



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

It's done: Whitehead's cable compromise passes a reluctant muster
Still undone: Whitehead's rift with CPB widened by press play
Still going: FTC probe bears down on children's advertising
Consumerism upturn, economic downturn shadow TVB's look at year



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Nuts and Bolts

"I personally invite you," the auto accident victim wrote, "to escort this 'phony' whiplash victim (me) to the doctor's office every week and get a nerve-block injection."

Her letter was prompted by a "nuts and bolts" dialogue on WPVI-TV dealing with Pennsylvania's proposed and highly controversial "no-fault" insurance plan. Her challenge was directed to an advocate of the plan.

Profile: No-Fault, presented on Channel 6 live in prime time, brought experts on both sides together in open debate. Viewer questions, via special telephone lines, helped write the script. All the facts about "no-fault" were exposed and argued. The community received the program enthusiastically.

We've treated many "nitty-gritty" subjects on *Profile*—venereal disease, cancer, law and order, hospital costs, pollution, alcoholism, drugs, problems of the aged, overpopulation and more. All, like *No-Fault*, wasted no time getting to the heart of the matter—the "nuts and bolts" of it. That's what our ongoing *Profile* series has been all about.

We apply the same "to the heart of it" approach to all WPVI-TV community - involvement projects. Like *Town Meeting*—a prime time forum style series which originates from alternating center city locations. Top officials come face-to-face with a live, questioning audience. To date, such notables as Edmund Muskie, George McGovern, James Farmer and William W. Scranton have appeared.

Our *Assignment* team works with more than 170 community groups and organizations, filming for the three-topic-per-week series everything from interracial adoptions, to a nature trail for the blind, to a young people's folk festival in Schwenksville, Pennsylvania.

Our *Action News* team provides another example. Aside from meticulous, day-to-day coverage of fast-breaking events, *Action News Wants to Know* takes its cameras to individual neighborhoods, uncovering problems there, and crusading to put them right. During a recent "Wants to Know" effort, a thug manhandled our photographer and smashed his camera. But the illegal on-sidewalk truck parking stopped, and neighbors were grateful to *Action News* for the help.

Four new *Profile* programs are in the works. Several *Town Meeting* forums will air soon. *Assignment* continues. And *Action News* rolls on. These WPVI-TV programs, and many others, get down to the "nuts and bolts" to meet specific community needs. That's the important service we perform for the Delaware Valley.

WPVI Television, Philadelphia
Channel 6
A Capital Cities Station

Our new telephone
can save you money on remote broadcasts.



The Bell System's new phone is the simplest equipment yet for originating remote broadcasts.

This set, called the Portable Conference Telephone, plugs directly into a standard telephone jack installed at the broadcast site. It is equipped with two broadcast-quality microphones.

No amplifier is needed. No pre-amp. In fact none of your station's equipment is needed at the site—and that means no technician need be sent to operate it.

Your reporter simply carries the 19-pound set with him, plugs it into the jack and an AC outlet, dials your studio and is ready to go on the air. By using regular telephone lines, you avoid the expense of special audio channels.

Between remotes, this phone won't loaf on the shelf. For staff meetings, its built-in speaker allows as many as 30 people to listen to a telephone conversation—and the microphones allow them to join in. On an executive's desk, it can permit hands-free talking and listening.

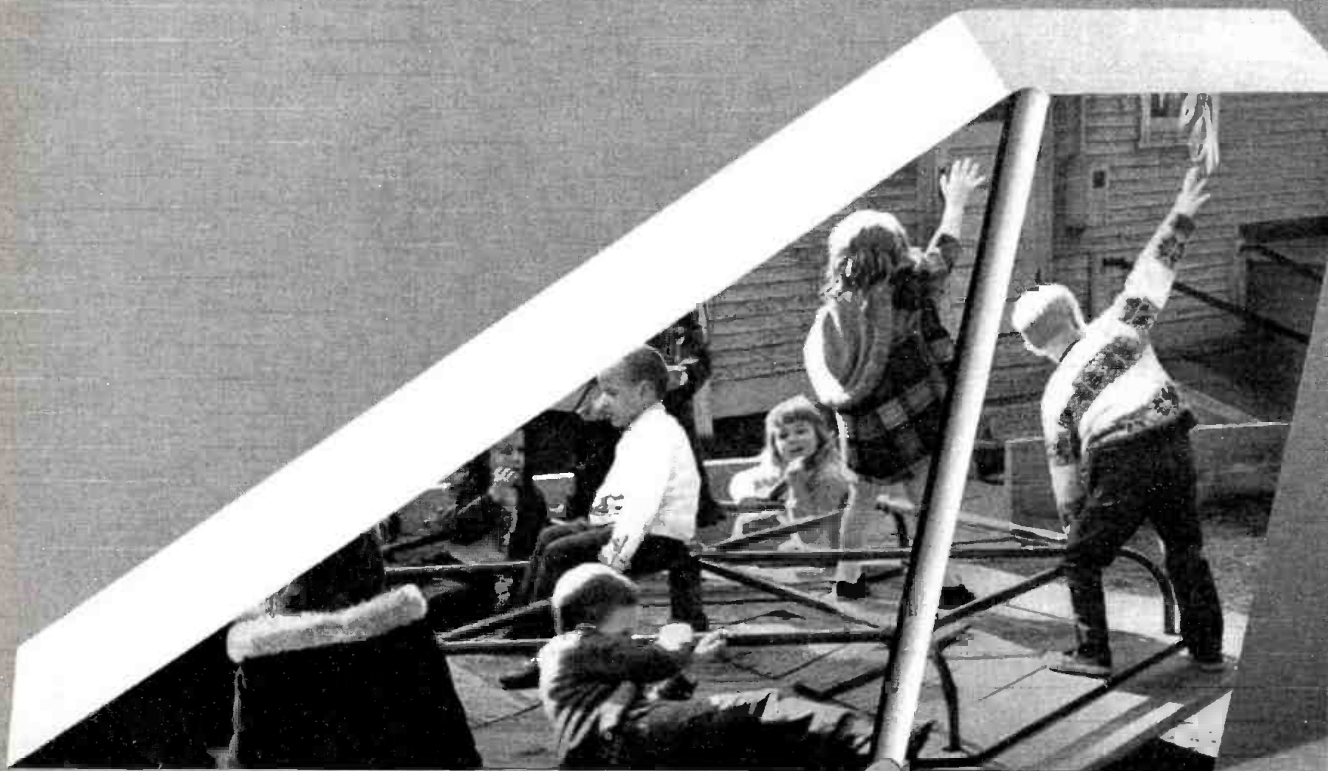
Call your local Bell Telephone representative for details of how this new phone can work for you.

The American Telephone and Telegraph Company and your local Bell Company are continually working to improve service and help you do your job better.

In this case, when you have to broadcast from remote locations.



WHAT IS AVCO BROADCASTING?



An Indianapolis TV station shedding some fresh light on the child care merry-go-round.

There are 11 million working mothers in the country today. And yet there are day care facilities for only a half-million of their children.

Indianapolis station WLWI decided to explore the problem. In a documentary called "Child Storage" and supporting editorials, the story unfolded.

The station found an appalling situation; rife with conflicting and out-dated legislation, understaffed government agencies, lack of control, and centers "on the run" — keeping one step ahead of the law and still operating.

As a follow-up, WLWI produced and distributed a booklet that explains to working mothers how they can best locate the proper service — whether it's a home, center, or kindergarten — for their children.

What is Avco Broadcasting? A corporation with a concern for and involvement in the community. And in the personal lives of children whose mothers must leave them — somewhere — while they work.

Avco Broadcasting . . . a progressive, involved group of twelve stations serving eight cities. RADIO: WLW Cincinnati, WOAI San Antonio, KYA & KOIT San Francisco, WWDC & WWDC-FM Washington, D.C. and WRTH Wood River/St. Louis. TELEVISION: WLWT Cincinnati, WLWC Columbus, WLWD Dayton, WLWI Indianapolis and WOAI-TV San Antonio. Represented by Avco Radio Television Sales, Inc. " . . . shaping the 70's through communication."



BROADCASTING CORPORATION

Everyone's in the fold on the latest compromise proposal on cable regulation: broadcasters, cable operators and copyright owners. No faction got quite what it wanted, and acceptances are reluctant. See . . .

Out of the trenches for cable . . . 16

Federal Trade Commission inquiry into advertising practices takes up subject of advertising directed to children. Testimony nets more questions than conclusions, among them: Do children's ads merit special treatment? See . . .

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There was some optimism at annual meeting of Television Bureau of Advertising—but not much. Prevailing mood was apprehension, particularly when current Washington activity in advertising area was discussed. See . . .

Caution in the wind at TVB . . . 30

Front-page article in *Washington Post* politicizes and rings to high level of public visibility the ongoing debate over funding for public broadcasting. OTP is unhappy with lay given to the story. See . . .

For all to see: CPB-OTP dispute . . . 36

Broadcasters filing comments last week in FCC's broadened rulemaking on 'superior performance' unanimously agree that competing applicants must prove their 'paper proposals' surmount incumbents' past performance. See . . .

Challenger must prove his superiority . . . 42

Boston channel 5 proceeding becomes even more shrouded in uncertainty following Massachusetts grand jury indictment last week of Nathan David, officer of Boston Broadcasters Inc., for alleged 'Blue Sky Law' violation. See . . .

A new nuance to the Boston story . . . 45

NBC News President Reuven Frank tells Washington delegation of Sigma Delta Chi members that: 'If the First Amendment does not apply to broadcasting, it no longer exists.' His address highlights convention week. See . . .

United front for press freedom . . . 46

NBC-TV becomes the first network to formally announce its plans for second half of current season. It will cancel five programs, all of them new, and substitute two new offerings and heavy special line-up. See . . .

NBC-TV reckons with the schedule . . . 50

ABC-owned radio stations survey due out today reveals that one out of every five radio facilities employs an advertising-promotion-public affairs director. Percentage is greater for stations in larger markets. See . . .

The promotion director in profile . . . 56

The latest compromise proposal on cable television is interpreted by Wall Street experts as a positive step in the future growth of the cable industry, although short-term gains may not be impressive. See . . .

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Broadcasting

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Winning awards. Winning new viewers.

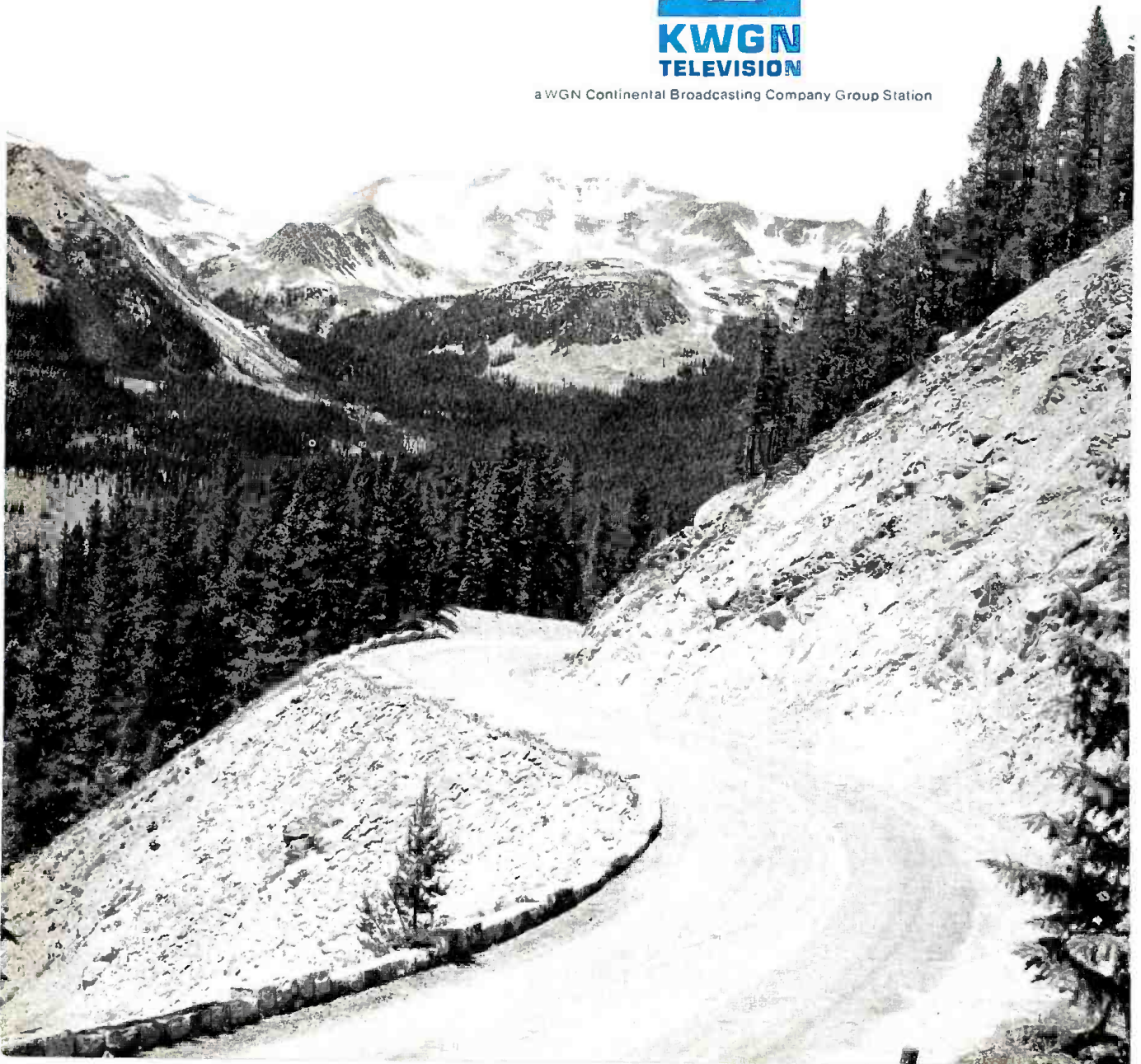
That's what happens when you take the high road.

KWGN knows!

The WGN of the Rockies



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Action

San Diego will be among first scenes of major-market cable-television expansion if regulatory compromise reached last week by CATV and broadcasting associations (see page 16) turns into FCC rules. Cox's Mission Cable, restricted to its present area for past five years by FCC injunction against carriage of Los Angeles signals to new territories, plans to spread out. Now claiming 50,000 subscribers, Mission projects doubling of connections after opening new trunks. To finance that and other expansion, Cox reportedly has arranged \$20-million line of credit with several big banks.

Smaller San Diego-area system, Southwestern Cable, owned by Time-Life Broadcast, has also been confined to original area by FCC order, now has some 6,000 subs. No word yet on its expansion plans. One marketing problem both systems face: Subscribers in existing areas get San Diego stations plus whole string of Los Angeles signals. In new territories under anticipated rules, service would be confined to locals plus three Los Angeles stations, including one independent with enough audience in area to be considered local.

Price of progress

Though general prime-time homes-using-television (HUT) levels appear to be holding even with year ago, viewing at 7:30-8 p.m.—period most commonly turned back to affiliates for local programming under FCC's prime-time access rule—is down somewhat. At least that's what's shown in new analysis of two weeks of Nielsen's multiple-network-area (MNA) reports: Network affiliates' 7:30-8 p.m. audience was down about 7% from year ago, independents' for same period up about 3%. From 8 to 11 p.m. HUT was up enough to bring 7:30-11 viewing levels even with last year's.

Two keys

Association of Maximum Service Telecasters' reputation for toughness in CATV negotiations is said to have been factor, oddly enough, in administration's success in getting compromise on CATV (see page 16). Jack Harris, KPRC-TV Houston, AMST president, and A. Louis Read, WDSU-TV New Orleans, who is AMST board member as well as chairman of National Association of Broadcasters television board, participated in meetings with Clay T.

(Tom) Whitehead, director of Office of Telecommunications Policy, that led to compromise agreement. Fact that those prominent members of hard-nosed AMST regarded Whitehead proposal as best bet possible is said to have influenced some NAB board members in voting to approve compromise.

Current CATV issue will probably be last major one in which AMST is involved with Mr. Harris as president. Mr. Harris, who has headed organization since its founding 15 years ago, notified board several weeks ago he will not be candidate when current term expires, in April. Mr. Harris has been dissuaded several times in past when he talked of stepping down. But this time, he told board, he has made commitment to his family.

Man's fancy

Despite earlier assertions that he intended to stay on active duty until expiration of his term next June 30 ("Closed Circuit," Oct. 25), FCC Commissioner Robert T. Bartley now confides he may retire earlier. He has told intimates that he might move next spring to home he recently acquired on Chesapeake bay, hour's drive from Washington. He can leave with full retirement pay any time after March 1, when he will have accrued maximum benefit from present salary base.

Perhaps a start

There was informal but reportedly fruitful session on slow pay last week between members of Institute of Broadcast Financial Management's station-relations committee and American Association of Advertising Agencies' subcommittee on broadcast standardization. They couldn't make policy commitments, but they reportedly found areas of general agreement that presumably will be considered at higher levels. For starters, both groups—IBFM's led by Joe McCabe of KPLR-TV St. Louis and AAAA's by George Arnold of Young & Rubicam—definitely agreed IBFM would compile names of top financial people at TV stations and AAAA would compile similar list of agency financial heads, so stations and agencies will know whom to call when problems arise.

There was also said to be reasonably general agreement among participants on procedure under which, if station had not been paid 45 days after submitting invoice, it would then write agency, submitting duplicate invoice, and agency would reply within 15 days, explaining delay, specifying discrepancies or

other snags. There also reportedly was some, but not total, agreement that when payments are held up by discrepancies agency should pay on reconciled portion of bill after 60 or 90 days, leaving only discrepancies to be worked out but providing for closing books if that doesn't happen by certain cut-off date. Problem here is that most discrepancies occur within packages, which carry no price tags for individual spots. Problem is considered so urgent that some participants want another meeting within month, hopefully to find formula for in-package pricing.

Public servant

Indications are that House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) is ready to introduce his own long-range funding bill for public broadcasting. His bill is said to be identical to one previously set forth by Office of Telecommunications Policy—with single, significant exception: Instead of funneling some money directly to stations, bypassing Corporation for Public Broadcasting altogether, Macdonald bill would give all money directly to CPB.

OTP bill proposed earlier this year would have given public broadcasting \$100 million annually for five years, but sizable portion of that amount would not have gone through CPB. Proposed Macdonald bill—which is expected to be introduced early this week unless published reports of its existence alter his plans—would make minor changes designed to appeal to Republicans, but would in other respects be long-range bill attractive to public broadcasters.

Daily Diller

Tomorrow Syndication Inc., subsidiary of Tomorrow Entertainment Inc., is reported to have closed its first series deal with Alberto-Culver Co., Chicago, calling for production and placement of daily, half-hour *Phyllis Diller, Kitchen Queen* on 150 stations, starting next April. Under agreement, show will be offered to stations on barter basis, but new wrinkle is that Alberto-Culver will make commitment for additional cash spot-TV buys in other programs on outlets taking Diller show. (A-C traditionally buys spot TV only in top-31 markets.) Tomorrow Entertainment, division of General Electric Co., will produce series, described as "home-maker show with yocks." Another twist is that Tomorrow Syndication has scheduled closed-circuit preview of series at midnight Nov. 27.

Add another feud: Macdonald vs. Whitehead

House subcommittee chief chides headline grabbers, simple solutions

Headline grabbers who use "dramatic proposals and catchy phrases" to win favor with one group and scare another are perpetrating "cruel hoax" on public by suggesting that difficult problems have simple solutions.

That tongue-lashing, directed at high administration officials and members of Congress, was delivered Friday (Nov. 12) by House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) at National Association of Broadcasters regional fall conference in Las Vegas.

Mr. Macdonald did not mention him by name, but was obviously referring to Office of Telecommunications Policy Director Clay Whitehead when he cited as recent example man who is "recklessly calling for complete abolition of the fairness doctrine." Another user of "shock effect technique," Mr. Macdonald said, is former FCC Commissioner (Lee Loevinger) who raised possibility that federal control of all communications media may be just around corner.

These suggestions are appealing in their simplicity, Mr. Macdonald said, but only aggravate problem. Role of Congress and his subcommittee in particular, he said, is to cut through extremes and "look beyond the rhetorical flourishes for solid answers."

He said it would be beneficial for both Congress and FCC "to get outside of Washington and to get closer to the grassroots problems." Mr. Macdonald said he is considering holding series of field hearings on communications issues. "I believe we can serve the public and the communications industry by making some on-the-site studies of broadcast stations, CATV systems, land-mobile installations and so forth," he said.

Code on the spot in FTC grilling

Code Authority of National Association of Broadcasters was attacked Friday (Nov. 12) before Federal Trade Commission, as that agency completed fourth week of inquiry into modern advertising practices. And, as it had been earlier in week (see page 19), it was subject of children's advertising on TV, especially toys, that was stressed.

Guidelines for toy advertising on TV are all right; it is enforcement that is poor, according to Stephen L. Bluestone, Washington lawyer who formerly

A matter of money

Just what does a top man in the public broadcasting game make? In light of controversy over Corporation for Public Broadcasting's future funding (see page 36), CPB President John Macy last Friday (Nov. 12) divulged salaries of senior correspondents for CPB's National Public Affairs Center for Television. Sander Vanocur, formerly with NBC-TV, makes \$85,000 per year; Robert MacNeil, formerly with BBC and before that with NBC-TV, draws \$65,000. Both pay scales were described as "considerably less" than in their former jobs; Mr. Vanocur had not made less than \$100,000 annually at NBC since 1967.

was toy editor of NAB code. He noted that toy guidelines have not been substantially revised for decade, agreed reluctantly that perhaps government should establish some sort of pre-clearance standards for toy advertising, especially for TV.

Mr. Bluestone praised code for effectiveness in some toy advertising areas, which, he said, has engendered "seething hatred" by toy manufacturers for code.

Among toy strictures suggested by Mr. Bluestone were ban on advertising of toys on TV for children six years of age or under, and limiting to adult programs advertising for all toys costing more than \$5.

Code review of prospective advertisements for toys and games was reviewed by James N. Harvey of Harvey & Carlson, New York. He noted that such advertising is reviewed by Code Authority twice—at conception of TV commercial, and again after ad is tested prior to scheduling for broadcast.

Subject of special standards for children's advertising brought comment from Stanley Tannenbaum, Kenyon & Eckhardt, that there should be single standard for all: honesty. Children, he said, can spot phonies quicker than their parents. Mr. Tannenbaum discussed use of endorsements in advertising, terming it "slightly better than average way to get attention."

Professor Donald R. Lehmann of Columbia University described research he has done on children and TV commercials, commented that mothers are ambivalent about TV advertising. On

one hand they feel it is good for child (improves language skills and general knowledge), on other hand they support law that would ban TV advertising to children.

Kahn steps aside as Teleprompter chief

Irving B. Kahn resigned last Friday (Nov. 12) as board chairman and chief executive officer of Teleprompter Corp., but will continue as full-time employee of company.

He said he took action to permit Teleprompter "to continue its successful growth free of harassing and undesirable litigation by a major stockholder." He was apparently referring to Jack Kent Cooke, West Coast industrialist, who has been demanding Mr. Kahn's ouster and started litigation to remove him, citing Mr. Kahn's conviction on bribery, conspiracy and perjury charges in award to Teleprompter of Johnstown, Pa., franchise (BROADCASTING, Oct. 25).

Hubert J. Schaflly, Teleprompter president, was named chief executive officer by company's board of directors. Board said it had asked Mr. Kahn to remain as full-time employee of company and he had agreed. Board also said it had voted to reduce number of directors from 12 to 11, and all incumbents, except Mr. Kahn, will compose management slate for election on Nov. 24.

During show-cause order hearing on Friday afternoon calling on Teleprompter to explain why Mr. Kahn should not be ousted as board chairman and why special meeting of directors should not be delayed, attorneys for Mr. Cooke said he was considering proxy fight and asked that meeting be delayed 60 days so that Mr. Cooke could have time to form opposition slate. Judge Charles Breiant of U.S. Southern District Court of New York held over hearing until tomorrow (Nov. 16).

Mr. Kahn reached agreement in principle last spring to resign from Teleprompter to prepare for his defense in Johnstown case (BROADCASTING, April 5), but agreement was never consummated.

CBS turn on top

CBS-TV led in prime-time rating averages in eighth week of current season, according to Nielsen multinetwork-area report out Friday (Nov. 12). For week ended Nov. 7: CBS 20.3, NBC 19.2, ABC 18.3. (For latest Fast Nielsen report, see page 51.)

Ervin takes up cudgels in Schorr-FBI flap

Senator Sam J. Ervin Jr. (D-N.C.) said Friday (Nov. 12) his Constitutional Rights Subcommittee plans to investigate Federal Bureau of Investigation's check on CBS correspondent Daniel Schorr (see page 47).

Spokesman said matter would be taken up early next year when subcommittee's hearings on freedom of press resume.

In hand-delivered letter to President Nixon on Friday, Senator said he plans to invite Mr. Schorr and White House aides Charles Colson and Frederic Malek to appear. Mr. Malek is chief White House recruiter who allegedly called for investigation because Mr. Schorr was being considered for several government posts. Mr. Colson, a presidential assistant, had complained to CBS President Frank Stanton two weeks ago about Mr. Schorr's news reports.

The senator also called on President Nixon to send his director of communications, Herb Klein, or another administration spokesman to hearings next year. Mr. Klein had turned down earlier invitation to appear.

Week's Headliners

Arthur H. Hausman, chief operating officer and executive VP of Ampex Corp., Redwood City, Calif., named president and chief executive. He succeeds **William E. Roberts**, who continues as chairman. Mr. Hausman joined Ampex in 1960 as director of research. He became group VP in 1965 in charge of research and audio-video, instrumentation and computer products. Mr. Hausman subsequently was elected director in 1966, executive VP in 1967 and appointed to new post of chief operating officer last August. Mr. Roberts had assumed chairmanship of company in August of last year when Alexander M. Poniatoff, Ampex founder, retired.

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

HEW agency makes move as CBS-TV kids' producer

U.S. Office of Child Development will effect allegiance with commercial network program business next spring as supplier of special series for CBS-TV's

Captain Kangaroo. Department of Health, Education and Welfare agency has contracted with Sutherland Learning Associates, Los Angeles, to produce fifty 3½-minute segments which CBS will strip into Monday-Friday morning show (8-8:30 a.m.) for 10 weeks in spring, repeating again in fall. Series is budgeted at \$500,000.

Dr. Edward Zigler, director of OCD, says project "offers us an opportunity to reach millions of children at an impressionable age and through a medium they enjoy with messages that will be valuable to their sound growth and development." Animated-live action series, aimed at 3- to 6-year-olds, will be built around such subjects as health, nutrition, exercise, emotions and "relationships to people and to the world around the growing child." Segments will be integrated into standard *Kangaroo* format.

Sutherland is 25-year-old West Coast firm whose specialty has been multimedia learning systems in educational area. New venture into entertainment field was spearheaded by Alan P. Sloan, who joined firm as executive VP earlier this year, was formerly VP-general manager of CBS's WCBS-TV New York. CBS will have exclusive domestic broadcast rights to package through 1973.

Reluctance between the lines of cable compromise

National Association of Broadcasters and National Cable Television Association late last week spelled out some reasons for reluctance with which they approved administration-offered compromise on CATV regulation (see page 16).

Letters to Clay T. (Tom) Whitehead, director of Office of Telecommunications Policy, who offered compromise aimed at breaking impasse over FCC's proposed rules (BROADCASTING, Nov. 8), make it clear NAB and NCTA are no happier with it than Association of Maximum Service Telecasters, which also wrote Mr. Whitehead (see earlier story).

And like AMST, NAB indicated it would like to negotiate some changes in agreement with other parties—particularly on exclusivity protection for programs carried by stations in markets below top 50. NAB suggested same *quid pro quo* offered by MST: extended exclusivity protection for such stations' programming in return for reduced exclusivity protection that would be accorded programs of top-50 market stations.

NAB, in letter by its president, Vincent Wasilewski, also suggested that service area for television stations in sparsely populated areas be extended from 35 miles to 55 or 60, said small-market stations carrying programs of more than

one network will suffer from proposed reduction of exclusivity protection from same-day to simultaneous-only, and urged "more realistic definition of radio markets so that all truly local stations would be carried on the cable before any out-of-market stations are carried."

NCTA's chairman, John Gwin, in his letter, listed these grievances: "Leap-frogging and viewing standards in overlapping markets are overly restrictive," "the exclusivity provisions will deprive the public of much of the diverse programming available at different times on different channels."

He also said it was not sound legislative or administrative approach to detail legislative restrictions on commission's ability "to deal with the changing field of cable television by limiting signal carriage." This was reference to provision in proposed copyright legislation that cable industry sources see as effectively freezing number of signals systems could import.

Parties to compromise—which include copyright owners as well as cable operators and broadcasters—are free to try to negotiate trade-offs on their own.

FCC Chairman Dean Burch, who was scheduled to speak at NAB regional conference in Las Vegas on Friday afternoon (Nov. 12), was expected to express his pleasure over settlement of

dispute. He feels all three parties made sacrifice to reach agreement.

Mr. Whitehead will also have chance to speak publicly on compromise in his scheduled appearance at NAB regional meet in Dallas Wednesday (Nov. 17).

Despite NCTA's downbeat reaction to compromise, officer of one CATV company struck positive note in discussing agreement. Robert H. Symons, vice president in charge of Teleprompter Corp.'s cable television division, said approval of compromise "represents a triumph for the strong public support of cable TV, which has allowed our industry to progress against long odds and strong broadcaster opposition. It is a particularly hopeful sign that the NAB has, at long last, conceded this public interest by endorsing the OTP guidelines."

One major new project that adoption of commission's CATV rules will require is establishment of committee to coordinate federal, state and local rules in regulation of CATV. FCC will preempt some authority in field and set guidelines for state and local governments to follow; but nonfederal units will continue to play role. Committee, which will include more than 100 members representing federal, state and local governments and industry units, is expected to be headed by FCC Commissioner Robert E. Lee, who has directed number of government-industry committees.

Books for Broadcasters Color Television

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Datebook © A calendar of important meetings and events in communications

This week

Nov. 14-17—Seminar, sponsored by *Broadcasters Promotion Association*. Membership meeting on Nov. 16. Washington Plaza hotel, Seattle.

Nov. 14-15—Regional meeting, *National Association of Broadcasters*. Brown Palace hotel, Denver.

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

Nov. 16—House of Representatives scheduled to begin floor consideration of political-spending bills H.R. 11060, H.R. 8628 and related proposals. Washington.

Nov. 16—Luncheon meeting, *Hollywood Radio and Television Society*. Meeting will salute non-commercial broadcast field. Hartford N. Gunn, Jr., president, Public Broadcasting Service, will be principal speaker. Beverly Wilshire hotel, Beverly Hills.

Nov. 16-17—Regional meeting, *National Association of Broadcasters*. Fairmont hotel, Dallas. Clay T. (Tom) Whitehead, director, Office of Telecommunications Policy, will speak.

Nov. 17—Conference, sponsored by the *National Academy of Television Arts and Sciences*. "Population as National Issue—The Critical Role of Television" will be discussed. Former Secretary of Interior Walter J. Hickel will be keynote speaker. Other speakers: Senator Robert Packwood (R-Ore.), Lord Caradon, former British ambassador to United Nations. Century Plaza hotel, Los Angeles.

Nov. 17—Hollywood chapter, *National Academy of Television Arts and Sciences*, discusses "Public Television Alternative? Imitation?" Panel includes John Macy, president, Corporation for Public Broadcasting; James Day, president, Educational Broadcasting Corp.; Hartford N. Gunn Jr., president, Public Broadcasting Service; David Davis, TV program officer, Ford Foundation. KCET(TV) Studios, 4400 Sunset Drive, Hollywood.

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—Conference, sponsored by the *Michigan Department of Education*. Discussed will be emerging techniques in telecommunications lending themselves to fuller utilization of broadcast-computer facilities for state education. Among the speakers will be Dr. Presley Holmes, director of the Educational Television Stations Division of the National Association of Education Broadcasters, Washington. State Board of Education, Lansing.

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

Nov. 19—Annual Southeastern Radio Day, sponsored by *Georgia Association of Broadcasters*. Featured speakers will be Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., chairman of board, National Association of Broadcasters; William B. Ray, FCC; John Summers, NAB, Regency Hyatt House, Atlanta.

Nov. 19—Pulse Man of the Year award to be presented to Thomas B. Adams at luncheon meeting of Detroit Adcraft. Statler Hilton, Detroit.

Nov. 19—Presentation of TV Pioneer Award, "Golden Mike," to Steve Allen at luncheon meeting of *Pacific Pioneer Broadcasters*. Sportsmen's lodge, North Hollywood, Calif.

Nov. 21—Fifth annual Image Awards, honoring performers and creative people in television, motion picture and recording industries whose artistry is pertinent to black image. Awards are presented by *Beverly Hills-Hollywood chapter of National Association for the Advancement of Colored People*. Beverly Hills hotel, Beverly Hills.

Nov. 22—Forum on censorship in television, sponsored by *New York chapter of the National Academy of Television Arts and Sciences*. Attorney Louis Nizer will be moderator. Hotel Pierre, New York, 8 p.m.

Also in November

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 Kliegl 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 Kliegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101. Initial seminar at KATV(TV) Little Rock, Ark.

December

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

Dec. 7—Reception in honor of executive committee of National Association of Broadcasters Broadcasters Club, Washington.

Dec. 9—Presentation of *Alfred I. duPont-Columbia University Awards in broadcast journalism*. Low Memorial library, Columbia University, New York

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 board and joint board, *National Association of Broadcasters*. Marco Beach hotel, Marco Island, Fla.

Jan. 23-26, 1972—*National Religious Broadcaster*. 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."

Jan. 28-29—Mid-winter meeting, *California Broadcasters Association*. Gene Autry hotel, Palm Springs.

February 1972

Feb. 8-11—Ninth conference, *National Association of Television Program Executives* exploring FCC's prime-time access rule effects, barter, first-run syndication, minority programming, children's show ratings, next season's programs and local innovations. Fairmont hotel, San Francisco.

Feb. 11-12—Annual convention, *New Mexico Broadcasters Association*. Hilton hotel, Albuquerque.

March 1972

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

March 6-10—Second international study session for videocassette and video-disk programs and equipment (VIDCA '72). Besides reviewing industry's brief past—its fortes and foibles—the session will focus on technical problems, the copyright issue, videocassettes and the public, and video cassettes and their applications to training and industry. Registration may be arranged by contact VIDCA, Commissariat General, 42 Avenue Ste. Foy, 9-Neuilly, France. Fees are \$170 for individual participants and \$120 for members of companies reserving an office at the sessions. Palais des Festivals, Cannes, France.

Major meeting dates in '71 and '72

Nov. 14-17—Seminar, sponsored by *Broadcasters Promotion Association*. Membership meeting on Nov. 16. 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.

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Applause

EDITOR: Your special report in this Monday's edition ["The story of public broadcasting," BROADCASTING, Nov. 8] was the most perceptive and comprehensive piece on the current state of noncommercial broadcasting I have seen under one cover at any time. Of equal importance is the fact that BROADCASTING magazine, the foremost professional publication of the communications industry, has brought its readers up to date.—William E. Duke, *director, Office of Public Affairs, Corporation for Public Broadcasting, Washington*.

EDITOR: I write in admiration of Steve Millard's special report on public broadcasting. [His] article is the most carefully researched, objectively presented description of public broadcasting's history, times, troubles and prospects that I have ever seen. He has done an outstanding job, and BROADCASTING's objectivity is equally first-rate. For truth in journalism, I have never seen this report exceeded.—Edward L. Morris, *director, public information, Public Broadcasting Service, Washington*.

EDITOR: My interest in public television has been close and intimate—I can even claim a certain kind of paternity. Your review of what it is all about appears to me to be one of the soundest and most useful pieces on the subject I have ever read. I hope you and your periodical will continue to keep an observing eye on the whole matter.—Stephen White, *vice president, Alfred P. Sloan Foundation, New York*.

EDITOR: A beautiful piece of reporting on public television. You did a hell of a lot of homework.—Norman Mark, *radio-TV columnist, Chicago Daily News*.

(BROADCASTING has received a number of requests for reprints of the special report on public broadcasting. They are available at the following prices: 500 or more, 10 cents each; 100-500, 15 cents each; 1-100, 25 cents each.)

Not a short-termmer

EDITOR: I note a minor error in your Nov. 1 issue re the NBC Radio affiliates executive committee. I did not "retire" with a year to go. My second term expired at the convention. Two successive terms are the limit under our by-laws. You didn't think I would have voluntarily given up that free limousine, unlimited expense account, and princely salary, do you?—Kenneth F. Small, *director, WRUF(AM) Gainesville, Fla.*

Playback in Milwaukee

EDITOR: In your Oct. 25 issue, Elie Abel [dean of the graduate school of journalism, Columbia University] is quoted in a San Francisco speech as saying TV has no time reserved for outside viewpoints. This may be so in Mr. Abel's viewing area but not in ours. In fact, our AM and FM stations, as well as our television station, regularly air letters from listeners and viewers under the program title of (TV) *Action & Reaction*, (AM) *Tuned to You* and (FM) *Viewpoint*. We also have telephone programs on radio and television for direct communications with viewers and listeners.—George Comie, *general manager, WTMJ-AM-FM-TV Milwaukee*.

Not ours, theirs

EDITOR: Your Nov. 8 story regarding the denial of license renewal of the Heart of the Black Hills stations in South Dakota inaccurately states that they are NBC affiliates.

These stations [KRSD-TV Rapid City and satellite, KDSJ-TV Lead] have not been affiliated with NBC since September 1970 when we began serving viewers in that area through KOTA-TV Rapid City, KHSD-TV Lead and KDUH-TV Hay Springs, Neb.—Donald J. Mercer, *vice president, station relations, NBC, New York*.

(KRSD-TV and KDSJ-TV are affiliated with CBS-TV.)

Carolina's own

EDITOR: Your "Telestatus" article in the Nov. 1 issue was rather interesting and I'm sure will prove useful. I would like to point out, however, that Wilmington, Del., is not a television market. Market number 138 on your list should be Wilmington, N.C.—Arnold M. Kohler, *Eastern sales manager, Adam Young Inc., New York*.

Not so new under sun

EDITOR: In the Nov. 1 story on split cable, as a methodology for testing the relative effectiveness of television via CATV, the statement was made that split cable is a "new device." Actually, I developed the methodology in 1964 and it has been in continuous use both by me and licensees. There is nothing esoteric about split cable. I patented the process (U.S. Patent Office 3,366,731) and anyone desiring further information can contact me.—Edward Wallerstein, *president, Communication & Media Research Services Inc., New York*.

Who would fly a plane named Fred?

The "Monday Memo" of Sept. 20 by Francine Wilvers, executive vice president of the Marschalk Co. was titled: "The female image in ads: time for a change?" The National Organization of Women several weeks ago complained that, to their way of thinking, the times are not changing quite fast enough. National Airlines had its ad campaign featuring planes with girl's names (I'm Cheryl. Fly me") attacked as "vulgar" and "sexist" by NOW's image committee (BROADCASTING, Oct. 18). Here with the president of National's agency offers rebuttal to NOW and reasons why people should fly Cheryl.

Some people fly much more than others. I'm one of those who gets in a large amount of air time on planes.

And those planes often take off late. And sometimes the ride is not what you would call smooth. And occasionally the food isn't up to some impeccable standard. Now and then a drink ends up in someone's lap. And then the plane circles the airport for an hour and a half and a business meeting is missed. And so is the business.

But in spite of all this, the flight can be a very good one if the girl (or woman or female or Ms.—I will call her a stewardess) is a plain good human being. Professional. Concerned. Doing her job. A little smile. A little helpfulness. Some small bit of indefinable humanness that can turn even the worst flight right around into a great flight.

But on the other hand, flights often leave on schedule. The food is perfect. The drinks stay in the glasses. The sky is sunny and the ride is comfortable. But that girl or woman or female or Ms. that I call a stewardess isn't being very human.

And do you want to know something? These are the really bad flights—on any airline. And if you fly as often as I do, you know what I mean.

These are the flights where something is missing—the human element. These are the flights where the person is left out of the picture. The one person missing is the stewardess—the human stewardess. Someone to ward off the cold chill of impersonality. And stewardesses are, let's face it—stewardesses. The airlines will never be remembered for their first-class lounges, but for the girls who run them.

My agency is representing an extremely well-run airline—and an extremely human one. It is kind of like

a very attractive and personable family. So we decided that we would even try to humanize that great, metal, impersonal object, the plane itself. We've named each plane after a girl. One of our 747's is now called Linda. The first of our new fleet of DC-10's is Barbara. And we put the name proudly on the fuselage in great big decals.

Our marketing objectives for this campaign were very simple:

1. Create positive awareness among frequent travelers.
2. Make them feel we're a nice bunch of people to fly.
3. Generate enthusiasm among airline personnel.

The campaign is accomplishing this. And we're running the same campaign in Europe and in Latin America.

Our wholesome, human, American girls are appreciated everywhere, it seems. Our big, beautiful planes called Barbara and Mary and Ann are now seen in New York and London, Los Angeles and Atlanta. In fact, our girls are welcomed in over 40 cities.

And apparently there are a lot of clients who like success. Our campaign for National Airlines has prompted a bunch of new prospects who want us to do exciting, fresh, pertinent advertising for them. We took what a lot of agencies would call a cliché and made it fresh and bright and human and noticeable.

The people in our agency like girls. In fact, we may be somewhat old fashioned and possibly the only heterosexual

agency left in New York. So you can imagine our dismay at some of the protest and our shock at some of the mail.

If you saw some of the letters I have received from the organized effort of the Women's Lib group, you would be shocked. Our campaign may leave a lot to the imagination but their letters belong to the idiom of 42d Street.

Every bit of research on air travel I've ever seen puts the performance of the stewardess right up front in the list of what makes a trip bad or good.

These girls are a vital part of our client's product. And every airline's product.

Now maybe our client is a bit more fortunate than his competitors in this department. Maybe being based in sunny Florida, our airline attracts younger, more vivacious, fresher, ever more attractive human beings. And our research confirms this. The National girls are special.

We're no different from most agencies. We all want to sell our client's product. It just happens, however, that most agencies doing airline advertising today have chosen to sell the same thing—seats or lounges or schedules. And most of it looks the same and sounds the same. I have difficulty telling the difference between American and TWA.

We decided to sell that facet of our product that means a lot to our customers. If we had stewards rather than stewardesses it might be a different story.



F. William Free—pictured above with friends—is president and creative director of F. William Free & Co., New York, which he formed three years ago after leaving the Marschalk Co., New York, where he was president and creative director. Among the agency's accounts—in addition to National Airlines, which is conducting the "Fly Me" campaign on TV, radio and in print—are Coca-Cola USA on special assignments, several Heublein products, the U.S. Department of Housing and Urban Development and American Tobacco's Silva Thins.

We went Hollywood in 1928

We still believe in the star system. That's why KMPC features foreground personalities rather than background announcers.

Men whose talents are respected from coast to coast.

Take our very own Gary Owens. Once a week he appears

on Rowan and Martin's 'Laugh In'.

× a week his three-hour radio program

is heard exclusively on KMPC. Like the other

KMPC personalities, Gary gives star-billing to

every commercial. So, if you want your product

to make it to the top in the

Southern California market,

go Hollywood. Go KMPC.

KMPC
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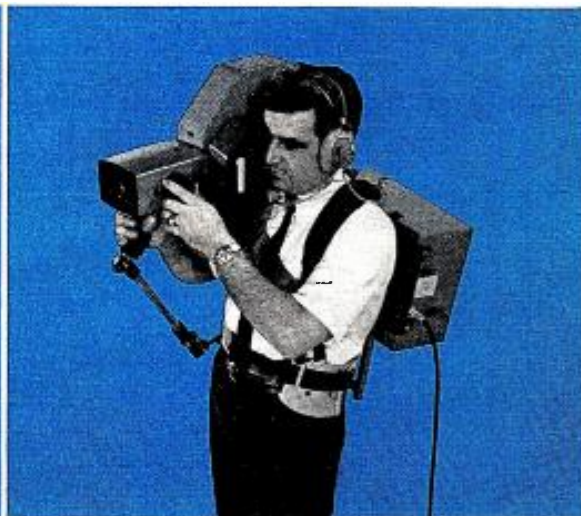
A Golden West Broadcasters station. **CWB**

Plug into \$63,000 savings...

with a Norelco
color camera that uses
triaxial cable.



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



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

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

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

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

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

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

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

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



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Out of the trenches for cable

Whitehead compromise gets green light, albeit reluctantly, from industry factions apparently ready to get on with the game

It's less than cable operators wanted, and it's more than broadcasters would have preferred to give up. But for both groups, the certainty of the compromise offered by the administration for settling their differences over the FCC's proposed CATV rules (BROADCASTING, Nov. 8) was more attractive than the uncertainties that they would have confronted by rejecting it. So, reluctantly, the National Association of Broadcasters and the National Cable Television Association approved it by wide margins last week—and moved CATV a step closer to its take-off point as a major communications industry.

Word of the agreement was welcomed on Wall Street, as a development bound to enhance the values of cable stocks and to presage long-term growth for the shares of cable companies (see page 58). And CATV equipment manufacturers, on something of a starvation diet for the last five years, during which cable television development in major markets was slowed to a walk by commission regulations, looked forward to a fatter future: estimates of the amount to be expended on equipment and construction through the 1970's range between \$3.5

billion and \$10 billion (see page 49).

FCC Chairman Dean Burch, who along with Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, played a major role in fashioning the compromise and urging the parties to accept it, was "delighted" by the parties' agreement. "It's good for the parties and the public," he said.

Mr. Whitehead, who succeeded in his second attempt at what seemed an all but impossible job also expressed his pleasure at the result. And in a brief statement, he managed to reflect his concern over the lack of long-term policy for CATV regulation—he is chairman of an administration committee preparing recommendations for long-term policy for President Nixon—and his determination to remain involved in CATV matters:

"Even though the long-run aspects of cable need to be debated and resolved, cable now has the opportunity to grow. We will continue to work with all concerned to assure sound development of this exciting new medium."

Affirmative votes were also recorded by two other industry groups. Copyright owners were the third element

whose approval was required to make the compromise work. A spokesman for eight major motion-picture companies—United Artists, Warner Brothers, Metro-Goldwyn-Mayer, 20th Century Fox, Columbia Pictures, MCA, Metro media and Paramount—put them on the side of the compromise on Thursday. The spokesman said Mr. Whitehead "did a good job on a difficult matter."

And the Association of Maximum Service Telecasters, traditionally the hardest of the hardliners among broadcasters opposing liberalization of the CATV rules, also acquiesced, although in a letter indicating it had hopes of negotiating some changes in the compromise plan. It accepted the compromise "in principle" by a voice vote in which no dissents were heard.

With agreement now an accomplished fact, there is virtually no chance Congress will hold hearings on the FCC proposals submitted to Senate and House Commerce Committees for their review on Aug. 5. It was to avoid a bitter confrontation on Capitol Hill that the administration had worked so hard to compromise the differences among the contending parties.

With the agreement reached, Mr.

NAB:

"The board of directors of the National Association of Broadcasters reluctantly accepts the compromise plan put forth by the Office of Telecommunications Policy on a 'package' basis as the best of any present alternative. The board petitions the Congress to adopt proper enabling copyright legislation at the earliest moment and it urges the FCC, in its

regulatory capacity, to be vigilant and decisive in eliminating the practices that can damage free broadcasting service to the public. It is understood that nothing in this agreement prevents our vigorously seeking satisfactory resolution of such issues as siphoning of free programming to a pay system, ownership of CATV systems by broadcasters, and originations."

NCTA:

"The OTP compromise will provide a sorely needed opportunity for the immediate growth of the cable television industry. CATV manufacturers and operating companies alike have been severely retarded by the FCC freeze on cable, and it is the judgment of the NCTA board that this compromise will provide the impetus for cable's entry into major urban areas

Whitehead is scheduled to respond today (Monday) to Senator John O. Pastore's (D-R.I.) request for his comments on the commission's proposals. Mr. Whitehead is expected to discuss the proposals' short-term effects and to state his reasons for believing they should be adopted.

As a result, it appeared that the commission might complete action on its CATV rules sooner than the March 1 effective date it had projected when it believed congressional hearings were likely. Chairman Burch said that, "Subject to checking" with key members of Congress, "I see no reason to hold up to March." He hopes the commission "can shave a little time off" its schedule. Chairman Burch has been on his own, so far as the commission is concerned, in working for a compromise. However, it seemed certain that a solid majority of the commission would vote with him to modify the agency's proposals. The commission will hold a special meeting on Nov. 23 to decide on how it will proceed on the CATV issue.

The commission's Cable TV Bureau has been at work for weeks translating the proposals contained in the Aug. 5 "letter of intent" into the language of rules. The changes required by the compromise agreement are regarded as relatively minor, in terms of drafting.

The copyright legislation that the broadcasters, CATV operators and copyright owners are committed, by the compromise agreement, to endorse would be drafted by Senator John L. McClellan's (D-Ark.) Senate Subcommittee on Copyrights. Senator McClellan last week was reported holding firm to his position that copyright legislation should follow adoption by the commission of its proposals. He has promised to act swiftly when that time comes—and without additional hearings. However, he is not prepared to endorse the copyright legislation as outlined in the compromise agreement. He is opposed

to a separate copyright bill for CATV. And he feels that legislation should prescribe fees in cases where CATV operators and copyright owners cannot agree; a tribunal would be established to adjust fees at certain time intervals. The compromise agreement would provide for arbitration when agreement could not be reached.

The compromise's provisions are designed to meet broadcasters' demands for more protection than the commission proposal would offer without, at the same time, placing so many hobbles on CATV as to stultify its growth. The thrust is to permit slow growth in the major markets, where CATV is now virtually frozen, but faster development in the smaller cities.

CATV systems would be assured a minimum number of signals, based on market size: three network and three independent in the top-50 markets, three network and two independent in markets 51-100 and three network and one independent in the remaining markets. In addition, systems in the top 100 markets would be permitted to import two distant signals regardless of local availabilities.

But the "wild card" provision of the commission's proposal, under which a system would be allowed to import a distant signal from any market, would be abandoned. Instead, if a system imports its signals from the top-25 markets, it would have to pick from the two closest such markets.

Broadcasters also gained from a new provision adding exclusivity protection for nonnetwork programs in the top-100 markets (though more in the top 50), from another giving some protection to radio stations against importation of distant AM or FM signals, and from a raising of the standard for determining whether an out-of-market independent station is "local." (See BROADCASTING, Nov. 8, for full text of compromise.)

But for all the attention the com-

promise has received, it actually affects only a small percentage of the proposals contained in the 55-page letter of intent. And a number of the others could have as much of an effect on the future shape of the CATV industry as those that provided the principal cause of contention between broadcaster and cable operators. For the commission wants to make sure CATV provides the kind of service of which it is capable; indeed, the rationale for permitting it to import distant signals is that it needs an economic base if it is to offer cable's unique services.

The commission would require new systems in the top-100 markets to be built with a potential capacity of at least 20 channels, with at least half the bandwidth capacity dedicated to non-broadcast uses. Systems would be obliged to provide a free, noncommercial public-access channel, a channel for educational use, and a channel for state and local government use and to make additional access channels available as the demand arises. They would also be required to have two-way capacity.

The members of the NAB television and radio boards and of the NCTA board met on the same day—Wednesday—and more than 2,000 miles apart, to reach the conclusion that the time had come to reach an accommodation. In Las Vegas, where the NAB boards met for more than two hours, the vote was 27 to 3, with two abstentions. In Washington, the NCTA board, after a nine-hour meeting, voted 14-to-5 to approve the compromise. There apparently was little suspense in either place.

In Las Vegas, the vote came after acceptance of the compromise was recommended by A. Louis Read, WDSU-TV New Orleans, who is chairman of the TV board; the motion was seconded by Andrew M. Ockershausen, of the Evening Star Stations of Washington,

and the development of many of the new services only cable can offer. . . . The compromise admittedly falls short of what we had hoped would be the final accord. However, in the face of strong pressure from the OTP and the FCC, and the prospect of an indefinite extension of the freeze if the cable industry failed to accept the plan, the board believed the best interests of the public and

the industry would be served by agreeing to an immediate end to the impasse."

MST:

"Our acceptance necessarily assumes that all the above parties will work with and cooperate with the FCC and [the OTP in effecting rules to embody the letter and spirit of the compromise, and with the] FCC agree to support either

separate copyright legislation or a CATV provision in the omnibus copyright revision.

. . . We note that some substantive provisions of the proposed compromise, in particular the number of distant signals which would be available to a compulsory license, are intended to subsidize the development of CATV at the expense of free over-the-air

To page 18

who is chairman of the radio board. The bulk of the discussion reportedly dealt with the protection to be afforded radio stations (many present felt it would not be enough), the loss of same-day protection to television stations (the compromise calls for simultaneous non-duplication protection), and the impact of broadcast industry acceptance of the compromise on the copyright law suit CBS has filed against Teleprompter Inc. Both CBS representatives on the board, Richard W. Jencks, Washington vice president, who was named to the board the day of the meeting, and Sherril Taylor, CBS Radio, abstained from voting.

The 27 board members who voted in favor of the compromise proposals were: Mr. Read; Richard C. Block, Kaiser Broadcasting, Oakland, Calif.; William Grant, KOAA-TV Pueblo, Colo.; Earl E. Hickerson, WCEE-TV Rockford, Ill.; Peter Storer, Storer Broadcasting, Miami Beach; Wilson C. Wearn, Multimedia Broadcasting, Greenville, S.C., and Robert F. Wright, WTOK-TV Meridian, Miss., all on the TV board.

Also, Mr. Ockershausen; Edward D. Allen Jr., WDOI(AM) Sturgeon Bay, Wis.; Frank A. Balch, WJOY(AM) South Burlington, Vt.; Eugene G. Clark Jr., KSTP(AM) St. Paul; Charles R. Dickoff, WEAQ(AM) Eau Claire, Wis.; Richard D. Dudley, WSAU(AM) Wausau, Wis.; Joseph S. Field Jr., WIRK(AM) West Palm Beach, Fla.; Clint Formby, KPAN(AM) Hereford, Tex.; Robert R. Hilker, Suburban Radio Group, Belmont, N.C.; John F. Hurlbut, WVMC(AM) Mt. Carmel, Ill.; Harold R. Krelstein, Plough Broadcasting, Memphis; Ben A. Laird, WDUZ(AM) Green Bay, Wis.; Allan Land, WHIZ(AM) Zanesville, Ohio; Jerry Lee, WDVR(FM) Philadelphia; J. Kenneth Marston, WDXI(AM) Jackson, Tenn.; Wendell Mayes Jr., KNOW(AM) Austin, Tex.; Dan McKinnon, KSON(AM) and KSEA(FM) San Diego; William A. Merrick, KBMN(AM)

Bozeman, Mont.; Allan Page, KGWA(AM). Enid, Okla.; Philip Spencer, WCSS(AM) Amsterdam, N.Y., all on the radio board.

TV board members who were not present, but who reported they would have voted favorably on the motion to accept the OTP proposals, were: Leslie G. Arries Jr., WBEN-TV Buffalo, N.Y.; Richard L. Beesemyer, ABC, New York; Donald P. Campbell, WMAR-TV Baltimore; George R. Comte, WTMJ-TV Milwaukee, and Peter B. Kenney, NBC, Washington. Among absent radio board members who indicated they would have voted yes were Victor C. Diehm, Mutual Broadcasting System; Daniel W. Kops, WAVZ(AM) and WKCI(FM) New Haven, Conn.; Donald J. Mercer, NBC, New York, and Walter A. Schwartz, ABC, New York.

The three "no" votes of the 32 board members present were cast by Dale G. Moore, KGOV-TV Missoula, Mont.; Don C. Dailey, KGBX(AM) Springfield, Mo., and Leonard J. Patricelli, WTIC-TV Hartford, Conn. Mr. Moore last year was chairman of the NAB's Future of Broadcasting Committee, whose goal was congressional legislation to keep a tight rein on CATV.

Among the 12 absentees, the only no vote registered was from Carl Fisher, KUGN(AM) Eugene, Ore. George A. Foulkes, WAAC(AM) Terre Haute, Ind., and William D. Shaw, Golden West Broadcasters, San Francisco, also among those absent, provided no indication of how they would have voted.

The formal resolution adopted in Las Vegas said that NAB "reluctantly accepts the compromise plan put forth by the Office of Telecommunications Policy on a 'package' basis as the best of any present alternative."

It also noted that the agreement does not bar broadcasters from seeking "a satisfactory resolution" of such issues as the siphoning of free programming to a pay system, ownership of CATV sys-

tems by broadcasters and CATV program originations. The feeling that the compromise offered broadcasters the best deal they could get was not, according to some sources, the only reason the NAB approved it. Broadcasters are now engaged in an effort to persuade Congress to adopt legislation that would afford them protection against challengers at license-renewal time. They hope Mr. Whitehead and Chairman Burch will help.

At the NCTA board meeting in Washington, 37 persons were on hand in addition to the board members and staff—state and regional association presidents, multiple-systems owner representatives, among them. According to those who were present, the length of time consumed in the meeting did not indicate there was a great deal of dispute. "It was a very calm meeting," according to John Gwin, NCTA chairman. The first four or five hours were given over to staff presentations on the proposal. By the time that was over, there seemed to be no doubt about the outcome.

The AMST board, which met in Atlanta on Thursday, expressed its approval of the compromise, "in principle," in a letter to Mr. Whitehead that left no doubt as to its misgivings. Approval, it said, "was extremely difficult both in principle and because in numerous aspects we feel it is unfair and will be injurious to the public's interest in free broadcasting."

AMST said specifically it was concerned about "the discriminatory and plainly inadequate" exclusivity protection accorded stations in markets below the top 50. It expressed the hope that, "to the extent the parties can and do agree upon revisions in the substantive terms of the proposal, more equitable treatment will be afforded smaller-market stations," even if the cost is reducing the exclusivity protection provided stations in the larger markets.

television service. We think this is a most unsound and unwise public policy. . . . We are also deeply troubled by the discriminatory and plainly inadequate treatment accorded smaller television markets on the matter of exclusivity. . . . Finally, we would be less than frank if we were not to say that our decision to accept the proposal was extremely difficult both in principle and because

in numerous aspects we feel it is unfair and will be injurious to the public's interest in free broadcasting. However, we have attempted to approach your effort to avoid what could be a very bitter and destructive battle in a constructive fashion and in the hope that it will put to an end the process of erosion that has been occurring in the [FCC's] approach to the regulation of cable television."

Mr. Whitehead:

"We are very pleased that the parties have reached agreement. We think this is in the best interest of the parties and the public. Even though the long-run aspects of cable need to be debated and resolved, cable now has the opportunity to grow. We will continue to work with all concerned to assure sound development of this exciting new medium."

FTC explores children and advertising

Testimony nets more questions than conclusions,
among them: Do children's ads merit special treatment?

The Federal Trade Commission last week, in the fourth week of its inquiry into modern advertising practices, was told that children are fragile things who must be protected from advertising manipulation. The FTC commissioners, however, were also told that children are not so delicate, that young people have the capacity to make judgments despite the blandishments of advertising appeals.

As expected, television played the dominant role as the medium that is the most significant for children.

The FTC commissioners alternately heard a call for stringent limitations on advertising for children in TV programs and statements by some academic researchers that TV is just one, albeit an important element, in the development of judgment and discrimination by children. Other factors that are significant in this development process, it was noted, are parents, brothers and sisters, friends, school and church.

Leading the trio of critics was Mrs. Evelyn Sarson, president of Action for Children's Television. ACT is a Boston-based group that petitioned the FCC last year to bar all advertising from children's TV programs and to require stations to carry at least 14 hours weekly of children's programs.

Another major critic was Robert Choate, chairman of the Washington-based Council on Children, Media and Merchandising, who has been vigorously attacking cereal advertising on nutritional grounds.

Scheduled to appear Friday (Nov. 12) was Stephen Bluestone, now a Washington lawyer, who was formerly toy editor for the National Association of Broadcasters Code Authority.

But, to the distress of FTC Commissioner Mary Gardiner Jones, none of the witnesses (with one exception) could answer her repeated plea for guidance on whether to treat advertising that is aimed at children more stringently than regular advertising.

The one exception was Melvin Helitzer, whose New York advertising agency specializes in children's advertising. His view: Enforce the law and

rules regarding misrepresentation and deception, but apply them to all types of advertising.

This view was seconded by Aaron Locker, general counsel of the Toy Manufacturers of America, who asked for "no final judgments" until additional studies have been undertaken.

Perhaps the most direct answer to Miss Jones's requests came from two social scientists, Professors Scott Ward of Harvard and Daniel B. Wackman of the University of Minnesota. The research in this field, they said, can be used to justify either side of the issue because none of it is comprehensive enough to cover all the variables that are involved. The social-scientist answer, Professor Ward observed, will undoubtedly be "It depends." Professor Wackman told Miss Jones that her question should be addressed to psychologists who have studied child development.

During the course of last week's hearings, comments and even questions from the sitting commissioners tended at times toward TV programing. None of this was developed, and most discussion along these lines trailed off.

At one point, for example, FTC Commissioner David Dennison asked Professors Ward and Wackman whether

they had studied the attitude of children toward TV programing, as they had toward TV commercials. They replied that they had not. The question, however, was indicative of the interest of the commissioners in programing. As two of only three industry witnesses, Messrs. Helitzer and Locker urged restraint. Mr. Helitzer, whose agency bills about \$3 million yearly, observed that proper advertising techniques have been used for good, like encouraging children to drink milk and orange juice.

Current limitations on children's TV advertising are severe, he noted, citing the refusal by CBS to permit a commercial for a plastic wading pool to run. It showed children enjoying the product. CBS refused to permit the ad to be shown on its children's programs, Mr. Helitzer said, because there was no mother supervising the play. But, he added, the network had no objection to accepting the ad for use during its adult programing.

Mr. Helitzer asked the FTC to establish a division devoted to children and youth products. And, he said, he would urge networks and stations to cluster commercials either at the beginning or the end of programs so there are no interruptions to the programs. Mr. Locker underscored re-



Three of the five members of the Federal Trade Commission have been active in commenting and questioning witnesses in the agency's current inquiry into contemporary advertising practices. They are shown above (l to r): Commissioner Paul Rand Dixon, Chairman Myles W. Kirkpatrick, and Commissioner Mary Gardiner Jones.

It is characteristic of great achievement, that it requires continuous, dedicated pursuit. Despite wrong turns and detours, we know the end is there, that it can and will be achieved.

Realization of the social and educational ideals of our free society demands such effort. Continuous, dedicated, and most important, prompt.

Broadcasting is not only equipped to foster the informed, open-minded attitude essential to this realization. But it can also help us avoid some of the bewildering turnings along the way.

Through objective presentation of events, the broadcaster can open millions of eyes to the larger realities of the day.

Through unreserved discussion of ideas, he can open millions of minds to the diverse currents of thought at work in the community.

Through unflinching investigation of man's injustices to man and to nature, he can open millions of hearts to the need for action.

The broadcaster must pursue this threefold aim. No matter how long or how winding the stair.

GROUP



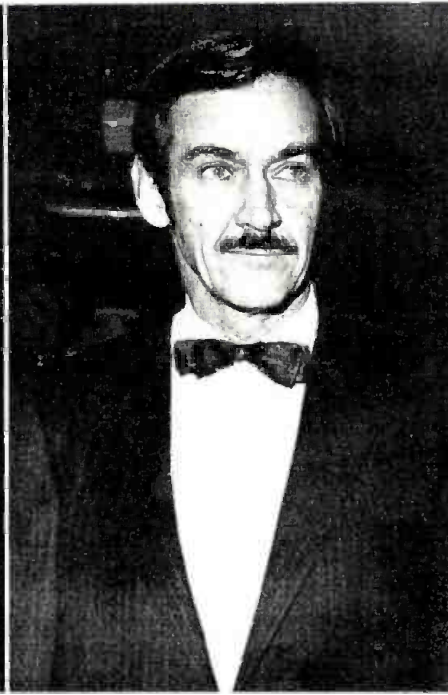
BOSTON WBZ - WBZ-TV
NEW YORK WINS
PHILADELPHIA KYW - KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KDKA - KDKA-TV
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Contra



Two long-time critics of advertising on children's TV programs made their objections known last week. Mrs. Evelyn Sarson, Action for Children's Television (l), asked the agency to prohibit vitamin and drug advertising on children's TV programs, and Robert Choate, Council on Children, Media and Merchandising (r), called for the establishment of a children's bureau in the FTC.



Two of three industry witnesses called on the trade commission to hold off imposing special restrictions on children's advertising until it is proved that such advertising truly is harmful to young people. Shown above are Aaron Locker, general counsel of the Toy Manufacturers of America (l), and Melvin Helitzer, president of Helitzer Advertising Inc., New York (r).

search that shows children spend more time viewing TV with their families during prime time than they do special children's programs. He noted that preschoolers do only 14% of their total viewing during the Saturday-Sunday morning kiddie program hours, and those six to 11, only 12% of their total view time then.

Mr. Locker also stressed the importance of TV to toy makers. TV

is the only medium that permits demonstrations, he said, so important for toy sales. And, he added, TV permits the toy industry to adjust its advertising to take into account its seasonal "skew"—60% of all toys are sold during the 30-day period between Thanksgiving and Christmas, he observed.

And he added, the toy industry has worked closely with the Code Authority of the National Association of Broad-

casters to develop and formulate guidelines.

Donald B. Miller of Rumrill-Hoyt Inc., New York, emphasized the requirement that advertising to children requires honesty. Nothing kills a product faster, he said, than dissatisfied customers.

In current toy advertising, he said, he has noted that advertisers are bending over backward to depict toys exactly as they are.

He said he personally disagrees with some current cereal advertising that "spends 60 seconds selling a five-cent premium toy that requires the purchase of a 45-to-69-cent box of cereal."

"My over-all impression of the commercial side of children's TV," he said, "is that it has come a very long way in the last few years."

Notwithstanding these views, established critics of TV advertising for children bombarded the trade commission with complaints.

Mrs. Sarson tossed the FTC two propositions: One, in a formal pleading, asked the commission to ban all vitamin and drug advertising on children's programs; the other was the announcement that ACT would ask the FTC to ban toy advertising on children's programming as well (see page 26).

These two petitions are based, she said in her testimony, on the allegation that all children's advertising on TV is misleading and unfair. The advertising, she noted, is directed at children who are not the buyers of the products; also, she stressed, children (ages 2 to 11) are not mature enough to make buying decisions.

But, she added, ACT has no objection to advertising of products for children on adult TV programs. Adults, she said, are competent to judge such advertising.

The result of current children's advertising on TV is to breed distrust, she said, as well as distort other values in a child's life.

Protection of children is an historical governmental obligation, she said, and should be applied to TV.

Because of an error in interpreting Nielsen research, Mrs. Sarson told the FTC that a reference in an ACT film, which she showed to the commissioners, to children watching 50 hours weekly was wrong; the correct figure she said is 22.6 hours weekly.

Earlier, this error was brought to ACT's attention by Dr. Seymour Banks, vice president for media and program research, Leo Burnett Co., following a symposium on children's TV programming last month in Chicago (see page 26).

Mr. Choate also invited the FTC to establish a special staff to handle trade practices toward children. He urged

new standards and regulations for advertising directed to children.

In the course of his extensive commentary (he also discussed children's advertising in comic books, newspapers, magazines, as well as on packages), Mr. Choate termed spotty the record of the Code Authority of the National Association of Broadcasters in enforcing its own toy-advertising guidelines. And, he stressed, the NAB code does not apply to toy premiums in cereal advertising—although, he said, he was told this was to be considered at the TV code-review board meeting next month.

Noting the growth of cross ownership between food companies and toy makers, he claimed that tie-ins in TV advertising in these two fields was increasing.

These were the two major critics of TV and children's advertising early during the week. Some criticism also came from a number of academic witnesses.

Perhaps the most severe of these was advertising in these two fields were in Professor F. Earle Barcus of Boston University, who virtually castigated the syndicated *Romper Room* program. Based on a week's monitoring of the program as broadcast in Bangor, Me., Professor Barcus characterized the program as heavily commercial—even in the so-called entertainment segments. He said that 36% of the time devoted to a segment called toy play was obviously commercial in that 15 of the 20 toys were identifiable. And, he added, sometimes after a toy had been seen in that portion of the program, it was followed a day later by a commercial for the same item. Commenting on heavy tie-in promotions for named toys, he reported that the "teacher" herself had given the commercials for five of 20 products.

He noted that during the so-called prayer segment, after the children and

teacher had recited a child's grace ("God is great, God is good, let us thank Him for our food."), the teacher followed by saying: "Now you may have your Tropicana orange juice from Pleasant Hill dairy."

The bulk of Professor Barcus's testimony dealt with a study of four Saturday-morning programs in Boston that showed that they were 77% entertainment, and 23% advertising, promotions, station ID's, etc.

Commercial messages, he said, amounted to 11 minutes per hour on the average. He noted also that virtually all the toy advertising was not animated (which he termed "hard sell"), while cereal advertising was mostly all animated (which he termed "soft sell").

He commented that only one advertisement in the study made a bald attempt to induce the child to pressure his parent to buy the item.

The BU professor suggested that a ban be placed on all product advertising in programs directed at children under the age of 8; suggesting instead that some sort of credit line be run for the company sponsoring the program.

Also calling for a moratorium on advertising for children in TV was Dr. John Condry of Cornell University. Dr. Condry noted that in every society children are protected, but only in the United States, he said, is TV advertising allowed to appeal to children. This, he said, is abuse, and has a potential for harm.

Dr. Condry's major point was that TV was taking on a proportional significance in children's lives because of the decline of traditional forms of child "ecology"—such as the extended family, neighborhoods, school, church.

Asked to comment about children's programming, Dr. Condry termed it not dangerous, "just boring . . . and tedious."

Dr. Richard Galdston of Boston's Children's Hospital marked TV as a

significant, but only one of a number, of such factors for disturbed children. For the normal child, he said, TV viewing has no demonstrable harmful effects.

Dr. Galdston described his discovery that elements of the TV show *Dark Shadows* appeared in three of his patients. On investigation, he discovered that the children had been coming home from school to find their mothers, all mildly depressed, watching this program. The child, seeking to involve itself with its most trusted adult, also became involved in watching the TV program. But, he noted, it was not the TV program that induced a phobic state in the child; it was a reaction to the mother's problems.

But, he concluded, TV does "intrude" in the home, and "dictates the imagery by virtue of its very explicit reproduction of sights."

Dr. T. Berry Brazelton stressed the observable effects of a medium as powerful as television on children.

He noted that young children, just beginning to cope with outside influences, suffer a tremendous "drain" of physiological and psychological energy when exposed to television's "overwhelming and assaultive" stimuli. Television viewing, he said, creates a passivity in the child that, while activating impulses toward violence and sexual activity, offers "no real outlet and no healthy expression" for them.

Dr. Brazelton criticized television advertising for creating "global distrust" among children. He further suggested a correlation between the apparent disillusionment of today's youth and the fact that they represent "the first real television generation."

He noted, however, that those same advertising techniques have been used for a positive good—he cited public broadcasting's *Sesame Street* as an example.

Dr. Brazelton favored a reduction in the number, length and "intrusiveness"



Five of the seven professionals who offered information, and in some instances advice, to the FTC last week in its advertising proceeding, are shown above (l. to r.): Professors Scott Ward, Harvard; Daniel B. Wackman, Minnesota; John

Condry, Cornell; F. Earle Barcus, Boston; and T. Berry Brazelton, Harvard. Not shown are Professor Albert Bandura, Stanford, and Dr. Richard Galdston, Children's Hospital, Boston, both of whom also testified.

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☆ Phoenix ☆ St. Louis ☆ Salt Lake City ☆ San Diego ☆ Tulsa ☆ Washington, D.C.

Undaunted ACT bends the FTC's ear

Action for Children's Television, the Boston-based organization that has asked the FCC to prohibit advertising on children's TV programming, and also to require TV broadcasters to program at least 14 hours weekly of children's shows, last week moved over to the Federal Trade Commission.

The organization submitted a petition to the FTC asking that that agency bar all advertising of vitamins and other drugs on children's television programs as well as on family programs. It contended that such advertising is unfair and misleading.

And, according to Mrs. Evelyn Sarsen, president of ACT, the organization is preparing another petition to the FTC asking that agency to prohibit toy advertising on children's TV programming. That disclosure was made by Mrs. Sarsen during her testimony before the FTC in its current hearings on modern

practice in the field of advertising (see page 19).

ACT said that it has monitored vitamin ads on children's TV programs for the past year and found that they make these suggestions: that vitamins can take the place of regular well-balanced meals, that they make life more enjoyable and that they increase physical prowess.

Children are not competent to make judgments about their need for medicine, ACT said. And, it added, the commercials ignore the health hazard to children who take overdoses because they taste like candy.

ACT quoted Dr. Frederick H. Lovejoy, executive secretary of the Boston Poison Information Center, who warned that vitamins, combined with iron, as many are today, can cause diarrhea, blood in stools and vomiting. When an overdose of vitamins is taken, Dr. Love-

joy said, shock and coma can result.

In 1969, ACT said according to the National Poison Control Center tabulations, 3,850 children under five years of age accidentally ingested an excessive amount of vitamins. Only aspirin overdoses rank ahead of vitamins in frequency of overdosage among five-year-olds, ACT said.

The advertising of vitamins on TV shows for children, ACT maintained, was even contrary to the code of the National Association of Broadcasters. It quoted one section of the NAB code that "seems" to prohibit such ads; and requires special care by broadcasters regarding children's advertising of products involving health.

ACT petitioned the FCC in 1970 for restrictions in children's TV programs. Early in 1971, the commission decided to treat the petition as an inquiry, and called for comments. The last batch of pleadings were submitted last month (BROADCASTING, Oct. 11).

of commercials. For programming he opted for educational programs designed for CATV or cartridge sets—among which parents would have a choice of "constructive" programs.

To guarantee TV as a positive experience, Dr. Brazelton recommended that an agency be established to create and supervise children's programs.

Dr. Albert Bandura of Stanford explored television as a powerful model for behavior. He attributed the roles of teacher, social model and disinhibiting force to the electronic medium, and said it affected each viewer differently.

Dr. Bandura made no distinction between the effects registered by adults and children. Adults, according to him, were as susceptible as younger viewers.

Concerning acts of crime and violence, Dr. Bandura said these acts must not only be learned—as via television—they must also be activated—usually by "instigating" outside conditions.

Touching on advertising, he said that it was aimed primarily at enticing the viewer to make his "first purchase."

Professor Scott Ward of the Harvard Business School, and Professor Daniel B. Wackman of the University of Minnesota, provided the FTC commissioners with results of their study of children and TV advertising, announced earlier this year.

The studies covered 5-to-12-year-olds and 13-to-19-year-olds.

For the younger group, Professor Ward noted that selectivity of attention to TV commercials increases progressively with age. Youngest children, he said, are confused by commercials because they cannot differentiate between program content and advertising content. But as they grow older they can,

and, he added, they begin to develop negative attitudes about TV advertising at an early age. For preteen-age children, Professor Ward said, TV advertising does have an impact, but this is modified by the child's maturity, their selectivity in watching TV commercials and "in-family" factors. "Together with schools, peer groups, the family TV, and TV advertising in particular, are among the most important inputs to gradual processes by which children acquire skills, attitudes and knowledge about the social environment," he declared.

Professor Wackman said adolescents watch TV advertising for two reasons. One is social utility, to learn how other people behave, solve problems, current fashions, etc. The other is what he called communication utility, the ability to talk about commercials with parents, family, peers and friends.

Professor Wackman said the survey revealed high average recall for TV advertising; the average adolescent could recall 12 of 16 items. However, he added, the general attitude toward TV advertising by adolescents is negative—67% agreed with a statement that most commercials are in poor taste and are very annoying; 66% disagreed with a statement that TV commercials tell the truth.

But humorous commercials apparently draw the largest number of those liking advertising (33%), while the style of the commercial drew 26% and the straightforwardness another 18%. Most significant in dislikes for TV commercials was failure to provide useful information (37%), with false and hypocritical advertising second in distaste (21%).

Notwithstanding this distrust, Pro-

fessor Wackman noted, half of the adolescents claimed they had bought at least one product because of TV advertising.

ACT's figures called into question by Banks

Dr. Seymour Banks, vice president, media and programming, Leo Burnett Co., is convinced that Action for Children's Television is in error on two counts: on the amount of time it says children spend watching television and the amount of money it says TV networks have available to support children's programming.

Dr. Banks wrote to Mrs. Evelyn Sarsen, president of ACT, that at a recent symposium in Chicago sponsored by her organization (BROADCASTING, Oct. 25) and in literature distributed there, the statement was made that children from 2 to 5 years old spend 50 hours a week watching television. He pointed out that the Nielsen Television Index shows that the total set usage among homes with a child under 6 amounts to 53 hours per week, but the data for persons show that the average child 2 to 5 years watches 22.6 hours weekly and those from 6 to 11 watch 21.7 hours, both on an annual average basis.

"Apparently someone in the ACT organization was aware of the correct figures since the brochure distributed at the Chicago symposium refers on its front page to a child watching 15,000 hours by the time he completes high school," Dr. Banks noted. "Fifty hours a week is 2,600 hours a year—15 or 16 times 2,600 is 39,000 to 40,000 hours."

Dr. Banks also took sharp issue with

were WABC-AM, WCBS-AM, WHN(AM), WNBC-AM, WNEW-AM, WOR-AM-FM and WRFM(FM) New York and WPAT-AM Paterson, N.J.

BIAS adds WOR-TV

WOR-TV New York has joined the growing family of stations linked into the Broadcast Industry Automation System (BIAS)—a computerized system for handling station traffic, accounting and sales information (BROADCASTING, Jan. 25). Since its inception nearly a year ago, the system—which began at WMC-TV Memphis—has added 15 accounts nationwide. WOR-TV marks its first nonnetwork addition. BIAS is operated at WMC-TV in cooperation with Data Communications Corp. there. The BIAS system processes broadcast orders from the initial confirmation of advertising availabilities, scheduling and logging of spot sales, to reconciliation and final billing.

BusinessBriefly

■ General Foods Corp., Birds Eye division, White Plains, N.Y., through

Young & Rubicam, New York, will introduce two additions to its International-Recipe frozen vegetable line—Hawaiian and Parisian-style vegetables—in a country-wide spot-TV campaign in unoccupied markets, beginning Jan. 1. Campaign will run indefinitely using 30-second announcements.

Sno-Jet Inc., Thetford Mines, Quebec, has started what amounts to an international radio campaign on behalf of its snowmobile product. The campaign is scheduled to cover as many as 26 markets in Canada. A total of 29 markets are planned for the U.S., blanketing northern states. Markets in the U.S. are in such snow belts as Idaho, Minnesota, North Dakota, South Dakota, Wisconsin, upstate New York and Michigan. Agency for Sno-Jet is McCann-Erickson of Canada Ltd., Montreal. The radio spots being used in the campaign were created and produced by Chuck Blore Creative Services, Hollywood. The campaign calls for the scheduling of an average of three spots a week with the concentration on morning air times.

Sears, Roebuck & Co., through Stern, Walters & Simmons, both Chicago, will

sponsor the rebroadcast of a half-hour animated special, *Winnie the Pooh and the Blustery Day*, on NBC-TV, Wednesday, Dec. 1 (8-8:30 p.m. NYT). The special, which pre-empts *Adam-12*, was originally aired on the network on Nov. 30, 1970. Another NBC-TV special, *The Mysterious Spring: Africa's Mzima*, scheduled for broadcast Sunday, Jan. 16, 1972 (7:30-8:30 p.m. NYT), will be fully sponsored by the American Gas Association, Arlington, Va., through J. Walter Thompson Co., New York. The special on African wildlife is one of six specials on NBC-TV this season being fully sponsored by the association.

RepAppointments

- WGMA(AM) Hollywood, Fla., and WKLS(FM) Atlanta: Avery-Knodel Inc., New York.
- WBZ(AM) Kingston, N.Y.: AAA Representatives, New York.
- KVOO(AM) Tulsa, Okla.: Blair Radio, New York.
- WPIX-FM New York: Walton Broadcasting Sales Corp., Chicago.

from *VARIETY* AUGUST 4, 1971

FMer (WEAT) Rules W. Palm Beach Market With Record Share Of 21.5

It has come to the point where the properly handled FM "good music" station will out-rate the AM "good music" leader. And this holds not only for big markets but medium and small as well.

So says James A. Schulke, prez of Stereo Radio Productions, which now is consultant and programmer for 28 stations.

The most impressive evidence Schulke has for his declaration is in the most recent ARB report for the SRP client WEAT-FM in West Palm Beach, Fla. In the new April-May ARB, the station has a 21.5 share of audience from 6 a.m. to midnight, Monday through Sunday. This makes WEAT the highest rated station among all AM and FMers for the second year. The next closest share is WEAT-AM with a c&w format (the figures are based on a metro area breakout).

WEAT-FM also leads the market in metro-area cume with 89,200 persons 12-years-old and up. And the station's 18.1 share in morning drive time (6 to 10 a.m., radio's primetime) is believed to be a first in first

place for an FMer in the period.

FM rock also is cutting in on AM in all-size markets. In West Palm Beach, rocker WIRK-AM is third, no doubt because of competition from WMUM-FM, a hard progressive rocker. The former has a 9.4 share, the latter a 4.6 in the overall averages.

Notable numbers for other SRP stations include: WBYU New Orleans, fourth in the market with an 8.6 share; WBNS-FM Columbus, after two months with the service hit a 10.6 share, fourth in the metro area, third in the total area; KRMG-FM Tulsa, SRP since last August, is tied for third with an 11.3 share; KRDO-FM Colorado Springs is in second place with a 12.3 share.

SRP totally programs its customers with one-hour tapes of standards. Detailed attention is given to such things as female and male tempos, tempo according to seasons, the beat between selections ("let 'em savor it") and counter-programming via airchecks of the other stations in the market. And the consultancy extends to all phases of engineering.

from *VARIETY*
JULY 14, 1971

KJOI-FM TOPS L.A. 'GOOD MUSIC' LINEUP

The FM band's invasion of "good music" ratings is even stronger in Los Angeles than New York, where such stereo album purveyors as WRFM and WTFM have been challenging long-established AM outlets.

In the April-May ARB Los Angeles book, two FM stations lead the roster of the seven leading "good music" stations in the market of more than 40 outlets. In the shares for Monday-Sunday, 6 a.m. to midnight for all persons over 21 years of age, KJOI-FM leads the "good music" list with a 4.1 share. Second is KOST-FM with a 3.4 share.

KJOI went to its current format only last November and has moved up from an 0.7 to the 4.1. Under new ownership, Able Communications, the call letters were changed from KOBH to KJOI.

KJOI is a music-consultancy client of Jim Schulke and Phil Stout's Stereo Radio Productions Ltd.

STEREO RADIO PRODUCTIONS LTD.

36 East 61st Street, New York, N.Y. 10021

(212) 980-3888

Caution in the wind at TVB meeting

Economic forecast—no dramatic upturn;

Washington outlook—no relief in sight

The 17th annual membership meeting of the Television Bureau of Advertising brought little promise of easy sailing ahead for television advertising.

The more than 220 broadcasting and advertising executives attending the Nov. 9-11 sessions in Chicago could read the signals of a continuing storm. The medium, they were told, is in trouble in Washington; consumerism is not about to fade away. And while TV is ailing along with the U.S. economy, it also suffers from its internal business pressures.

Broadcasters in corridor talk lamented the fact that national spot is not what it used to be or what it could be expected to be in individual markets, but added that local advertising is taking up much of the slack.

TVB's agenda reflected the social changes of recent years. Meetings dealt with such topics as the changing consumer life-style; new business trends ahead during the seventies; a look at how one blue-chip national advertiser—General Foods—is using sponsored public-affairs programming produced locally (see page 34); and a session devoted to a TVB study of the working woman. There were also indications of what TVB will do to help broadcasters improve sales.

The advertising cauldron in Washington was reviewed by Theodore Sorenson, attorney and former special counsel to President Kennedy, who had a blunt message in his luncheon speech Wednesday. "Advertising as a whole faces a new and more hostile climate in Washington in the seventies," he said. "But my basic warning to you today is this:

"The brunt of this stepped-up Washington attack on advertising is being borne by television commercials in particular. Although many of these hearings and proposals talk of advertisements in general, their real target is television advertising."

In reference to the current Federal Trade Commission hearings on advertising, Mr. Sorenson said: "Although magazine and general advertising champions have been far more in evidence at these hearings than broadcasters, the FTC staff in fact regards them primarily as hearings on television advertising." Assessing the tone of the hearings, Mr. Sorenson said:

"The lead-off witness, Congressman John Dingell (D-Mich.), urged the [FTC] to give special attention to TV ads. It will. One FTC source was quoted as stressing TV's unique capability to mislead or mesmerize the consumer; another stated bluntly that what is tolerable in print advertising is intolerable in TV; still another said that the FTC standards allowing a certain amount of puffery in printed ads did not hold true for the 'more subtle, more persuasive' medium of television."

Mr. Sorenson said he found it "ironic" that "the advertising industry never had more friends inside the White House than it has today, and it has never been under more severe attack by the federal government than it is today." In just one year, he said, advertising has been under "intensive scrutiny and sometimes assault" from the FTC, the FCC, the Food and Drug Administration, the Senate and House Commerce Committees, the Senate and House Small Business Com-

mittees, several subcommittees, various members of Congress, the courts, the White House Office of Consumer Affairs, the White House Conference on Children, the surgeon general's committee studying TV violence—and others.

The others, according to Mr. Sorenson's list, include "a wide variety of private organizations speaking to Washington officialdom in the name of consumers, nutritionists, children, conservationists and church groups . . . and alleging in effect that advertising alone is to blame for everything wrong in our society, from violence, drug abuse and impulsive shoppers to inflation, monopoly, pollution and national self-indulgence."

Mr. Sorenson urged broadcasters to "beware" of FTC "flattery" that suggests TV is the "more subtle, more persuasive" medium, noting that such new FTC weapons as "corrective advertising" and "affirmative disclosure" developed from what were originally TV-commercial complaints. He added: "Still another FTC ruling may require advertisers to finance TV commercials showing what their product demonstration would have been had it met all FTC requirements."

During most of his speech, Mr. Sorenson hammered away at various restrictive measures or proposals against advertising currently being considered in Washington, warning that "all these restrictions are aimed at advertising on TV, not the ads in comic books, or in juvenile magazines or elsewhere." High on his list of danger signals: proposed restrictions as to what can or cannot be included in advertising copy and the various moves by the FCC in the area. "That commission, too, has been pushed this year by citizen groups and court reversals to pay more attention to TV advertising than ever before," he said.

He took note of the courts' extensions of the FCC's fairness doctrine to commercials, noting that if taken to the extreme "the utter clutter and chaos that could result place the very survival of commercial television at stake."

Mr. Sorenson suggested that in countering this climate, the TV industry answer "irresponsible proposals" with "constructive alternative proposals"; that self-regulation be viewed only as "part of the answer" and that it be recognized that the crisis facing TV



Mr. Sorenson (l) and Mr. Cash

Congratulations Congratulations Congratulations to J.C. Kellam



**Pioneer Broadcaster of the Year / Texas
Association of Broadcasters / November
1, 1971**

Calling the signals for a winning team started in 1923 for Jesse Cage Kellam. He quickly moved from coaching the high school football team for Lufkin, Texas, High School through the broadcasting ranks to the helm of one of the southwest's most successful radio-television operations . . . KTBC-AM-FM-TV . . . in Austin, Texas.

Under his dedicated leadership, the single operation of Radio Station KTBC became Texas Broadcasting Corporation, which now also includes television and FM facilities. Kellam is president of the corporation. His stations enjoy the reputation of being among the finest in the entire southwest and are leaders in all phases of broadcasting and telecasting in the Central Texas area.

The TAB Pioneer Broadcaster of the Year Award is the highest honor in a long list of outstanding awards that have come to KTBC-AM-FM-TV during his years of "calling signals." Among them are: Elkins Educational Award . . . 1962; 1967, 1968, 1970, 1971 / National Headliners Club Award . . . 1967 / San Francisco State College Broadcast Media Award 1967 / TAB Distinguished Programming in the Public Interest 1970 / TAB Best Community Discussion 1970 / TAB Community Service Award. 1969 and 1970 / And numerous other TAB and UPI Awards.

KTBC 

(Paid for by Friends and Co-Workers of J. C. Kellam)

Mrs. Sarson's statement in Chicago that the television networks were making \$75 million from children's programs. Dr. Banks asserted that Broadcast Advertisers Reports shows that the 1970 total advertising expenditures in network weekend children's daytime programming were \$75 million, and there was an additional \$2 million in *Captain Kangaroo*. He added that FCC figures show that the combined profits of the three television networks amounted to \$56.4 million in 1968; \$92.7 million in 1969 and \$50.1 million in 1970.

"Thus I conclude that you gave the revenue figure [for children's programs], not the profit figure—not intentionally, but an error nevertheless," Dr. Banks wrote. "I don't know what profits the networks made on the \$77-million revenue they got from children's programs in 1970 but they made \$50.1-million profit (before federal income tax) on \$1.14 billion of revenue, or a profit rate of 4.47%. If we apply this rate to the revenue from the children's programming, the profit was \$3.4 million.

"Thus your figures are in error, this time by a factor of 20." He suggested that ACT might recheck its printed materials and its subsequent testimony, and make the necessary changes.

Lennen & Newell rules out merger

Lennen & Newell will not merge with any other agency, a company official said last week. The word had been out that the New York-based agency was experiencing financial difficulties this year and had been talking merger with six other agencies. Campbell-Ewald, Detroit; Foote, Cone & Belding, New York, and Clinton E. Frank, Chicago, were among those named.

An agency spokesman said L&N had been approached by agencies about a possible merger and that preliminary discussions were held. He added, however, that the 47-year-old L&N had found a "logical and strong way" to relieve its financial burden and was no longer interested in merger. He would not elaborate on the solution.

L&N billed \$140 million last year, with some \$65 million of it placed in broadcast.

Agency Appointments

■ Ogilvy & Mather's Houston office has picked up its first client—Opryland U.S.A., Nashville. A sizable piece of the ad budget will be allocated to a spot radio and TV campaign set to begin in April. The new amusement center, scheduled to open April 29, 1972, is under the auspices of NLT

Corp.'s National Life and Accident Insurance Co., Nashville, and will house country music's famed Grand Ole Opry. O&M's Texas office opened early this year to service the Shell Oil account there.

■ Old American Insurance Co., Kansas City, Kan., and the newly launched International Beauty Club, New York, have appointed Rapp, Collins, Stone & Adler Inc., New York, to handle their accounts. Although billing figures were not available, an agency spokesman said the insurance firm and the beauty club expect to advertise on radio and on television, respectively. Former agency for Old American was Stagg, Dale & Archer, New York.

■ Woodall Publishing Co., Highland Park, Ill., has appointed A. Eicoff & Co., Chicago, as agency for the firm's "Trailer Parks & Campgrounds Directory." According to Curtis G. Fuller, president of Woodall, an extensive national TV and radio campaign is expected to begin in January. Woodall publishes magazines on travel and camping in addition to the national campground directory.

On their minds at ARF: consumers

The consumer movement and its impact on advertising research will be the dominant theme of the Advertising Research Foundation's 17th annual conference today and tomorrow (Nov. 15-16) in New York.

A round of addresses on consumer-related issues will occupy this morning's session. These will include a report on a new survey of consumer attitudes toward business and advertising, conducted by the Lou Harris Organization for *Life* magazine; a look at the growing role of research as legal evidence, by professor Hans Zeisel of the University of Chicago Law School; a report on the current Federal Trade Commission hearings by Thomas Dunkerton of Compton Advertising and Herbert Zeltner of Needham, Harper & Steers; an examination of young people as consumers by Seymour Banks of Leo Burnett Co., and suggestions for restoring trust and credibility in advertising by Alvin A. Achenbaum of J. Walter Thompson Co., the conference chairman.

Samuel Thurm of Lever Brothers, chairman of the ARF board, will consider the role of research in protecting consumer interests in today's luncheon address.

This afternoon's session will deal with advertising techniques and concepts in relation to consumers, including a report by Michael von Gonten, manager

of behavioral research for the Pillsbury Co., on five years of work in developing and applying a measure of TV-commercial effectiveness based on consumer behavior.

Tuesday's agenda features more than a score of presentations by research organizations, with a luncheon address by ARF President Paul Gerhold on building the importance and professional quality of advertising research.

From 800 to 900 agency, advertiser and media researchers are expected to attend the meetings, to be held at the New York Hilton hotel.

Department stores up N.Y. radio billings

Local stations pool data for first time in area association's project

Five New York department stores are expected to spend \$3.18 million on nine radio stations in the New York metropolitan area this year, an increase of 11% over their spending on the stations last year, the New York Market Radio Broadcasters Association reported last week.

The estimates are based on the stores' actual billings on the nine stations in 1970 and in the first three quarters of this year, with their quarterly averages projected for the fourth quarter of 1971. The study was conducted for the association by Radio Expenditures Reports, based on billings data submitted by the nine cooperating stations.

Howard Klarman, executive director, said it was the first time members of the association had agreed to pool billings data and publish trends and that he hoped eventually to issue product-category reports based on information from all 30 stations in the association.

It was estimated that if all stations had participated in the current study, the expenditures figure for the five department stores would have been increased by at least 25%, to about \$4 million.

Sears, Roebuck was by far the biggest radio user in the current study, spending at an annual rate of \$1,351,000, up 20% from 1970. The dollar expenditures of the other stores were not disclosed but the association said three were spending more than in 1970 while one was spending somewhat less. In terms of expenditures, they were ranked as follows: Gimbels (down 5%), Macy's (up 2.8%), Abraham & Straus (up 23.8%) and Alexander's (up 5.6%). The stores have 44 outlets in the area.

Stations participating in the study

advertising, while a substantial threat, also "poses a very real opportunity." He urged the industry to "clean up, collaborate with the government, restore public confidence in TV, to tell the truth and nothing but the truth, to attract more young idealists into television advertising jobs, and to tell the story that to my knowledge has never been told: the advantages which television advertising alone, among all the means of communications, gives to the consumer and the protection of his rights."

The Sorenson address was preceded Wednesday morning by a review of the mechanics of the new National Advertising Review Board by William Ewen, its executive director, who announced that NARB will hold its first annual meeting in New York this week. "I think it is safe to say that immediately thereafter we'll be in business," he said.

Mr. Ewen said it was as yet difficult "to forecast what the workload will be—or how much of it will involve television advertising," noting that NARB intended to keep in close touch with the TV industry and "try to benefit from the experience of your own code authority."

Though Mr. Ewen did not plunge into TV advertising's problems as directly as did Mr. Sorenson, he did not ignore them. He made several references to TV, noting particularly that its "persistence" in obtaining viewer attention and its very power and repetition as a mass medium have moved it up front in Washington's probing of advertising. In discussing the development of NARB, as a self-regulation arm of the advertising business, Mr. Ewen pictured it as an attempt by the advertising industry to dry out after "all of us—advertisers, agencies, and media stand today still sopping wet from the big wave of consumerism that broke over us more than a year ago."

A rundown on spot, network and local business was also provided Wednesday morning by a panel of specialists.

John Dickinson, president of Harrington, Richter & Parsons, as the spokesman for representative firms, said that the spot-television business had its share of "good and bad news" in 1971. He noted that during the year, spot lost nearly 5% of its traditional revenues with the ban on cigarette commercials; obtained a technical increase in sales inventory as the 30-second commercial became the basic TV length "at 50% of the minute rate" and "in a recession year, we received 24 hours each week of new inventory [prime-time access rule], which, under the presidential directive, we are now allowed to sell at old prices."

Mr. Dickinson said national-spot business in the second quarter "showed real improvement," but the "recession and a

Gillen succeeds Lee

Albert J. Gillen, Poole broadcasting, was elected board chairman of the Television Bureau of Advertising for a one-year term at last week's annual meeting. He succeeds Terry H. Lee, Storer Broadcasting, who remains on the board as chairman ex-officio.

Jack McGrew, KPRC-TV Houston, was elected secretary, succeeding Mr. Gillen; James E. Conley, Meredith Corp., was re-elected for another one-year term as treasurer, and Norman E. (Pete) Cash was re-elected president.

New board members elected for four-year terms were Richard Block, Kaiser Broadcasting; Ken Johnson, KTRK-TV Houston, and Robert Weigand, WTAF-TV Philadelphia. Tod Moore, the Katz Agency, succeeds J.W. (Bill) Knodel of Avery-Knodel, for a two-year term as the reps' selection of a board director.

Leaving the board: Guy Main, Midwest Television, and formerly chairman, ex-officio; Robert S. Schultis, WDSU-TV New Orleans, and Robert D. Thomas, WBNS-TV Columbus, Ohio.

good performance in 1970 spoiled national spot's comparative figures for the third quarter. Then came the fourth quarter and, instead of the U.S. Cavalry charging up the hill to rescue the spot-television wagon train, we heard a wage-price blast on the presidential bugle that blew a few uncertainties over the advertiser planning, and may well turn what should have been a period of real recovery into something a little less than that."

Mr. Dickinson noted, however, that fourth-quarter 1971 spot revenues must be weighed comparatively against a period in 1970 in which about 45% of the total 1970 cigarette spot-dollar expenditure was made so that "comparative sales performance, this year versus last" may look "worse than it really is."

He also characterized the year as one in which the recession produced a "downward reaction in competitive pricing," which, along with advertising agency specialization and tightening of buying goals, exerted "enormous pressures on the marketplace—it became hard to walk away from an order and easy to forget that the only workable formula for a profitable marketplace is still a fully published, adhered-to and equitably applied rate card."

As for good news, said Mr. Dickinson, there is the realization that profitability can be improved with "the development of finely honed management tools," which permit station management to "accurately judge station performance and to anticipate sales and

pricing problems before they arise." A station, he said, can "compete more effectively when it can function under pressure, deliver what's been promised and bill it correctly." The controls, he said, can be achieved through more sophisticated uses of the computer.

Mr. Dickinson said, however, that spot business is in need of "universal adoption by advertising agencies of the standard copy instruction form, approved by the American Association of Advertising Agencies over a year ago." He noted that a report by Burnham & Co. on seven publicly held advertising agencies indicated that efficiencies generated by standardization should reduce agency expenses as much as 5% and said, realistically, this approach is for agencies, not reps, to adopt.

But, as an interim step, he said HR&P has recommended to its client stations that the agency be contacted if copy instructions are not understood—and, after a mutual understanding is reached, a letter be forwarded to the agency setting forth the understanding. If a later billing problem arises because of a misrun of copy, the letter then should be presented as evidence in the collection proceedings.

According to Mr. Dickinson, "spot television is the medium of the current computer technology: as advertisers know more about where their sales are made, spot television will become more their medium, and changing tastes, life styles and social priorities will demand new products, new packaging." ("We expect spot TV to be the workhorse in anticipated new-product introductions in the early seventies," he said.)

In national spot's "language of enthusiasm, [which] remains our most effective selling tool," Mr. Dickinson predicted that by 1973 TV should be "back outperforming the Gross National Product's annual percentage increase." He also said that much of new grocery store sales increases anticipated in the next several years will be accounted for by new brands supported by spot TV; that TV's product-support base will broaden with the growth of color penetration, and that soon "the logistics of buying, confirming, scheduling, billing and paying will be handled with comparative ease."

James Shaw, vice president, network sales, ABC-TV, representing the networks, similarly summed up the business period as one in which cigarette ads were lost, the 30-second commercial was adopted as the basic sales unit and the three-hour prime-time access rule became a reality, and as a time of upheaval in the entire economy. He said network sales in news are up, noted a swing in weekday daytime from a first-quarter that was down to a fourth quarter (and first quarter 1972) "mod-

erately upside"; in children's programming, fourth-quarter 1971 "is quite successful, and the outlook is excellent for the first and second quarter"; entertainment and other specials, though being curtailed because of the prime-time rule, will still be available in large numbers for advertiser *participations*; late-night programming will "continue to be a good bill-paying area for the networks" with a return to TV of relatively small-budget advertisers through this sponsorship.

Mr. Shaw's business review covered a continuation of strong sports programming and sales and prime time ("the big time—the area of our big risk in sales, representing some 50%-to-60% of a network's business and probably 85%-to-90% of the attitudes people form about television.") From the point of view of advertiser investments in 1972 (and without inclusion of price-control factors), Mr. Shaw said all the networks "will have an outstanding sales performance."

Others on the panel were Sherman Headley, general manager, WCCO-TV Minneapolis (for stations), and Harvey Spiegel, vice president, sales and marketing, TVB. Mr. Headley said his station found it could protect rates at a "healthy profit," noting that although business took a beating in February, it snapped back—"We had our best July, October looked better and November is ahead." He said that the station has found that when "national business is down, local can be up—1972 will be even more successful."

Mr. Spiegel saw moderate increases in television this year, some 5% in both network and spot and 10-12% in local. He indicated TV will draw additional business from such diverse advertiser areas as retailers, department store-chains, automobiles and auto equipment and direct-response advertisers ("They have never been really approached"), noting the standard-bearers in advertising have been hit by several adverse factors, including the economy, price freeze, intrusive events such as dock strikes.

Although the spotlight was most dramatically thrown on TV-advertising's adversity in the Washington and business arenas, the TVB convention also encompassed these activities:

- Announcement by Norman E. (Pete) Cash, TVB president, that the bureau will open a new "principles of communication" seminar series in January for salesmen, producers, directors and writers of its member stations. (These will also replace the one-day sales clinics held in the past). The seminars will be conducted by William B. Colvin, vice president, member training services, starting in Atlanta on Jan.

12-13 continuing in 19 other cities, with the finals in Nashville on July 19-20. Four main areas will be covered: advertising, motivation/communication, the television commercial and a workshop. Mr. Colvin and James Mathis, WFBM-TV Indianapolis, conducted a briefing for members.

- Keynote address—A four-screen color presentation, "America Today"—by Mr. Cash. The TVB-prepared presentation suggested ways to help the industry (and advertisers) solve its problems. Among the points made: There are more people, they are changing in life-style, in temperament, tastes and concerns about society, while TV's status in an economy that is also changing is near universality and the medium personal: TV needs to get through to people, contains the communication tools to do so, including the means of attacking such social problems as pollution, poverty, crime, drug abuse and pilferage.

- Discussing problems of some of the bigger industries, Gail Smith, director of advertising and marketing, General Motors, said he was speaking before "influential groups" throughout the U.S. in an effort to dispel the belief "that the world is going to hell because of [auto] pollution and [lack of] safety."

Recognizing that TV and the auto industry have similar problems from government and consumer advocates, Mr.

TVB's cream of the crop

KTVT(TV) Fort. Worth-Dallas and WWLP(TV) Springfield, Mass., were grand prize winners in the Television Bureau of Advertising's fourth local commercials competition.

A Leonards department store commercial won KTVT its prize for the best commercial produced and created by a station and a message for Western Massachusetts Electric won for WWLP for the best commercial produced or created by an outside producer.

Awards of merit went to WFLA-TV Tampa, Fla. (Maas Brothers of Florida); KOAT-TV Albuquerque, N.M. (Valley Gold Dairies); WDBJ-TV Roanoke, Va. (Master Charge); KDAL-TV Duluth, Minn. (Glass Block department store), and KBTB(TV) Denver (Colorado National Bank).

In other awards, WFBC-TV Greenville, S.C., was cited in the community-service and WITI-TV Milwaukee in the on-air-promotion categories.

Awards were announced at TVB's annual meeting in Chicago last week. The 1971 award winners were selected from among 279 entries. Deadline for a fifth local commercials competition is Aug. 15, 1972.

Smith said the mutuality is contained in the "investigation and unfounded criticism." He recited statistics to explain the improved safety record of the auto industry and discussed both the "realistic and unrealistic" aspects of pollution control.

- Announcement that the TVB study, "Working Woman," conducted for it in the 50 largest TV markets by R. H. Bruskin, will be shown to advertisers in food, investments, insurance, automobiles as well as local retailers. The presentation, shown by George Huntington, TVB's executive vice president, profiled the working woman as younger than the nonworking woman, better educated, more a user of credit cards, a car driver, a new or used-car buyer, owner of mutual funds and interested in sports.

Approaching this consumer as a problem for the marketer (how to reach her), the study found that working women are not all working at the same time and that knowledge of when they are not working gives the advertiser the information as to how best match her availability with his message. The key for TV, the study notes, is that she spends 45% of her total media time with television.

- A presentation by James Landon, director of research, Cox Broadcasting, on trends in business that will affect TV, pictured an expanding U.S. economy, with these prognostications, among others: By 1980 volume in advertising will approach \$39 billion, TV about \$8.4 billion and radio \$2.8 billion; computer time-sharing will take over as the major tool in marketing and media functions; marketing will have an expanded opportunity and responsibility to serve society large through the broadcast media, and rate structures will change with emphasis on what a rating point does, not just what it is.

According to Mr. Landon's prognosis, the station rep's function will change to that of a "marketing expert," helping to plan broadcast advertising campaigns with marketing and media executives at the client and agency level; the radio personality will change and become a communicator; TV will be expected to provide news interpretation and with the limited supply of syndicated and feature film to be available in the seventies, stations should plan on more local origination and less syndication to fill nonnetwork time.

In the technological area, should networks be transmitting by satellite in five years, affiliates will be investing in receiving stations and this, while reducing line costs for networks, may also mean less flexibility in programming (impractical to do regional sports events and possibly eliminate network cut-ins);

FILL IN THE BLANKS:

___ **LEENEX TISSUES.**

___ **LEENEX TOWELS.**

___ **OTEX FEMININE NAPKINS.**

___ **IMBERLY-CLARK.**

Easy? There's a catch. It's not just "k", it's capital K. Because Kleenex® and Kotex® are registered trademarks of the Kimberly-Clark Corporation. And part of a whole line of quality paper products. So when you use our name, please remember to capitalize it. And to use it correctly. Kleenex tissues, or Kleenex towels, never just Kleenex. Thank you.

a rapid expansion of CATV if "government opens the door" and an explosion in the audio-visual cassette business and home players if current projections of reduced prices in hardware hold true; UHF should be a growth area in TV and FM is likely to become the stronger service in radio, with weaker AM's driven off the air.

In other activities at the convention, Mr. Huntington showed eight commercials produced to show the meaning of the television code and urged their use by stations. He indicated that if stations use the messages, TVB would consider researching viewer reaction.

Murray Gross, TVB vice president, communications, cited the problem of shoplifting in a market and showed a sample of an educational TV campaign conducted by Dallas merchants in cooperation with media there. The campaign is now copyrighted and has been purchased in Pennsylvania and Maryland for similar campaigns and is available for use elsewhere.

Jerry Smith, Milwaukee-based filmmaker, illustrated production approaches for low-budget commercials ("which don't look low-budget") for retailers. Mr. Smith showed commercials costing from \$500 to a high of about \$2,500 but which he said "already have returned the client's investment many times over."

He noted they must run side-by-side "with big national productions costing from \$20,000 to \$50,000 and more" and presented six guidelines: pay for the commercial, not unnecessary studio space or "useless showbiz"; don't hire a cast of thousands; do sound track first and then shoot and edit to match the sound track; animated titles and special effects can make a difference; don't go overboard with artistic approaches, and encourage local clients to contract for as many spots at a time as they can—it is a lot cheaper.

TVB board backs efforts to better market studies

Current efforts of the Television Bureau of Advertising in challenging local-market TV audience-measurement reports on the grounds they understate actual TV viewing levels, received the backing of the TVB board of directors last week.

The board, in session after TVB's annual meeting in Chicago, approved a resolution that supports the bureau's moves "to improve the quality of local television measurements" by continuing to meet with the rating services and report to TVB members "their opinion on any changes in the methodology, reporting procedures or audience levels."

The resolution also urged TVB to

"continue to explore new standards and techniques for local audience measurements whether in sample design, type of data reported or the method by which it is obtained," and suggested the probing "include methods of reaching non-listed phone homes, having local measures comparable with national ones, evaluation of electronic or meter-diary combination possibilities, etc."

TVB and the National Association of Broadcasters are co-sponsoring a special telephone-coincidental measurement of TV audiences this month, during the times that the American Research Bureau and the A.C. Nielsen Co. are conducting their fall sweeps of all TV markets (BROADCASTING, Oct. 25). The study is being conducted by Statistical Research Inc., Westfield, N.J.

Underwriting local journalism

General Foods tells why it's putting a million into public-affairs shows

General Foods, which spends more than \$40 million in spot television, has a little over \$1 million of this amount backing its local public-affairs programming sponsorship.

The advertiser currently is underwriting shows at the yearly rate of 140 in about 30 markets, according to F. Kent Mitchel, GF's vice president-corporate marketing. His remarks came after an appearance last week at the Television Bureau of Advertising's annual meeting in Chicago.

Mr. Mitchel said GF was not putting up "new money" but that funds come out of the spot budget.

The company goes one or two routes: It runs product commercials in the program or, in instances in which the company and station decide a program would not be suited for commercials, identification is limited to a brief announcement that GF and its products are providing the time. In that case the station agrees to provide General Foods with comparable commercial time on other programs.

At the annual meeting, Mr. Mitchel received a plaque from TVB, commending GF for pioneering local program sponsorship.

In his formal talk, Mr. Mitchel said the sponsorship was related to the corporation's search for "more selective audience vehicles as a means of improving the effectiveness of our media expenditures for the 40 brands we have to advertise." He said GF tried local public affairs in a desire to help improve TV fare and in a belief that the

programs it underwrites ought to be effective selling vehicles "we see no reason why advertising funds cannot serve two masters at the same time: the master of public interest and the master of commercial business."

General Foods started backing local public-affairs shows (instant news specials, one-shot documentaries, "electronic rap sessions" and monthly news specials among others) as early as the summer of 1969.

The sponsor has "criteria" for local buys: it expects the show or shows to be of community interest and important enough to warrant scheduling in a good time period; views presented "must be balanced" and give both sides of an issue and "hold aloof from emotionalism and favoritism toward either side, verbally or visually." It also stipulates that while controversial subjects are acceptable, no subject should damage "the reputation of the sponsor as a responsible corporate citizen."

He also said that General Foods is prepared to "move fast to support a good instant news special on a hot local issue. Sometimes within a matter of hours after GF has received notice of the special, Bob Gillespie at General Foods in White Plains (N.Y.) can make the buy."

Mr. Gillespie, who is local media services director in marketing services, and Archa Knowlton, director of media services, corporate marketing services, head General Foods' local program project.

TV's No. 2 account cuts all ad spending

General Foods, the nation's second largest TV advertiser and winner of a special award from the Television Bureau of Advertising last week, spent 17% less in television during the first six months of this year than it did during the same period of 1970. The TV reduction was apparently part of a general retrenchment in advertising.

Figures compiled for TVB show a reduction of more than \$8.3 million in GF's television spending during the January-June period this year as compared with the first half of 1970. Where first-half figures in 1970 reached \$48.7 million (\$24.3 million in network and \$24.4 million in spot), they dropped in 1971 to \$40.4 million (\$17.8 million in network, \$22.6 million in spot).

The total for all of 1970 showed GF in second place to Procter & Gamble, the nation's number-one television advertiser, with over \$83.9 million spent in TV (\$44.6 million in network and \$49.3 million in spot).

GF would not comment on the reduction other than to acknowledge that TV spending had been curtailed during

the period, but a study of the effectiveness of television versus print advertising was suspected by some sources—apparently erroneously—to be part of the reason.

That study, a 16-month test conducted by GF in cooperation with *Life*, *Look* and *Reader's Digest* (BROADCASTING, March 9, 1970, et seq.), purported to show that magazines were "generally comparable" to television in advertising effectiveness. At that time however, Arthur Larkin, GF president, said "no immediate switch" in media allocation was anticipated.

First-half magazine spending figures bear him out. In the first six months of 1971 the company's magazine outlays were about 6% below the comparable figures for 1970. Although this rate of reduction was much lower than television's, television remained by far the dominant medium, its first-half total of \$40.4 million far exceeding the \$6.1 million allocated to magazines in the same period. Comparable newspaper figures are not yet available.

What technology may mean to marketers

Chait predicts revolution as result of tomorrow's cassettes, CATV, facsimile

A leading marketing consultant is predicting a revolution in his field in the next decade, to be led by video cassettes, CATV and facsimile.

Lawrence G. Chait, chairman and founder of Lawrence G. Chait and Co., New York marketing consulting firm, said he believes "the video cassette will have enormous impact on the American home scene over these next 10 years." The last great recent change in marketing communications came shortly after World War II as television became an important factor on the American scene.

"In the 70's," he said, "we will witness communications changes of even greater magnitude except that the change will be spread over a considerable variety of very exciting new communications carriers."

Addressing the annual meeting of the Life Insurance Agency Management Association in Washington, Mr. Chait said he sees the initial stage of sales conversations, which have been "eyeball-to-eyeball" confrontations in the past, being carried on via video cassettes.

Another possibility, Mr. Chait said, is the development of a completely new type of mail order catalogue by using video cassettes with all of their "potential for portraying merchandise in a mode that is accompanied by sound, lights, music and top-notch sales talent."



Mr. Chait using the medium for his message

Of equal potential, he added, is cable television.

"The great advantage of cable television to marketers is that it opens up a two-way communications capacity between seller and buyer, thus providing for a kind of instantaneous-response direct marketing tool," Mr. Chait said.

Facsimile will be particularly important to the business audience, he predicted. "We have experimented with this device in recent months between our New York and Chicago offices . . . the opportunity to provide exact facsimile reproduction of a variety of documents over hundreds or thousands of miles on the basis of just a few minutes transmission is indeed a gratifying experience. . . ."

Other communications devices that will help revolutionize marketing, Mr. Chait said, are picture phones, and new applications of UHF TV and FM radio, directed particularly to segmented audiences in the population.

Grey sees swing to local television

A shift of retail advertising from newspapers to television may be the preface to an all-out war for local budgets, according to an analysis published last week in Grey advertising's *Grey Matter*. The agency said retailers, long settled in print, doubled the number of TV commercials they used per week from 1965 to 1970. In 1965, 29,824 commercials were placed on TV as compared to 61,466 in 1970.

Leading the pack of local advertisers and increasing its spending by 22%, Sears Roebuck invested more than half of its TV budget (\$14.3 million) in local TV for the first half of 1971. Woolworth's chalked up a 45% increase while the A&P chain rose 78% during the same period.

In addition, the Grey report revealed that retailers are buying more and more into nonnetwork prime-time programming, long considered the exclusive preserve of the national advertiser. The

number of local-TV commercials in prime time per average week grew from 4,471 in 1965 to 11,118 in 1970, it was noted.

Grey said the new situation may put the future of the independent media buying services in peril, by "curtailing the bartering of air time and restoring fixed, firm rate-card prices."

Reorganized agency is heavy in broadcast

Broadcast clients are expected to make up a substantial part of a projected \$20-million worth of billing in 1972 by James Neal Harvey Inc. Advertising, New York. The newly reorganized full-service agency opened last week with Mr. Harvey as president and chairman of the board. His brother, Edward J. Harvey, formerly with J. Walter Thompson, was named vice president in charge of radio-TV production.

Originally the agency was organized as Harvey & Carlson in 1966 with billings of \$2 million. Kenneth R. Carlson, former board chairman, announced his retirement last week.

The client roster includes two firms with the majority of their budgets in broadcast, three planning to use TV for the first time and one "maybe." Play-skool Inc., Chicago-based manufacturer of pre-school toys, plans to place an estimated 60% of its \$2-million budget in broadcast in 1972, and Milton Bradley Co., Springfield, Mass., game and puzzle manufacturer, is earmarking about 80% of its \$6 million for broadcast.

Three advertisers new to TV in 1972 are Bavarian Motor Works, Munich, billing \$1.5 million, and the Wella Corp., German-based hair-care manufacturer with offices in Englewood, N.J., billing some \$4 million. Wella expects to spend about \$2 million in TV in the new year. Also, National Liberty Corp., Valley Forge, Pa., insurance firm, formerly a direct-mail advertiser, plans to put some of its \$5-million budget into the medium.

For all to see: the CPB-OTP dispute

CPB memo crying politics hits 'Washington Post' front page; annoyed OTP says charges not so

Last week, the daily press discovered the dispute between the Office of Telecommunications Policy and the Corporation for Public Broadcasting over the shape public broadcasting should take. The result, with consequences hard to foresee, was to further politicize—and at high public visibility—a controversy that had been engaging the pros backstage.

The *Washington Post*, in a front-page story on Wednesday, reported that CPB had accused OTP Director Clay T. (Tom) Whitehead of "injecting political considerations into broadcasting affairs" in connection with OTP's plans for drafting long-term financing for CPB.

For months, the trade press has been carrying accounts of the controversy between OTP and CPB. The dispute reached a climax last month, when Mr. Whitehead, in an address before the National Association of Educational Broadcasters conference, in Miami Beach, said public broadcasting had ignored the goals of the Public Broadcasting Act—which he saw as providing for a locally based system—and had opted for a "centralized national network" (BROADCASTING, Oct. 25).

But until the appearance of the *Post* story, written by a political reporter, William Chapman, the dispute had not been cast quite so sharply in political terms. The story was based in part on a memorandum that CPB's director of television activities, John Witherspoon, wrote for the 212 noncommercial stations that CPB funds. A key passage in the memorandum, written as a reference to the Whitehead speech, charged Mr. Whitehead with threatening, "in straightforward political language," to oppose permanent financing for CPB until "public broadcasting shows signs of becoming what this administration wants it to be" (BROADCASTING, Nov. 8). CPB Chairman Frank Pace and the Public Television Managers Council are preparing additional responses to the Whitehead speech.

OTP officials, clearly unhappy over the play given the *Post* story, saw it as a CPB plant, and one that would compound the difficulties they already faced in drafting a financing bill both OTP



Mr. Whitehead



Mr. Witherspoon

and CPB could support and Congress would adopt. Injecting the issue "into the political arena," one OTP official said, is bound to make resolution of the dispute more difficult.

The story apparently came as a particular shock since it appeared a day after Mr. Pace had conferred with Mr. Whitehead. OTP aides said they understood that Mr. Whitehead and Mr. Pace agreed the struggle over a bill should not be made an issue "of public controversy."

CPB officials, while acknowledging that they provided the *Post* reporter with a copy of the memorandum, denied that they "generated" the story. But public broadcasting sources were generally pleased with the publicity. One official at NAEB, which generally backs CPB in its dispute with OTP, said: "It's a good thing that Whitehead brought this thing out into the open, where it belongs, when he spoke in Miami Beach. We think it should stay that way."

Mr. Whitehead had a public forum on Wednesday to respond to the CPB charges—he had been scheduled several weeks ago as the attraction at a Broadcasters Club "wavemaker luncheon" in Washington—and he took advantage of it. In answer to questions, he denied that political issues were involved in OTP's consideration of CPB financing or that he had made an "implied threat."

"Public television is free from government power," he said. "It was designed that way. We should not and do not get into programing decisions. But so long as anything is paid for by public funds, government has a responsi-

bility for seeing to it that the money is spent wisely."

He stressed, as he did in his speech in Miami, that the goal to be achieved is one of "balance" between national and local interests. "There's nothing wrong with a fourth network," he said. "The question is what are the incentives? What will the network become? What will shape it?"

He feels that those who advocate a "fourth network" concept have in mind a network that would present the same programs, and respond to the same incentives, as do the commercial networks. "The question," he said, "is whether we want a fourth network like the other three or something different."

There was some uncertainty last week over how much political power OTP can muster in its dispute with CPB. At the time of Mr. Whitehead's Miami Beach appearance, OTP aides indicated that its major ideas had been discussed in advance with presidential assistants. However, Deputy White House News Secretary Gerald Warren last week, while indicating he was not aware of Mr. Whitehead's dispute with CPB, said he knew of "no presidential dissatisfaction" with public broadcasting. He also drew a distinction between OTP's function of developing policy and the President's role in establishing it. "When the President announces policy on some matter of communications, then that policy is carried out. But when that policy is being developed, it is a different matter."

And on Capitol Hill, Senate Commerce Committee aides indicated they agreed with CPB that it was acting in



5 ways to come to grips with your people problems

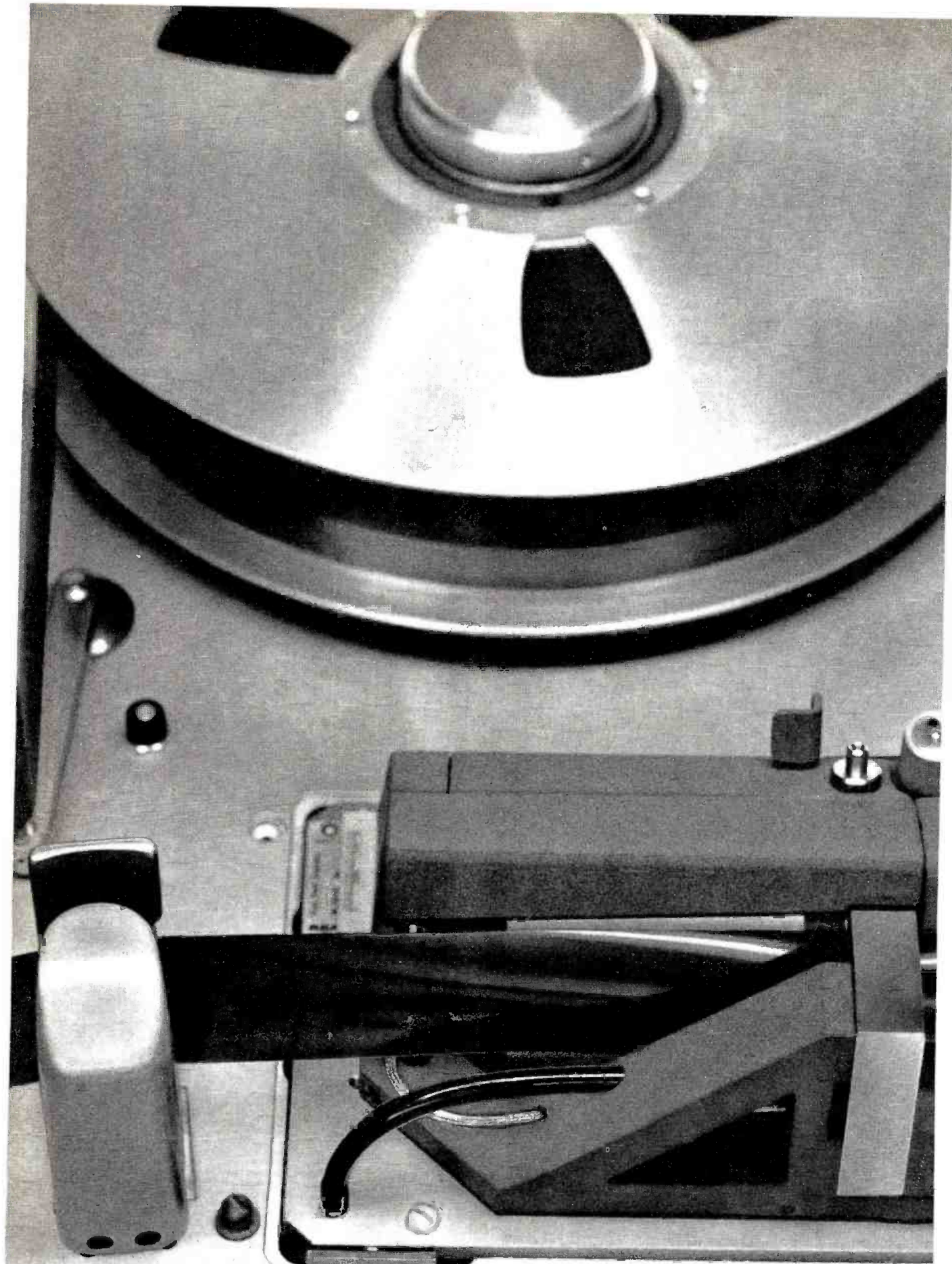
- 1 Place a blind ad in Broadcasting Magazine.**
- 2 Tell your national rep.**
- 3 Call everybody you know.**
- 4 Repeat steps 1, 2, and 3 — except choose a different publication, try another rep, and find a new set of friends.**
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Our new headwheel is doing it — and that's more than a little exceptional.

RCA

compliance with the goals of the Public Broadcasting Act. "If the administration doesn't like what CPB is doing," one said, "it should send up a bill amending the act; it shouldn't try to change it through a long-term financing bill."

On the House side, Representative Torbert H. Macdonald (D-Mass.), chairman of the Communications Subcommittee, suggested that CPB may not have as difficult an opponent as it might believe. "Apparently," he said, "the public-TV people think this is a naked display of power, although personally I have my doubts as to how much power Whitehead has."

On both sides of Capitol Hill there was growing impatience with OTP's failure to send up a long-term financing bill. But there seemed little likelihood that Congress would attempt to take the lead in preparing such legislation. Senate aides said that administration support is essential to a commitment for a substantial amount of money over a period of years.

A funding bill that OTP submitted in July to the Office of Management and Budget for clearance to Congress would have earmarked \$100 million a year for CPB for five years. CPB would have been guaranteed \$35 million annually. In addition, \$1 would have been paid out for every \$3 raised from nonfederal sources, with half of the amount going to CPB, the remainder direct to educational stations and to other nonbroadcast sources, including CATV, engaged in educational programming. Thus the bill was designed to provide local stations with the autonomy direct funding would make possible.

OTP says it submitted the bill after CPB agreed to support it. However, OTP later withdrew the proposal after CPB sharply criticized it. John Macy Jr., CPB president, charged that the bill abandoned the principles of the Public Broadcasting Act "by indicating that the public-broadcasting movement is not one enterprise to be strengthened and expanded with the assistance of a unique corporation designed specifically for that purpose," but two—the corporation and the local distributors (BROADCASTING, Aug. 23).

(OTP officials cite the submission of that bill in dismissing charges that the administration, in its opposition to a centralized network, is reacting to the hiring by CPB's new National Public Affairs Center for Television of ex-NBC newsman Sander Vanocur. White House aides have reacted unfavorably to the hiring of Mr. Vanocur—and other newsmen and commentators they regard as too liberal—but the funding bill, OTP sources note, was drafted long before NPACT was even established.)

OTP and CPB aides have been attempting since August to put together a

new bill both agencies could support. And OTP officials last week continued to express optimism that both sides could agree on a bill. However, no further meetings are now scheduled.

CPB is currently funded by \$40 million—\$35 million in federal money, \$5 in nonfederal grants. The appropriation is scheduled to expire on June 30. However, to guard against the money running out before a long-term financing bill was enacted, Senators Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, and John O. Pastore (D-R.I.), chairman of the committee's Communications Subcommittee, have introduced legislation (S-2765) extending the authorization for one year.

Senator Pastore's panel is expected to hold hearings on the Magnuson-Pastore bill—or an administration bill if one is prepared—early next year. Subcommittee aides doubt that hearings could be held before Congress adjourns its present session.

Danish decries heavy hand of government

Broadcasting is in "grave danger" from government pressures in many areas, Roy Danish, director of the Television Information Office, warned last week.

He singled out pressures on broadcasting's journalistic functions, on the advertising it carries, on its program content, on its control over access to air time and on its license stability. "In all these areas," he said, "the basic theory and structure of our enterprise is clearly threatened."

Mr. Danish spoke Tuesday (Nov. 9) in Philadelphia at a combined luncheon meeting of the Poor Richard Club and the local chapter of Broadcast Pioneers as the pioneers launched a "national effort to keep freedom in broadcasting."

Mr. Danish also urged advertisers to join broadcasters in a strong effort to reverse these regulatory trends. We cannot keep pace alone," he said. "We need the cooperation of you men and women in advertising, just as we need fair-minded appraisals from the regulatory agencies and just as surely as we need, and sincerely want, the active discussion of enlightened viewers among the general public."

Despite White House disclaimers, he said, broadcasters have strong reason to fear the possible growth of government intervention.

He cited high officials' criticisms of broadcast journalism, Federal Trade Commission hearings on advertising, court rulings on the fairness doctrine and access, FCC consideration of proposals to ban advertising on children's

programs and the growing number of license-renewal challenges as examples of the pressures on broadcasters.

Some proposed changes, he said, "could bring us close to ruin. We are being asked to move from the field of commercial broadcasting to narrowly defined public service, without the support of government financing."

Broadcasters, he said, do not oppose the concept of fairness and access, "but we do fear the tendency which would force us to give away so much airtime that we could no longer function as a commercial medium."

"If the government is to mandate the number of hours that are to be programmed for a special category of viewers [children], why not additional hours to serve the special needs of any large and apparently homogenous group? But how many advertisers can afford the outlay necessary for national hook-up, when the program will only reach a select portion of the viewing audience?"

"We are talking about proposals which would radically alter the present concept of commercial television . . ."

"Unreasonable encroachments on the broadcaster's flexibility will inevitably lead to a loss of audience attention and advertising revenue. And the net result cannot help but be reflected in diminished service to viewers."

Bomb blasts WAAF-FM off air temporarily

A Massachusetts FM station was silenced for more than 15 hours last week when a home-made pipe bomb exploded inside its remote transmitter site.

WAAF-FM Worcester, a 1 kw stereo facility licensed to WAAB Inc. which also operates WAAB(AM) Worcester, went off the air shortly after 9 p.m. last Sunday (Nov. 7) and was unable to resume transmitting until 12:45 p.m. the following day. A full-time facility, WAAF is temporarily operating on a limited schedule, from noon to midnight, until some \$4,000 worth of remote and transmitting equipment is replaced. An engineer now mans the remote site.

According to police, a door in the transmitting building, located in nearby Paxton, Mass., was forced open and the pipe bomb placed beneath a rack of broadcasting equipment. There was no advance warning. The building, situated at the base of the 250-foot WAAF tower, was unoccupied at the time of the blast.

James Bocock, WAAB Inc. vice president and general manager, said he could think of no motive for the bombing. The Federal Bureau of Investigation has joined local police in the investigation.

Bias against women charged to NBC

EEOC says network discriminated in staffing its Washington O&O's

The Washington district office of the Equal Employment Opportunity Commission last week issued findings of fact adding credence to charges that NBC and its WRC-AM-FM-TV Washington have been guilty of discrimination against women employees there.

The 18-point ruling, released last Wednesday (Nov. 10) by EEOC District Office Director Gwendolyn M. Wells, culminated an investigation of a complaint filed by 27 WRC employees calling themselves the Women's Rights Committee of WRC/NBC (BROADCASTING, March 8). They were aided by the National Organization of Women and the Women's Equity Action League.

Among the EEOC findings:

- Managerial job categories at the WRC stations have been virtually reserved for males.

- On several occasions, news of management job vacancies was withheld from women employees and males were subsequently selected for the posts.

- Most women in a supervisory capacity preside over all-female units.

- While 43% of the stations' male employees earn above \$15,000 per year, only 5% of the women employed at the stations earn that figure, and the one female manager earns less than 23 of the 24 male managers.

- There are several job categories

at the stations that have never been filled by women, including that of announcer.

EEOC also found that, at the time the complaint was registered, the stations had not allowed women to use accrued sick leave for maternity. Male employees, however, were afforded unlimited use of their sick leave. The stations have since discontinued this practice.

Under the provisions of the 1964 Civil Rights Act, the parties have 15 days to contest the ruling, after which negotiations may be conducted in an attempt to settle differences internally. If this fails, the district office's findings will be forwarded to the EEOC's national office for further study. EEOC, however, may act only as an arbiter in the dispute. A ruling by the national office against WRC and NBC may be used as evidence in a legal suit in which EEOC may only participate as a friend of the court.

The complaints last June asked the FCC to conduct a hearing on the allegations (BROADCASTING, June 14). The commission later announced that it was deferring action on the case pending the outcome of EEOC's investigations (BROADCASTING, Sept. 16). A source at the FCC said last week that while the commission has the matter under study it is too early to say when action will be taken.

NBC, in a statement released last Friday (Nov. 12), said it was investigating the district office's findings and has not yet decided what steps to take. It maintained, however, that there has always been "steady advancement" of women to supervisory positions, and that it intends to continue this policy.

It noted that the district-office report is not a final EEOC conclusion that discrimination is evident.

Broadcasters told to keep files open

Commission reminds stations public records are by law required to be accessible

The FCC said last week it will not tolerate attempts by licensees to block citizens desiring to examine stations' records. It warned broadcasters that might be acting contrary to the commission's policies in this area to revise their procedures.

Noting that it has been informed that certain persons wishing to examine stations' records have been asked to identify themselves, specifying name, address and the organization, if any, that they represent as well as a list of the documents they want to see, the commission, in a public notice, said: "It should be made clear that the rules do not provide for any requirement for identification by name or organization of persons seeking to inspect a station's public records."

The commission added that since the general public is "often unfamiliar with the terminology of the commission's rules and the organization of the public file" a prerequisite by the licensee that the desired documents be specified before their examination is permitted "would be inconsistent with the purposes underlying the rule."

The rule in question, which was

The short life of KPOT Los Angeles

An unlicensed 50-watt station was shut down last week by the Los Angeles office of the FCC after three days of broadcasting on the FM band on 88.1 mhz. Operator of the station was Brad Sobel, 19, who learned his radio "volunteering time" at commercial and noncommercial stations, particularly at Pacifica Foundation's KPFK(FM) Los Angeles. The unauthorized station, using the call letters KPOT-FM, broadcast from the West Los Angeles apartment of Mr. Sobel and his wife, Jessie.

The control booth for the station was a walk-in closet of the one-bedroom apartment. The transmitter was on the porch. A production studio was in the bedroom.

Equipment included professional microphones, turntables, amplifiers and studio monitors. "The console was built by a bunch of us because we couldn't afford to buy one," Mr. Sobel explained.

The station's power supply also was home-built. "We tried to set it up just like a commercial broadcast studio," Mr. Sobel said. "About four of us put it all together."

It took Mr. Sobel and his friends more than six months to assemble the station. They began broadcasting at 9 a.m. on Nov. 6, signing on with a recording of Tchaikovsky's "1812 Overture." According to Mr. Sobel, the KPOT call letters were used merely to attract attention and not to connote allegiance to the use of marijuana. The station programmed free form, playing music that included rock, classical and rhythm and blues.

The station was on the air from 9 a.m. to 3 p.m. for three days, being shut down on Nov. 8 by local representatives of the FCC. It apparently was heard in the coastal region of the Los Angeles area.

Several days after he was ordered off the air, Mr. Sobel was still answering his telephone with the identification, "KPOT-FM." He claims to have applied for a broadcast license in 1969, on form 301, but to have been subsequently turned down. Now, with legal advice having been offered to him as a result of the publicity generated by the shut down of his station, Mr. Sobel says he's planning to petition FCC Commissioner Nicholas Johnson for help in obtaining a broadcast license.

In the past, Mr. Sobel apparently worked at some radio stations on a voluntary basis as a control-board operator, among other duties. Some of the equipment he used came from commercial and noncommercial radio stations, including KPFK. Motivation for his pirate operation, Mr. Sobel indicated, was to fight for more opportunities for young people in radio and for finding more spectrum space for small, noncommercial stations. KPOT-FM did not solicit advertising.

adopted in 1965, pertains to all applications that have been tendered for filing at the commission. This includes renewal applications, requests for transfer authorization, ownership reports and equal-employment forms. In addition, the commission is currently undertaking a rulemaking proceeding that would

require stations also to maintain a file of public complaints against the station. A petition also has been filed to extend the rules to include financial data on the station. All files covered by the rules must be kept in a readily accessible place, such as the station's main studio or an attorney's office in the town in

which the station is licensed. They must be open for inspection during regular business hours.

The commission directed licensees to "revise any existing policies or procedures which would thus inhibit full and free access by all individuals and organizations to the public-records file."

Challenger must prove his superiority

That's consensus of initial comments filed in FCC rulemaking to set renewal standards

Last June the U.S. Court of Appeals for the District of Columbia upended the standing FCC policy that incumbent licensees faced with a comparative hearing for their facilities would be favored over insurgents, as long as they could prove that their service to the community had been "substantial" during the past license period (BROADCASTING, June 14). That decision came at a time when the commission was seeking to define "substantial service" through rulemaking that would impose on licen-

sees quantitative percentiles to be met in order to ward off comparative challenges. The commission consequently restructured the proceeding, broadening its goals to seek a definition of "superior performance." It kept the same requisite percentages, however.

The deadline for comments on the broadened proceeding was last Thursday (Nov. 11).

Responding to the commission's inquiry was a host of broadcasters, many of them filing joint comments, and one

organization that has been active in the renewal-challenge process, Black Efforts for Soul in Television.

While the nature and, to some extent, the theories held by the numerous broadcast factions responding last week were diverse, the consensus of their attitudes in this area was almost universal. The respondents, apparently, are hesitant to call the Court of Appeals' decision a total victory for prospective competing applicants. Indeed, they contended that the most pertinent criterion for judging the victor in a comparative hearing still lies with the question of whether the challenger can prove that his proposed service would be superior to the incumbent's past track record. They suggested that the court decision does not completely nullify the FCC's previous policy statement, but rather changes it to the extent of making comparative hearings mandatory when a qualified party files a mutually-exclusive application. The challenger, they contended, still should have the burden of proving that his "paper proposals" can be applied in a real-life situation and that such an application would exceed in both quality and quantity the incumbent's past performance.

They also suggested that the percentages proposed by the commission for judging the superiority of past performance—10-15% over-all of local programming; 8-10% news for network affiliates and 5% for independents, and 3-5% public affairs—are inadequate, because they are no judge of the quality of such programming. Licensees who can demonstrate superior performance in a hearing, whether the commission's criteria are applied or not, they said, should be awarded "a plus of major significance." Further, they said, the impact of other issues that might be relevant in comparative hearings for a new facility, such as diversification of media holdings, should be de-emphasized in hearings involving renewals.

Several alternatives to the FCC's judging criteria were proposed. Note-



For months, Frontier Broadcasting Co. has been searching for a buyer for its three television stations—not out of a compelling desire to rid itself of these facilities, but in compliance with an FCC ultimatum that the company either sell or face a hearing on the license renewal of its KFBC-TV Cheyenne, Wyo., on antitrust grounds. It found a taker last week: It has contracted for the sale of KFBC-TV, KSTF-TV Scottsbluff, Neb., and KTVS-TV Sterling, Colo., as well as a construction permit for KVRW-TV Rawlins, Wyo., to Lamb Communications Corp., Toledo, Ohio, for \$3 million. The sale is subject to FCC approval.

Contract for the sale was signed last Thursday (Nov. 11) in the Washington law offices of Koteen & Burt. (Broker in the transaction was Blackburn & Co.) Principals present were (l to r) Arthur Ingram, Lamb Communications president; William Grove, Frontier's executive vice president; Edward Lamb, board chairman of Lamb Communications, and Robert S. McCracken, Frontier president. The publicly-owned Lamb firm is primarily a CATV operator; it owns and operates systems in Michigan and Ohio. The company also owns WICU-AM-TV Erie, Pa. Mr. Lamb said last week that no personnel changes were planned with the exception of Mr. Grove, who intends to remain with Frontier's radio and CATV operations in Cheyenne.

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worthy of these was one submitted jointly by the Evening News Association, Time Inc., Lee Enterprises and several other licensees. They suggested that a renewal applicant should be preferred in hearing if he has made a good-faith effort to ascertain community needs and develop programming reflective of the ascertainment showing. Multimedia ownership would be excluded from consideration in renewal proceedings if it conformed to general rules. When issues of media diversification and ownership structure arise, they said, the lesser penalty of divestiture should be favored over denial of renewal, and this should happen only if the incumbent is judged to have illegal crossownership interests. Comparison of ascertainment procedures should only be permitted if the challenger's procedure differs significantly from the incumbent's, they continued. Taking these measures into account, they submitted, the commission would not have to burden itself with "hopeless efforts" to define superior or substantial service. There would be no attempt at all to measure program service by percentages.

The National Association of Broadcasters and CBS also found fault with the commission's quantitative-percentile proposal. The latter, while supporting the commission's goal of "bringing stability" to the license-renewal process, asserted that the commission's method

for doing so is "entirely improper." In fact, CBS said, that method may act to "mask very inferior performance and discourage qualitatively superior performance." NAB questioned the legality of the proposed "unlawful commission interference with programming judgments exclusively delegated to the licensee" by the Communications Act. The commission's program-percentage approach, NAB claimed, "would embody a valueless and counter-productive tool" that would diminish rather than increase a licensee's ability to serve his area.

NBC, on the other hand, supported the percentage approach, with some reservations. It suggested that news, public affairs and all other non-entertainment, non-sports programming be combined into one single unit rather than be categorized separately. If the incumbent is found to have carried 10-12% of this composite category of non-entertainment programming, NBC suggested, renewal should be compulsory.

In almost every case, the respondents last week urged the commission to issue a new policy statement assuring that superior past performance would give the incumbent the upper hand.

BEST was perhaps the most critical of the commission's proposal. The percentages the commission has suggested, BEST charged, would not work to demonstrate superior service but rather a bare minimum that is either already be-

ing met or could easily be reached by the average station without much effort. The commission's proposal, BEST contended, "directly contravenes" the Court of Appeals' decision, unilaterally altering it rather than complying with it. The group also proposed an alternative—one that, it asserted, broadcasters would find much more stringent. The proposal calls for stations to program 11-13% of news, 4-6% public affairs and 15-20% local fare over-all. BEST emphasized that commercial time should be excluded from local programming percentages. During prime time, BEST said, network affiliates should air 17% news, 17% public affairs and 25% local programming, and independents should be obligated to present 25% news and public affairs and 25% local.

Changing Hands

Announced

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

- KFRB-TV Cheyenne and construction permit for KVRW(TV) Rawlins, both Wyoming; KTUS(TV) Sterling, Colo., and KSTF(TV) Scottsbluff, Neb.: Sold by Frontier Broadcasting Co. to Lamb Communications Corp. for \$3 million (see page 42).

Approved

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 66).

- WLAK(AM) Lakeland, Fla.: Sold by Roland and Doris Potter to Hugh Holder for \$510,000. Mr. Holder has an interest in WYNA(AM) Raleigh, N.C. WLAK operates on 1340 khz with 5 kw day and 1 kw night.

Cable television

- Multiple CATV owner American Cable TV Inc. has sold its systems at Waco, Temple and McGregor, all Texas, to Cablevision Properties, Denver. The transaction also includes the microwave system serving these systems. The systems currently have a combined total of 11,300 subscribers and 539 miles of cable plant. There are 47,500 potential subscribers. Broker: Daniels & Associates, Denver.

- Multiple CATV owner Cablecom-General Inc., Denver, has acquired sole ownership of Vumore Co., operator of a cable TV system at Lufkin, Tex. The company had previously owned 50% of the Lufkin firm and has purchased the remaining 50% from Forest Capital Communications Corp. The system presently has approximately 2,200 subscrib-



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ers. Cablecom-General said the transaction represents the first acquisition under the company's expansion policy, through which it intends to buy out minority interests now held by other cable firms that it is presently managing.

■ Vikoa Inc., Hoboken, N.J., electronic equipment manufacturer, has reached agreements in principle to acquire the Pulaski CATV Cable Co., Pulaski, Va., from Booth American Co. and Green Valley CATV, Green Valley, W. Va. The Pulaski system has 1,400 subscribers and the Green Valley installation, 700 subscribers.

A new nuance in the Boston story

Indictment of BBI's David starts brand-new chapter in drawn-out ch. 5 fight

The answer as to who will eventually operate Boston's channel 5 moved a possible step further away last week when a Suffolk County grand jury returned three criminal indictments against Nathan David, charging violations of the commonwealth's "Blue Sky Law." Mr. David is executive vice president of Boston Broadcasters Inc. (BBI), the successful challenger against incumbent WHDH Inc. as licensee of that long-contested channel.

Mr. David was arraigned on the charges last Thursday (Nov. 11) and entered pleas of not guilty to the seven counts contained therein. (The maximum penalty on each is a \$5,000 fine and two-and-a-half years in jail.) The preceding day he issued a statement asserting: "There is no question in my mind that the [indictments are] the result of the efforts of the *Herald Traveler* newspaper-radio-FM-TV combine to discredit me in a final desperate attempt to prevent [BBI] from commencing operations on channel 5 in Boston." Mr. David went on to point out that all the charges against him were misdemeanors and that "such alleged violations of law are of a highly technical nature which to my knowledge have not been the basis of criminal proceedings since the enactment of the statute 40 years ago, and moreover, in my case, also rest on very questionable factual and legal grounds."

Harold Clancy, president of WHDH, responded to the David statement by saying that the charges grew out of a grand jury investigation "and that any suggestion to the contrary . . . would be a slur on the judicial processes of Massachusetts."

The charges grew out of allegations

that Mr. David had sold stock, without being a registered agent, to five Massachusetts residents; that he had done so without filing a "Notice of Intent to Sell" with the proper authorities, and that such sales had been made by one acting as an agent in a case where the agency is not disclosed to the buyer. The securities concerned were those of Synergistics Inc. of Natick, Mass., a company of which he was once an officer and which is now in bankruptcy proceedings.

WHDH Inc. last Thursday filed copies of the indictments with the FCC and with the U.S. Court of Appeals for the District of Columbia. Its commission action was a supplement to a pending request that the hearing record in the channel 5 case be reopened to take into account earlier charges against Mr. David made in a civil suit lodged by the Securities and Exchange Commission. The FCC itself is awaiting a decision by the court of appeals, which it has asked to remand the case to it for further action.

As things stand in Washington, the next move still remains up to the court. Should it refuse to remand the case to the FCC, that agency would presumably be required to act on BBI's standing request to begin operating on the channel now occupied by WHDH-TV.

As things stand in Boston, Mr. David is scheduled to go on trial Jan. 24 on the

indictments returned against him last week. A hearing on the SEC's civil suit against Mr. David is scheduled for Nov. 29.

Mrs. Reid gets her feet wet

Charlotte Reid cast her first vote as FCC commissioner, and Robert Wells his last on Oct. 28. The cases at issue were requests for individual waivers of the commission's prime-time access rule by three TV stations. Both Mr. Wells, whose resignation from the commission became effective Nov. 1, and Mrs. Reid, who replaced Thomas Houser at the agency on Oct. 9 but had not participated in any subsequent commission action, voted in favor of the waivers. The applications were granted by 4-to-3 vote, with Commissioners Robert Bartley, H. Rex Lee and Nicholas Johnson dissenting.

Stations involved are KSTP-TV St. Paul-Minneapolis; WLKY-TV Louisville, Ky., and KTHV(TV) Little Rock, Ark.

KSTP-TV was permitted to carry three-and-one-half hours of NBC-TV programming on Tuesday evening, through Sept. 26, 1972. WLKY-TV was authorized to pre-empt 30 minutes of ABC-TV prime-time fare on two Friday nights in order to carry Kentucky Colonels basketball games, and to run network shows on Sunday instead. KTHV will be permitted to carry three-and-one-half hours of CBS programming on one Sunday evening per month until September 1972.



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United front for press freedom

There's no refuge for one medium if another goes down the drain, NBC's Frank tells journalists

The First Amendment is in danger of extinction, according to a national network news executive.

In the keynote address to nearly 1,000 delegates at the 62d Sigma Delta Chi convention in Washington, Reuven Frank, president of NBC News, last week said: "If the First Amendment does not apply to broadcasting, it no longer exists."

"If television news may be censored without violating the First Amendment, there is no First Amendment," Mr. Frank told the professional journalism society. "It would be the first constitutional provision repealed by technological advance, by a machine."

The idea that there is a difference between protection of printed news and broadcast news resulted from an "unfortunate figure of speech," a metaphor that has been taken literally, Mr. Frank said, referring to the cliché that the air waves belong to the people.

"An air wave is a wiggle," Mr. Frank said. "Different air waves are different rates of wiggle. Air waves cannot belong to some of the people or all of the people, any more than sunbeams can," he said.

Recognizing that the government must perform a regulatory role in broadcasting to prevent chaotic use of frequencies much as a policeman prevents chaos on our highways by directing traffic, Mr. Frank said that while a traffic officer may enforce the speed limit on the man delivering newspapers, he has

no voice in what that newspaper can say. And, he added, "there is nothing in broadcast technology which separates it from the written word so far as its constitutional position is concerned."

Other special rules for broadcasting should have been challenged earlier, according to Mr. Frank. "It is time somebody said that the fairness doctrine is unfair: not to us, because that doesn't matter, but to the public. Extended to its fullest, the fairness doctrine is monumentally boring. . . . Boring the public is cruel, and should be made unusual. Fairness, like beauty, is in the eye of the beholder."

Mr. Frank is braced for a deluge of fairness complaints in the coming election year. "No criticism we receive . . . will exceed this one in volume," he said.

Journalists have been lax in responding to criticism, in Mr. Frank's view. "It is a paradox. American journalism, which is so skilled at judging the public-relations activities of others, at using out of them only what it needs, has been inept at its own public relations," he said.

Mr. Frank said he meant by public relations "the willingness to charge into the lists at every challenge, to pick spokesmen and lawyers, to answer, and to defend, and to lobby, and to appeal."

Following Mr. Frank's address, a "rough cut" version of the new SDX journalism careers film was screened.

Narrated by David Brinkley of NBC news, the final print of the film will

feature some 15 professional journalists from all media. Their message will stress the importance of journalism in today's society, and will take the form of informational, anecdotal and biographical vignettes about each of the journalists.

Prints will be available to schools on a free loan basis. SDX chapters will be urged to purchase prints for schools in the chapter's local area.

Preparing the film for SDX on a volunteer basis is producer Charles Novitz of ABC-TV, with the help of camera and sound-crew volunteers from network-owned stations.

The film is being produced to replace one now in circulation, which is narrated by Walter Cronkite (who also appears in the present production as a featured journalist). An SDX official estimates that more than one million junior and senior high school students have viewed the present film, and expects at least as large an audience for the new production.

A lively debate between Ronald Ziegler, President Nixon's news secretary, and Dan Rather, CBS White House correspondent, took place at the convention on Thursday afternoon.

Mr. Rather contended that a "seed has been planted" to the effect that televised press conferences should be abolished. He argued against this idea.

Admitting a vested interest in televised news conferences, Mr. Rather said that such exposure reveals more about a



Messrs. Rather and Ziegler

Mr. Frank

President than any written report could.

At the last TV news conference, reporters "had Mr. Nixon right on the hairy edge of giving the kind of answer he didn't want to give," Mr. Rather said. He added: "I doubt if we will have another televised press conference in this administration, or the next if President Nixon is re-elected."

Mr. Ziegler took exception. "The President welcomes the confrontation—and it is a confrontation—with the press. He does not shy away from it . . . And there will be more televised press conferences."

Helen Thomas, UPI White House correspondent, complained that Mr. Nixon holds conferences too infrequently. Referring to Mr. Ziegler's two daily briefings for the press, Miss Thomas said: "Ron's a wonderful mouthpiece, but he's not a substitute for the President."

Hugh Sidey, who covers the President for Time-Life, said the press conferences "belong to TV." They're almost worthless, he said. In televised conferences, he said, "The printed word is not dead, just obsolete."

At a business session earlier in the day, SDX elected three new Fellows of Sigma Delta Chi, in recognition of outstanding performance in journalism and for contributions to the enhancement of journalism as a profession.

The fellows are: Katharine Graham, publisher of the *Washington Post*; Howard K. Smith, ABC Television News, and John M. McClelland, publisher of the *Longview* (Wash.) *News*.

A veteran broadcaster was honored Thursday night at the National Press Club. Theodore F. Koop, retiring CBS Washington vice president and past SDX national president, was feted by his fellow journalists. He is also a past president of the National Press Club.

In 1968, Mr. Koop was awarded the SDX Wells Key, the highest honor conferred on a member. A CBS vice president since 1961, Mr. Koop has been with the network since 1968 when he joined as Washington director of news and public affairs. He is a former AP reporter and editor for *National Geographic*.

CBS documentaries retrospected

A selection of CBS News documentaries broadcast on CBS-TV since 1952 will be shown by the Film Society of Lincoln Center in New York during the week of Nov. 29-Dec. 4.

The showing and a panel discussion title "The Television News Documentary, A Retrospective of CBS News Broadcasts, 1952-71," will be held at Lincoln Center in sessions each day

from 2:30 to 5 p.m. and 8:30 to 11 p.m. There will be no admission charge. Among the documentaries to be shown are *See It Now: McCarthy*, *Harvest of Shame*, *D-Day Plus 20 Years: Eisenhower Returns to Normandy*, *Hunger in America*, *The Mystery of Stonehenge* and *The Selling of the Pentagon*.

Bill Leonard, vice president of CBS News, will be host and moderator for the retrospective. Participating in panel discussions at the afternoon sessions will be Dr. Frank Stanton, CBS vice chairman; Richard S. Salant, president, CBS News; Fred W. Friendly, of the Columbia University Graduate School of Journalism, CBS News; Martin Mayer, author and television critic, and CBS News correspondents Morley Safer and Mike Wallace.

Why did FBI check Schorr?

White House insists that CBS correspondent was considered for a job

The Nixon administration, whose relations with journalists can—on good days—be described as strained, found itself suspected last week of using the Federal Bureau of Investigation to intimidate a broadcast reporter who had been critical of its policies.

It was "much ado about nothing," Ronald L. Ziegler, White House news secretary, said on Thursday about a story in that morning's *Washington Post* which reported an FBI check on CBS's correspondent, Daniel Schorr.

An anonymous White House source was reported in the piece as explaining that Mr. Schorr had been under consideration for a government post in the environmental area, a job that was never offered to him, and that information had been requested on his background. Mr. Ziegler confirmed report. He declined to identify the job, but said Mr. Schorr was no longer being considered.

There was no attempt at intimidation, Mr. Ziegler said. "In order for there to be intimidation, the intent must be there. There is no intent on the part of this administration to proceed in that manner."

In the Congress, however, there was skepticism. Representative Emanuel Celler (D-N.Y.), chairman of the Judiciary Committee, sent a letter to Attorney General John N. Mitchell requesting an explanation of the use of FBI agents to investigate Mr. Schorr. Representative James H. Scheuer (D-N.Y.) said the White House explanation "is not credible." He called for a



Mr. Schorr

House Judiciary investigation of the FBI investigation.

Mr. Ziegler said the White House ordered the investigation "as part of" a talent hunt that was being undertaken by Fred Malek, chief White House recruiter, who considered Mr. Schorr a prospect for several posts in the environmental field.

Most of the FBI interviews of friends and associates of Mr. Schorr were carried out over the weekend of Aug. 20, at a time, the *Post* noted, "of one of Schorr's frequent clashes with White House aides over the quality and accuracy of his reporting." Mr. Schorr had reported that President Nixon's speech on Aug. 17 expressing strong support for financial aid to parochial schools surprised Catholic educators and officials of Health Education and Welfare.

Mr. Ziegler stressed several times that the FBI check turned up no information to indicate Mr. Schorr was not qualified for the post. Then why, he was asked, was Mr. Schorr dropped from consideration, even before his interest was determined?

Mr. Ziegler suggested that Schorr broadcasts after the start of the FBI check were sufficiently critical of the administration to turn it off so far as Mr. Schorr's possible employment was concerned. "Or maybe it was felt he wouldn't be interested," Mr. Ziegler said. There was "tension" between him and the administration.

Mr. Ziegler also took pains to deny suggestions that a telephone call made two weeks ago by Charles Colson, a presidential assistant, to CBS Vice Chairman Frank Stanton complaining about Schorr's reports had anything to do with the FBI inquiry. The call—dealing with a report concerning a brewing dispute among members of the Pay Board—came long after the FBI inquiry was launched, and presumably concluded, Mr. Ziegler said.

Fairness creates strange alliance

The Republican National Committee has picked up support of the United Church of Christ in an appeal from an FCC decision rejecting an RNC fairness-doctrine complaint. The support, however, is limited.

The RNC has appealed a commission decision denying the party's complaint directed at ABC. RNC wanted time to reply to five Democratic National Committee spokesmen who had responded to a presidential address; it also wanted ABC to make available logs of five *Dick Cavett Shows* on which

guests were said to have criticized U.S. policy in Vietnam.

The United Church of Christ took no position on the question of whether ABC had been fair in its presentation of comment on the Indochina war. Its concern was with ABC's refusal to turn over logs of the *Cavett* shows; RNC had requested them in an effort to determine whether ABC had balanced the opposition on other programs.

And the church is seeking a ruling requiring broadcasters routinely to afford access to "necessary information" to complainants in fairness cases. Obtaining evidence of program imbalance without information from ABC about

the Cavett broadcasts, it said, is a "practical impossibility."

The commission rejected the RNC complaint in the same order in which it denied three from the Democratic National Committee. The DNC was seeking network time for reply to broadcasts in which President Nixon either delivered a speech or was the subject of an interview (BROADCASTING, Aug. 23).

The DNC has also appealed the commission's ruling. It is seeking to establish its "right to respond to presidential television appearances and . . . the right of the American people to be fully informed on all issues affecting their government" (BROADCASTING, Oct. 25).

Equipment&Engineering

Kodak readies video system

Super 8 film is medium for latest entry in cartridge-TV race

The Eastman Kodak Co., which last month demonstrated a feasibility model of a cartridge-loading video player for super 8 film at the Society of Motion Picture and Television Engineers convention in Montreal (BROADCASTING, Oct. 25), last week gave a working demonstration of the entire system, showing the various optical and video modes available. Hailing the system (which is primarily a motion-picture display system) as "the world's most flexible medium," and characterizing it "as a major breakthrough," several Kodak company officials detailed the features and uses of the equipment at a special dinner meeting of the Western States Advertising Agencies Association in Los Angeles.

While the Kodak executives said the company is making no official statements about its new development nor would they make any prepared literature or specification sheets available, they did explain that the system, known as the "Kodak film/television system" is compact, lightweight, runs on standard house current and hooks up to a standard television set by the simple attaching of two clips to the TV set's antenna terminals. The Kodak executives also pointed out that controls incorporated into the video player permit forward, projection, stop-motion, instant playback as well as automatic rewind of the film into the super 8

cartridge at the end of the film.

The new unit does not have to be used in the video mode. It also accepts Kodak film cartridges and these can be used in normal film projection. Further, it is possible to feed more than one television set at remote locations from a single source with the film/television unit. It was suggested that the system is actually "a miniaturized TV station," but one that only can handle super 8 film.

The Kodak officials estimated that 10 years of research and a multimillion-dollar investment went into the development of a usable cartridge system. The cartridges vary in capacity. They will accept anywhere from 10 feet of film to 440 feet and timewise their capacity ranges from seconds to a maximum of 42 minutes when the film is being displayed at 18 frames per second. Depending on their capacity and size, cartridges vary in price from 50 cents to \$3.95.

The Kodak people made it clear that they think the video player "has a limited market" at this time. Kodak has set a \$900 retail price for the units, but it was explained that "with a substantial market, the cost of the video player would be substantially less. Kodak is still trying to decide whether to make the video player itself, go into a joint venture with another manufacturer, or turn the production of the units completely over to an outside manufacturer. Whatever this decision, the Kodak executives said it would be two more years before the unit was commercially produced.

The feasibility model of the video player weighs 38 pounds. It is 15 inches by 27 inches in size. Listed as the advantages of such a compatible film/television system over an all electronic sys-

tem were the existence of large libraries of filmed material, the ease and low cost of super 8 print duplication in small or large quantities, and the multiplicity of super 8 film processing labs throughout the world.

To move or not to move the antenna

While he emphasizes that it was not his intention to do so, John Lamar Hill, licensee of KJLH(FM) Compton, Calif., might have indirectly filed a competing application against the renewal of the University of Southern California's non-commercial KUSC-FM Los Angeles.

Here's how it happened:

KJLH, which claims to be the only black-owned radio station in Southern California, wanted to move its antenna from its existing site at Dominguez Hills to Baldwin Hills, both California. Such a move, it reasoned, would enable the station to reach some one-million blacks living in the area northwest of Compton that is not now satisfactorily covered by KJLH's signal. The problem arose when it was discovered that such a move would put KJLH's transmitting facilities less than 10 miles from KUSC-FM's antenna, and 10 miles is the minimum spacing requirement for class A and B FM stations whose frequencies are 10.8 mhz apart. KJLH is on 102.3 mhz; KUSC-FM on 91.5. Consequently, unless KUSC-FM were to move its antenna to another site, preferably to Dominguez Hills, the two stations would be electronically interfering with each other.

Thus, when Mr. Hill filed his application for the antenna move with the commission, he included the footnote that the application "appears to be mutually exclusive" with KUSC-FM's re-

new application, which is now pending.

However, the application also included the assurance that Mr. Hill "has tried to resolve this problem and has offered substantial compensation to KUSC-FM to induce it to move to Dominquez Hills, thus removing electrical conflict. It is hoped that these negotiations will succeed."

As of last week, those negotiations had not yet been completed. KJLH has offered to reimburse KUSC-FM for expenses it might incur in moving its facilities. It has not yet been decided, however, what the station will do if KUSC-FM turns down the offer.

MCI Lockheed wants into 14-14.5 ghz

MCI Lockheed Satellite Corp. has become the first of the eight applicants for a domestic communications-satellite system to take advantage of the new earth-to-space frequencies allocated to the U.S. at last July's World Administrative Radio Conference (BROADCASTING, July 26). The company has amended its satellite application now on file at the FCC to request use of the 14.0-14.5 ghz band reserved for American domestic use by the Geneva body.

Alexander Buchan, MCI Lockheed president, said the change, from Lockheed's original request for use of the band formerly allocated to the U.S. by 12.76-13.25 ghz bandwidth—the uplink formerly allocated to the U.S. by WARC—will reduce the possibility of frequency conflicts with terrestrial microwave stations. It will also enable the construction of earth stations in built-up areas, closer to those entities that would subscribe to them, he said.

Lockheed's proposed domestic-satellite system calls for two high-capacity satellites, each with 48 transponders with a total capacity of 48 television channels or 33,600 business and data circuits. Reception on the ground would be handled by a network of 15 earth stations.

Sony's U.S. distributor buys into Japanese firm

Superscope Inc., Sun Valley, Calif., the U.S. distributor for Japanese-made Sony tape recorders, has acquired 50% of Standard Radio Corp., a publicly-held Japanese company. Reportedly this is first time the Japanese government has permitted a foreign organization to acquire as much as a 50% interest in a publicly listed Japanese firm. Superscope's purchase of 5.6 million shares of Standard Radio was for an undisclosed sum. The acquisition will give Super-

scope worldwide distribution rights for most of Standard's audio and TV products. Previously Superscope and Standard Radio had an agreement involving Standard's manufacture of certain stereo components for Marantz Co., a Superscope subsidiary since 1964.

Cartridge-TV standards: not much chance soon

If standardization in the TV cartridge/cassette/disk field proceeds at the same pace as a temporary committee set up more than six months ago to study the question, it's apt to be a long time coming.

The committee—Temporary Steering Committee to Set Up International Council of Standardization for New Audio-visual Techniques—was created at the VIDCA conference in Cannes, France, last April. It met on Oct. 23 in London and announced its decision last week. That decision: It is not feasible to appoint an international council on standardization "at this time."

The announcement said the four-man international committee, headed by Charles B. Seton, a New York attorney, reached this unanimous decision "for a number of reasons" based on "pragmatic grounds." The reasons appeared to include a wish not to interfere with individual hardware manufacturers' efforts to achieve standardization agreements on their own accord; the statement noted some such efforts and added that "the committee considers that it is essential that any standardization procedures should in no way either tend to hamper technical developments, nor interfere with the public interest."

Mr. Seton declined to go beyond the language of the announcement, which he said had been unanimously approved by his committee. Did the committee plan to meet again on the question? No, he said, with this decision and "final statement," he considered the committee's work to be over.

Whitehead plan seen as start of building boom

The cable-TV equipment industry is ready and able to provide the hardware needed for the surge in construction that should logically follow acceptance of the so-called Whitehead plan for CATV (see page 16).

That at least is the position of Joseph Romasco, director of marketing services for Jerrold Electronics, the largest manufacturer of CATV equipment and largest constructor of CATV systems, based on his projection of what the surge is apt to be.

Assuming satisfactory clarification of some uncertainties in the plan as disclosed 10 days ago (BROADCASTING, Nov. 8), Mr. Romasco said he thought that over the next two or three years the Whitehead blueprint should open up from a low of about 60 to a high of about 75 "new systems opportunities" a year in major markets. These, he estimated, would be in addition to 40 or 50 new systems that would go into fringe areas whether the plan was adopted or not.

The 60 to 75 new systems in major markets, he estimated, will probably average about 300 miles each, as against past averages of 50 to 75 miles in fringe areas and 75 to 125 miles in overlap markets.

"So we're probably talking about 20% to 30% more miles than in peak years in the past, and the industry is certainly in a position to handle that," Mr. Romasco said.

The extent to which the construction of new cable systems has shrunk, while Washington tried to settle on a policy for cable television, was pointed up by other figures Mr. Romasco offered. He said that, from approximately 260 systems started in 1968 (mostly small ones), new starts dropped to 185 in 1969, and to 165 in 1970. New starts will probably number between 86 and 90 this year, he said.

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NBC-TV reckons with the schedule

Already the bell tolls for five of its new shows; two newer ones and specials go into the breach

NBC-TV got the drop on the other networks last week—or gave them a counterprogramming drop on its own plans—by announcing it would cancel five shows in January and replace them with two new ones plus an innovative two hours a week of regularly scheduled specials.

The programs to be dropped are all new entries this season: *The D.A.*, *The Partners*, *The Good Life*, *The Funny Side* and *Sarge*.

The new shows are *Sanford & Son*, starring Redd Foxx and Demond Wilson in a comedy about a black junkyard proprietor and his son, which will replace *The D.A.* on Fridays at 8-8:30 p.m. NYT effective Jan. 14, and *Emergency*, a Jack Webb/Universal Television production based on the Los Angeles county paramedical rescue team, which will replace *The Partners* and *The Good Life* on Saturdays at 8-9 effective Jan. 22.

Tuesday nights will become "multi-special nights" starting with 8:30-9:30 Jan. 4 when *The Funny Side* disappears and adding 7:30-8:30 Jan. 18 when *Sarge* checks out.

In addition, NBC said, *World Premiere Movie* on Fridays at 8:30-10:30 will become *NBC Friday Night at the Movies* on Jan. 7 with the made-for-TV movies being scheduled along with theatrical films on all three movie nights: Monday, Friday and Saturday.

The two new series will be followed by movies and the new Tuesday night specials will lead into a repositioned *Nichols*.

It seemed clear that NBC had these changes in mind when it announced earlier last week that four programs would move to new places in the schedule later this month. In January, as it developed, two of the four will move completely out of the schedule. En route to the exit, *Funny Side* and *Sarge*, both on Tuesday nights, are being moved from mid-evening and late-prime periods, when viewing potential is highest, into spots earlier the same evening; *Sarge* at 7:30-8:30 and *Funny Side* at 8:30-9:30, both effective Nov. 30.

One veteran performer, *Ironside*, and one newcomer that NBC still has hopes for though it hasn't drawn the audience it has been expected to, *Nichols*, get



Sanford & Son

later time periods into *Funny Side*'s current Tuesday 9:30-10:30 period on Nov. 23. *Ironside*, now seen Tuesday at 7:30, also gets a double performance out of the deal, making its last Tuesday appearance on Nov. 23 and its first Thursday showing on Nov. 25.

The decision to schedule two hours of regular specials on Tuesdays took many observers by surprise, but that is the direction Don Durgin, NBC-TV president, has long insisted that TV is going. Eventually, he has said repeatedly, TV programming is more apt to be a series of specials interrupted by regular programs than the other way around.

Mort Werner, program vice president, said last week the decision was a product of several elements, one of which was that NBC had not been able to crack ABC-TV's domination of Tuesday nights. "Sometimes," he said, "adversity gives you a chance to try something new." With two cancellation-bound shows moving into the 7:30-9:30 block later this month, "we had an opportunity to go for two-thirds of the evening" with specials, he said. NBC also felt it had a good supply of special material, plus experience and success with specials going back almost 20 years to the time when it introduced them and called them "spectaculars."

Start of the new Jack Webb production, *Emergency*, in the Saturday 8-9 slot on Jan. 22 will be preceded by introduction of the program as a two-hour *World Premiere* movie on Jan. 15 at 8-10. The series, based on operations of the first U.S. unit staffed and equipped to offer medical assistance at the scene of fires and other emergencies, will be

produced by Robert Cinader, co-creator of NBC's *Adam-12*, with Jack Webb as executive producer.

Sanford & Son will be adapted from "Steptoe & Son," a highly successful British comedy by Bud Yorkin and Norman Lear, who brought *All in the Family* to U.S. television (CBS-TV). Mr. Yorkin is executive producer and director. Aron Ruben is producer. The series will be taped before a live audience.

While NBC was announcing its changes, CBS-TV and ABC-TV were still mulling theirs. ABC-TV reportedly has ordered an end to production of *Shirley's World* but has not indicated what will replace it or what other changes may be made, while CBS-TV is said unofficially to be dropping *Bearcats* and *Chicago Teddy Bears* and adding *Sonny and Cher* and a comedy with Don Rickles (BROADCASTING, Nov. 8).

No viewer bonanza in freed prime time

Local programming under the FCC's prime-time access rule has not had a significant effect on TV-viewing levels in New York or Los Angeles, the A. C. Nielsen Co. reported last week. An analysis of viewing in those cities, where Nielsen has overnight rating services, dealt with viewing in the 7:30-8 p.m. period, the one most often turned back to stations for programming, for the six weeks ended Oct. 31.

The study found a slight uptrend in homes using television (HUT) in New York this year as against a year ago, and a mixed pattern in Los Angeles.

The biggest changes, both plusses, occurred on Sundays, when CBS-TV and NBC-TV both present network programs at 7:30-8 while ABC-TV affiliates provide local programming. In New York, the Sunday 7:30-8 p.m. HUT was up by an average of 7% over a year ago; in Los Angeles it was up 6%.

On Monday, Wednesday, Thursday and Friday, when no network programming is presented at 7:30-8, HUT was up 1% in New York, down 4% in Los Angeles. On Saturday, the other night when all 7:30-8 p.m. programming is lo-

cal, it was up 2% in New York and up 1% in Los Angeles.

On a Monday-through Friday basis—including Tuesday, when all three networks start at 7:30—New York had an average gain of 1%, Los Angeles a loss of 2%. On a seven-day basis it all averaged out to a 2% increase in New York, no change in Los Angeles.

One for school and one for fun

A combination of a tax-supported "curriculum" on public television stations and a library of "great" fiction on commercial TV was prescribed last week by Howard Eaton Jr., senior vice president and director of broadcasting for Ogilvy & Mather, New York, as a cure for the ills of children's programming.

Mr. Eaton proposed this approach during a talk before a joint meeting of the Philadelphia Home Economists in Business and the Philadelphia Club of Advertising Women. He stressed his approach would concentrate education on public television and quality entertainment for children on commercial TV.

"What would happen if there were a one-dollar-a-year tax on the ownership of a television set?" Mr. Eaton ventured. "That's \$60 million a year, that's 100 *Sesame Streets* a year. Five years of this would produce 500 *Sesame Streets*."

"Then, think about the reruns. We tend to throw away so much of television after a couple of years. A program has its moment, and then is gone. But think how we would use these programs—to teach children year after year the right material at the right point in time. The material need not change; the children will. The fifth grade is a rerun. Amortization of production costs of as much as \$1 billion over a 10-year period would cost each home \$1.67 a year."

For the commercial broadcaster and the advertiser, Mr. Eaton said, there "is still a large role" in the children's area: supplying quality entertainment programs. He cited the Disney productions as the exemplar of high-caliber and high-priced entertainment and said the commercial sector could supply the same level of programming by accepting the concept of long-range amortization of product through rerun exposures.

"While the educators are creating the curriculum, let the broadcasters and advertisers create the great fiction library for children, a library which will withstand as many repeats as *Charlie Brown*, *The Wizard of Oz* or *The Fifth Grade*, Mr. Eaton suggested. "If an advertiser wants to make his contribution, let him commission the new production of 'David Copperfield,' 'Silas Marner' or 'Treasure Island,' as a cartoon if he wishes. . . ."

Should exclusivity shrink even more?

Cable operators all in favor of extending waivers to syndicated shows

While the larger issues of cable were uppermost in most minds (see page 16), some minor points still remain in contention.

One such item is the FCC's proposal to extend the current exception from the exclusivity rules for prime-time network programming to nationally syndicated fare as well. Under the proposed rule amendment, CATV systems would not have to provide exclusivity to higher-priority TV stations carried on their systems for syndicated programming distributed around the country on a same-day release basis, as long as there is another station on the system that carries the show in prime time and the higher-priority outlet elects to air the program in nonprime hours. This is presently legal only so far as network programming is concerned.

Comments on the proposal came from many cable operators and one broadcaster—ABC. The former faction lauded the commission's intentions and urged the amendment's passage. ABC, in essence, thought it unnecessary.

Comments from cable interests designated the proposal as "an essential counterpart" to the commission's prime-time access rule which, they noted, was largely implemented to give syndicators an opportunity to break into the prime-time programming business. Such a rule, they said, would further open the doors in prime time for such programs as the *David Frost* and *Mike Douglas* shows, both of which, they said, are offered for release on the same day around the country. They also argued the obvious point that the rule would allow CATV subscribers to watch these programs in prime time, whether the higher-priority TV station on the system carries them then or not. Some cable respondents even requested that the commission enlarge the proposal to afford exclusivity waivers for all nationally-syndicated programming, since many syndicators "do not yet have enough buying power" to negotiate same-day release packages.

ABC countered that the proposed rule, like the rule now on the books governing network programming only, has "little practical applicability," since in most cases network affiliates cannot offer prime-time programming in nonprime time on the same day because they simply do not have access to those programs prior to the network air time.

According to ABC, the potential applicability of the proposed rule is even more limited. In fact, ABC said, "we are not sure that such [nationally syndicated, same-day] programming exists." It asserted that scheduling of syndicated programming is a matter almost universally left to the individual station—not the syndicator. Even in the case of *Frost* and *Douglas*, it said, these programs "are scheduled by different outlets at different times and, we are under the impression, they may be scheduled on different days."

The ratings according to Nielsen: CBS leads

CBS-TV is settling in its accustomed spot in the ratings rankings. Last week the national Nielsens were released for the week Oct. 25-31: CBS 20.0, NBC 18.8 and ABC 18.0.

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

Several new series were gainers in the top 40: *NBC Mystery Theater* was sixth; CBS's *Cannon* 11th; CBS's *Funny Face* 15th; ABC's *Longstreet* 16th; CBS's *Dick Van Dyke* 24th; CBS's *Cade's County* 27th; NBC's *Night Gallery* 34th; ABC's *Owen Marshall* in 36th, and NBC's *Nichols* in 37th.

NFL Football (Minnesota Vikings-Baltimore Colts) on ABC ranked ninth. The top-10 list otherwise showed no surprises: NBC's *Flip Wilson* first, followed by CBS's *All in the Family*, a third-place tie between ABC's *Marcus Welby* and CBS's *Hawaii Five-O*; then CBS's *Mannix*, ABC's *Mystery Movie*, a seventh-place tie between NBC's *Walt Disney World* special and CBS's *Gunsmoke*; then ABC's *Monday Night Football* and *The FBI*.

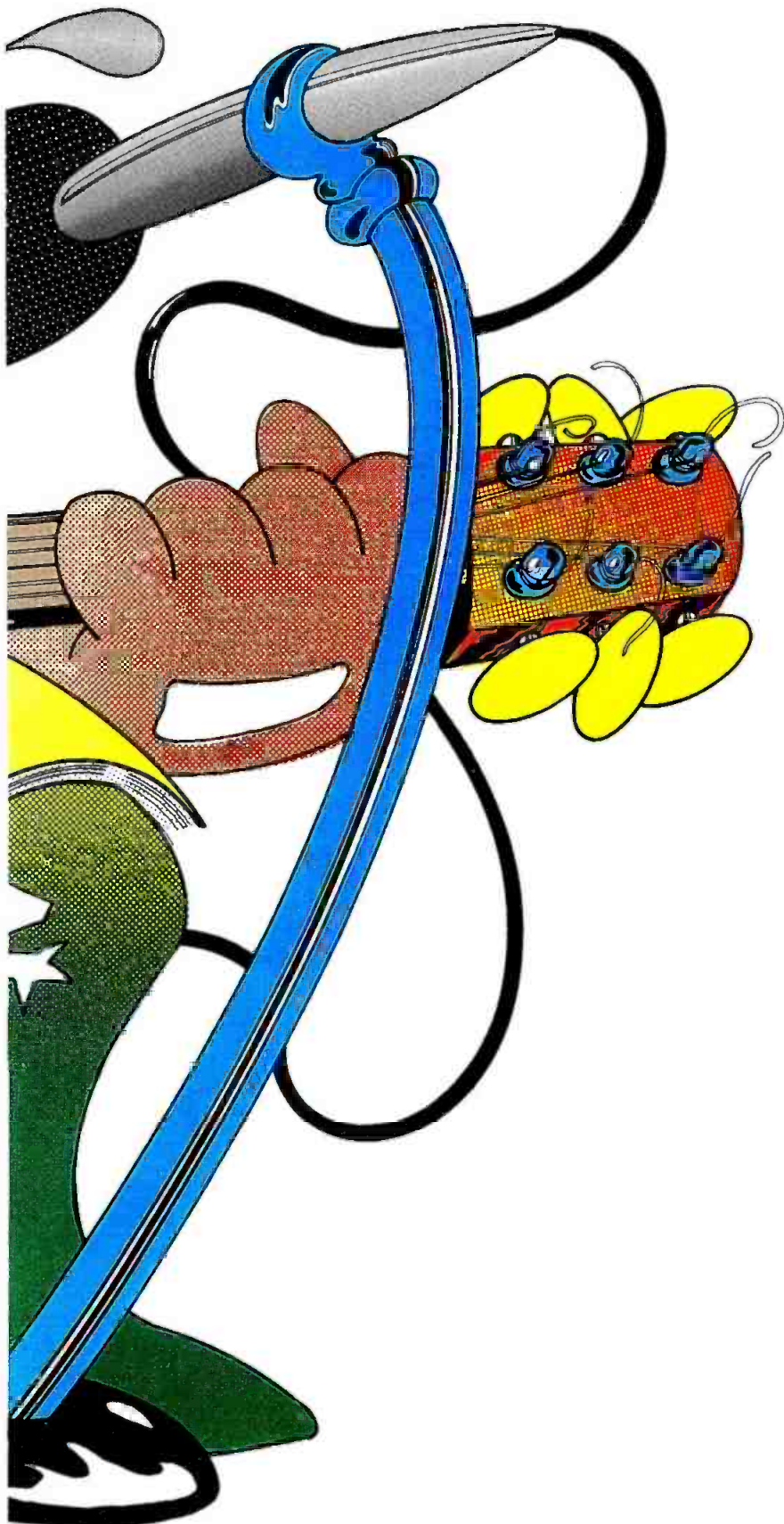
Special kicks off NBC co-op

In their first cooperative effort in programming, the five NBC-owned television stations and the NBC New Program Service (NPS) will produce and distribute, respectively, a half-hour special focusing on the attitudes of younger people toward older people. Titled *I'd Rather be Me Than Old*, the special will be filmed by WNBC-TV New York, WRC-TV Washington, WKYC-TV Cleveland, WMAQ-TV Chicago and KNBC(TV) Los Angeles. It will be fed to the 117 TV stations that subscribe to NPS. The unit has been distributing a half-hour feed of news and sports programming daily to its subscribers. The special will be distributed on Nov. 22 (without narration so that stations may use local talent) and on Nov. 23, including narration by Dr. Frank Field of NBC News, New York.

Now, we're into



music.



Back in the thirties we were amateur crooners. Sat around the old Model T, knocked out a couple of good harmonies and got back to business.

Then with the fifties and Elvis, Chuck and the lindy, we got more interested. We changed with the times; slicked up the ducktail, polished the Merc and spent nights on the corner just being raunchy.

Then in the sixties, with the Beatles, the Dead, and the Stones, we started coming into our own. We got some class; traded the Merc in for a bicycle, hot combed our hair, got into "I Ching" and grooved on the sound.

As big business, music is new to us, so we've done a lot of homework to ready ourselves for a December 27-January 3 debut. We're putting together a complete rendition of the music and radio businesses called "Music to Broadcast By." It will be a definitive work on the dynamics of the industry; its history, personalities, trends and influence on the broadcast medium.

This time we're serious about our music. And the year-end double issue is only our coming out: We're scheduling many future concerts.

There's no stopping us now, so enjoy the music.

Broadcasting

Lots of country from Alto Fonic

Alto Fonic Programing Inc., Los Angeles, has produced and is offering in syndication a radio package featuring virtually all the most popular country-and-western music heard over the last 25 years. The total package, entitled *Number One Country*, provides 36 hours of programing and is said to contain every recording that reached the number-one position on the country-music charts since 1945.

Alto Fonic is offering the package to radio stations for use in segments or as continuous programing during a week-end. Larry Scott, music director for KLAC(AM) Los Angeles, a country-music station, provides the introductions in one version of the package being offered. In another version, the package is offered with prepared copy, permitting local station personalities to do the introductions. Both versions include guest star introductions as well, with such country-and-western artists as Eddy Arnold, Hank Snow, Buck Owens, Merle Haggard and Jimmy Wakeley.

The *Number One Country* syndication package is being distributed in both monaural and stereo and on one-quarter-inch audio tapes. To date sales have been reported to KLAC(AM) Los Angeles and KLAQ(AM) Lakewood, Colo.

Changing Formats

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

■ KTRB-FM Modesto, Calif.—KTRB Broadcasting announced that effective Nov. 8 station switched its uptempo middle-of-the-road format to standard progressive-rock music. Station operates on 104.1 mhz with 4.7 kw and an antenna 260 feet above average terrain.

■ KZST(FM) Santa Rosa, Calif.—Redwood Empire Stereocasters announced that effective Nov. 12 station increased its broadcast day from 18 to 24 hours daily. The added time slots will be used for popular-music programing. KZST operates on 100.1 mhz with 3 kw and an antenna 240 feet above average terrain.

■ WSOC-FM Charlotte, N.C.—Carolina Broadcasting has altered station's format from middle-of-the-road programing to uptown country music. Station continues to operate in stereo on 103.7 mhz with 100 kw and an antenna 1,040 feet above average terrain.

■ WBES(FM) Charleston, W. Va.—WCHS-AM-TV Corp. has announced that effective today (Nov. 15) FM is to cease simulcasting wchs(AM). Format

change follows recent call-letter change from WCHS-FM. Station has concurrently altered its format from an upbeat middle-of-the-road schedule to adult easy listening and standard popular music. WCHS broadcasts on 850 khz with 5 kw and directional antenna during nighttime hours. WBES(FM) broadcasts on 96.1 mhz with 14.5 kw and an antenna 830 feet above average terrain.

Bay Area record company to syndicate radio shows

Golden State Recorders, San Francisco-based record-production and recording firm, is expanding into radio programing. The company plans to produce radio programs, under a yet-to-be-named subsidiary, for international syndication.

Golden State has three shows in production: *Backtrack*, a series tracing the history of rock 'n' roll from 1954 to the present; *San Francisco Scene*, weekly coverage of pop-music happenings in the San Francisco Bay area, and *Sound Theater of the Air*, a classical music review.

John Stone, program director and disk jockey for several major market stations over the last 12 years, will head the new programing operations as executive producer. Principals in Golden State Recorders are Leo de Gar Kulka and Herbert P. Haas.

Tennis tourneys on NBC-TV

NBC-TV will telecast eight live tennis tournaments in the series of 20 scheduled World Championship Tennis Inc. events. The Sunday broadcasts will be presented 3:30-5:30 p.m. NYT beginning Feb. 20 in Toronto and ending with two-and-one-half-hours of tournament finals May 14 in Dallas. Announcing crew for the events, which have three-quarters sponsorship sold, has not been named.

Xerox funds films on PBS

Xerox Corp., Stamford, Conn., announced last week it has made a grant of \$425,000 to the Public Broadcasting Service for the telecast of 26 classic films over more than 210 noncommercial member stations of PBS, starting in January. The films, chosen for their impact on the development of the film medium, include "Grand Illusion," "The Cabinet of Caligari," "M," "The 39 Steps," and "The Blue Angel." The films were selected by KCET(TV) Los Angeles, which will produce supplementary material, and will be carried on a weekly basis under the program title, *Film Odyssey*. Super-imposed English subtitles will translate the dialogue of the foreign films.

Vidtronics begins to produce

The Vidtronics division of Technicolor Inc., recently merged with Gold Key Entertainment Inc., has announced plans to produce motion pictures and television programs. Investment in the program plans is said to be several million dollars. In addition to approximately 20 features, the company will tape the pilot of a syndicated conversation show featuring Marilyn Lewis, known as the fashion designer, Cardinale, as hostess.

Program Notes

Bullets on WDCA-TV ■ WDCA-TV Washington (ch. 20) has made exclusive multimillion dollar rights deal with Baltimore Bullets of National Basketball Association. Five-year agreement calls for live broadcast of 20 prime-time games annually, with option for station to continue relationship beyond that period. Carling Brewing Co., Cleveland, through Harold Cabot & Co., Boston, has already purchased half sponsorship in games this year.

Bowling finals ■ Hughes Sports Network will telecast the final rounds of the Brunswick World Open bowling championship on Nov. 27 on 32 stations in the Midwest at 5-6:30 p.m. Sponsors are the Brunswick Corp., Miller Brewing, Firestone Tire & Rubber Co. and King Louis Shirt Co.

Winter games go south of the border ■ NBC International Ltd. has acquired the Latin American rights to the Winter Olympics to be held in Sapporo, Japan, Feb. 2-13, 1972. NBC Sports will provide 36 hours of coverage, mostly live, during the 12-day event.

Sidaris sold ■ Penn Pacific Corp., Phoenix, has acquired the Sidaris Co., Los Angeles, packager of sports TV-film programs. Sidaris's production schedule includes several TV specials—ABC's *Champion Auto Racing* and segments of ABC's *Wide World of Sports*. Penn Pacific, operating holding company, did not disclose terms of transaction.

Holiday program ■ Charles M. Conner Productions is again making available to radio stations a seven-hour Christmas program. *The Sound of Christmas Around the World* contains information about traditions and customs of Christmas in 23 countries and features their finest choral groups. It also presents big name American and international talent. Address: 4713 Braeburn Drive, Bellaire, Tex. 77401.

Reade names TV distributor ■ The Walter Reade Organization, New York,

has appointed Alan Enterprises Inc., Los Angeles, as exclusive sales agent for the sale to television of the more than 500 feature films in the Reade library. Alan Gleitsman, president of Alan Enterprises, was a vice president in Reade's television division before he left last year to form his own TV distribution company.

"Future Shock" special ■ Metromedia Producers Corp., Hollywood, is transforming the recent best-selling non-fiction book "Future Shock" into an hour TV special for presentation early next year. The special, being produced for Western Electric Co., New York, through Foote, Cone & Belding Advertising Inc., is scheduled for a Feb. 4, 1972, air date via the station lineup of the Hughes Television Network. The program will be based on the book by Alvin Toffler which looks into the future of mankind.

Bresee shares ■ Frank Bresee, who reportedly possesses the largest private collection of radio transcriptions, scripts, photographs and motion pictures of early day radio shows, is using this material to create his own current-day radio program. Mr. Bresee broadcasts a nightly five-minute segment on *The Roger Carroll Show* on KMPC-AM Los Angeles. His program segment is called *Golden Days of Radio* and on it Mr. Bresee plays an excerpt from a popular radio show of the 1940's and 1950's and then reminisces about the early days of the medium.

Golden's package ■ Hal Golden Productions, New York, reported last week it has acquired TV distribution rights to a package of more than 20 feature films produced by Group W Films. The motion pictures will be offered to TV stations following their theatrical run.

Children's movies ■ American International Television has placed into syndication a package of four feature films produced especially for children and has completed initial sales to 23 stations. The package, called *Children's Showtime* and consisting of "Treasure Island," "The Wonderful World of Puss 'n' Boots," "Jack and the Witch" and "Little Norse Prince," has been bought by stations including WCBS-TV New York, KNXT-TV Los Angeles, WBBM-TV Chicago, KBTU-TV Denver and WCVB-TV Boston.

Third time around ■ For the third consecutive year, NBC-TV will carry the *Hallmark Hall of Fame* original musical, "The Littlest Angel," on Dec. 12 (7:30-9 p.m.). The full sponsor is Hallmark Cards Inc., Kansas City, Mo., through Foote, Cone & Belding, New York.

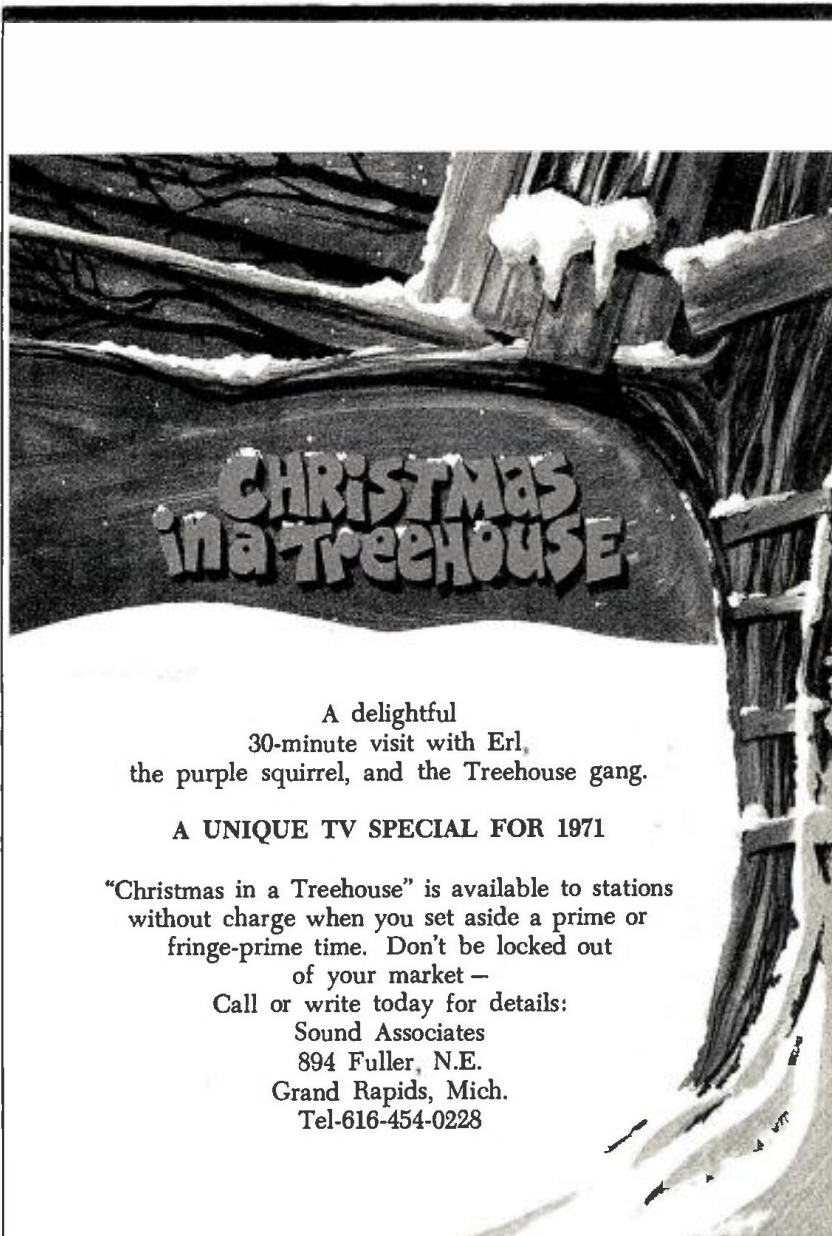
Holiday trio ■ CBS-TV will present two hours of back-to-back holiday programming on Dec. 7 from 7:30 to 9:30 p.m. EST, covering three special shows. They

are *Dr. Seuss' How the Grinch Stole Christmas* (7:30-8 p.m.), sponsored by Nabisco Inc. and Reynolds Metals Co.; *A Charlie Brown Christmas* (8-8:30 p.m.), sponsored by the Bottlers of Coca-Cola and Hershey Foods Corp., and *Julie and Carol at Lincoln Center* (8:30-9:30 p.m.), sponsored by the Eastman Kodak Co. and Dr. Pepper Co.

Revised schedule ■ ABC-TV will preempt its regular daytime schedule on the post-Thanksgiving date of Nov. 26 and will devote the morning period to children's cartoons and the afternoon to a National Basketball Association game.

Mets bought for 3 years

Three-year agreement was announced last week for the broadcasts of the New York Mets baseball games over WOR-TV and WHN(AM) both New York covering the 1972, 1973 and 1974 seasons. Broadcast rights were obtained to three years by Rheingold Breweries Inc., New York, which has been the principal sponsor since the Mets were organized in 1962. The price of the TV-radio rights was not divulged but is estimated at \$1.25 million annually. Young & Rubicam, New York, is Rheingold's advertising agency.



A delightful
30-minute visit with Erl,
the purple squirrel, and the Treehouse gang.

A UNIQUE TV SPECIAL FOR 1971

"Christmas in a Treehouse" is available to stations
without charge when you set aside a prime or
fringe-prime time. Don't be locked out
of your market —
Call or write today for details:
Sound Associates
894 Fuller, N.E.
Grand Rapids, Mich.
Tel-616-454-0228

The promotion director in profile

Survey finds most in major markets, majority under 30 years old, and with modest budgets

Only one out of every five radio stations employs an advertising-promotion-public relations director on its staff, according to the results of survey to be released today (Nov. 15) at the opening of the convention of the Broadcasters Promotion Association in Seattle.

Disclosing the results of the survey of U.S. stations will be Andrew S. Erish, director of advertising and promotion for the ABC-Owned Radio Stations, who originated and supervised the project in conjunction with the BPA and the Radio Advertising Bureau. The questionnaire was developed in cooperation with RAB President Miles David and was distributed to all 6,000 radio stations. More than 600 replies were received, according to Mr. Erish.

The results show that although only 20% of all radio stations employ an advertising-promotion-public relations director, the figure rises to 39% in markets with population of 250,000 and upwards. The figure drops to 11% in the 100,000-250,000 market group. The percent declines further to 5% in markets under 50,000 and to 6% in those from 50,000 to 100,000.

The survey reveals that 54% of the promotion directors have been in their present positions for one to three years; 15%, four to five years; 13%, six to 10 years; 13%, less than one year; 4%, 11 to 15 years; 1%, 16 to 20 years. In age groupings, 30% were from 26 to 30 years old; 23%, 31 to 35; 14%, 20 to 25; 13%, 36 to 40; 11%, over 50; 7%, 41 to 45; and 3%, 46 to 50.

As to approximately annual salary, 36% reported they earned from \$7,000 to \$10,000; 25%, \$10,000 to \$12,000; 18%, under \$7,000; 10%, \$13,000 to \$15,000; 7%, \$15,000 to \$18,000; 4%, \$19,000 to \$20,000. No respondent said he earned over \$20,000.

The approximate annual advertising and promotion budgets were listed as follows: 4% of stations, \$100,000 to \$200,000; 6%, \$50,000 to \$100,000; 4%, \$40,000 to \$50,000; 3%, \$30,000 to \$40,000; 8%, \$20,000 to \$30,000; 6%, \$15,000 to \$20,000; 10%, \$10,000 to \$15,000; 16%, \$5,000 to \$10,000; 39%, \$1,000 to \$5,000 and 4%, under \$1,000.

The survey shows that 48% of the stations provide sales promotion and merchandising assistance to local clients

and 43% to national clients. Studies of their markets are offered to clients or their agencies by 66% of the outlets. The study also reveals that 35% of the stations said their greatest need for improvement is in sales promotion activities; 24% in publicity; 22% in consumer advertising; 11% in trade advertising and 8% in merchandising.

C of C toots horn for free enterprise

A TV and radio public-service campaign to promote better understanding of the free-enterprise system has been undertaken by the U.S. Chamber of Commerce.

Being sent to 600 TV stations and 2,500 radio stations is a three-part series that the chamber hopes will be a continuing program. For both TV and radio, the first spot is on the competitive-enterprise system as a whole; the second is on the role of the consumer as boss in determining what is produced, and a third tells why profits are desirable as a spur to productivity and inventiveness. Arch N. Booth, executive vice president of the national chamber, is featured in the first three spots.

The TV spots, to be released every 10 weeks, are 60-second color animation plus live sound-on-film, produced by Hanna-Barbera, Hollywood. For TV also there are 30-second variations. For radio, the themes are the same on cartridges, produced by Rodel Productions, Washington. Radio stations will get the three promotions at one time.

The chamber's TV and radio spots are part of an over-all promotional and educational effort that also includes college and high-school symposiums, booklets, discussions, speeches and films.

BPA promotes the promoters

The Broadcast Promotion Association has announced the winners of a series of awards for 1971 in conjunction with this year's seminar held in Seattle.

In the category of stations in the top 10 markets, networks, station groups or representatives, WFLD-TV Chicago won recognition for doing the best job of

promoting either facilities, programming, a TV station, market or industry to advertisers and/or their agencies. In the category of stations in all other markets, KCMO-TV Kansas City won the award for the same service.

WFLD-TV's winning entry was a sales brochure entitled "In Chicago WFLD-TV is the Hottest One." Honorable mention went to KNBC(TV) Los Angeles and to Harrington, Richter and Parsons.

KCMO-TV's winning entry was an integrated media campaign, "We Made Five First," promoting the station's local news. KNTV(TV) San Jose, Calif., won honorable mention as did WTAR-TV Norfolk, Va.

Some 60 TV stations entered this year's competition, open to BPA members and all other outlets.

BPA's community-involvement award went to WAFB-TV Baton Rouge for its entry, "Storyland," a children's program utilizing interpreters with finger spelling and mouth movements for the benefit of hard-of-hearing and deaf audiences.

The radio first prize for community-involvement programming went to KNX-AM Los Angeles for "Holiday Roulette," a campaign for spot announcements promoting traffic safety.



Actor Dan Goodman "wakes up to what's happening" following a news report heard on KGO(AM) San Francisco and finds himself in the middle of a breaking news story—his bed on top of a hook-and-ladder fire engine. The scene is part of 60-second TV commercial (it's also being shown in 30-second and 10-second lengths) produced by the radio station on behalf of its morning news block programming. The promotional spot's message is that KGO news "is so real, you'll think you're there."

Too much outside film on Hong Kong TV

That's view of government advisers who want to set limit on imports

Television station programmers in the British colony of Hong Kong have been told by a five-man governmental advisory board there is "too much filmed material of a non-British and non-Commonwealth origin" on the two television stations there.

The board recommends that the stations reduce the amount of such programming, meaning American filmed series and motion pictures, which dominate the screens of Rediffusion (Hong Kong) Ltd. and Hong Kong Television Broadcasts. Each station has two channels, broadcasting in English and Chinese.

The board's report focused on the Americanism of the English-language channels. It produced statistics showing both English channels devote at least 59% of their film time to American productions.

This contrasts with 25% British and Commonwealth for Rediffusion, and 15% for HKTVB.

Representatives of both stations have informally asked the board for specifics on the correct proportion of Commonwealth and non-Commonwealth films. The board has offered no further explanation so far.

Hong Kong is a four-million person enclave, with more than 600,000 set-owning families. Rediffusion transmits by wire and Hong Kong Television Broadcasts is an over-the-air operation.

U.S. television program distributors in New York last week said they had not heard of the advisory board report, but all said the recommendation did not surprise them. They pointed to constant pressure in overseas markets to restrict made-in-America programming, resulting from complaints of local producers and from some segments of the public decrying the trend toward "Americanization" of the television channels.

"Quotas are something we always have to contend with," one distributor said. "British commercial TV has an official quota of 14% for 'foreign' programs, and while the BBC has no official quota, its purchase of our programs is about the same percentage.

In recent years restrictive quotas have been imposed in Canada and Australia, and there is legislation pending for quotas in Argentina, Brazil and Venezuela."

Hong Kong is a relatively small market for U.S. distributors, accounting for approximately \$500,000 a year in program purchases.

"We consider Hong Kong a small but

good market," one distributor reported. "We would not like to see our sales opportunities reduced, but it's a fact of life we have learned to live with."

(The preceding dispatch is based on material supplied by freelance correspondent Paul Strauss, with amplification by BROADCASTING editors in New York.)

**You're only
HALF COVERED
in Nebraska...**



without Lincoln-Hastings-Kearney

- ☐ Check retail sales.
- ☐ Check the top station dominance.*
60% Total Day Share, 54% Prime Time, 65% Early Evening, 85% Late Evening.
- ☐ Check with Avery-Knodel

*Source: ARB Feb./March, 1971



The Feltz Nations
 RADIO
 WDR 94.5/100.5 BATTLE CREEK
 WOP 104.5 RAPID CITY
 WOP 104.5 GRAND RAPIDS/ALANZES
 WOLM/WWN FM CHILLAZ
 TELEVISION
 WDR-TV GRAND RAPIDS/ALANZES
 WOP-TV CHILLAZ/STANLEY CITY
 WOP-TV SALT LAKE CITY
 WOP-TV LINCOLN, NEBRASKA
 WOP-TV GRAND ISLAND, NEB.
 WOP-TV SIOUX CITY, IOWA

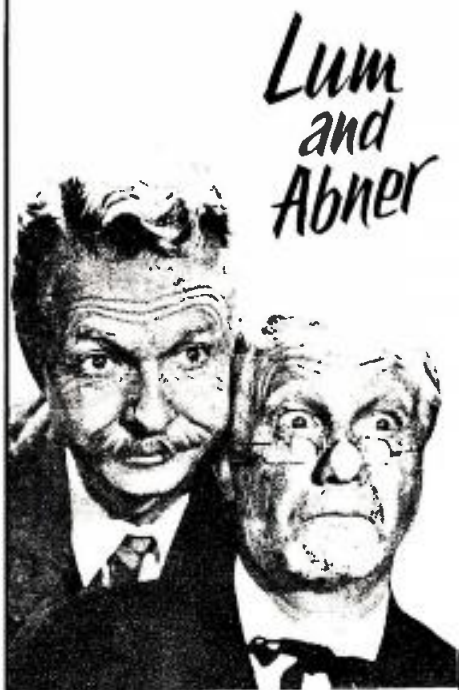
KOLN-TV / KGIN-TV

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1300 FT. TOWER

GRAND ISLAND, NEBRASKA
1067 FT. TOWER

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IS SWEEPING THE COUNTRY!**



**Bringing New Listeners
and New Profits
to Radio Stations**

**Now Heard in More
Than 25 States**

*Lum
and
Abner*

**Piling up profits
... for Sponsors
... for Stations
15 minutes a Day
Five days a Week!**

PROGRAMMED FOR PROFIT . .

Timed precisely, they provide a professional program vehicle for five great fifteen minute shows every week. Sold on minimum options of 13 weeks or 65 separate programs. Tapes now available for four years of programming. Each program is precisely timed on high quality tape taken from the original Lum and Abner library. Two 15-minute programs per tape. Tapes are mailed monthly in packages of 24 programs. Minimum contract is 13 weeks.

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picture for cable?**

**Accord on regulation
draws bullish action
from security analysts**

The compromise proposal on cable television was interpreted last week in Wall Street as a positive step in the future growth of the cable industry.

There was recognition that the compromise was less favorable to cable development than the earlier FCC plan had been. But the prevailing sentiment was that the new guidelines, if accepted, provide clarification of the regulations under which cable is to operate and would permit systems to construct new facilities and formulate plans within this framework.

Among leading securities analysts involved with cable stocks there was agreement that the shares of selected CATV companies are likely to appreciate over the long haul. In the short term, they reasoned, earnings are likely to remain static or decline as investments in equipment and the construction of new systems climb.

Jeff Casdin of Source Equities Inc. observed that the compromise package "waters down" the rules as suggested by the FCC but nevertheless he thought that the compromise plan would have a salutary effect on cable stocks. He pointed out that institutional investors have been inhibited in considering cable stocks because of the unclear picture in the industry.

"I think the OTP plan will help to clarify the picture," he said. "Though I can't get excited by the numbers of homes that the plan will open up, my own projection is that the potential in the future can be as high as 10 to 12 million, effectively doubling the present number. The cable industry is in need of equity and needs the institutional investors to foster its growth."

Ed Addiss of Matthews Mitchell & Co. is optimistic about CATV growth if the compromise is accepted. He views selected CATV stocks as sound investments over the long haul, particularly those of companies with franchises in the upper-middle and middle markets such as Columbus, Ohio; Buffalo, N.Y.; Syracuse, N.Y., and Oklahoma City, where the rules will permit additional channels to come in.

"In the top markets, such as New

York, Los Angeles and Chicago, I don't think it's too significant to add two channels to the large number they already have," Mr. Addiss remarked. "Over-all the investment community has been waiting for significant guidelines, and if these are the ones we are going to have, it's a step forward for the cable industry. Long-term growth is indicated, though earnings will be low for the first few years as investments are made in systems."

Richard Kershner of Drexel Firestone Inc., Philadelphia, said the resolution of cable-television regulation is bound to enhance cable-television stocks. He said cable stocks for the most part have been undervalued.

"I feel the OTP compromise could be beneficial as a whole," he stated. "When systems can import at least two distant signals, they can be viable. The proposal is not likely to help systems below the top-100 markets, but those in the top markets should benefit. Stocks normally react on expectation, and investors have been waiting for five years for a clarification of the cable-TV industry picture."

Arnold Rimberg of Edward A. Viner & Co. said the plan, if approved, should generate additional business activity for cable companies, particularly for the larger ones. Smaller CATV operations, he pointed out, must contend with financing problems when cable construction commences, and this factor is likely to affect their earning performances. Though companies of all sizes have prospects for growth, he indicated, the larger companies will be in a stronger position.

Steve Gordon of Equity Research Associates, a division of Halle & Stieglitz Inc., said the industry "badly needs the distant signals in the top-100 markets." He preferred not to express an opinion on the effect that the compromise would have on the cable business until he had a chance to analyze the proposal more carefully. He said the distant-signal provisions outlined by the FCC would, in his opinion, definitely stimulate cable expansion, but added he was concerned that the program-exclusivity strictures in the plan might negate the benefits.

Dennis McAlpine of Tucker, Anthony & R. L. Day, said he had "mixed reactions" to the compromise. He felt the top markets would not be helped substantially by the exclusivity restrictions, but said the proposals promise to be particularly beneficial to systems in the top-25-to-100-market range, where

two or more additional signals would be permitted.

Mr. McAlpine believes cable stocks will rise gradually once a firm set of regulations is devised and that over the long term, certain selected shares, generally of the larger companies, should continue to flourish. He added that the

business tempo of equipment manufacturers should accelerate and he sees the large companies now relatively inactive in the cable area moving in. e.g., RCA, Zenith and Magnavox.

David Alger of Fred Alger & Co. said that "any additional signal importation" must be interpreted as "bullish" for the

cable industry, but added that "if it leads to an onerous copyright agreement, it could be adverse." He said he had not fully examined the quantitative aspects of the proposal, saying it would require virtually a study on a market-by-market and even a program-by-program basis.

The Broadcasting Stock Index

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

	Stock symbol	Ex-change	Closing Nov. 10	Closing Nov. 3	Net change in week	High	1971 Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting									
ABC	ABC	N	43 3/4	43 3/4	- 1/4	48	25	7,095	\$311,258
ASI Communications	ASIC	O	2 1/4	2 1/2	+ 1/4	4 1/2	2 1/2	1,789	6,709
Capital Cities	CCB	N	42 1/2	43 3/4	- 1 1/4	49 3/4	29	6,236	15,590
CBS	CBS	N	43	44 1/4	- 1 3/4	49 3/4	30 1/2	27,210	1,186,900
Cox	COX	N	31 1/2	31 1/2	- 1/4	36 1/4	17 1/4	5,802	184,910
Gross Telecasting	GGG	A	12 1/2	12 1/4	- 1/4	16	10 1/2	800	10,200
LIN	LINB	O	11 1/4	11 1/4	- 3/4	15 1/2	8 1/4	1,253	15,976
Mooney	MOON	O	8 1/2	8 1/2	-	9 1/4	4	250	2,313
Pacific & Southern	PSOU	O	10	8 1/2	+ 1 1/2	17 1/2	10 1/4	1,930	17,119
Rahall Communications	RAHL	O	8 1/4	8 1/4	-	29	8 1/4	1,037	90,748
Scripps-Howard	SCRIP	O	21	28 1/2	- 7 1/2	25	18	2,589	73,812
Sonderling	SDB	A	18 1/4	20	- 1 3/4	34	18 1/2	997	20,947
Starr	SBG	M	19	18	+ 1	20 1/2	8 1/4	496	8,928
Tait	TFB	N	35 1/4	36 1/4	- 1 1/4	44 1/4	23 1/4	3,707	134,824
Total								132,142	\$2,080,234

Broadcasting with other major interests

Avco	AV	N	14	14 1/2	- 1/2	18 1/4	12 1/2	11,476	\$ 16,640
Bartell Media	BMC	A	3 1/4	3 1/4	-	8	3 1/4	2,254	8,723
Boston Herald-Traveler	BHLD	O	21	21	-	28	19	577	12,117
Chris-Craft	CCN	N	6	6 1/4	- 3/4	12	5 1/2	3,901	26,332
Combined Communications	CCOM	O	20 1/2	20 1/2	-	24 1/4	10 1/2	2,206	45,223
Cowles Communications	CWL	N	10 1/2	11 1/4	- 1/4	13 1/2	8	3,969	44,651
Fuqua	FOA	N	18 1/4	18 1/2	- 1/4	26 1/2	13 1/4	7,524	415,701
Gable Industries	GBI	N	21 1/4	21	+ 1/4	24 1/2	9 1/2	1,667	35,007
Gannett	GCI	N	57 1/4	55 1/4	+ 2	60	32 1/2	7,519	417,004
General Tire	GY	N	22 1/2	23 1/2	- 1 1/2	28 1/4	21 1/2	18,713	633,809
Gray Communications		O	6 1/4	8 1/4	-	8	5 1/4	475	3,206
ISC Industries	ISC	A	5 1/2	5 1/2	- 3/4	8	4 1/4	2,114	12,409
Lamb Communications		O	2	2	-	2 1/2	2	475	950
Lee Enterprises	LNT	A	16 1/4	17	- 1/4	20	16 1/4	2,936	49,912
Liberty Corp.	LC	N	16 1/4	17 1/4	- 1	29 1/2	16 1/4	6,744	119,706
Meredith Corp.	MDP	N	22 1/2	23	- 1/2	29 1/2	19 1/4	2,772	734,580
Metromedia	MET	N	25 1/2	25 1/2	-	30 1/2	17 1/4	5,764	146,233
Multimedia Inc.		O	33	33	-	34 1/4	25	2,407	79,431
Outlet Co.	OTU	N	15 1/2	15 1/4	- 1/4	22	13 1/2	1,334	20,344
Post Corp.	POST	O	16	15 1/4	+ 1/4	16 1/4	9 1/4	734	23,451
Publishers Broadcasting Corp.	PUBB	O	2 1/4	2 1/4	+ 1/2	4 1/4	1 1/4	916	2,061
Reeves Telecom	RBT	A	2 1/4	2 1/2	+ 1/4	3 1/2	2	2,292	4,859
Rollins	ROL	N	41	40 1/2	+ 1/2	43 1/2	25 1/2	8,065	401,314
Rust Craft	RUS	A	40 1/4	40	+ 3/4	48 1/4	28 1/4	2,318	92,720
Schering-Plough	PLO	N	80 1/2	80	+ 1/2	87 1/2	60 1/2	25,174	2,013,920
Storer	SBK	N	24 1/2	24 1/4	- 1/4	33 1/4	19	4,223	104,519
Time Inc.	TL	N	55	54 1/4	+ 3/4	62 1/4	40 1/4	7,258	771,888
Trans-National Communications		O	3 1/4	3 1/4	-	1 1/4	1 1/4	1,000	370
Turner Communications		O	2 1/2	2 1/2	-	4	2	1,328	3,479
Wometco	WOM	N	17 1/2	18 1/2	+ 1/4	23 1/2	18 1/2	6,037	101,844
Total								153,318	\$6,342,403

CATV

Ameco	ACO	O	1 1/2	1 1/2	- 1/4	12 1/4	1 1/2	1,200	\$ 1,896
American Electronic Labs.	AELBA	O	5 1/2	5 1/2	+ 1/4	10	3	1,668	8,957
American TV & Communications	AMTV	O	19 1/2	19 1/4	- 1/4	26 1/2	19 1/2	2,184	43,134
Burnup & Sims	BSIM	O	25 1/2	22 1/4	+ 3 1/2	37 1/4	20 1/2	3,061	6,887
Cablecom-General	CCG	A	10 1/4	10 1/4	- 1/4	17 1/4	9 1/4	2,485	27,012
Cable Information Systems		O	1 1/4	1 1/4	-	4 1/4	1 1/4	955	1,671
Citizens Financial Corp.	CPN	A	12	12	-	15 1/2	11 1/4	1,590	19,080
Columbia Cable	CCAB	O	10 1/4	11 1/4	- 1/4	15 1/2	9 1/4	900	10,008
Communications Properties	COMU	O	9 1/4	7 1/4	+ 2 1/4	11 1/2	7 1/4	1,906	14,047
Cox Cable Communications	CXC	A	17 1/2	17 1/2	-	25 1/2	15 1/2	335	5,735
Cypress Communications	CYPR	O	7 1/2	8 1/2	- 1/4	10 1/4	7	2,384	19,358
Entron	ENT	A	2 1/2	2 1/4	+ 1/4	7 1/4	2 1/4	1,320	3,630
General Instrument Corp.	GRI	N	15 1/2	16 1/4	- 1/4	29 1/2	15 1/4	6,370	103,513
LVO Cable Inc.	LVOC	O	8 1/4	9	- 1/4	10 1/2	7	1,466	8,063
Sterling Communications	STER	O	4 1/2	4 1/2	+ 1/4	8 1/4	3 1/2	1,100	9,900
Tele-Communications	TCOM	O	17 1/2	17 1/4	+ 1/4	22 1/4	12	2,856	129,948
Teleprompter	TP	A	75 1/4	78 1/2	- 2 1/4	95	56 1/2	3,077	53,078
Television Communications	TVCM	O	8 1/2	5 1/2	+ 3	10 1/2	5 1/2	3,804	298,614
Viacom	VIA	N	12	12 1/2	- 1/2	21	12	3,791	22,253
Vikoa	VIK	A	5	5 1/2	- 1/2	14 1/4	4 1/4	2,344	30,167
Total								44,796	\$896,951

Programming

Columbia Pictures	CPS	N	8 1/4	8 1/2	- 1/4	17 1/4	8 1/4	6,342	\$ 56,254
Disney	DIS	N	102 1/2	106 1/2	- 4	128 1/2	77	12,854	1,364,066
Filmways	FWY	A	4 1/4	5 1/2	- 1/4	11 1/4	4 1/4	1,829	10,242

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	Stock symbol	Ex- change	Closing Nov. 10	Closing Nov. 3	Net change in week	1971		Approx. shares out (000)	Total market capital- ization (000)
						High	Low		
Four Star International		O	1%	1%	—	1%	1	666	746
Gulf & Western	GW	N	24 1/4	25 1/4	— 1/4	31	19	15,010	16,811
Kinney Services	KNS	N	28	30 1/4	— 2 1/4	39 3/4	28	12,716	388,654
MCA	MCA	N	21 1/4	22 1/4	— 1 1/4	30	21 1/4	8,165	375,345
MGM	MGM	N	18	20	— 2	26 1/4	15 1/2	5,886	117,720
Music Makers	MUSC	O	1 1/2	1 1/4	— 1/4	3%	1 1/4	589	954
Tele-Taps Productions		O	1 1/4	1 1/4	—	2 1/4	1	2,183	5,938
Transamerica	TA	N	16 1/4	17	— 3/4	20 1/2	15 1/4	63,481	1,079,177
20th Century Fox	TF	N	7 3/4	8 1/4	— 1/4	15 1/4	7 1/4	8,562	73,804
Walter Reade Organization	WALT	O	2	1 1/4	+ 1/4	5 1/4	1 1/4	2,414	4,225
Wrather Corp.	WCO	A	5 1/4	6	— 1/4	8 1/4	5 1/4	2,164	12,984
Total								142,861	\$3,506,920

Service

John Blair	BJ	N	15	15 1/4	— 1/4	24 1/4	14 1/4	2,587	\$ 39,115
ComSat	CO	N	53	53	—	84 1/2	49 1/4	10,000	530,000
Creative Management	CMA	A	8 1/4	8 1/2	— 1/4	17 1/4	7 1/4	969	82,365
Doyle Dane Bernbach	DOYL	O	22	21 1/4	+ 1/4	28 1/4	21	1,934	40,846
Elkins Institute	ELKN	O	7	6 3/4	+ 1/4	16 1/4	8	1,664	11,232
Foote, Cone & Belding	FCB	N	8 3/4	10 3/4	— 1 1/2	13 1/4	7 1/4	2,196	22,773
Grey Advertising	GREY	O	14	13 3/4	+ 1/4	16 1/4	9 1/4	1,209	33,513
Interpublic Group	IPG	N	21 1/4	22	— 1/4	27 1/2	21 1/2	1,673	36,806
Marvin Josephson Assoc.	MRVN	O	5 1/4	7 1/4	— 1 1/2	12	6 1/4	902	6,422
LaRoche, McCaffrey & McCall		O	12	—*	—	16 1/4	9	585	6,435
Marketing Resources & Applications		O	8 1/2	8 1/4	+ 1/4	18 1/4	2 1/4	504	4,158
MovieLab	MOV	A	1 1/4	1 1/4	—	4	1 1/4	1,407	2,631
MPO Videotronics	MPO	A	3 1/4	3 1/4	—	8 1/2	3 1/4	557	2,156
Nielsen	NIELA	O	39	37 1/4	+ 1 1/4	49 1/4	39 1/4	5,299	402,565
Ogilvy & Mather	OGIL	O	33 1/4	31 1/4	+ 2	36 1/4	24	1,096	34,251
PKL Co.	PKL	A	8 3/4	8 1/4	— 1/4	10 1/4	3 1/4	778	6,706
J. Walter Thompson	JWT	N	36 1/4	38 1/4	— 2	60	34 1/2	2,720	420,131
Transmedia International		O	—*	1/2	—	3 1/4	1/4	535	267
Wells, Rich, Greene	WRG	A	—*	19	—	25 1/4	15 1/4	414	17,866
Total								37,029	\$1,690,238

Manufacturing

Admiral	ADL	N	15 1/4	17	— 1 1/4	21	8	5,163	\$ 87,771
Ampex	APX	N	13 1/4	14 1/4	— 1 1/4	25 1/4	13 1/2	10,873	161,682
CCA Electronics	CCAE	O	5	4 1/4	+ 1/4	5 1/4	2 1/4	897	5,505
Collins Radio	CRI	N	10 1/4	11 1/4	— 1 1/4	20 1/4	10 1/4	2,968	34,874
Computer Equipment	CEC	A	2 1/4	3	— 1/4	7 1/4	2 1/4	2,434	32,756
Conrac	CAX	N	20 1/4	21	— 1/4	29	15 1/4	1,259	26,439
General Electric	GE	N	57 1/4	58 1/4	— 1 1/2	65 1/4	52 1/4	181,626	10,646,916
Harris-Intertype	HI	N	50 1/4	53 1/4	— 3	69 1/4	49 1/4	6,344	682,488
Magnavox	MAG	N	44 1/4	47 1/4	— 3 1/4	55	37 1/4	17,283	816,622
3M	MMM	N	122 1/4	127 1/4	— 4 1/2	126 1/4	95 1/4	56,186	7,142,926
Motorola	MOT	N	75 1/4	77 1/4	— 2 1/4	89 1/4	51 1/4	13,370	1,039,518
RCA	RCA	N	32 1/4	33 1/4	— 1	40 1/4	26	74,437	8,578,864
Reeves Industries	RSC	A	2 1/4	2 1/4	— 1/4	6 1/4	2 1/4	7,794	22,369
Telemation	TIMT	O	7 1/4	7 1/4	—	13 1/4	7 1/4	14,040	101,790
Westinghouse	WX	N	86	88	— 2	97 1/4	65 1/4	41,555	3,656,840
Zenith	ZE	N	42	43 1/4	— 1 1/4	54 1/4	36 1/4	19,025	822,831
Total								455,254	33,860,191

Grand Total 1,420,940 \$48,376,937

Standard & Poor Industrial Average

102.85 104.62 — 1.77

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 Nov. 3.
Over-the-counter bid prices supplied by Merrill Lynch,
Pierce Fenner & Smith Inc., Washington.
* Prices not available.

Company Reports

■ Zenith Radio Corp., Chicago, has reported a 12% rise in sales and a 55% increase in earnings for the first nine months of 1971, as compared with the similar period a year ago. Also reported was increased net income on decreased sales for the third quarter of the year.

For the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 0.86	\$ 0.55
Revenues	429,683,000	384,950,000
Net income	16,324,000	10,528,000
Shares outstanding	19,024,690	19,020,015

■ Cohu Electronics Inc., San Diego, major manufacturer of broadcast and closed-circuit TV systems, reported improved third-quarter operations, with sales rising 23% above those for the comparable period last year. Over-all

1971 operations for the first nine months show a net profit compared to a net loss in the like period of 1970.

For the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 0.11	\$ —
Revenues	5,780,383	5,427,969
Net earnings (loss)	151,634	(176,166)

■ Technicolor Inc., Hollywood, which comprises major processing facilities for motion pictures and for TV, reported that net income for the first quarter increased 28%, though sales decreased 3%. It also reported that television-film processing, among other of the company's operations, showed "healthy sales gains."

For the three months ended Sept. 25:

	1971	1970
Earned per share	\$ 0.23	\$ 0.18
Revenues	25,998,000	26,758,000
Net earnings	848,000	661,000
Shares outstanding	3,747,053	3,694,708

■ Visual Electronics Corp., New York, which has been operating under Chap-

ter XI of the Federal Bankruptcy Act since July 20, 1970, reported the company incurred a comparatively modest net loss for the first three months of the fiscal year ended June 30:

	1971	1970
Earned (loss) per share	\$ (0.06)	\$ (2.36)
Sales	2,268,000	2,738,000
Net income (loss)	(78,000)	(3,211,000)

■ Earnings and revenues for the Gannett Co., Rochester, N.Y., group station and newspaper owner, rose substantially during the 39 weeks ended Sept. 26:

	1971	1970
Earned per share	\$ 1.35	\$ 1.06
Revenues	154,742,267	140,750,708
Net income	12,202,848	9,602,786

■ Cypress Communications Corp., Los Angeles-based major cable TV operator, reported record revenues and income for the first fiscal quarter of 1972. At the company's annual meeting in Chicago, Cypress President Burt I. Harris predicted annual revenues of more than

\$10 million after two still pending acquisitions are completed. Cypress shareholders approved an increase in authorized common shares from three million to five million. The increased shares, it was indicated, could be used for possible mergers or acquisitions.

For the three months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.07	\$ (0.02)
Revenues	2,256,400	2,097,900
Net income	166,600	(43,500)
Shares outstanding	2,383,258	1,887,626

Note: Fiscal 1972 earned per share and net earnings after extraordinary item resulting from reduction of federal income taxes, equaled \$73,400 or three cents per share.

■ The Kansas State Network Inc., Wichita, has announced the filing of a registration statement with the Securities and Exchange Commission covering a proposed combination public offering of 307,000 shares of common stock. Sale will be handled by underwriters, led by Stern Brothers & Co., and will include 150,000 shares to be sold by the firm and 157,000 shares to be sold on behalf of 21 stockholders. Also, KSN has declared an extra dividend of three cents per share, payable today (Nov. 15) to shareholders of record Nov. 4. The company reported a 12% increase in revenues as well as a rise in net income for fiscal 1971.

For the fiscal year ended Aug. 31:

	1971	1970
Earned per share	\$ 0.54	\$ 0.45
Revenues	6,648,883	5,949,681
Net income	802,697	662,650

■ A. C. Nielsen Co., Chicago, reported a 6.8% rise in revenues and an 8.6% increase in net income for the fiscal year ended Aug. 31:

	1971	1970
Earned per share	\$ 1.60	\$ 1.48
Revenues	113,446,441	106,225,694
Net income	8,497,758	7,827,462

■ LVO Cable Inc., Tulsa, Okla., cable television systems owner and operator, reported last week a 14% increase in revenues as well as a 134% rise in net income for the three months ended Aug. 31:

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

Financial Notes

■ CBS has declared its regular quarterly cash dividend of 35 cents a share on its common stock, payable Dec. 10 to shareholders of record Nov. 24, as well as a stock dividend of 2%, payable Dec. 24 to shareholders of record Nov. 24. (No fractional shares will be issued. Shareholders will receive nontransferable order forms for their fractional interests.) Also announced was a cash dividend of 25 cents per share on CBS

preferred stock, payable Dec. 31 to shareholders of record Nov. 24.

■ Metro-Goldwyn-Mayer, Inc., Culver City, Calif., has merged its theater operations in South Africa with Film Trust Pty. Ltd., Johannesburg. MGM also has formed a film distribution company with Film Trust Pty. The newly incorporated theater company will be known as Film Trust/MGM Film Distributors Pty. Ltd.

■ Storer Broadcasting Co., Miami Beach, has declared a dividend of 12½ cents per share on common stock, payable Dec. 9 to shareholders of record Nov. 19.

■ Post Corp., insurance company and TV-radio stations owner, offered 190,000 common shares of stock at \$16 per share in an underwriting on Nov. 5, jointly managed by duPont Glore Forgan Inc., New York, and Loewi & Co., New York. The offering was sold immediately. Post Corp. owns and operates WEAU-FM-TV Eau Claire, WAXX-AM Chippewa Falls, WXCQ-AM Wausau and WLUC-TV Green Bay, all Wisconsin; KTVO-TV Kirksville, Mo.-Ottumwa, Iowa; KBIZ-AM Ottumwa, and WLUC-TV Marquette, Mich.

■ The Interpublic Group of Companies Inc., New York, has declared a dividend of 10 cents per share on common stock and class B common stock, pay-

able Dec. 15 to shareholders of record Nov. 17.

■ Scripps-Howard Broadcasting Co., New York, has declared a quarterly dividend of 35 cents per share, payable Dec. 10 to stockholders of record Nov. 24.

■ Television Communications Corp., cable-TV system and broadcast-station owner, postponed its annual meeting Oct. 29 until some time in December to prepare for the execution of agreements whereby Kinney Services Inc. will acquire TVC for Kinney stock with an indicated value of more than \$42 million (BROADCASTING, Oct. 18). A special meeting of TVC stockholders will be called to approve the Kinney transaction and related matters.

■ ABC Inc. has declared a quarterly dividend of 30 cents per share on outstanding common stock, payable Dec. 15 to shareholders of record Nov. 19.

■ Metromedia Inc., New York, has declared a regular quarterly dividend of 12½ cents per common share, payable Dec. 15 to stockholders of record at the close of business Nov. 19.

■ Richard D. Zanuck, senior vice president of Warner Bros., has filed suit in Los Angeles Superior Court against 20th Century-Fox Film Corp. and three officers of that company, including Darryl F. Zanuck, his father. Richard

This issue of Common Stock is being sold to the general public by a group of investment dealers, including the undersigned. The offering is made only by means of the official Prospectus.

▶ 650,000 SHARES

American Television and Communications Corporation



▶ COMMON STOCK

(Par Value \$7.5 Per Share)

▶ PRICE \$19.625 PER SHARE

You are invited to ask for a Prospectus describing these shares and the Company's business. Any of the undersigned, including the undersigned, who can legally offer these shares in compliance with the securities laws of your State will be glad to give you a copy.

Paine, Webber, Jackson & Curtis

Blyth & Co., Inc.

Drexel Firestone

duPont Glore Forgan

Eastman Dillon, Union Securities & Co.

Hornblower & Weeks-Hemphill, Noyes

Lehman Brothers

Loeb, Rhoades & Co.

Smith, Barney & Co.

Stone & Webster Securities Corporation

Wertheim & Co.

White, Weld & Co.

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L. F. Rothschild & Co.

Shields & Company

Tucker, Anthony & R. L. Day

Walston & Co., Inc.

November 8, 1971

Zanuck, formerly president of 20th Century-Fox, is seeking \$14.5-million actual and punitive damages. He claims he was pressured into resigning as president of Fox last December. Named co-defendants with Darryl Zanuck, one of the film company's founders and currently chairman emeritus, are Dennis Stanfill, chairman and chief executive officer of Fox, and William T. Gossett, chairman of the company's executive committee. Joining Richard Zanuck in the suit are his wife, Linda Harrison, an actress formerly under contract to Fox; and David Brown, former executive vice president in charge of creative operations for Fox. Miss Harrison and Mr. Brown are seeking separate damages.

▪ Kaufman & Broad Inc., Los Angeles-based producer of housing, which through its wholly-owned subsidiary, Nation Wide Cablevision Inc., is a major operator of cable-TV systems on the West Coast, has revised its previously announced merger agreement with Sun Life Insurance Co. of America, Baltimore. Under terms of the revision, the deal can be canceled if Kaufman & Broad's common stock drops below \$30 per share or if the Dow Jones Industrial average drops to 773 on any day prior to the closing of the transaction.

▪ The Signal Companies, Los Angeles, which owns approximately 50% of group station operator Golden West Broadcasters, declared quarterly dividends of 15 cents a share on common stock and 55 cents on the \$2.20 divi-



Clifford M. Kirkland Jr. (l), executive vice president, secretary and treasurer of Cox Broadcasting is receiving the "Oscar-of-industry" award, an annual honor given by Financial World magazine. Making the presentation is Dr. William R. Dill, dean of the New York University's Graduate School of Business and chairman of the board of judges for the competition. The award was presented in recognition of Cox's annual report, deemed "most outstanding" in the broadcast industry.

dend preferred and 25 cents on the \$1 dividend preferred. The common stock dividend is payable Dec. 10, 1971, to stockholders of record Nov. 10, 1971. The dividends on the preferred stocks all are payable Jan. 3, 1972, to stockholders of record Nov. 10, 1971.

ATC seeks more capital

Paine, Webber, Jackson & Curtis Inc., New York, heads an underwriting group for a public offering of 650,000 shares of common stock of American Televi-

sion and Communications Corp., Denver, at \$19.625 per share. ATC, a publicly owned cable-television company, will receive net proceeds from the sale of 200,000 shares. The remaining 450,000 shares are being sold for the accounts of selling stockholders.

LIN refinances \$11-million debt

LIN Broadcasting Corp., New York, announced last week an agreement in principle has been reached with the major holders of its \$11-million 6¾% subordinate debt due June 30, 1973, to refinance the obligation. This debt carries warrants for 220,000 shares exercisable at \$22 per share.

The proposed agreement calls for a \$4-million 9¾% subordinated straight debt due in 1980 with sinking-fund provisions beginning in 1978, and \$7-million 6% subordinated notes due 1992, convertible at \$12 per share, subject to antidilution protection, with sinking-fund payments of \$555,000 per year beginning in 1981.

LIN said the agreement in principle has been reached with 53% of the holders of the 1973 notes, and will be offered to the remaining 47%. LIN also said it has reached agreement with its commercial banks covering refinancing of existing bank debts through a five-year term loan of \$6 million at 1% over the floating prime rate, effective upon completion of the refinancing of the 1973 debt. The refinancing is subject to execution of formal documents.

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Broadcast Advertising

Joel R. Wayne, Shirley Young, Sanford E. Reisenbach, Stephen K. Zimmerman and John G. Marder, senior VP's, Grey

Advertising, New York, named executive VP's. Mr. Zimmerman was named executive VP for account services.

John C. Mead, copy supervisor/producer, Dancer-Fitzgerald-Sample, New

York, elected VP. Marguerite Kennedy and Raymond Simko, DFS media buyer and assistant media planner, respectively, appointed media supervisors.

David A. Ottey, TV producer, Wells, Rich, Greene, New York, appointed director of TV production department at agency.

Frederick M. Harris and Nella C. Manes, account supervisors, Ehrlich-Linkins & Associates, Washington, named executive VP's. Charles L. Smith, VP, and Don Vogel, VP and copy chief, elected senior VP's. Robert Sitnick, production manager, elected VP for production.

John F. McClure, account supervisor, Kenyon & Eckhardt, Detroit, appointed management supervisor in K&E's New York office.

Ed Harvey, account executive and

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radio-TV director, Geare-Marston Advertising, Philadelphia, joins Bofinger-Kaplan Advertising, Glenside, Pa., as VP.

Edward D. Pluzynski, account supervisor, Erwin Wasey, Los Angeles, joins Clinton E. Frank/West Coast there as account executive.

Dennis Faltis, media buyer, Quad Cities office, Sperry-Boom, agency, appointed media director of Chicago and Quad Cities offices. Quad Cities includes Moline, Rock Island and Rockford, all Illinois, and Davenport, Iowa.

Ron Frankel, copywriter, Benton & Bowles, New York, elected VP.

Tom Hackleman, with sales staff, KOGO-TV San Diego, appointed director of sales development.

Frank B. Kemp, formerly senior VP for media programming, Compton Advertising, New York, has entered field of media management consulting there.

Gary Chapman, with sales staff, KSD-TV St. Louis, appointed to newly created position of marketing manager.

Thomas D. Jackson, business manager, KREM-AM-FM-TV Spokane, Wash., appointed sales manager for radio.

Stan Greenberg, with sales staff, KFSA-TV Fort Smith, Ark., appointed local sales manager.

Joseph F. Mahan, with WGR-TV Buffalo, N.Y., appointed local sales manager.

Billie Haltom, account executive, Grant Advertising, Dallas, joins McCrory-Powell Advertising there as media buyer.

Loren Neuharth, account executive, Harrington, Richter & Parsons, Los Angeles, appointed manager of HRP's San Francisco office.

Daniel A. Nichols, VP and associate creative director, Leo Burnett, Chicago, joins Needham, Harper & Steers there as associate creative director.

Ronald O. Kaiser, account supervisor, Lando Inc., Pittsburgh agency, joins Gateway Broadcasting Enterprises as general manager of Gateway Reps. Pittsburgh-based station representative.

Theodore O. Thompson, manager, KMED(AM) Medford, Ore., joins KXL-AM-FM Portland, Ore., as sales manager.

Gary Starr, with sales staff, WIOD-AM-FM Miami, appointed sales manager for FM.

William R. Rice, general manager, WDXB(AM) Chattanooga, joins KXOL-FM Fort Worth as local sales manager.

Peter Lauer, account executive, Grey Advertising, Los Angeles, appointed director of advertising at Fabulous Forum, Inglewood, Calif. Mr. Lauer will be responsible for all Los Angeles Lakers basketball and Los Angeles

Andre joins 'Broadcasting'



Mr. Andre

John Andre has been appointed Southern sales manager of BROADCASTING. He will work out of the magazine's Washington headquarters. Mr. Andre had been Eastern sales manager of Sparta Electronic Corp.

since last year. He has also held marketing positions with Broadcast Electronics, Delta Electronics and Gates Radio.

Kings hockey ad sales in addition to program advertising and promotion.

William R. Rice, general manager, WDXB(AM) Chattanooga, appointed sales manager for KXOL-FM Fort Worth.

William P. Hinds, with sales staff, the Christal Co., New York, joins WKSS-FM Hartford, Conn., as sales manager.

The Media



Mr. Raymon



Mr. Ray

Paul Raymon, VP in charge of Storer Broadcasting's CATV division, named VP and general manager, WAGA-TV Atlanta. He succeeds **H. W. (Buddy) Ray**, who moves to WSPD-TV Toledo, Ohio, as assistant general manager. **John M. Grubbs**, station manager, WSPD-TV, named VP for broadcast standards and license renewals at Storer's Miami Beach headquarters. He succeeds **Ewald Kockritz** who retires after 30 years with firm. WAGA-TV and WSPD-TV are Storer owned. In other Storer reorganization moves, **William E. Schiller** and **James Hall**, Western region and Eastern region CATV general managers, will now report directly to **Terry H. Lee**, VP of Storer's TV division.

Robert Buford, general manager, KLT-TV(Tyler, Tex., elected president of licensee, Channel 7 Inc.

John T. Mazine, acting general manager, WREX-TV Rockford, Ill., elected VP and general manager.

Harold Waddell, VP and general man-

ager, WKBZ(AM) Muskegon, Mich.; **Gary Floyd**, commercial sales manager, WCWA-AM-FM Toledo, Ohio, and **Robert Kopp**, controller of WCWA-AM-FM and WKBZ, elected VP's of Reams Broadcasting stations' licensee.

Cy Russell, general sales manager, WWOK(AM) Miami, named VP and general manager of station.

Douglas Eason, general manager of KATZ(AM) St. Louis, and **Allan J. Eisenberg**, general sales manager, elected VP's of station.

Thomas M. Long, with accounting office, KREM-AM-FM-TV Spokane, Wash., appointed business manager.

Kenneth E. Peterson, with sales staff, Decatur-DeKalb (Ga.) News, joins WDUZ-AM-FM Green Bay, Wis., as general manager. At one time, Mr. Peterson was announcer at stations.

Al Crocker, director of engineering, KUZZ(AM)-KZIN(FM) Bakersfield, Calif., appointed station manager.

Stuart H. Flanders Jr., Massachusetts division manager, Fitchburg, for Knight Quality Stations, joins WLOB-AM-FM Portland, Me., as general manager.

Warren A. Kraetzer, executive VP, non-commercial WHYY-TV and WHUY-FM-TV all Philadelphia, elected chairman of Eastern Educational Television Network.

Ronald F. Bennett, instructor, Norwalk, Ohio, school system, joins Continental Cablevision of Ohio, as regional manager of Continental operations in Bellevue, Clyde, Milan, Monroeville, Willard, Plymouth and New Haven, all Ohio. He will be based in Norwalk.

Howard Brandt, credit manager, WGN Continental Broadcasting, Chicago, elected president, Advertising Media Credit Executives Association.

Programing

Donald C. McFarlane, president, Technicolor Cinema Systems, Hollywood, named president and chief executive officer and board member of parent, Technicolor Inc., also Hollywood. Offices of president and chief executive of film processing company had been vacant since Feb. 28 retirement of **Paul W. Fassnacht**.

Peter H. Sloan, national sales manager, Cassette Education Systems, New York, industrial and educational program program producer elected to additional duties as executive VP and board member.

Sue Cott, interviewer and panelist on TV-radio programs and wife of broadcast executive Ted Cott, appointed editorial associate of WCBs-TV New York. She succeeds **Sherrye Henry**, who becomes on-air editor of *Woman!*, daily

scries to begin on WCBS-TV on Nov. 29.

Bill Scott, assistant programing adviser, WGOW(AM) Chattanooga, appointed program director. He is succeeded by **Cleveland Wheeler**, with WGOW staff.

Norm Suiter, with sales, news and sports staffs, KATA(AM) Arcata, Calif., appointed operations manager.

Jay McLinden, with WIBX(AM) Utica, N.Y., appointed program manager.

Bill Burkett, music director WRNO(FM) New Orleans, appointed program director.

Bill Garcia, program director, WKNR-AM-FM Dearborn, Mich., joins WNCR(FM) Wilmington, N.C., in similar capacity.

Dick Graham, program director, WPBS(FM) Philadelphia, appointed operations manager, WCAU-AM-FM there.

Broadcast Journalism

Bud Gindhart, newsman with KOOL-TV Phoenix, appointed news director. KOAI-TV) Flagstaff, Ariz.

George Skinner, on special assignment, WKCT(TV) Miami, joins WJBK-TV Detroit as managing editor.

Charles Baireuther, writer, KHJ-TV Los Angeles, joins WJXT(TV) Jacksonville, Fla., as investigative reporter.

Gary Mead, with news staff, KIEM-TV Eureka, Calif., joins KATA(AM) Arcata, Calif., as news director. **Tom Kenlon**, also with KIEM-TV, joins KATA as newsman.

Curt Gowdy, NBC-TV sportscaster, has extended six-year association with network under new four-year contract.

R. Paul Westpheling, newsman, WCAR-AM-FM Detroit, joins WVLK-AM-FM Lexington, Ky., as news director.

Jesse B. Scott Jr., news correspondent, WKMF(AM) Flint, Mich., joins WTAC(AM) there as news director.

Jack Harper, news director, WKXR(AM) Exeter, N.H., joins news staff. WICE(AM) Providence, R.I.

Sally Milledge, with production staff, WKCT(AM) Miami, appointed director of community services.

Richard D. Winiecki, with KDFM(FM) Walnut Creek, Calif., joins KPLX(FM) San Jose, Calif., as news director.

Equipment & Engineering

Frederick N. Roberts, director of marketing services and director of corporate development, Videorecord Corp. of America, Westport, Conn., elected VP, responsible for establishment of Videorecord dealer distribution network throughout U.S.

Richard O. Williams Jr., chief engineer

JWT's operating committee

The list of executives on J. Walter Thompson Co.'s new six-member operating committee (BROADCASTING, Oct. 18) was completed last week. Added to the previously announced appointments of Executive VP's E. Wyatte Hicks, Dr. H. J. Barnum and Edward W. Dooley to the management team were Executive VP Arnold Grisman as creative director, Senior VP Alvin Achenbaum as marketing services director, and Don Johnston, with responsibility for administration and planning. The committee will report to Henry Schachte, chairman of the company's executive committee.

for instructional TV, Roman Catholic diocese of New York, joins Teleprompter Corp. there as technical assistant to president, newly created position.

Leon A. Wortman, manager of corporate marketing services for Ampex Corp., Redwood City, Calif., elected Western regional VP of Audio Engineering Society of America for 1971-72.

V. Frank Jones, regional manager, University Sound division, LTV Ling Altec, Anaheim, Calif., equipment manufacturer, appointed general sales manager. **Isaac Golin**, with University Sound division of Altec, appointed marketing manager.

Sidney A. Mills, general manager, Kaiser Acrospace and Electronics Corp.'s coaxial cable plant, Phoenix, joins Phelps Dodge Communications as plant manager in Fordyce, Ark.

Allied Fields

Bromley Smith, former executive secretary, National Security Council, Washington, joins Office of Telecommunications Policy there as assistant director. Mr. Smith's most recent assignment after leaving National Security Council post in 1969, was as member of U.S. delegation to Intelsat Conference which drafted permanent arrangements governing policy of global commercial communications satellite system.

FCC Commissioner **Charlotte T. Reid** appointed defense commissioner, responsible for supervision of FCC emergency communications activities. Mrs. Reid fills post that had been held by former Commissioner Robert Wells.

Joseph Marino, with general counsel's office, FCC, Washington, appointed acting chief of office's litigation division.

Catharine Heinz, library founder, Television Information Office, New York, joins Broadcast Pioneers Library, Washington, as director.

Stephan E. Klingelhofer, attorney for corporate legal affairs and law adminis-

tration, United Air Lines, Chicago-based firm, moves to Smith & Pepper, Washington-based communications law firm.

Bob Hess, on faculty, West Texas State University, Canyon, joins speech communication department, University of Northern Colorado, Greeley.

International

Douglas C. Trowell, president and general manager, CKEY(AM) Toronto, appointed to serve third two-year term on board of directors, Broadcast News Ltd., as director representing England-language broadcasters in Quebec and Ontario provinces.

Deaths

W. Hanes Lancaster Sr., 79, founder of WJHL-AM-FM-TV Johnson City, Tenn., died Nov. 8 at Baptist hospital in Winston-Salem, N.C., after brief illness. Mr. Lancaster established WJHL(AM) in 1938 and FM in 1948. In 1953 WJHL-TV went on air. Mr. Lancaster owned and operated stations until 1960 when he sold radio stations to Tri-Cities Broadcasting who changed call letters to WJCW-AM-FM. He sold WJHL-TV to Roy H. Park Broadcasting in 1964. Mr. Lancaster is survived by his wife, Evelyn, and one son.

Velma Graham, 61, wife of John W. Graham, board chairman of Rogers Broadcasting, Toronto, died Nov. 5 at her home there of cancer. Her first husband was late E. S. Ted Rogers who founded CFRB(AM) Toronto. After his death in 1939, she remarried. She is survived by her husband, one daughter and one son, Ted Rogers Jr., who operates Rogers Broadcasting and owns CFTR(AM) and CHFI(AM) both Toronto.

Daniel P. Ryan, 64, retired organizer of radio-TV department of Tatham-Laird & Kudner, Chicago, died Nov. 8 there. Mr. Ryan was radio producer and author in thirties. He also was associated with Dancer-Fitzgerald-Sample prior to joining Tatham-Laird & Kudner where in 1949 he founded new division. He continued to serve agency until his retirement in 1960. He is survived by his wife, Margaret.

Pat Edward Hogan, 63, former night city editor and then TV editor of *Los Angeles Examiner* (now *Los Angeles Herald Examiner*), died Nov. 7 of heart attack in Los Angeles. Mr. Hogan worked for *The Examiner* from 1934 through 1943. Subsequently he served 14 years as West Coast PR director for Young & Rubicam. Most recently Mr. Hogan headed his own PR agency. He is survived by his wife, Helen, and two daughters.

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As compiled by BROADCASTING, Nov. 2, through Nov. 9 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

Starts authorized

■ **WXLT-TV** Sarasota, Fla.—Authorized program operation on UHF ch. 40; ERP 219 kw vis., 40.7 kw aur. Ant. height above average terrain 580 ft. Action Oct. 22.

Final actions

■ **Farmington, N.M.** Woodland Broadcasting Co.—Broadcast Bureau granted VHF ch. 12 (204-210 mhz); ERP 31.6 kw vis., 6.31 kw aur. Ant. height above average terrain 430 ft.; ant. height above ground 297.25 ft. P.O. address: P.O. Box 970, Montrose, Colo. 81401. Estimated construction cost \$227,208.26; first-year operating cost \$307,468.26; revenue \$100,000. Geographic coordinates 36° 41' 43" north lat.; 108° 13' 14" west long. Type trans. RCA TT-5EH1. Type ant. RCA TF-6AH. Legal counsel none; consulting engineer none. Principals: Gerald R. Proctor, president (50%) et al. Mr. Proctor is 50% owner of KUBC (AM) Montrose and formerly KHGM (FM) Beaumont, Tex. Action Oct. 29.

Existing TV stations

Final actions

■ **KERO-TV** Bakersfield, Calif.—FCC denied request by Kern Council for Civic Unity (KCCU), local community group, for extension of time until at least Dec. 1, to file petition to deny application of Time-Life Broadcast Inc., for renewal of license of KERO-TV. Action Nov. 3.

■ **Terre Haute, Ind.**—Review board granted request by Broadcast Bureau for extension of time to Nov. 5, to file responsive pleading to request by Terre Haute Broadcasting Corp. and Alpha Broadcasting Corp. for approval of merger agreement and grant of reorganized application (Docs. 18321-2). Action Nov. 1.

■ **Bangor, Me.**—Review board granted motion by Penobscot Broadcasting Corp. for extension of time to Nov. 4, to file opposition to petition by Bangor Broadcasting Corp. to enlarge issues (Docs. 19165-6). Action Nov. 1.

■ **WWLP-TV** Springfield, Mass.—FCC returned application by Springfield Television Broadcasting Corp., licensee of WWLP-TV for CP for new

1,000-watt television broadcast facility to serve Springfield. Action Nov. 3.

■ **WXYZ-TV** Detroit—Broadcast Bureau granted CP to install alt. main trans. at main trans. and ant. location, in lieu of aux. trans. Action Oct. 27.

■ **KCPX-TV** Salt Lake City—FCC granted request by Screen Gems Stations Inc., licensee of KCPX-TV, for waiver of "prime time access" rule. Action Nov. 3.

Actions on motions

■ **Deputy Chief, Office of Opinions and Review** in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV], et al.). TV proceeding, granted motion by Cowles Florida Broadcasting Inc. and Central Florida Enterprises Inc. and extended to Nov. 5, time to apply for review by Commission of Review Board's memorandum opinion and order (Docs. 19168-70). Action Nov. 2.

■ **Hearing Examiner Charles J. Frederick** in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co. Inc.). TV proceeding, on examiner's own motion, cancelled hearing, now scheduled for Nov. 9; scheduled further prehearing conference for Nov. 5; and dismissed as moot motion by Furniture City Television Co. Inc. for continuance from Nov. 9 to Dec. 1 (Doc. 18906-7). Action Nov. 2.

■ **Hearing Examiner Jay A. Kyle** in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.). TV proceeding, ordered oral argument on motion by WTAR Radio-TV Corp. (WTAR-TV) to compel answers to initial interrogatories and opposition thereto by Hampton Roads Corp. be held on Nov. 10 (Docs. 18791-2). Action Nov. 2.

■ **Hearing Examiner Chester F. Naumowicz Jr.** in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] et al.). TV proceeding, on request of Central Florida Enterprises Inc., continued conference now scheduled for Nov. 5 to Nov. 8; and by separate action, denied request by Central Florida Enterprises Inc. for permission to file appeal (Docs. 19168-70). Actions Oct. 29 and Nov. 1.

Fines

■ **WFEK (TV)** Dayton, Ohio—FCC denied application by Television Broadcasting Corp. for mitigation or remission of \$1,000 forfeiture imposed on WFEK (TV). Action Nov. 3.

Call letter actions

■ **WLBC-TV**, Ball State University, Muncie, Ind.—Granted WIPB-TV.

■ **WPOB (TV)**, UHF Broadcasting Co., Baltimore—Granted WUHF-TV.

Network affiliations

ABC

■ **Formula:** In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during pro-

gram occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ **WJBF (TV)** Augusta, Ga. (Fuqua Television Inc.) Agreement dated Aug. 17, effective Sept. 1 and effective through Jan. 1, 1972. First call right. Programs delivered to station. Network rate: \$950. Compensation paid 30% rate of prime time.

■ **WLKY-TV** Louisville, Ky. (WLKY-TV Inc.) Agreement dated Sept. 17 to replace agreement dated Aug. 19, 1969, effective Sept. 1, through Sept. 1, 1973. First call right. Programs delivered to station. Network rate: \$611. Compensation paid at 30% rate of prime time.

■ **WWAY-TV** Wilmington, N.C. (Clay Broadcasting Corp.). Agreement dated Sept. 15 to replace agreement dated June 23, 1969 effective July 1 through Jan. 1, 1973. Programs delivered to station. First call right. Station rate: \$257. Compensation paid at 30% rate of prime time.

■ **WMUR-TV** Manchester, N.H. (United Television Co. of N.H.) Agreement dated April 23 effective April 27 through July 27 and self-renewable through periods thereafter. Programs delivered to AT&T testboard in Boston at network's expense. First call right. Station rate: \$290. Compensation paid at 30% rate of prime time.

NBC

■ **Formula:** NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ **WBMG-TV** Anniston, Ala. (Anniston Broadcasting Co.) Agreement dated Oct. 18, effective Oct. 31. Terms call for delivery of certain NBC programming to station subject to availability at station's own expense. No compensation.

New AM stations

Final action

■ **WWLP** Springfield, Mass.—FCC affirmed ruling by Broadcast Bureau that endorsement by William L. Putnam, president of Springfield Broadcast Corp. (WWLP), of eight candidates for city council on WWLP, Oct. 29, fell within provisions of political editorializing rule, and therefore imposed upon licensee obligations with respect to editorial endorsement of political candidates. Action Nov. 1.

Action on motion

■ **Hearing Examiner Basil P. Cooper** in Eureka, Calif. (Phil D. Jackson, et al.). AM proceeding, granted petition by Phil D. Jackson for leave to amend his application in order to update his balance sheet, and by separate action, ordered further prehearing conference to convene on Nov. 16, granted petition of W. H. Hansen for leave to file responsive pleading, and denied petition of W. H. Hansen for continuance of all procedural dates, subject to right of Mr. Hansen to request at prehearing conference that taking of testimony on character qualifications issue follow completion of testimony on comparative and other issues (Docs. 19294-6). Action Nov. 3.

Initial decision

■ **Hearing Examiner David I. Kraushaar** in initial decision proposed grant of application of Radio Mebane-Hillsborough Inc. (RMHI) for new AM to operate on 1060 khz with 1 kw power during mid-day hours, and 500 w during CH, at Mebane, N.C. Action Nov. 2.

Call letter application

■ **John B. Weeks**, Warsaw, New York—Seeks WCJW (AM).

Existing AM stations

Final actions

■ **KTYM-AM-FM** Inglewood, Calif.—FCC denied request by National Association of Broadcasters (NAB) to intervene and participate in oral argu-

(Continued on page 71)

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
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Add \$1.00 for Box Number and reply service (each ad), per issue.

Display ads. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$40.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Radio Help Wanted

Management

SW full-time modern country facility seeking heavy-weight self-starter with proven track record. Management excellent future possibility. Include all particulars. To Box L-67, BROADCASTING.

Brand new stereo FM seeks GM—owner investor for competitive but extremely healthy Albany-Schenectady-Troy, N.Y. market (one of nation's top 50). Prefer someone presently employed in Albany-Schenectady-Troy in sales and/or sales management. Our man is ready to sit on board of directors as owner. Send complete resume to Box L-140, BROADCASTING. All inquiries confidential.

Manager-partner for new AM-FM station. Heavy on selling. Part ownership available. \$200 weekly plus 25% profit. Immediately. Call George Clanton, owner, 443-2711, Tappahannock, Va.

Manage your own media brokerage business. Chapman Associates are expanding. Must be a man of good character and bondable. Requires a worker, intelligent and tactful. Write Paul Chapman, 5 Dunwoody Park, Atlanta, Ga. 30341.

Sales

We have the know-how and enthusiasm. If you have the ambition and good track record, let us show you how you could earn \$12,000 the first year. Midwest. Rush resume and photo. Box L-107, BROADCASTING.

Aggressive, on-the-street salesman for beautiful lucrative major market. Much money to be made and golden opportunity for rapid advancement into management. Resume, photo and earning figures in first letter, please. Box L-164, BROADCASTING.

Florida coastal station offers tremendous opportunity for advancement, delightful living to person with proven sales record to take over as sales manager. Salary, commission and override. Send needed guarantee, complete resume of jobs since school listing sales by years to Hudson Millar, WOVV, Fort Pierce, Florida 33450, an Airmide Station, equal opportunity employer.

WRWC-FM Rockford's only 24 hour station needs experienced radio sales representative. Send resume to Reinhard Metzger, P.O. Box B3, Rockton, Illinois 61072 or call 815-624-7227. No collect calls please.

Salesman for south Florida, modern-rock progressive AM—expanding Palm Beach County. Unique format requiring a sincere, stable producer who wants clean ocean air combined with a strong list, weekly draw against 20% of net collections. Write Roby Yonge, WQXT Radio, 3000 South Ocean Blvd., Palm Beach, Florida. Equal opportunity employer.

Salesman who wants to grow in growing market. Salary plus commission. Send resume to Sam Everette, WTGX, Selma, Ala.

New professional adult station, Dec. 1 air date, needs experienced sales manager immediately. Located in the heart of Maryland's richest county, the dollar horizon is unlimited for the right man. Salary and commission assures a man willing to work a 5 figure income in excess of \$17,500 the first year. Man selected will establish his own staff. Contact VP and General Manager Tom Carr by phone 301-881-7966. Please no collect calls, no drifters, no prima donnas.

Announcers

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.

50,000 watt northeast contemporary is looking for a new idea for 9 to Noon. If you have it, send tape, resume and picture. No beginners, just a mature seasoned pro. All references will be checked. Box L-63, BROADCASTING.

Staffing new 50,000 watt FM in suburban NY. Greater N.Y. coverage. Excellent opportunities in all new facility. Many fringes, pension plan. Send resume, tape to Box L-81, BROADCASTING.

Announcers continued

Leading mid-Atlantic beautiful music station looking for bright, personable announcer. Need polished professional for very important shift. Tape, resume to Box L-86, BROADCASTING. An EOE employer.

1st phone announcer for up-tempo MOR in N.C. Stability and good working conditions. Salary commensurate with ability and experience. Send immediate reply and audition tape to Box L-100, BROADCASTING.

Top five market. Progressive station seeks fresh, professional and production talent. Box L-114, BROADCASTING.

Fulltimer in major market switching to solid rock. If you are ready for a tight format, fast moving company, here is the chance you've been hoping for. Send picture, tape, resume now to Box L-135, BROADCASTING. Target date is Feb. 1, 1972.

MOR contemporary going 24 hrs. if you're right man with 1st phone to pull 12 to 6 A.M. Good salary, excellent benefits. Send tape, resume, Billy Powell, WFBC, Box 788, Greenville, S.C. 29602

Needed by December 1. Imaginative announcer-program director. Need progressive man in 20's willing to make good for progressive contemporary ABC network station. Send tape, resume and recent photo, or call "Shain" at WKXO, 426 Chestnut Street, Berea, Ky. 40403 (606) 986-9321.

Highly successful contemporary AM-FM needs man with 1st phone and good voice who can talk to his audience. Good benefits, salary for right man. Contact Mark Lee, WOTT, Watertown, New York 13601 (315) 782-6540.

WTON, Staunton, Virginia—in beautiful Shenandoah Valley—has opening for qualified announcer; MOR, new studios, best of equipment. Phone at your expense (703) 886-6666, Charles P. Blackley, licensee.

Nome, Alaska 10 KW. Need 1 experienced announcer and 1 newsmen to replace volunteers finishing their yearly tour of duty in Alaska's newest educational radio venture. Men with ideals. Audience 95% English speaking Eskimos in 100 remote villages. All new Collins equipment. Non-salaried positions. Travel and all living expenses paid. Minimum of one year service. Must have voice, delivery, personality and great interest in helping others. Must have excellent work character references. Send "on-air" tape (both news and DJ) resume, and photo. Contact Fr. Jim Poole, S.J., Box 101, Nome, Alaska 99762. Prefer 1st class license. 3rd class with broadcast endorsement required. All varieties of popular music format with educational spot-type fill. Broadcast 7 AM to 11PM. One hour of religious programming a day. Station sponsored by Catholic Bishop of Northern Alaska.

Technical

Chief engineer—maintenance of AM/FM stereo stations . . . all new equipment. Will consider combo announcer or sales. Send resume, references and salary requirements. Box L-8, BROADCASTING.

Chief engineer. \$16,000. Directional. Must be hard worker and able to direct men. Prefer stable family man. An equal opportunity employer. Send resume, references and latest picture to Box L-69, BROADCASTING.

Chief engineer—DA. experience for group broadcaster in major market. New station added to group in mid-south. Salary open. Equal opportunity employer. Box L-89, BROADCASTING.

Chief engineer wanted for AM-FM 4 tower directional. Separate operation. Both stations religious. New York State. Box L-160, BROADCASTING.

News

A major network owned station in a top ten market is looking for a top contemporary newsmen. 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 L-119, BROADCASTING.

News continued

Major midwest market, talk and news station, seeking experienced, all-around newsmen who can read, write, edit, report, use some judgment. Tapes, pictures, resumes to Paul Burke, News Director, WAVI-WDAO, Dayton, Ohio. No phone calls.

If you are a newsmen looking for that chance to become a news director, here's your chance. You must believe in actualities. If you are serious, contact Bob Knutson, WJMS, Ironwood, Michigan 49938.

Newsmen wanted like yesterday for 10,000 watt modern country station. Must have first phone. Need to cover local news. Send tape and resume to Steve Nelson, WKBX, Winston-Salem, N.C. 27101. Minority applicants encouraged.

Programing, Production, Others

Major market full timer is looking for complete staff of Middle of Road personalities. If you think you are ready, here is the opportunity to move up. No screamers please. We are looking for a morning-drive team! Tell all with tape and resume. Box L-134, BROADCASTING.

Black programmed fulltime station in important southern market needs program director. Top salary, great working conditions. Full authority for right man. Must be tops on the air production and a leader. Send tape and resume to Box L-149, BROADCASTING.

Immediate opening for full time creative copy and production man. Work with professional rock staff. Send resume and examples of your work to program director, KSO, Des Moines.

First phone P.D. with experience in top-40 format. Position available immediately. Write Box 3845, Cocoa, Florida with resume, tape and salary requirements.

Situations Wanted

Management

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.

General manager: 16 years top management of broadcast companies—familiar with all facets of broadcast operations. Specialist in sales and profits. Top references. Box L-106, BROADCASTING.

Renaissance man. Engineer, programmer, sales. Ready for management. Box L-123, BROADCASTING.

If you're interested in a better station with more income, through a proven, positive approach next year, let's talk. Box L-147, BROADCASTING.

There are more ways of making money for a small or medium market station than the average manager has ever dreamed of. But then I am not the average. For twenty-five years I have done it. It's time now to put all this experience to work for you! By the way who are you? Box L-150, BROADCASTING.

Skilled manager successful and experienced in all aspects and facets of radio (AM or FM). Very competitive. Large or medium markets. Desire relocation to west or southwest. Confidential. Box L-152, BROADCASTING.

Sales professional with managerial background. 35, top references. Would like the opportunity to apply for your open position. Southwest, preferably New Mexico. R. Stephens (512) 696-0890.

Attention station owners, need an aggressive, stable, budget minded manager? 36 years of age, married, two years college. Experienced all phases of radio. Even have first phone. Resume on request or you pay, I fly. Andy Carr Eldridge, 315 Bryn Mawr, San Antonio, Texas (512) 828-4124.

Now available! Thoroughly experienced manager, salesman, programmer, administrator. Family man. Charles Doll, 301-761-0998. Sober, stable, sincere.

Situations Wanted

Sales

Increase! Profits and listeners. Experienced salesmen with first phone wants morning shift. Presently employed. Prefer MOR/CW. Single and military completed. Will relocate. Write for tape and resume. Box L-131, BROADCASTING.

First phone, sales, production, number one air personality. Nine years of communicating with humor, wit, and maturity. Three years with present employer. Want to advance, can't here. Box L-137, BROADCASTING.

8 years broadcasting experience in small and medium market management and sales. Desires position around the first of the year. Call 513-275-6787 or mail inquiry to 4511 Blueberry Ave., Dayton, Ohio.

Announcers

Humorous personality and program director. Contemporary—up MOR, 10 years experience, family man. Box L-70, BROADCASTING.

First phone, veteran, married, experienced, tight. Seeking progressive rock or top forty with potential for moving up. Box L-111, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box L-116, BROADCASTING.

Creative Black, jock/sales/news, need mike to do the David "K" thing to your listeners third endorsed, tight board. Box L-120, BROADCASTING.

Oldies—could your station use a DJ specializing in oldies (without the ordinary mindless type)? Imaginative, enthusiastic 1971 Ivy League grad, four years announcing for college AM/FM station and very knowledgeable about this music. Adept at soul, C&W and news as well. Willing to travel. For tapes, etc., write Box L-121, BROADCASTING.

First phone—presently working in New York FM station. Wishes to work in upstate New York area. Box L-122, BROADCASTING.

Career broadcaster with warmth, maturity and a hint of spritz. Good numbers for 5 years in morning drive in this 1 million market. Ready to fill your major market opening. Box L-127, BROADCASTING.

November notion: Get yourself a musical expert—all formats. (Prefer contemporary MOR). Third endorsed; college graduate; broadcast school; writer; beginner. Box L-136, BROADCASTING.

Afternoon drive jock at Denver's #1 rated rocker, 5 years experience, all replies confidential. Box L-138, BROADCASTING.

Large market needing superjock. College grad, 1st ticket, programming experience, currently doing PM drive in medium market and cleaning up. Communication is my bag, progressive top 40 is where I do it best. Box L-139, BROADCASTING.

DJ, announcer—soul NY trained good voice, excellent production. Will relocate. Box L-141, BROADCASTING.

Deep voiced announcer—mature, strong on spots, news, relaxed adult MOR format. No floater. Exp. all phases incl. management and industrial film narration. Prefer East, N.Y. to Florida. Box L-148, BROADCASTING.

Family man, 25, 5 yrs. sm. market exper. seeking MOR position in southeast. \$150 weekly. Box L-151, BROADCASTING.

Dependable announcer with 3 years experience, looking for MOR in the northeast. Immediately available, 3rd phone. Box L-157, BROADCASTING.

We may be looking for each other. 15 years top ratings (DJ-PD) in top markets. MOR, contemporary, country. First phone. Box L-158, BROADCASTING.

Need a pro? If you're as fed up with sloppy airwork as I am with sloppy operations, maybe we should get together. Married, third endorsed. Aircheck, etc. available. Box L-159, BROADCASTING.

Third phone endorsed, three years experience, some college. Box L-165, BROADCASTING.

Jackie Soul—formerly WWRL NY—WTLC, Indianapolis (212 427-3086).

Old smoothie on music, pleasant dignity on phone gab, news. No jabberwocky. Markle, 1920 Ruddell 243, Denton, Tex. 76201. Tel 817-385-7275.

Good voice for good music. 3rd phone. 1 1/2 years experience, 2 1/2 years college, broadcast school grad. Age 24. Married. Veteran. Call 516-585-8563.

Announcer/dj, 1 1/2 years experience, 3rd phone. Robert Erschen, 313 Bryant St., Dubuque, Iowa 52001 (319) 582-0870.

Announcers continued

Experienced jock looking for progressive formatted FM. 313-663-3743. Robert Young, 725 W. Huron, Ann Arbor, Michigan 48103.

Young pro—available immediately. Little experience. Good voice and delivery, 3rd phone, strong on news and great on top 40. Relocation no problem. I'm young, aggressive and ready to give you 100%. Let's talk about it. Call or write Tony Venturoli, 106 Ladner Avenue, Buffalo, New York 14220. 716-822-4720.

Announcer, DJ, newscaster. College grad, and writing skills. Recent broadcast training, previous experience ABC-TV research sales. Strong music and programming 3rd endorsed. J. Cohen, 345 E. 78 St. 5-A, New York, N.Y. 10021.

Available immediately in southwest! Experienced announcer—newsmen. Actualities—interviews—sports PBP 3rd ticket . . . married—dependable. Call 505-334-2688.

I have the desire, ambition, ability and third endorsed, but need first job. May I send tape? Relocate. Ramon Barger, R.D. 2, McVeytown, Pa. 17051.

Female, first phone. Recent grad of broadcast school. Will work any station, format, shift. Call Gloria (415) 397-1471, 239-6817 after 6 or 60 Dunsmuir, San Francisco.

Experienced first phone announcer, mature voice, dependable, strong on music, news, all formats. Prefer Eastern U.S. Skip Durr, 425 Elm Street, Martins Ferry, Ohio. Phone 633-3355.

Want to improve the sound of your station? For a sample of my sound call me now. Bill Smith, (516) 731-6168.

First phone DJ. Beginner, limited experience. Sincere and dependable with creative ideas. Available immediately. Will relocate. Rick McClendon, 5230 Calderwood, Long Beach, California 90815. (213) 597-8307.

Broadcast school graduate, 3rd phone, tight board, news, commercials, mature voice, will relocate—tape on request—call anytime 203/929-0821, Jeff Williams, 96 Waverly Road, Shelton, Connecticut 06484.

The best started somewhere. I'll be the best. Anxious to start somewhere, anywhere. Capable, imaginative. 3rd endorsed. Prefer top 40. 27, married. Patrick Devaney, 93 Decker Ave., Staten Island, N.Y. 10302.

Attention Ohio region. Available immediately. Young, married, first phone for small to medium market. Experienced, minimum \$125. Prefer immediate serious interview. Randy Swingle, 614-596-5993.

Available immediately. Experienced announced with 1st ticket. 4 years experience with top references. Single. . . . Calud Miller . . . 314-586-8577 or 314-998-2523.

Technical

Chief engineer desires position in North Central states. Family man, can announce. R.R. #2, Lebanon, Indiana.

1st phone. Contemporary announcer, 5039 Walnut St., Philadelphia, Pa. 19139.

News

I have a lot to offer in exchange for immediate employment with a good station not anticipating staff reduction due to lack of revenue. Box L-124, BROADCASTING.

Newsmen wishes to return to board shift, with sports. Five years experience. Box L-132, BROADCASTING.

Outstanding young sportscaster and play-by-play man, recent college grad with tape to show, looking for position with a radio or TV station in New York vicinity, but will hear all offers. Box L-133, BROADCASTING.

Veteran MOR DJ-sportscaster desires major market opportunity. Football, basketball, baseball knowledge. Box L-143, BROADCASTING.

Experienced local government/political reporter, able to buttonhole politicians for more than just cliché answers. BA journalism, worked in Milwaukee. Professional journalist, not a broadcasting school wonder, Brian Cislak, 1671 N. Prospect #605, Milwaukee, Wisc. 53202 (414) 276-2004 collect.

Damned good outside reporter, and news writer. Tom Preston, 7654-A Beth Rd., Richmond, Va. 23228. 703-264-1918.

News continued

1st phone newsmen, tape editor ABC radio network news, N.Y.C. Business Master's degree. Jeff Portnoy, 14 Eisenhower Dr., Yonkers, N.Y. 914-WO 1-8559.

Programing, Production, Others

Operations manager with NYC station seeks position in radio/television programing or production in same market. Versatile, responsible. Box L-71, BROADCASTING.

Major market air personality desires program director's position. 13 years experience. Will consider medium or small market if right conditions can be met. Resume & references available. Box L-145, BROADCASTING.

If you have an MOR or easy listening opening in Ohio, Western Indiana, or southern Michigan for an experienced copywriter-announcer, I am interested. I have first phone (no maintenance), prefer morning show, experienced in all phases but sales and play-by-play. Have air check and production tape. If you're interested, write Box L-154, BROADCASTING.

Experienced country jock. Super tight board. 3rd endorsed. Production, news, copy. Prefer country or contemporary in midwest. Box L-162, BROADCASTING.

Black P.D. available (515) 243-6873. Ask for his majesty.

Television

Help Wanted

Sales

Television sales service/traffic director needed in midwest top 15 market. Able to supervise all phases of sales service, traffic and continuity. Send resume to Box L-75, BROADCASTING. An equal opportunity employer.

Announcers

Major league play-by-play baseball announcer. Only experienced big league professional should reply. Howard Reser, WTCN-TV, 2925 Dean Blvd., Minneapolis, Mn 55416.

Technical

Wanted: Aggressive engineer with ambition and knowledge for AM-TV operation in southwest. Individual now probably a second man wanting opportunity to prove self. This is your chance to be chief, if you have what it takes. Wire or call General Manager, KRGV-TV, Weslaco, Texas, 512-968-3131.

News

Major market group station is looking for bright, ambitious, experienced news producers and producer-directors. Please send resume to Box L-125, BROADCASTING.

Programing, Production, Others

Art director for challenging position with television station in top ten market. Need take charge person, with experience in all phases of television graphics, as well as newspaper and direct mail layout. Send resume to Box L-142, BROADCASTING.

Television Situations Wanted

Management

Experienced operations manager and engineering director desires change. AM-FM-VHF-UHF. Box L-36, BROADCASTING.

General Manager. Profit minded, fully experienced all phases. Area not important, growth potential is. All inquiries answered and held in confidence. Write Box L-105, BROADCASTING.

News

Experienced, educated, employed, 32, seeking new challenge. Box L-9, BROADCASTING.

TV weatherman. AMS professional seeks new opportunity. Box L-128, BROADCASTING.

Topnotch female newscaster, producer, reporter seeks new opportunity. Presently employed in medium market. Two-plus years experience. Masters degree. Box L-146, BROADCASTING.

Experienced, cost-conscious, innovative news director-anchorman. Medium, small markets. Box L-155, BROADCASTING.

News continued

Nature TRNDA professional. Excellent ratings story. Anchorman, documentary producer, administrator. Top 50 market. Box L-156, BROADCASTING.

Hammed good radio outside reporter, and news writer. Tom Preston, 7654-A Beth Rd., Richmond, Va. 23228. 703-264-1918.

Programing, Production, Others

Production position wanted by creative, draft exempt, short-haired grad. Not afraid of long hours. Experienced in TV engineering, radio production. Box L-144, BROADCASTING.

Producer/director at medium market affiliate seeks change. Box L-153, BROADCASTING.

Director, studio cameraman, all phases studio production experience. Film, editing. I can do one or all. Anywhere. Box L-161, BROADCASTING.

Will trade low wages for production experience. Bob Josephson/227 Bryant Ave./Ithaca, N.Y. 14850.

A.S. in TV production; male 24, no experience; looking for 1st job; single, steady, can relocate; Ed Steinmann, 1441 Orchard St., Des Plaines, Ill. 60018.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irturbe St., Laredo, Texas 78040.

Wanted a used 2 kw FM transmitter. . . . Box L-166, BROADCASTING.

For Sale Equipment

Reliastoreflex. 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. Newsvision Company, 016 Broad St., Bridgeport, Conn. 06603 or call evenings 203-378-9242.

3/4"-50 OHM Gas Filled Line. Complete w/"N" connectors; equipped for pressurization Brand New, helps 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?

For sale, Towers, AM, FM, and Cable T.V. United States Tower and Construction, 249 Bartow Lane, Petersburg, Virginia.

ICA rigid transmission line. 24 lengths, 20 feet long, plus hangers and misc. hardware. Make offer. Robert A. Jones, Consulting Engineer, 72 S. La Grange Rd., La Grange, Illinois 60525.

ICA BTF 5B (5 KW transmitter) Best offer over \$2,000.00 takes it. Box L-130, BROADCASTING.

ICA 77-B ribbon microphone, reconditioned. Like new condition, and is used very rarely. \$160.00. Write: Tom Sittner, c/o WEZR, 3909 Oak Street, Fairfax, Virginia 22030.

Want to steal. Quitting audio production. \$30,000 worth if gear ready to go, \$13,450. Will send list. Call VPI (316) 265-2684 or 2308 E. Central, Wichita, Kansas 67214.

Used automation—Schafer control model Cu8T, Schafer control (tube type), 3 Schafer carousels model 252RS, 3 Schafer Random select panels, 6 Schafer playback pre-amps, 6 Schafer playback amplifiers, Schafer rack, 6 Ampex 352-2 tape machines, GM time machine, ATC model 55 automatic tape control. Pkg priced or will sell components. Call Bob Herpe, WPLR, 203-777-6617.

Ampex AG-440 full track recorder in like new condition—\$1,250.00. Phone Dan Brennan, WVOK, Birmingham 205-785-5111.

ICA TR-3 tape player. Low band. Mono. Low hours, good condition. Dan Ward, 1904 Old Farm Road, Richmond, Va. 23235. 703-598-3246.

Gates stereo automation system minus 4 Scully and 1 single cart playback sources. All else is complete and included (3-Fifty-fives, logger, time announcer, etc.). For a picture of system see Gates Catalog, page 151, Vol. 99. Price \$7,500. SJR Communications, 7805 Old Georgetown Rd., Bethesda, Maryland 20014.

Ampex model 600/601 users—noise, heat, and flutter reduction kits available from VIF International, Box 1555, Mtn. View, Calif. 94040. 408-739-9740.

FOR SALE Equipment continued

Three complete Schafer automation systems. Mono and stereo. 1 to 5 years old. Each as complete system or will break down. Cash or financing. Phone AC 214-586-2211.

Cartridge tape equipment—Reconditioned, guaranteed. Autodyne, Box 1004, Rockville, Maryland 20850 (301) 762-7626.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

High quality promotional advertising for radio stations. Newspaper, billboards, rate cards, surveys, etc. small market prices for major market advertising. Write for free information: Art Vuolo, Jr., Logos Unlimited, 2335 Twin Lakes Dr. Suite 2-B, Ypsilanti, Michigan 48197.

Proven, popular, stimulating author-interview radio program. Well known, articulate guests. New 27 minute tape (3 breaks included) furnished on 7" high quality reel, weekly. Price: \$20. Box L-126, BROADCASTING.

Fifteen fabulous personalized heavy intros and drops. A must for rock and uptempo MOR jocks. \$10.00—Columbus Radio, 719 West Water Street—Kankakee, Illinois 60901.

Bob Raleigh's weekly comedy service. Free sample. Box 684, Galax, Virginia 24333. Now in our third year.

Deejay lines by top comedy writers. Monthly. 3 recent samples—\$5.00. Yearly (12 issues) \$25. Humor Originals, Box 868, East Meadow, N.Y. 11554.

Interested in Christian format for your station? We can help you! Call Dr. Crews, Christian Radio Consultant, 912-432-6436 or write Box 942, Albany, Ga. 31702.

INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas***, 2603 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in San Francisco***, 160 S. Van Ness.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Miami**, 1920 Purdy Ave.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

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Elkins in St. Louis, 4655 Hampton Ave.

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BOX L-112, BROADCASTING

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BOX L-92, BROADCASTING

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Responsible, experienced group wants to purchase several AM radio stations in the mid-west. Small to medium markets desired. All inquiries acknowledged and all information held in confidence.

BOX L-13, BROADCASTING

TEXAS

Experienced and financially capable broadcaster wants to buy full time AM operation. Prefer Texas but will consider other S.W. location. All replies strictly confidential.

BOX L-168, BROADCASTING

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Christmas
Seals.**

It's a matter of
life and breath.

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(Continued from page 66)

ment scheduled to be held Nov. 11, on license renewals for stations (Doc. 18616). Action Nov. 3.

■ WBRN, Big Rapids, Mich.—FCC notified WBRN Inc., licensee, to revise its policy to conform with rules for inspection of its public records file, and to notify FCC within 20 days of steps it intends to take to comply. Action Nov. 3.

■ WBRB-AM-FM Mt. Clemens, Mich.—Broadcast Bureau granted mod. of license covering change in name to Malrite Broadcasting Co. Action Oct. 18.

■ WJZZ Mt. Holly, N.J.—Broadcast Bureau granted CP to install new trans. for aux. use on 1 kw DA-D. Action Oct. 26.

■ WFAF Farrell, Pa.—Broadcast Bureau granted license covering changes of aux. trans.; remote control not applicable. Action Oct. 26.

■ WARD Johnstown, Pa.—Broadcast Bureau granted CP to change ant.-trans. location to east side of Vogel Street, in community of Cover Hill, Pa. and make changes in ant. system. Action Nov. 2.

Actions on motions

■ Acting Chief, Office of Opinions and Review in Denver (Action Radio Inc.), for renewal of license for KTLK, granted request by Broadcast Bureau, and extended to Nov. 30, time to file response to petition for reconsideration by Action Radio, Inc. (Doc. 19274). Action Nov. 1.

■ Hearing Examiner Chester P. Naumowicz Jr. in Boynton Beach, Fla. (North American Broadcasting Co. Inc. and Boynton Beach Community Services Inc.). AM proceeding, granted petition by Boynton Beach Community Services Inc. for leave to amend its application to modify its community survey showing (Docs. 18310, 18312). Action Nov. 1.

■ Chief Hearing Examiner Arthur A. Gladstone in Hollywood, Fla. (William R. Finnie), order to show cause why license for citizens radio station KBW-8760 should not be revoked, scheduled prehearing conference and hearing for Dec. 20, in Fort Lauderdale, Fla. (Doc. 19342). Action Nov. 2.

■ Chief Hearing Examiner Arthur A. Gladstone in Key West, Fla. (John M. Spottswood), for renewal of license for station WKWF, granted motion by John M. Spottswood for order to produce documents for inspection and copying in respect to paragraphs 1 through 7 and denied it in respect to paragraph 8, and further ordered that materials to be produced shall be made available at offices of Smith and Pepper on Nov. 8, or at such other time and place as shall be mutually agreed upon by counsel for the parties (Doc. 19290). Action Oct. 27.

■ Hearing Examiner Millard F. French in Calhoun, Ga. (John C. Roach). AM proceeding, on examiner's own motion, scheduled prehearing conference for Nov. 3, 1971 (Doc. 17695). Action Oct. 29.

■ Hearing Examiner Millard F. French in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Assoc. Inc.). AM proceeding, granted motion by Natick Broadcast Assoc. Inc. and extended to Nov. 11, time to file proposed findings and to Dec. 3, time for filing reply findings. (Docs. 18640-1). Nov. 1.

■ Hearing Examiner Forest L. McClennan in Jacksonville, N.C. (Seaboard Broadcasting Corp.), for renewal of license of WLAS, granted petition by applicant; reopened record; admitted into evidence affidavit of Robert C. Rich as Seaboard Broadcasting Corp. Exhibit 11, and again closed record (Doc. 18814). Action Oct. 27.

■ Hearing Examiner Frederick W. Denniston in

Circleville, Ohio (George E. Worstell and Circleville Broadcasting Co.), AM proceeding, on examiner's motion, reopened record; ordered further prehearing conference held on Nov. 4, and suspended dates established for filing of proposed findings and replies (Docs. 18856, 18858). Action Nov. 1.

■ Hearing Examiner David I. Kraushaar in Sapulpa and Midwest City, both Oklahoma (Creek County Broadcasting Co., et al.), AM proceeding, on joint motion of Tinker Area Broadcasting Co. and M. W. Cooper, extended through Nov. 15 time for filing briefs and/or pleadings (Docs. 13341-2, 13344). Action Oct. 8.

■ Hearing Examiner Isadore A. Honig in Humboldt, Tenn. (Communication Assoc. Inc.), AM proceeding, granted request by Communications Assoc. Inc. and postponed dates for exchange of proposed exhibits and notification of witnesses for cross-examination from Oct. 25, to Nov. 16, and from Nov. 5, to Nov. 26 (Doc. 18987). Action Oct. 29.

■ Hearing Examiner Jay A. Kyle in Humble, Houston and Nassau Bay, all Texas (Albert L. Crain et al.), AM proceeding, granted petition by Artlite Broadcasting Co. for leave to amend its application to update financial portion of its application; and by separate action, ordered oral argument for Nov. 9 (Docs. 19186-9). Action Oct. 27.

Fines

■ Hearing Examiner Isadore A. Honig proposed in initial decision renewal of license of WPRY Perry, Fla. for one year, and forfeiture of \$5,000 (Doc. 18885). Action Nov. 4.

■ KAOL Carrollton, Mo.—FCC notified Homeland Enterprises Inc., licensee of KAOL-AM-FM, that it has incurred an apparent liability in amount of \$500 for willful or repeated violation of rules by operating station without properly licensed operator in charge of trans. Action Nov. 3.

New FM stations

Applications

■ Fayetteville, Ark. Board of Trustees of University of Arkansas—Seeks 88.9 mhz, 10 w. Ant. height above average terrain 120 ft. P.O. address 406 Administration Building, Fayetteville 72701. Estimated construction cost \$3,795; first-year operating cost \$3,780; revenue none. Principals: Fred S. Vorsanger, secretary, board of trustees, et al. Ann. Nov. 3.

■ Richmond, Calif. Corp. for Community Radio Inc.—Seeks 89.5 mhz, 9 w. Ant. height above average terrain 100 ft. P.O. address 4834 Bissell Avenue, Richmond 94805. Estimated construction cost \$751; first-year operating cost \$2,500; revenue none. Principals: Tim O'Malley, president, et al. Ann. Nov. 3.

■ Salinas, Calif. Salinas Union High School District. Seeks 88.9 mhz, 10 kw. Ant. height above average terrain 136.5 ft. P.O. address 431 West Alisal Street, Salinas, Calif. 93901. Estimated construction cost \$3,680; first-year operating cost \$1,000; revenue none. Principals: Robert P. Binns, superintendent, et al. Ann. Nov. 3.

■ Seaside, Calif. Monterey Broadcasting Co.—Seeks 107.1 mhz, 2.9 kw. Ant. height above average terrain —31 ft. P.O. address 4440 Jan Way, San Jose, Calif. 95124. Estimated construction cost \$6,700; first-year operating cost \$15,000; revenue \$24,000. Principals: Carl J. Auel, Marvin B. Clapp and Grace L. McDaniel (each 33⅓%). Mr. Auel is station manager of KEBR(FM) Sacramento, Calif. He also owns, with wife, 50% of KEWQ(AM) Paradise and KCRM(AM) Chico, both California. Mr. Clapp owns consulting engineering

Summary of broadcasting

Compiled by FCC Nov. 1, 1971

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,337	3	11	4,351	60	4,411 ¹
Commercial FM	2,246	1	39	2,286 ²	119	2,405
Commercial TV-VHF	501	2	7	511 ³	15	526 ²
Commercial TV-UHF	175	0	13	188 ³	79	265 ³
Total commercial TV	676	2	20	699	94	791
Educational FM	462	1	13	476	72	548
Educational TV-VHF	85	3	3	88	3	91
Educational TV-UHF	110	0	7	117	14	131
Total educational TV	195	3	10	205	17	222

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes 15 educational stations.

³ Indicates four educational stations on nonreserved channels.

⁴ Includes 4 educational stations on non-reserved channels.

firm and is chief engineer of KEBR. Mrs. McDaniel is food store employee and has various stock and real estate holdings. Ann. Nov. 3.

■ Cedar Rapids, Iowa. KVCH Inc.—Seeks 102.9 mhz, 100 kw. Ant. height above average terrain 605 ft. P.O. address 116 West Bremer Avenue, Waverly, Iowa 50701. Estimated construction cost \$120,180; first-year operating cost \$151,180; revenue \$70,000. Principals: Willie Howard, president secretary-treasurer (50%) and S/Sgt. Martin Culpepper, vice-president (50%). Mr. Howard owns filling station in Waterloo, Iowa. S/Sgt. Culpepper is disc jockey for WRAP(AM) Norfolk, Va. Ann. Nov. 3.

Action on motion

■ Hearing Examiner James F. Tierney in Jefferson, Ind. (Wireless of Indiana), FM proceeding, reopened record; received into evidence Wireless of Indiana's Exhibit No. 4; and closed record again (Doc. 18615). Action Nov. 2.

Initial decisions

■ Macon, Ga.—Supplemental initial decision, released Sept. 13, proposing grant of application of Middle Georgia Broadcasting Co., for new FM on 107.9 mhz, became effective Nov. 2 (Doc. 18279). Action Nov. 4.

■ Hearing Examiner Jay A. Kyle in Wailuku, Hawaii, proposed in initial decision grant of application by Kirk Munroe for new class C FM at Wailuku. New station will operate on 95.1 mhz with effective radiated power of 97.76 kw and ant. height of 286.3 ft. above average terrain (Doc. 18992). Action Nov. 2.

■ Hearing Examiner Charles J. Frederick in supplemental initial decision proposed grant of application of Glenn West for new FM to operate on 100.9 mhz at Portland, Ind. (Doc. 17916). Action Nov. 2.

Call letter applications

■ Radio Ojai Inc., Ojai, Calif.—Seeks KOVA(FM).

■ Monroe Board of Education, Monroe, Conn.—Granted *WMNR(FM).

■ Christian Voice of Central Ohio, Gahanna, Ohio—Seeks WCVO(FM).

■ Mohawk-Hudson Council on Ed TV Inc., Schenectady, N.Y.—Seeks *WHMT-FM.

Existing FM stations

Final actions

■ WXLE(FM) Phenix City, Ala.—Broadcast Bureau granted request for waiver of rules to identify as Phenix City and Columbus, Ga. Action Nov. 1.

■ WCLR(FM) Skokie, Ill.—Broadcast Bureau granted request for waiver of rules to identify as Skokie-Chicago. Action Oct. 22.

■ WGMZ(FM) Flint, Mich.—Broadcast Bureau granted mod. of license covering change in name of licensee to WGMZ Inc. Action Nov. 1.

■ KVEG-FM Las Vegas—Broadcast Bureau granted request for SCA on a sub-carrier frequency of 67 khz. Action Nov. 1.

■ WXEN(FM) Cleveland—Broadcast Bureau granted CP to change trans. location to 2300 Overlook, Cleveland Heights, Ohio; install new trans.; ant.; make changes in ant. system; change TPO; ERP 50 kw; ant. height 190 ft.; remote control permitted from studio site at 2644 St. Clair, Cleveland, Ohio. Action Oct. 29.

■ KTAC-FM Tacoma, Wash.—FCC granted request by Radio 850 Corp. for waiver of rules to change ant. location and facilities of KTAC-FM. Action Nov. 3.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Mobile, Ala. (WABB Inc. and Trio Broadcasters Inc.), FM proceeding, in absence of presiding officer (Jay A. Kyle), on request by WABB Inc., rescheduled oral argument from Nov. 4 to Nov. 8 (Docs. 19226, 19228). Action Nov. 2.

■ Deputy Chief, Office of Opinions and Review, in San Francisco (Chronicle Broadcasting Co.), for renewal of license of KRON-FM and KRON-TV, dismissed as moot motion for extension of time to file opposition to renewal of motion to disqualify Commissioner Nicholas Johnson by Citizens Communications Center (Doc. 18500). Action Nov. 2.

■ Hearing Examiner Lenore G. Ehrig in Hartford and Berlin, Conn. (WHCN Inc. [WHCN-FM] and Communicom Media), FM proceeding, denied Communicom Media's motion for dismissal or petition for permission to include new issues, its request for examiner's order, and its request to file comment and dismissed as moot WHCN Inc.'s motion to dismiss; and by separate action, granted petition by WHCN Inc. for leave to amend its application by changing name of person who determines its day-to-day programing decisions from

R. Ray Riepen to Randall M. Mayer (Docs. 18805-6). Action Oct. 27.

■ Hearing Examiner Lenore G. Ehrig in Anderson, Ind. (Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson), FM proceeding, having under consideration Eastern Broadcasting Corp.'s request for postponement of hearing, postponed Nov. 3 hearing until Dec. 8 (Docs. 19018-9). Action Oct. 28.

■ Hearing Examiner James F. Tierney in Easton, Md. (Community Broadcasters Inc. and Easton Broadcasting Co.), FM proceeding, denied petition by Community Broadcasters Inc. for leave to amend its application to reflect current information respecting its trans. site, availability of additional credit and its survey of needs and problems of its proposed service area (Docs. 19303-4). Action Oct. 26.

■ Hearing Examiner Ernest Nash in Lorain, Ohio (Lake Erie Broadcasting Co. et al.), FM proceeding, granted motion by Lorain Community Broadcasting Co. for leave to amend its application to reflect current information respecting its financial qualifications and ascertainment of community problems, needs and interests of its proposed service area (Docs. 19213-5). Action Oct. 28.

■ Hearing Examiner Charles J. Frederick in Virginia Beach, Va. (Payne of Virginia Inc. and Virginia Seashore Broadcasting Corp.), FM proceeding, granted petition by Payne of Virginia Inc., and rescheduled hearing from Oct. 28 to Nov. 15 (Docs. 19095-6). Action Oct. 28.

Call letter applications

■ KJEM-FM, Radio Oklahoma Inc., Oklahoma City—Seeks KAFG(FM).

■ WMDE, Capitol Broadcasting Co. Inc., Greensboro, N.C.—Seeks WMDE(FM).

■ WHRF-FM, East Shore Broadcasting Corp., Riverhead, N.Y.—Seeks WRCN-FM.

Call letter actions

■ KSFM(FM), PSA Broadcasting Inc., Sacramento, Calif.—Granted KPSC(FM).

■ WNYN-FM, Radio Akron Inc., Canton, Ohio—Granted WHLQ(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending aux.: *KBGL(FM) Pocatello, Idaho; KBTC(AM) Houston, Mo.; KIVY-AM-FM Crocket, Tex.; KNEV(FM) Reno; KSRA(AM) Salmon, Idaho; KVVU(AM) Logan, Utah; KWN(AM) Winnemucca, Nev.; WSUI(AM) Iowa City, Actions Oct. 29.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending aux.: KMCL(AM) McCall, Idaho; KMEQ(AM) Phoenix; KVMC(AM) Colorado City, Tex.; KXEW(AM) Tucson, Ariz.; WKEF(TV) Dayton, Ohio; WLOF(AM) Orlando, Fla.; WTHI(AM) Terre Haute, Ind.; WYFI(FM) Norfolk, Va. Actions Oct. 21.

■ KSPD, Boise, Idaho—FCC granted application of KEST Broadcasting Association for renewal of license of KSPD. Action Nov. 3.

Translator actions

■ Broadcast Bureau granted licenses covering following new VHF and UHF translators: K1JXH West Glacier, Mont.; K10HU Batty, Nev.; K05EO, K09KA, K12HZ Guymon and rural area, both Oklahoma; K07JT Brookings, K69AD Wal-lowa Valley, both Oregon; K04GI, K05EF Bradv. Rochelle and rural area, all Texas; K77CN, K79CD, K81BN Camp Wood, Tex.; K02FU Dell City, K81BQ, K79CF Doss, Cherry Springs and Loyal Valley, all Texas; K71CK Presidio, Shafter and rural ranches in area, all Texas; K55AA San Angelo, Tex. Actions Oct. 29.

■ K10HP Eagle Lake and Spaulding areas, both California—Broadcast Bureau granted license covering VHF translator. Action Oct. 29.

■ K04GN, K06GX Judith Gap and north rural area, both Montana—Broadcast Bureau granted licenses covering new VHF translators and to specify type of trans. Action Oct. 29.

■ Acting Chief, Office of Opinions and Review in South Lake Tahoe, Calif. (TV Pix Inc. et al.), UHF translator proceeding, dismissed as moot petition by TV Pix Inc. for partial reconsideration (Docs. 19284-7). Action Nov. 1.

■ K12IF Wawona, Calif.—Broadcast Bureau granted license covering new VHF translator station. Action Oct. 29.

■ K04GS Crested Butte, Colo.—Broadcast Bureau granted license covering new VHF translator station. Action Oct. 29.

■ W68AA Danville, Ill.—Broadcast Bureau granted mod. of CP to change type trans. and make changes in ant. system of UHF trans. Action Oct. 26.

■ Midland, S.D.—Broadcast Bureau granted CP for new VHF translator to serve Midland by rebroadcasting KTSD(TV) Pierre, S.D. Action Nov. 1.

■ Philip, S.D.—Broadcast Bureau granted CP for new VHF translator to serve Philip by rebroadcasting KHBE-TV Rapid City, S.D. Action Nov. 1.

■ Pine Ridge, S.D.—Broadcast Bureau granted CP for new VHF translator to serve Pine Ridge by rebroadcasting KBHE-TV Rapid City, S.D. Action Nov. 1.

Modification of CP's, all stations

Application

■ KGEI Belmont, Calif.—Broadcast Bureau granted mod. of CP of international station for extension of completion date to April 15, 1972. Action Oct. 29.

Ownership changes

Application

■ WMOB-FM Mobile, Ala.—Seeks assignment of CP from Bellaire Inc. to WABB Inc. for \$6,700. Sellers: John L. Vath Sr., president, et al. Buyers: Bernard Dittman, president, et al. Buyers own WABB(AM) Mobile. Ann. Oct. 26.

Actions

■ KTOH(AM) Lihue, Hawaii—Broadcast Bureau granted assignment of license from Santa Maria Publishing Co. to Urbatek Systems Inc. for \$75,000. Sellers: Duane B. Hagadone, president (36.56%) and Scripps League Newspapers Inc. (61.29%). Each entity owns 50% of licensee of KVNI(AM) Cour d'Alene, Idaho. Buyers: Kenneth R. Harding Jr., president (91.53%), et al. Mr. Harding is majority stockholder of Urbatek, community-development and environmental service. He holds interest in company jointly with wife. He was also formerly anthropology instructor. Kauai Community College, Lihue. Action Oct. 27.

■ WDAN-AM-FM Danville, Ill.—Broadcast Bureau granted assignment of license from Northwestern Publishing Co. to First Danville Radio Inc. for \$250,000. Seller: Robert J. Burrow, president, et al. Buyers: J. Max Schaffer, president, et al. (37%). Mr. Schaffer has been manager for WDAN-AM-FM. Action Oct. 29.

■ KHAK-AM-FM Cedar Rapids, Iowa—FCC granted assignment of license from Agruss Broadcasting Inc. to Communications Properties Inc. for \$200,000. Sellers: Jordan E. Ginsburg, secretary-treasurer, et al. Buyers: Hart N. Cardozo Jr., chairman of board and treasurer, (89.93%), et al. Mr. Cardozo is owner and operator of KATE Albert Lea, Minn.; KFGO Fargo, N.D., and WDBQ-AM-FM Dubuque, Iowa. Action Oct. 29.

■ KVCK(AM) Wolf Point, Mont.—Broadcast Bureau granted assignment of license from Harriet Krebsbach and Robert E. Coffey db as Hi-Line Broadcasting Co. to Robert E. Coffey tr. as Hi-Line Broadcasting Co. for \$50,000. Harriet Krebsbach is selling out her 50% interest in station. Mr. Coffey assumes 100%. Action Oct. 27.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Nov. 9. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Farmington and Lakeville, both Minnesota—Multiple-CATV owner Metro Cable, subsidiary of Electronics Consultants Inc. has been awarded franchises in both villages. Joint system for neighboring communities is planned.

■ Upper Arlington, Ohio—All American Cablevision Co. has been granted 10-year permit to operate CATV system.

■ West Pittston Borough, Pa.—Northeastern Cable Television Co. has been granted franchise by city council.

■ Arlington county, Va.—Five bids for cable television franchise have been received by county council. Five organizations bidding were multiple-CATV owner Teleprompter Corp., Arlington Telecommunications Corp., Northern Virginia Cable Casters, Arlington Community Television Co. Inc. and Arlington Telecommunications System Inc. As required by county ordinance, companies propose to pipe all current Washington channels into subscribers' homes.

A. Frank Reel did not arrive at where he is today by the one-company, up-from-the-mail-room route. He was a labor lawyer in Boston and national executive secretary of a major entertainment union. He served as a defense counsel for a Japanese general in a war-crimes trial in Manila, and, following a string of business-oriented executive posts in television, was elected president of Metromedia Producers Corp., New York, in 1970.

Along the way, Mr. Reel has been a dedicated Democrat in predominantly Republican Westchester county in New York. He was elected a trustee in the village of Tarrytown, N.Y., for four years, and in 1962 was defeated when he ran for a seat in Congress.

Mr. Reel's ascension to the presidency of MPC, a subsidiary of Metromedia Inc., was atypical, in that the chief executives of production-distribution companies almost universally are tapped from the areas of programing and sales. But Mr. Reel's highly developed skills in law, administration and business affairs, including expertise in negotiating program and talent contracts, were especially in demand at MPC in 1970 when the company's competitive and financial position was at its nadir.

"We faced a major restructuring in two areas—in the right personnel and in a diversification and expansion of our programing activities," Mr. Reel said. "We've managed to accomplish both objectives. And we're happy to say MPC is operating well in the black."

Frank Reel ("I dropped Adolph a long time ago") is a tall, trimly built man with a relaxed manner and a quiet confidence. Colleagues say he has a highly analytical mind and a capacity for hard work, and is always prepared to guide associates on business or personal problems.

Mr. Reel spent his early years in Milwaukee and attended Harvard College and the Harvard Law School. Armed with his law degree in the early days of the Depression, he obtained a position with a Boston law firm that represented numerous labor unions in New England, including the American Federation of Radio Artists. AFRA represented Mr. Reel's first exposure to the broadcasting industry.

He left Boston in 1942 for the U.S. Army, and at the end of the war, he was serving as a captain in the judge advocate general's office in the Philippines. Over his initial objections, he was assigned to the defense staff of Japanese General Tomoyuki Yamashita, who was being tried in Manila for war crimes in 1946. General Yamashita was found guilty and the conviction upheld by the U.S. Supreme Court, but Mr. Reel came away from this experience

A. Frank Reel: a winding road to the top of MPC

with the belief that "the proposition of war-crime trials is a hypocritical exercise."

Following the war, Mr. Reel returned briefly to Boston, and in 1947 he was asked to join AFRA in New York as assistant national executive secretary. Two years later, he was appointed national executive secretary and in 1953, when AFRA merged with Television Authority to form the American Federation of Television and Radio Artists, Mr. Reel decided to move from the labor sector to industry.

"It was more than just money," Mr. Reel reported. "I had spent many years

Week's Profile



A. (Adolph) Frank Reel—president, Metromedia Producers Corp., New York; b. June 30, 1907, Milwaukee; BS in government, Harvard College, 1928; LLB, Harvard Law School, 1931; practiced law in Boston, 1931-42 and 1946-47; with U.S. Army, 1942-46, released as captain; assistant national executive secretary, American Federation of Radio Artists, New York, 1947-49, and national executive secretary, 1949-53; executive vice president, business affairs, Ziv Television (later United Artists Television), 1954-68; VP, business affairs, Metromedia Producers Corp., 1968-70; executive VP, January-June 1970 and president, MPC, since June 1970; m. Virginia Wenworth of Saugus, Mass., 1947; children—Thomas, 23; Christopher, 22; Jeffrey, 19, and Judith, 16.

in the labor field and was looking for a new challenge. I joined Ziv Television as executive vice president in charge of business affairs, a new area for me and quite different from labor relations."

Mr. Reel remained for 14 years at Ziv Television (later merged into United Artists Television) before shifting to MPC as vice president for business affairs in 1968.

Mr. Reel recalls that when he was appointed MPC president 17 months ago, virtually the entire top executive group had left and programing activity was sluggish. His first order of business was to infuse the company with "fresh blood" and he turned to some of his former associates from Ziv TV and United Artists TV days. He installed Charles W. (Chuck) Fries as executive vice president in charge of sales and Ken Joseph as vice president in charge of syndication, and hired four experienced salesmen. More recently he appointed Pierre Weis, one-time president of United Artists Television, to the new post of vice president, special projects.

In the programing sphere, under Mr. Reel's aegis, production has accelerated and diversified. The company has produced eight *Movies of the Week* (compared with one in 1970); has launched the half-hour syndicated action series, *Primus*, for prime-time showing; produced and sold its first network entertainment series, *Ice Palace*, carried on CBS-TV this past summer; has produced its first feature film, "Tales From the Crypt," for theatrical distribution, and has made pilots of four network series, two each for ABC-TV and CBS-TV.

"For the first time, MPC is a serious entry in the network-program area," Mr. Reel stated. "But we are not slackening in syndication as we continue to produce many specials and distribute our own and outside projects. In development is a late-night variety-talk show."

Mr. Reel is an advocate of the FCC prime-time access rule and believes "it is still too early to tell how well or poorly it has done." He is convinced that over a period of time the efficacy of the regulation will be proved.

Mr. Reel has scant time for hobbies and prefers to spend his leisure time with his wife and children. His filial devotion is apparent from the following story recounted by a colleague:

"Frank's boy at Ripon College in Wisconsin asked to have an audio speaker delivered to him. On a business trip to the Coast, Frank flew to Chicago and then to Milwaukee, drove 120 miles to the college, carrying this heavy speaker with him. He delivered it, retraced his steps and arrived in Hollywood in time for a 9:45 a.m. meeting."

Starting point

The closest approach to an accommodation yet reached in the controversy over federal regulation of cable television was reached last week. Albeit grudgingly, the boards of the National Association of Broadcasters, National Cable Television Association and Association of Maximum Service Telecasters voted to support the compromise proposed by Clay T. Whitehead, director of the Office of Telecommunications Policy. Hell may not have frozen over, but the temperature has dropped.

It is now to be determined whether the FCC can translate the proposed compromise into formal rules that the broadcasters and cable operators will accept and whether the Congress can write copyright legislation that will retain the support of broadcasters, cable operators and copyright owners. Plenty of opportunity remains for groups or individuals within each camp to obstruct a final resolution.

It must also be remembered that a good many questions about future regulation of cable television are unanswered, and indeed unasked, in the compromise that was accepted last week. Are cable systems to be federally licensed, as some authorities in government are known to think they should be? Are they to be controlled as common carriers—systems of delivery rather than purveyors of content? Is cable ownership to be denied the owners of other media?

Answers to such questions may be a long time coming. In the meantime the rules proposed in the compromise will presumably come into being, and then it will be up to the venturers and their markets to decide how fast and how extensively the cable system will expand. The new plan promises to remove the more onerous restrictions that cable interests say have inhibited their growth. It also promises to give broadcasters reasonable protection against the use of their own programming to compete for their audiences. It gives neither cable operator nor broadcaster the advantages either wants. It promises the public an expansion of service without the loss of anything it is getting now.

It nets down to a practical settlement of an extremely intricate controversy.

Deft draft

In all the turmoil over cable-television regulation nobody has paid much attention to the draft of license-renewal legislation recommended by the executive committee of the National Association of Broadcasters. The NAB's work is entitled to a larger role.

As reported in this publication a week ago, the draft would amend the Communications Act to give the deserving licensee a decisive edge in any challenge by a competing applicant or petitioner to deny. The incumbent would win renewal if it could show that its program service had been "attuned to meeting the needs and interests of its area" and that its operation had been without "serious deficiencies." The bill would also extend license periods from the present three years to five.

There may be a way to sharpen the language, but the draft legislation is on the right track. It admits the contemporary reality that serious challengers must be heard. But it would restore the right of the incumbent to run on its record and would eliminate the grave risk of forfeiture now run by any licensee that is in common ownership with other media, as approved under the FCC's general rules, but is challenged by a rival applicant without other media ties.

The NAB prescription would put things back to the equi-

librium that had been achieved for years before the FCC, in deciding a case that had started on wholly different issues, voted early in 1969 to take channel 5 Boston from the newspaper-owned incumbent, WHDH-TV, and give it to Boston Broadcasters Inc. on a finding that the chosen applicant was unattached to other media and promised closer integration between ownership and management.

The NAB bill is modeled on the core provision of a policy statement that was adopted by the FCC in 1970 to eliminate the WHDH case as a precedent for other renewal challenges. Last June's reversal of the policy statement by the U.S. Court of Appeals makes the legislation necessary. If the directive on renewal criteria comes from Congress in the form of federal law, it is less susceptible to court rejection than an FCC statement of the same criteria.

This bill may attract some criticism as inadequate to the long-range stability of radio and television. The answer to that criticism is that this relief is needed now. Larger projects will take time.

Under the right auspices and with strong support from its members, the NAB has a good chance to get its draft enacted into law. And that is all the insurance that broadcasters can expect for the moment.

Cop-out

Action for Children's Television, the little band of Boston mothers who have asked the FCC to outlaw all advertising on television programs for children, turned last week to the Federal Trade Commission with a more specific request. It wants the FCC to bar all drug advertising from television programs for children or family audiences.

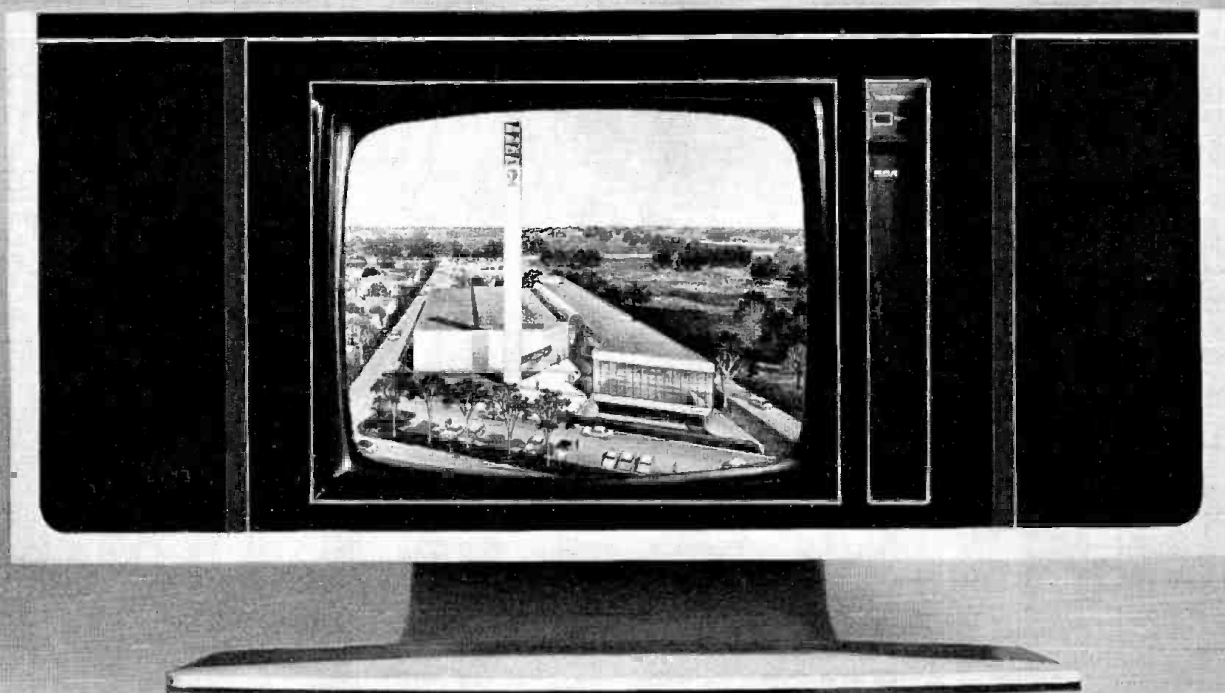
In its petition ACT accuses television of causing children to take unsupervised doses of vitamins—the principal object of its complaint. The connection is never proved: it is merely asserted. Nor is there any showing that an elimination of drug advertising would reduce the incidence of drug ingestion by the very young. The most conspicuous omission in the complaint is any reference to parental obligations to keep drugs out of children's reach.

The farther ACT proceeds on its maundering crusade, the more evident its irresponsibility becomes. It is trying to lay off on television an assignment that belongs in the home.



Drawn for BROADCASTING by Sid Hix
"It's being cleaned and restored."

Introducing **KPRC's** new prime spot.



We've pinned down one of the best avails
in Houston.

And we're now in the final stages of
production, so we can have our first air date
early in 1972.

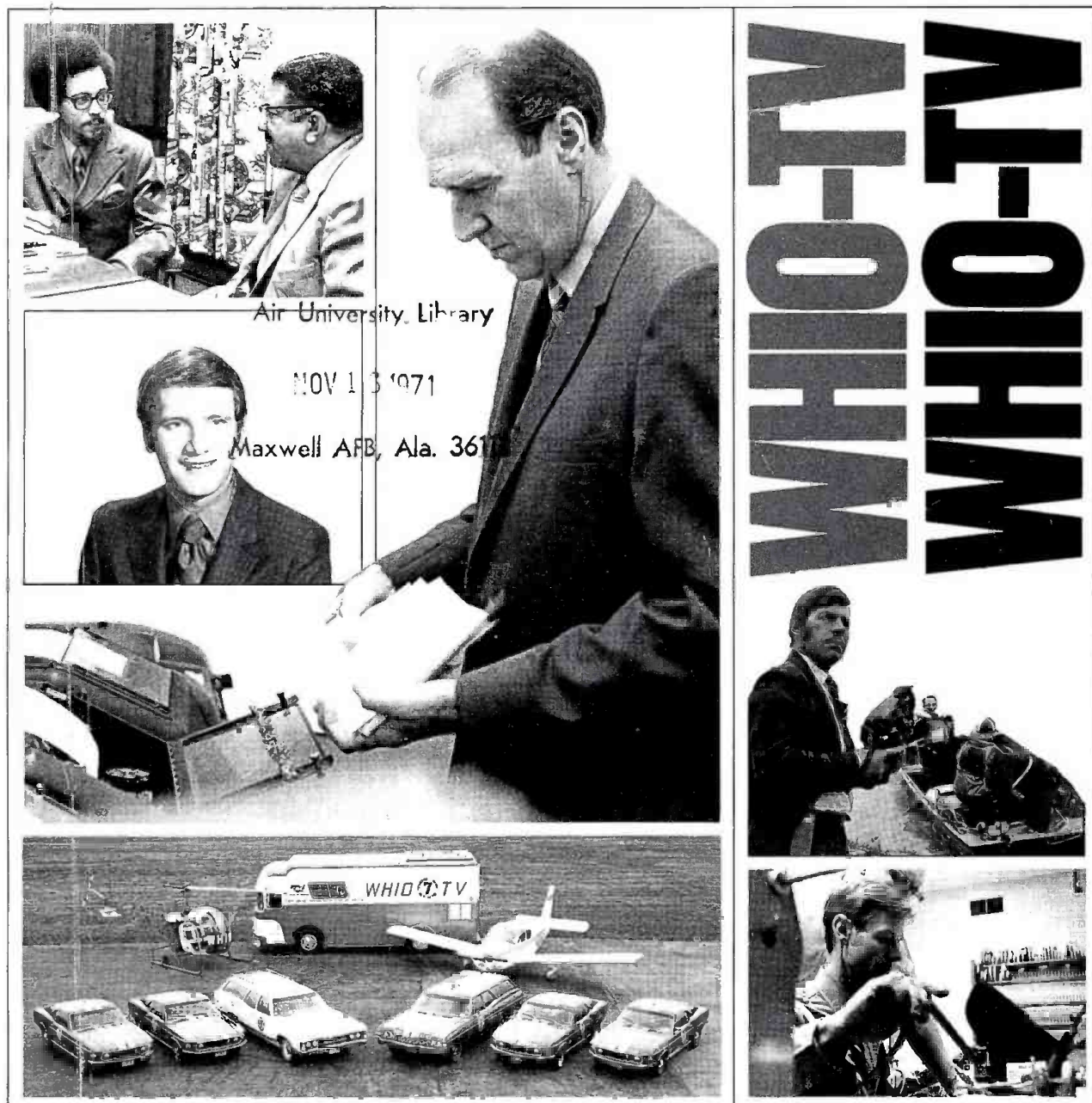
We're going to run with our new spot, TFN.

And it will set a new standard for fixed
position effectiveness in Houston broadcasting.

Our new prime spot.

KPRC BROADCASTING

Radio/TV Houston, Texas



WHIO-TV is news in Dayton

WHIO-TV's noon newscast (the only mid-day news in town) reaches 44% more young housewives, 18-34, than our nearest competitor. Our 6-6:30 and 7-7:30 local news outranks number two in total audience by 41% and we reach an impressive 43% more at 11:00 P.M.

Ch. 7 has the largest broadcast news staff in the Miami Valley, the only station with both Washington and Columbus news bureaus and eight local stringers in outlying communities. WHIO-TV takes its news coverage seriously and area viewers know it.

A good way to reach the affluent Dayton area market is to be part of-

TOTAL^{information} NEWS

A reflection of Dayton
WHIO Television



A Communications Service of
Cox Broadcasting Corporation

Represented by TeleRep

*Average quarter-hour persons reached, Program Audiences, (M-F)—Noon-12:30 P.M.; 6-6:30 & 7-7:30 P.M. (Combined) and 11-11:30 P.M. ARB, Feb./Mar., 1971
Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.
COX BROADCASTING CORPORATION STATIONS: WHIO AM-FM-TV Dayton, WSB AM-FM-TV Atlanta, WSOC AM-FM-TV Charlotte, WIOD AM-FM-TV Miami, WIIC-TV Pittsburgh, KTVU San Francisco-Oakland