want to move up. MOR or country format. Box K-247, BROADCASTING.

Announcers continued

Black announcer — first phone, 3 years experienced, married, broadcast school graduate, need job immediately. Box K-248, BROADCASTING.

Swinging soul jock, first phone, experience, married, strong electronics background, would like opportunity to learn maintenance, and do air shift. Box K-250, BROADCASTING.

Announcer/D.J., dedicated, responsible. Third endorsed. Available now. Box K-252, BROADCASTING.

Gerry Gogan, one of the industry's most stable and professional jocks, is looking for permanent employment on the east coast of Massachusetts. Prefers small market of 250,000 population. He's been employed by us for ten years and we don't want to lose him but he wants to go back home. Full particulars available from: Cleve Brien, President and Owner or Thom Smith, General Manager WNVY, P.O. Box 8098, Pensacola, Florida 32505.

2 1st phones wish to relocate in the Md., W. Va. or S. Pa. area. Write Martin Gilden, 4 Stewart Ave., Annapolis, Md. 269-0085.

Anywhere? Yes! This young man is willing to work anywhere in the US or Canada. DJ, announcing, news and if it's MOR, that's his bag! 3rd endorsed, veteran and available immediately. Contact Daniel Duarte (212) 991-8624, 1569 Bruckner Blvd., Bronx, New York 10472.

1st phone contemporary jock, news background, strong on production. Master's degree. Jeff Portnov, 14 Eisenhower Dr., Yonkers, N.Y. 914-WO-1-8559.

Recent C.A. graduate looking for first announcing job. Young, ambitious, tight board, eager to start working. Willing to relocate and work any hours. 3rd class license, resume and tape on request. Joe Perqola, 1917 Ryder St., Brooklyn, N.Y. 11234 (212) 377-6553.

When Cal Bader talks about sports, everyone listens he'll deliver for your station. Contact him at (215) 253-2019.

Experienced 1st phone seeking AM, FM or TV announcing or news, with or without sales. Western states. All inquiries answered. Walt Judnich, 133 Peterson, Sierra Vista, Az. 85635, 602-458-1678.

Vibrant personality—available immediately. Beginner with a lot of potential if given the opportunity. DJ, 3rd endorsed, loves top 40, tight board. Can and will do news. Will relocate anywhere. Give me a chance and we'll both benefit. For tape, resume and other information call or write Tony Venturoli, 106 Ladner Avenue, Buffalo, New York 14220. 716-822-4720.

Attention small market pd's and managers, mid-west hard worker needs commercial experience, 1st phone, nonmilitary, one year with college station any format. Take less for experience. Chris Schaler, 317-784-3653/140 E. Hanna, Indianapolis, Ind. 46227.

Black P.D. available (515) 243-7360 or 243-6873. Ask for his majesty.

Polished DJ/newscaster, 29, college graduate, third, seeks MOR or top 40. 6 years experience all phases including gathering and writing news, copywriting, production. Articulate, mature voice. Bright, happy personality. Creative, dedicated hard worker. Excellent references. Aircheck available. Phone 201-232-6900. Write Box 853, Perth Amboy, N.J. 08861.

Available immediately, first phone contemporary. Pro. Good medium marketing background. Now operations director. Bill Mundae 317-362-8977.

Female, first phone. Recent grad. of broadcast school. Will work any station, format, shift. Call Gloria (415) 239-6817 or 60 - Dunsuir, S.F. Resume/tape.

Semi-beginner looking for first big break. DJ, production, news. 3rd endorsed, tight board. Will relocate anywhere. For tape, resume, and other information call or write Darrel Moen, 138 Monroe Ave., Hamburg, N.Y. 14075 716-649-8619.

Experienced first phone announcer. Some sales, mature voice, dependable. Desire south or midwest area. Bill Hanen, Prior Lake, Minnesota 55372, 612-447-2835.

1971 Radio-TV graduate of Drake University, Des Moines, Iowa seeks opportunity for career in radio or television in announcing, production or direction. Age 22, single, have 3rd class broadcasting license. Will relocate. Write or call John Dobson, 111, 1628 Hoover Avenue, South Bend, Indiana 46615, (219) 288-3382.

Announcer - female - limited experience, available now, good ad-lib, creative, excellent knowledge, college grad, music-MOR-top 40 heavy, tape available, call or write—Dorothy Urcholl, 81 Hornblower Ave., Belleville, N.J. 07109. (201) 759-3017.

Technical

Engineer AM-FM, 11 years experience desires position east coast Florida. Box K-137, BROADCASTING.

Well experienced broadcast engineer AM-FM stereo AM directional transmitters all studio and solid state equipment immediately available any location wire or write Box K-201, BROADCASTING.

Chief experienced AM-FM \$200.00 weekly minimum—no announcing. Box K-217, BROADCASTING.

Chief engineer. AM-FM stereo, remotes, studio construction, proofs plus automation experience. No announcing. Married. Presently employed. Available Jan. 1st. Box K-221, BROADCASTING.

Have 1st phone, Black, seek studio and/or transmitter work. Short on experience but long on ability. Desire equal opportunity employer. Box K-242, BROADCASTING.

First phone, college experience . . . desire position as technician, board engineer, transmitter watch, etc. Anxious to start my broadcasting career; anywhere. Anthony Dodd (Assistant Chief Engineer) KALX, 500 Eshleman Hall, Berkeley, Calif. 94720.

News

Ass't news director, major international broadcasting station, N.Y.-based, seeking news slot. Skilled writer, editor, administrator. Box K-202, BROADCASTING.

Are you looking for a free lance sportscenter in New York to cover basketball, hockey, football, boxing, horse racing? Experience includes New York air exposure, leading harness race caller. Box K-206, BROADCASTING.

Broadcaster 33, with 8 years experience in news, production, P.D., telephone talk shows, remotes and announcing. Have 1st phone. Willing to relocate. Send replies to Box K-207, BROADCASTING.

Experienced MOR newsmen and DJ seeks work in the west. B.A. in psych., IMS grad. 1st phone, 25 yrs. old, mature voice. Box K-228, BROADCASTING.

Strong on news with ability to brighten your air with personality sell, 3rd endorsed. Stable and ready for radio in Calif., northwest, or midwest. Available Nov. 1 for contemporary scene. Mike Welch, 2628 N. Willard, Rosemead, Calif. (213) 288-1353.

1st phone newsmen. Tape editor ABC radio network news, N.Y.C. Business master's degree. Jeff Portnov, 14 Eisenhower Dr., Yonkers, N.Y. 914-WO 1-8559.

Professionally trained announcer, 3rd endorsed. Seeking news, sports, play-by-play, combo sales. College graduate. Will relocate. Tom Ferris 913-381-3680.

Programing, Production, Others

Program/music director. Modern country. Top references. Box K-17, BROADCASTING.

Top 40 pro-1st-production specialist-programing minded. Married. Steady. East or midwest. Need good bread. Box K-227, BROADCASTING.

P.D. - D.J.—top ratings—top 3 markets—first phone. Box K-246, BROADCASTING.

Top 40 and progressive pro/soft, flawless delivery/7 years/big numbers/first phone/D.J., programing-production direction, could move to TV/Diamond, 901 California, St. Cloud, Fla. 32769.

Television Help Wanted

Management

University owned public station seeking Director of Development and Public Information. M.A. preferred. Write or call Charles Furman, WBGU-TV, Bowling Green, Ohio 43403 (an equal opportunity employer without regard to race, color, creed or national origin.)

Supervisor of television programing and operations responsible for "on-the-air look" and audience position. Not a public service or community relations job, but must administer all programing activities including supervision of local programs, directors, talent, total production and program traffic. Contact Pete Orne, WTNH-TV, New Haven, Conn.

Sales

Major market aggressive local sales manager. Must have recent local experience. Strong retail. Salary open. Box K-168, BROADCASTING.

Sales continued

Sell for the country's most successful independent UHF. Where broadcasting is fun, income is high, very high! Write, wire - WSNB-TV, 430 W. Grant Pl., Chicago, Illinois or call (312) 929-1200.

Technical

TV transmitter maintenance engineer south Texas. Box K-149, BROADCASTING.

TV engineer, major midwest university needs engineer with 5 years experience, to work with TR-70's, TK-44's, as well as helical VTR's and CCTV equipment. Starting salary, \$12,000, 28 days vacation, excellent hours. Send resume to Box K-180, BROADCASTING.

Immediate opening for experienced Ampex video tape machine maintenance technician. Los Angeles television station. Top pay. Send resume, references with first letter. Box K-208, BROADCASTING.

T.V. technician—male or female. Network owned VHF in top 10 midwest market seeking guy or gal with first class license. Experienced preferred, but a good technical background might do it. Immediate opening. Equal opportunity employer. Rush resume to Box K-238, BROADCASTING.

Immediate opening for experienced transmitter technician in major New England market. If qualified contact Chief Engineer, WPRI-TV, Providence, R.I. 401-321-4000. An equal opportunity employer.

Immediate opening. Chief engineer for WSWB-TV, Orlando, Florida's newest full color station. Must have thorough experience in all phases of TV engineering. You will build a station and a staff in the nation's fastest growing community. Send confidential resume, references, and photo to Mr. Ray Shouse, General Manager, WSWB-TV, 1080 Woodcock Road, Suite 259, Orlando, Florida, 32814.

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.

Medium market VHF station is looking for experienced news anchor man for nightly newscast. Applicant must also be willing to do outside assignments in addition to anchor duties. Excellent working conditions and very attractive starting salary. Submit complete resume and photo to Box K-161, BROADCASTING.

Immediate opening for real heavyweight on-air news reporter at major northeast VHF affiliate on-air experience a must. Film shooting and editing helpful. Rush video tape, resume and salary requirements to Box K-253, BROADCASTING.

Programing, Production, Others

University owned public station seeking Laboratory Technician/Cinematographer with film experience. B.A. required. Write or call Charles Furman, WBGU-TV, Bowling Green, Ohio 43403 (an equal opportunity employer without regard to race, color, creed or national origin.)

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.

Television Situations Wanted

Management

Manager - eighteen years TV experience including PD two major markets, later National Sales. Consistent billing increases. Good FCC knowledge, strong community participation. Excellent references. Availability understandable situation. Box K-224, 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 Marloff, 6621 N. 2nd Street, Philadelphia, Pa. 19126, 215-548-4112.

Sales

Experienced major market UHF indie salesman. B.A. Seeking TV or radio sales. Call (415) 771-1891 or Box K-196, BROADCASTING.

Announcers

Personable announcer with ten years experience including weather in major market. Mature voice with excellent commercial delivery. Box K-225, BROADCASTING.

Announcers continued

1971 Radio-TV graduate of Drake University, Des Moines, Iowa seeks opportunity for career in radio or television in announcing, production or direction. Age 22, single, have 3rd class broadcasting license. Will relocate. Write or call John Dobson, III, 1628 Hoover Avenue, South Bend, Indiana 46615, (219) 288-3382.

Technical

Chief engineer, BSEE, first phone, fifteen years experience including TR-70C's, TK-44A's. Fully informed of latest equipment. Resume available, Box K-150, BROADCASTING.

Black - TV switcher/engineer/experience electronic background, first phone. Available immediately. Box K-249, BROADCASTING.

First phone maintenance/operations man part time Los Angeles area. Proven record, call 213-796-8197.

News

Sportscaster . . . presently employed by major market radio station. Looking for the right opportunity to move into television sports or radio-TV combination. 29, married, exceptional voice and appearance, highly acclaimed play-by-play and audience attracting commentary. Excellent rapport with many of the nation's top athletes. Box K-223, BROADCASTING.

TV-radio sportscaster top 50 market strong PBP basketball-baseball-football. Box K-232, BROADCASTING.

News photographer . . . not just a newsman who happens to shoot movies. Wide experience in single and double system sound, editing, processing. Draft exempt, available. Reply to Box K-237, BROADCASTING.

Three year newspaper reporter-photographer and some TV stringing seeking TV news job as writer-reporter. Want fresh air where children can grow. 23 with B.A. Box K-251, BROADCASTING.

I'm the type every mother wants her daughter to marry, however I'm already taken . . . but not by a TV station. 3 years experience in radio, want to move into TV news or production. Don't hire till you hear me. Ben Boyett, 1606 N. Penasco, Hobbs, N.M. 82240.

Anchorman-producer-reporter. News or sports. 13 years experience. Tom Hecht, 6627 Greenway, Greendale, Wisconsin 414-421-5129.

1st ticket, prof. trained. Heavy on news/sports will combo. TV or radio. College grad. Writing background. Relocate anywhere. Gary Miller, 5939 Hersholt Ave., Lakewood, Calif. (213) 925-7156.

Programing, Production, Others

Top producer—TV sales. Want chance to prove ability in management. Consider sales position with future. Money open to location. Box K-199, BROADCASTING.

ETV or CATV production/management assistant position wanted immediately. Been researching ETV, CATV, ITFS, and educational technology, but I'd rather do it than write about it. Degree, 22, draft free, anywhere. Box K-222, BROADCASTING.

Five years experience, all phases TV production. Seeking directing challenge, 24, married, college, currently employed, 4F. Box K-241, BROADCASTING.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irburde St., Laredo, Texas 78040.

Wanted—RCA model 630-TS television receiver. Does not have to operate, but cabinet and external controls must be intact. State condition. Box K-140, BROADCASTING.

Wanted Moseley PBR 21, remote control unit 1077-2-3 meter panels. Box K-188, BROADCASTING.

FM exciter needed for new educational station. 412-745-6479.

For Sale Equipment

Heliast-styroflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

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. Newvision Company, 1016 Broad St., Bridgeport, Conn. 06603 or call evenings 203-378-9242.

FOR SALE Equipment continued

1 1/2" 50 OHM Gas Filled Line. Complete w/"N" connectors; equipped for pressurization Brand New, Phelps Dodge #STA 158-50 One length @ 1000 ft. one length @ 400 ft. \$1.60 per foot for all. Action Electric Sales 312-235-2830. Need Coax, bare copper, power cable?

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.

New mobile business display van—International chassis, 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 fluorescent fixtures, 1 complete lavatory, water tank with air compressor, electric hot water heater, 11 double 110-3 prong receptacles, paneled and carpeted. Will sell for one half of original price. For further information call collect. 607-785-7971.

Ampex VTR, 1,000-B including full monitoring, video head, like new condition, less 5,000 hours, available immediately, reasonable price. KOREX, Box 65725, L.A. Calif. 90065.

Certified GR 1606A RF bridge, \$425; GR 1602B UHF admittance meter, with reference resistive, stub, and capacitive (susceptance) standards, new condition, \$175; GR 1208, 1209B, and 1218A unit oscillators, covering range 65MHz to 2,000 MHz, with 1263A leveling power supply, \$450. Box K-220, BROADCASTING.

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(Continued from page 68)

at Allegheny-Hinsdale, N.Y., to change its site to Olean, add Olean, N.Y. to principal communities to be served, change equipment and change input source. Action Oct. 4.

■ **WVJP** Caguas, P.R.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 29, 1971. Action Oct. 8.

■ **WJIT-AM-FM** San Juan, P.R.—Broadcast Bureau granted mod. of licenses and CP to change corporate, licensee and permittee names to Metro Broadcasting Co. Action Oct. 8.

■ **WANS** Anderson, S.C.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 1, 1972. Action Oct. 8.

■ **WNVT(TV)** Goldvein, Va.—Broadcast Bureau granted mod. of CP to change ERP to 1440 kw (vis.), 214 kw. (aur.); change trans. location approximately 1,000 ft. south of present site; 15100 Joplin Road; change type trans.; type ant.; make changes in ant. structure. Action Oct. 6.

■ ***WPNE(TV)** Green Bay, Wis.—Broadcast Bureau granted mod. of CP to change ERP 170 kw (aur.); trans. location to Scray's Hill, 3.8 miles southeast of De Pere, Wis.; make changes in ant. structure; ant. height 1,170 ft. Action Oct. 6.

Ownership changes

Applications

■ **KEMO-TV** San Francisco—Seeks assignment of license from U.S. Communications Corp. to Leon Crosby. Consideration: Assumption of liabilities to \$278,820.36 per year plus assumption of promissory notes totaling \$11,058.19. Seller: U.S. Communications Corp. is subsidiary of AVC Corp. (86%), non-diversified investment firm. Buyer: Leon A. Crosby, sole owner. Mr. Crosby owns various business enterprises in San Jose, Calif. Action Oct. 6.

■ **WMCL(AM)** McLeansboro, Ill.—Seeks transfer of control of Hamilton County Broadcasting Co. from Donald M. Medley (50% before, none after) and Thorald Gaskins and Jack Harner (each 25% before, none after) to Jerome Glassman, Elaine Glassman, Harry Glassman and James D. Glassman (none before, each 25% after). Consideration: \$225,000. Buyers have interest in Liberty Petroleum Co., Mt. Vernon. Ann. Oct. 13.

■ **WLOU** Louisville, Ky.—Seeks assignment of license from Rounsaville of Louisville Inc. to Summers Broadcasting Inc. for \$850,000. Sellers: Robert W. Rounsaville et al. Buyers: William E. Summers III (10%), Vincent A. Pepper (45%), E. Stratford Smith (45%). Mr. Summers is employee of WLOU. Mr. Pepper has 4.5% interest in Tri-Cities Cable TV in Petersburg, Va. Mr. Smith has 4.5% interest in Tri-Cities Cable TV, Va., and 25% interest in East Tennessee CATV Corp. of La Follette, Tenn. Ann. Oct. 15.

■ **WHEC(AM)** Rochester, N.Y.—Seeks assignment of license from WHEC Inc. to Sande Broadcasting Inc. for \$1,150,000. Seller: Gannett Co. Inc. Buyers: John L. Nichols (40%), president and treasurer; Paul R. Dean (40%), vice president; John T. Sayre (10%), vice president and general manager; and Peter N. Paris (10%), secretary. Messrs. Nichols and Dean are municipal bond dealers with Paul R. Dean & Co., Rochester. Mr. Sayre is president and general manager of WBBF(AM) Rochester. Mr. Paris is executive vice president and secretary of Paris-Budlong-Esse Inc., general insurance agency. Ann. Oct. 4.

■ **KOBY(AM)** Reno—Seeks assignment of license from George A. Carr and Thompson Magowan to Thompson Magowan (general partner) and James M. Cunningham (limited partner). Consideration: Assumption of \$9,000 in liabilities. Mr. Magowan has been partner with Mr. Carr in KOBY, and is now assuming major interest of station. Both Messrs. Magowan and Cunningham are employees of Shafer Electronics Co. Ann. Oct. 6.

■ **WVWB-FM** Bridgeton, N.C.—Seeks transfer of control of VVB Inc. from Carl V. Venters Sr. (42% before, none after), Carl V. Venters Jr. (46.9% before, none after) and Laurence Behr (11.1% before, none after) to J. D. Conner (none before, 80% after) and Giles Carl Parker (none before, 20% after). Consideration: \$71,000. Mr. Conner owns supermarkets and laundromat in Kinston, N.C. Mr. Parker owns several business establishments in New Bern and Cape Carteret, both North Carolina. Ann. Oct. 5.

■ **KFAD(FM)** Arlington, Tex.—Seeks transfer of control of Jim Gordon Inc. from James E. Gordon (100% before, none after) to Radio Arlington Inc. (none before, 100% after). Consideration: \$225,000. J. D. Osburn is sole owner of Radio Arlington. Mr. Osburn was formerly vice president and general manager of KXOL(AM) Fort Worth. Ann. Oct. 13.

■ **KEGG(AM)** Daingerfield, Tex.—Seeks transfer of control of Beamon Advertising Inc. from James Don Taylor (90.9% before, none after) to John G. Logan (none before, 90.9% after). Consideration: 27,300 shares of stock in licensee corporation to be used in assumption of liability

in good faith. Mr. Logan is general manager of KEGG. Ann. Oct. 15.

■ **WANT(AM)** Richmond, Va.—Seeks transfer of control of Old Dominion Broadcasting Co. from Robert M. Sinclair (50% before, none after) to John L. Sinclair Jr. (50% before, 100% after). Consideration: \$4,490. Robert and John Sinclair are brothers. John L. Sinclair Jr. has 50% interest in WCVL(AM) Crawfordsville, Ind. Ann. Oct. 4.

Actions

■ **WRNL-AM-FM** Richmond, Va.—Broadcast Bureau granted assignment of license from WRNL Inc. to Rust Communications Group Inc. for \$1 million. Sellers: Alan S. Donahoe, president, et al. Buyers: William F. Rust Jr., president-treasurer (77.91%) et al. Mr. Rust has majority interest in WHAM-AM-FM Rochester and WPTR(AM) Albany, both New York; WAEB(AM)-WXXW(FM) Allentown, WRAW(AM) Reading and WNOW-AM-FM York, all Pennsylvania, and WKLV(AM) Portsmouth, Va. He also controls equipment rental and broadcast management firm. Mr. Rust also has major stock interests in CATV at Buena Vista, Va. Action Oct. 6.

■ Hearing Examiner Herbert Sharfman in applications for transfer of control of D. H. Overmyer Communications Co. and D. H. Overmyer Broadcasting Co., from D. H. Overmyer to U.S. Communications Corp., set Nov. 16 as date for Overmyer to submit direct case and rescheduled hearing from Nov. 16 to Jan. 17, 1972 (Doc. 18950). Action Oct. 13.

CATV

Application

■ **Daphne**, Fairhope, Bay Minnette, Bayou and La Batre, all Alabama. Mobile TV Cable Co.—Seeks distant signals of WSRE(TV) Pensacola, Fla., and WYES(TV) New Orleans (Mobile, Ala.-Pensacola, Fla., ARB 73). Ann. Sept. 9.

■ **Casa Grande**, Coolidge and Eloy, all Arizona. American Cable Television Inc.—Seeks distant signals of KZAZ(TV) Nogales, Ariz., and KTLA(TV), KHJ-TV, KTTV(TV) and KCOP(TV), all Los Angeles (Phoenix ARB 61). Ann. Sept. 9.

■ **Portersville**, Calif. Sierra Video Inc.—Seeks distant signals of KTLA-TV, KHJ-TV, KTTV(TV), KOOP-TV and KMEX-TV, all Los Angeles (Fresno, Calif., ARB 90). Ann. Sept. 9.

■ **Kissimmee**, Fla. American Television and Communications Corp.—Seeks distant signals of WVFT(TV) Gainesville, WEDU(TV) Tampa-St. Petersburg, and WUSF-TV Tampa, all Florida (Orlando-Daytona Beach, Fla., ARB 58). Ann. Sept. 9.

■ **Columbus and Bibb City**, both Georgia. Columbus Cablevision Inc.—Seeks distant signals of WHAE(TV) Atlanta, in lieu of WATL(TV) Atlanta. (Columbus ARB 81). Ann. Sept. 9.

■ **Bloomington and Normal**, both Illinois. Tele-cable of Bloomington-Normal Corp.—Seeks distant signals of WGN-TV and WFLD(TV), both Chicago (Champaign-Decatur-Springfield, Ill., ARB 72). Ann. Sept. 9.

■ **Columbus**, Ind. Columbus Communications Corp.—Seeks distant signals of WGN-TV and WFLD(TV), both Chicago (Indianapolis ARB 18). Ann. Sept. 9.

■ **Essexville**, Hampton township and Bangor township, all Michigan. Gentry Broadcasting Inc.—Seeks distant signals of WMSB(TV) Onondaga-East Lansing, WCMO-TV Mt. Pleasant, WTVS(TV), WKBD-TV and WXON(TV), all Detroit, WJMV(TV) Allen Park-Detroit, all Michigan, and CKLV-TV Windsor Ont. (Grand Rapids-Kalamazoo, Mich., ARB 38; Flint-Saginaw-Bay City, Mich., ARB 46). Ann. Sept. 9.

■ **Three Rivers**, Mich. Williams County Broadcasting Systems—Seeks distant signals of WMSB(TV) East Lansing, Mich., and WTTV(TV), WGN-TV and WFLD-TV, all Chicago (Grand Rapids, Kalamazoo, Mich., ARB 38; South Bend-Elkhart, Ind., ARB 94). Ann. Sept. 9.

■ **Castalia and Margaretta township**, both Ohio. North Central Television Inc.—Seeks distant signals of WVIZ-TV Cleveland, WOSU-TV Columbus, WBGU-TV Bowling Green, and WGSF(TV) Newark, all Ohio, and WTVS(TV) Detroit (Toledo, Ohio, ARB 35). Ann. Sept. 9.

■ **Fremont**, Ohio. Wolfe Broadcasting Co.—Seeks authorization to add signal of CKLV-TV Windsor, Ont., to CATV at Fremont (Toledo, Ohio, ARB 43). Ann. Sept. 9.

■ **Sandusky**, Ohio. North Central Television Inc.—Seeks distant signals of WBGU-TV Bowling Green, WOSU-TV Columbus, WGSF(TV) Newark, all Ohio, and WTVS(TV) Detroit (Toledo, Ohio, ARB 38). Ann. Sept. 9.

■ **Kutztown**, Pa. Keystone Cable TV Inc.—Seeks distant signals of WOR-TV and WPIX(TV), both New York (Harrisburg-Lebanon-Lancaster-York, Pa., ARB 30). Ann. Sept. 9.

■ **Daingerfield**, Hughes Springs and Lone Star, all Texas. Commo Inc.—Seeks distant signals of

KLTV(TV) Tyler, Tex.; KDFW-TV and WFAA-TV Dallas-Ft. Worth; WBAP-TV and KTVT(TV) Ft. Worth-Dallas, and KERA-TV Dallas (Shreveport, La.-Texarkana, Tex., ARB 68). Ann. Sept. 9.

■ **Longview**, Tex. Lone Star Television Service Inc.—Seeks distant signals of KTVT(TV) Dallas-Ft. Worth and KERA-TV Dallas (Shreveport, La.-Texarkana, Tex., ARB 68). Ann. Sept. 9.

Final actions

■ **Sierra Vista**, Ariz.—FCC granted Sierra Vista CATV Co. system in Sierra Vista, waiver of hearing requirements of rules and authorized to carry distant signals of Los Angeles stations KTLA(TV), KCOP-TV, KHJ-TV and KTTV(TV). Action Oct. 15.

■ **Valentine**, Neb.—FCC granted Mountain Microwave Corp. CP to provide Midcontinent Broadcasting Co. with signals of Denver stations KWGN(TV) and KBTB(TV) on its cable TV system at Valentine. Action Oct. 15.

■ **Malone**, N.Y.—FCC granted NewChannels Corporation waiver of hearing requirements of rules and authorized it to carry the distant signal of WOR-TV New York on its CATV at Malone. Action Oct. 15.

■ **Jacksonville**, Tex. TV Cable Service Inc.—Cable Television Bureau dismissed request for issuance of show-cause order filed by Fredonia Broadcasting Corp. on Oct. 10, 1969. Action Oct. 13.

■ **Jacksonville**, Tex. TV Cable Service Inc.—Cable Television Bureau dismissed request for waiver of commission's rules filed Sept. 8, 1969. Action Oct. 13.

■ **Nacadoches**, Tex. Texas Community Antennas Inc.—Cable Television Bureau dismissed request for issuance of show-cause order filed by Fredonia Broadcasting Corp. on Oct. 10, 1969. Action Oct. 13.

■ **Appleton**, Wis. Fox Cities Communications Inc.—Cable Television Bureau granted petition for waiver filed Dec. 21, 1970, requesting carriage of *WMVS-TV and *WMVT(TV), both Milwaukee, and WHA-TV Madison, Wis. Action Oct. 14.

Action on motion

■ Hearing Examiner Charles J. Frederick in California Water and Telephone Co.—Tariffs FCC 1 and 2 applicable to channel service for use by cable TV systems, et al, postponed Oct. 19 further prehearing conference to Nov. 18 (Docs. 16928, 16943, 17098). Action Oct. 7.

Other action

■ FCC modified parts 2 and 21 of rules for licensing of common carrier microwave radio stations to relay TV signals to cable TV systems (Doc. 15586). Action Oct. 14.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Oct. 19. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ **Thomaston**, Ga.—City council has requested franchise holder, Madison New, to reveal his intentions, in light of two recent bids for franchise for Thomaston by Jeff Slade Jr. and group of individuals from Tifton, Ga. Mr. New has held Thomaston franchise for two years but has failed to install service.

■ **Williamsport**, Md. Antietam Cable TV has requested franchise.

■ **Wyoming**, Mich.—Multiple CATV owner Century Cable Communications Inc., LaJolla, Calif., has requested franchise.

■ **Cabool**, Mo.—Davco Electronics has requested franchise.

■ **Florissant**, Mo.—Multiple-CATV owner Communications Properties Inc. has been granted franchise.

■ **Niskayuna**, N.Y.—Multiple-CATV owner NewChannels Corp., Syracuse, N.Y., has requested franchise.

■ **Grove**, Okla.—Lake Cablevision has been granted 20-year franchise. Subscribers will be charged \$5.95 per month. Terms of franchise agreement, which Cablevision acquired over two competing bidders, call for freeze in increase of service charge without city's council's approval.

■ **Norton**, Va.—TV Cable Service has been granted \$1 rate increase by city council conditioned on fulfillment of promise to add approximately \$300,000 worth of new equipment to system.

At a recent International Radio and Television Society luncheon, the guest speaker was introduced:

"Clay Whitehead was born in 1938 and that's the year I got hooked on Geritol. Clay is only 32; I've got a television set that is older. He once worked for the Rand Corp., but he left without any papers."

Delivering the one-liners about Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, was Max E. Buck, in his capacity as president of the IRTS. Some in the audience may have presumed the humor to have been ghost-written. But Mr. Buck has a secret past:

"When I was working as a newspaper reporter in New York in the late 1930's, a Broadway comedian asked me to write some routines for him," Mr. Buck confided. "I got pretty good with the gags. And soon other comic performers asked me to write for them. And for a time I had a little business going for me."

His semiprofessional gag-writing days are long past, but Mr. Buck's gift for good humor often spices his presentations to advertisers and agencies on behalf of NBC-TV, where he is vice president for national sales. But Mr. Buck essentially is a serious-minded sales executive, direct in manner and plain-spoken in speech.

He has had a varied background in journalism, merchandising, sales and administration. His wide experience promises to stand him in firm stead during his stewardship this year of IRTS, whose membership includes more than 1,000 executives from all facets of the industry.

Mr. Buck is intent on refurbishing the image of IRTS among those individuals who regard it merely as a luncheon club. He considers this characterization both inaccurate and unfair, but agrees the society can make its influence felt even more strongly than it has in the past.

He took a bold step—for IRTS—earlier this fall when he appointed a black, a woman and a young man to the board of governors of the organization, now in its 33d year. Mr. Buck said this action was one that was justifiable not only on moral grounds but on pragmatic ones.

"The young man on the board of governors [Frank Marcovsky of WPIX-TV New York] has been responsible for bringing in many youngsters into the IRTS as members," Mr. Buck pointed out. "The woman representative [Elizabeth Bain of the Katz Agency] has some great ideas for projects for women members. Our black representative [Gilbert Griffin of Kenyon & Eckhardt] is going to concentrate on efforts to bring more minority people into the industry."

Mr. Buck agrees good-naturedly to

Max E. Buck: the lighter touch for the business

the suggestion that the "international" description of IRTS is not fully accurate, but says:

"We do have a handful of members from overseas and we would like to have more. We are, by the way, planning to hold a meeting next year in either Europe or Africa where some members of IRTS would get together with European broadcasting executives to discuss our mutual problems and aspirations."

Mr. Buck said IRTS still holds to its original purpose of providing a forum for broadcasting executives to pursue common business interests and to enjoy one another's company. But its scope of activities has been expanded, he added, as IRTS has focused more

Week's Profile



Max Edward Buck — president, International Radio and Television Society, and VP, national sales, NBC-TV; b. Dec. 7, 1913, New York; BA in journalism, College of the City of New York, 1936; reporter, New York Journal, 1934-40, and Philadelphia Record, 1940-41; advertising manager, later VP in charge of sales, King's Supermarkets, East Orange, N.J., 1941-53; director of merchandising-advertising-promotion, NBC-Owned Stations and WNBC-AM-TV New York, 1953-57; director of sales and marketing, WNBC-AM-TV 1957-60; VP and Eastern sales manager, NBC-TV, 1960-66; VP, national sales, NBC-TV since 1966; m. Lillian E. Stern of New York, 1935; children — Donald, 32, and Bruce, 26.

sharply on industry problems and has emphasized its role as a training ground for newcomers to the business.

He listed some of IRTS's projects: the college conference, at which students and professionals participate in a three-day symposium each spring; the faculty/industry seminar, at which educators from communications, law and business schools meet for two days each year with broadcast executives; the time-buying and selling seminar, an advanced course for young men and women already in the business who are seeking advancement, and the doorway to advertising program, 13 weeks of two-hour evening classes, designed to equip members of minority groups for careers in the industry.

Mr. Buck devotes considerable time to his duties at IRTS, which means, he says, he has to work even harder at his full-time job at NBC-TV.

His original ambition was to be a newspaper reporter and he worked for several years in New York and Philadelphia, covering such top stories as the Bruno Hauptmann trial and the oceanliner Morro Castle fire.

His penchant for writing led to a job with King's Supermarket chain in New Jersey in 1941, beginning in advertising and expanding into merchandising and sales. Mr. Buck soon established himself as a leading figure in the growing supermarket field. He was persuaded to enter broadcasting in 1953 by Ted Cott, then an NBC executive, who recognized the value of a seasoned merchandising official to a radio and television operation.

In his first four years with NBC, Mr. Buck worked in advertising-merchandising-promotional capacities with the owned stations and WNBC-TV New York. For three years thereafter, he served in sales executive posts with WNBC-AM-TV before moving to NBC-TV as vice president and Eastern sales manager in 1960. He assumed his present post in 1966.

Mr. Buck considers himself a basically serious person, but likes to enliven his conversation with advertisers and agencies with a humorous anecdote. He feels this approach has been a useful one.

"Life and business are grim enough," he observed. "A good joke relieves tension—I call it a muscle-relaxer."

Mr. Buck enjoys golf and skeet-shooting but one of his favorite pastimes is to visit supermarkets in the New York-New Jersey area on Saturdays with or without his wife.

"In a way, I guess, I'm still in the supermarket business," he said. "I like to see the new products coming on the shelves; what's selling and what's lagging and get an idea of trends in product sales and product types."

One more time

The deadline crunch is on for CATV. Tempers are shorter than ever on all sides of the ongoing controversy over limitations to be imposed on cable penetration, program exclusivity and related issues subject either to regulatory or legislative controls.

As things stood last week, FCC Chairman Dean Burch had pending a letter from Vincent T. Wasilewski of the National Association of Broadcasters that needs an answer. The NAB president referred to the "take-it-or-leave-it approach which apparently is the current position of cable representatives." The FCC chairman evidently feels that the NAB has cut off conversations. Previously the Office of Telecommunications Policy at the White House had declared its efforts to reach an accord with the National Cable Television Association had proved futile.

As we read the NAB letter, the door is left slightly ajar. And we get the word that at the staff level at least, the FCC feels that all basic issues are negotiable, including program exclusivity and the number of signals to be imported by cable systems in markets below the top 50. There is a disposition, for example, to rescind the rule, now set to become effective July 1, 1973, that would preclude television stations or newspapers from owning cable systems in their immediate markets and allow them to compete at once in open-season franchise hunting.

The President's cabinet-level committee on CATV will frown upon disqualification of broadcast licensees and newspapers as cable owners.

Because of the heat generated by the cable issue both at the FCC and on Capitol Hill, it might appear to be just another exercise in futility to call another meeting. But it deserves one more go.

There is simply too much at stake to risk the future well-being of television, live and by wire, for 200-million Americans who, under the Communications Act, are entitled to the larger and more effective use of the spectrum.

Wrong-way ETV?

It is no secret that the Nixon administration is looking with less and less favor on the news and commentary offered by noncommercial television. Whatever points the noncommercial broadcasters may have scored at the White House by providing refuge to Bill Buckley and his *Firing Line*, they have lost more by their hiring of Bill Moyers, Sander Vanocur, Robert MacNeil and Martin Agronsky. By Republican measurement, the tilt is to the left.

That is the background against which many people will read the speech made last week to the National Association of Educational Broadcasters by Clay T. Whitehead, the President's telecommunications adviser. Mr. Whitehead said the development of noncommercial networking in the mold of commercial networks produces "a network paid for by the government, and it just invites political scrutiny of the content of that network's programs." That was a nice way of saying that while the noncommercial system keeps to its present course it can expect little help from this administration in its search for federal funds.

No one who has followed the development of noncommercial television should be at all surprised by this turn of events. It has been evident from the outset that the stronger a national noncommercial network got, the broader its appeal and the more pointed its ventures into political coverage or commentary, the more certain it was to attract

reprisal from politicians. The absurdity of such a network's depending for its life on an annual funding by the Congress was recognized before there was a network.

As Mr. Whitehead reminded the NAEB last week, the Carnegie Commission, whose recommendations led to the creation of the Corporation for Public Broadcasting and the present apparatus, specifically set out a system of well financed local stations producing programs of their own and drawing on national and regional program sources. No centralized network of the kind now taking shape figured in the plan. Beyond that, the Carnegie report urged a permanent system of funding that would obviate the need for annual appropriations.

Now that CPB and the noncommercial system have moved in the very direction the Carnegie report rejected—and are still dependent on a reluctant Congress for year-to-year survival—they have arrived at the impasse the Carnegie Commission predicted. However the noncommercial-broadcasting establishment may resent Mr. Whitehead's candor, it cannot ignore the principles he was frank enough to bring up. Its future depends on a re-evaluation of directions.

The proper theme

The Federal Trade Commission last week began what promises to be an interminable series of hearings on the role of advertising in the modern culture. If it is truly interested in making a dispassionate study of that complicated subject, the time and money to be devoted to the project may turn out to be worthwhile.

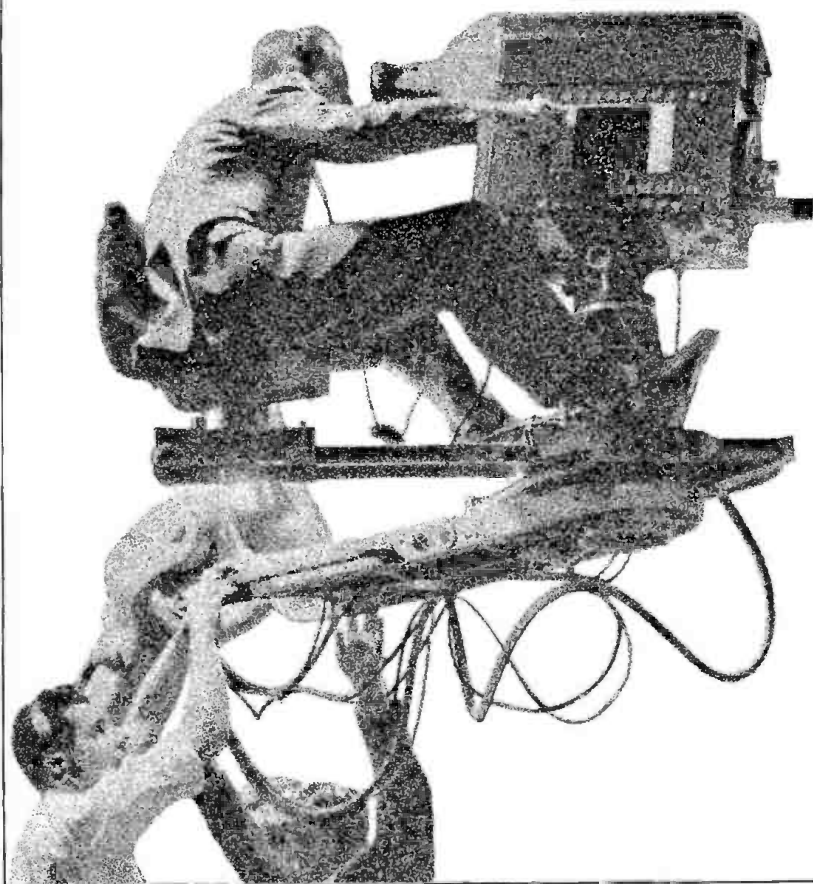
Hopefully the record will not bury the plea for moderation entered on the opening day by C. W. Cook, chairman of General Foods. Mr. Cook made a persuasive case for sensible restraint in government regulation while government and business work together on a "melding" of federal control and self regulation to protect both the public interest and the advertising business. Unless the FTC is out to wreck advertising and the economy, that is the way it will go.



Drawn for BROADCASTING by Sidney Harris
"Sure All in the Family is great—but what is all the laughing about?"

NOW WREC-TV OF MEMPHIS IS PART OF THE GROWING CORPORATE FAMILY OF THE NEW YORK TIMES COMPANY.

WREC, a commercial VHF television station in Memphis, Tenn., is now operated by The New York Times Broadcasting Service, Inc. According to ARB and Nielsen surveys, WREC enjoys the largest share of audience in the Memphis market.



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What do Lester Maddox
and Ralph Abernathy have in common
with Hubert Humphrey, Herb Klein,
George McGovern, Walter Hickel,
Wilbur Mills, Winton Blount,
Ramsey Clark, Averell Harriman,
and Sargent Shriver?

They've all recently
appeared on WSB-TV's
Monday News Conference.
Every Monday at 9:30 A.M.,
national news figures field
here-and-now questions
monitored by Tom Wassell,
Channel 2 Anchorman. The
guest panel is made up of
news pros from such
organizations as The New
York Times, the Los Angeles
Times, Time Magazine, the
Christian Science Monitor,

and local news represent-
atives. Hard-to-handle
questions they fire at
big-name people often
generate heat as well
as light.

The WSB-TV Monday
News Conference is a
comprehensive public
affairs program. It appears
on the station which has
the largest news staff in
Georgia. The station
which believes that "an
informed citizen is a
better citizen."

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THE BIG ONES ARE ON TWO.**

WSB-2 Television Atlanta

A Communications Service of Cox Broadcasting Corporation



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WSOC AM-FM-TV Charlotte, WIOD AM-FM Miami, WIIC-TV Pittsburgh, KTVU San Francisco-Oakland