



November 29, 1971: Our 41st Year: \$1.00

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

Broadcast-related stocks, despite all, perform well in bleak market

Push is still on for cable action, but yearend target is doubtful

Political spending bills occupy Congress as campaign year draws near

Special report: Above and beyond in 1971's local TV journalism

Corinthian Television
announces the appointment of
TELEREP
as national sales representative for
WISH-TV Indianapolis
and
KXTV Sacramento/Stockton
Effective December 1, 1971

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It's WHIO in Dayton for the cool, contemporary ring of a cash register. One of Ohio's most profitable markets. Here's why: in a Metro area that totals 862,600, Dayton manufacturing paychecks are highest in the state. Dayton—capital of west central Ohio, is second only to Cleveland in the state's Metro Area Consumer Spendable Income per Household.

The Dayton market is home of the third largest concentration of General

Motors plants in the world ☐ Wright-Patterson Air Force Base ☐ NCR ☐ McCall's ☐ The Air Force Museum . . . Ohio's number one tourist attraction ☐ 1,000 industrial plants ☐ Four colleges and universities.

Statewide, Dayton is a leader. And WHIO leads in Dayton adult listeners. Got a product for Dayton adults? Put it through WHIO . . . they'll get the message. You get the profits.

Sources: ARB, April/May 1971, audience estimates in the Dayton radio market; The 1971 World Almanac; Dayton Area Chamber of Commerce; SRDS, Nov. 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.

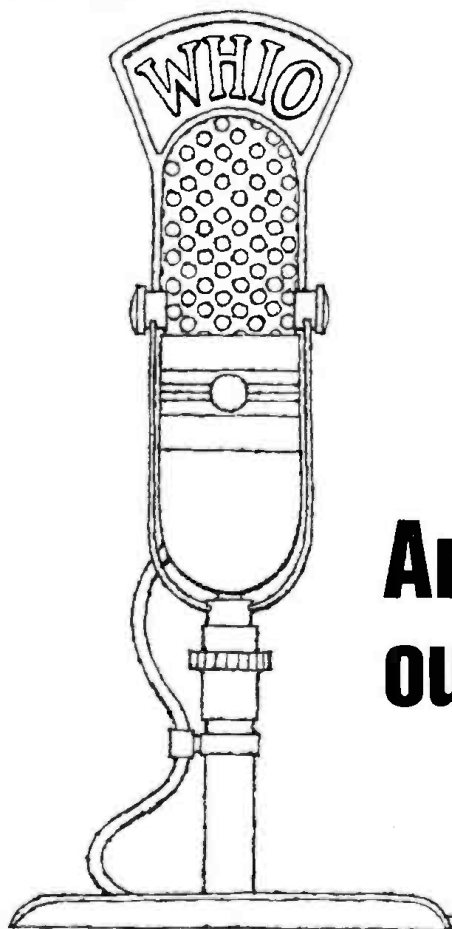
A reflection of Dayton **WHIO Radio**



A Communications Service of
Cox Broadcasting Corporation

Represented by CBS Radio Spot Sales

It goes in here.



And it comes out there.



The returns are in!

Oct. 71 ARB ratings*

for the new prime time half-hours...
Mon. thru Fri.

* All ratings shown are from the:
**ARB TELEVISION MARKET REPORTS
OF OCTOBER 1971 (ADI & METRO)**

Data quoted here are estimates only, subject to certain effects and limitations described in the report.

MIAMI 7:30-8 PM

Programmed on Wednesday only

#1 WEDNESDAY in rating and share
(ADI & Metro), homes, total women

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV HOMES	TOTAL WOMEN
WTVJ	TELL TRUTH	17	31	16	30	135	129
(A)	PROGRAM A	5	10	7	13	37	15
(B)	PROGRAM B	14	26	14	26	112	105
(C)	PROGRAM C	14	25	14	27	113	56

Beats: Get Smart, Johnny Mann,
I Dream of Jeannie

NASHVILLE 6:30-7 PM (CENTRAL TIME)

Programmed Thurs. and Fri. only

#1 THURSDAY in rating and share
(ADI), total women, women 18-49,
18-34, 25-49

Beats: Primus, Gold Diggers

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV HOMES	TOTAL WOMEN	18-49	18-34	25-49
WLAC	TELL TRUTH	24	48	24	45	116	101	51	26	30
(A)	PROGRAM A	13	26	13	25	66	35	23	13	19
(B)	PROGRAM B	12	24	15	29	60	47	36	24	21

#1 FRIDAY in rating (tie), share

Beats: Mayberry, R.F.D.

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV HOMES	TOTAL WOMEN	18-49	18-34	25-49
WLAC	TELL TRUTH	15	31	22	42	76	65	30	16	22
(A)	PROGRAM A	18	37	22	41	93	85	49	35	31
(B)	PROGRAM B	12	24	13	24	63	45	18	11	15

PROVIDENCE 7:30-8 PM

Programmed Mon., Wed., Thurs., Fri.

#1 (4 day average)
in rating and share
(ADI & Metro), homes, total women,
women 18-49, 25-49

#1 MONDAY RATING & SHARE (ADI & METRO)

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV HOMES	TOTAL WOMEN	18-49	25-49
WJAR	TELL TRUTH	18	31	24	41	117	122	40	31
(A)	PROGRAM A	11	20	10	17	71	56	37	32
(B)	PROGRAM B	13	22	14	25	87	61	42	30

#1 WEDNESDAY RATING & SHARE (ADI & METRO)

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV HOMES	TOTAL WOMEN	18-49	25-49
WJAR	TELL TRUTH	20	35	27	41	146	142	43	38
(A)	PROGRAM A	15	26	12	19	99	67	40	32
(B)	PROGRAM B	12	21	17	25	113	73	48	41

#1 THURSDAY RATING & SHARE (ADI & METRO)

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV HOMES	TOTAL WOMEN	18-49	25-49
WJAR	TELL TRUTH	21	36	28	46	143	135	53	46
(A)	PROGRAM A	8	15	7	11	49	24	21	18
(B)	PROGRAM B	17	30	20	33	117	67	48	37

#1 FRIDAY RATING & SHARE (ADI & METRO)

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV HOMES	TOTAL WOMEN	18-49	25-49
WJAR	TELL TRUTH	18	37	25	47	127	126	43	38
(A)	PROGRAM A	10	20	7	13	60	34	25	17
(B)	PROGRAM B	10	21	13	25	79	43	23	17

(4 day average: 19 rating, 35 share (ADI)
26 rating, 44 share (Metro))

Beats: Primus, Monty Nash, I Dream
of Jeannie (all 4 nights), Let's Make
a Deal, Circus

COLUMBUS 7:30-8 PM

Programmed
Mon., Wed., Thurs., Fri.

#2 MONDAY in rating, share,
homes, total women, women
18-49, 18-34, 25-49

STATION	PROGRAM	ADI RATING	ADI SHARE	TV HOMES	TOTAL WOMEN	18-49	18-34	25-49
WTVN	TELL TRUTH	16	33	84	71	31	18	27
(A)	PROGRAM A	6	13	33	25	19	15	16
(B)	PROGRAM B	23	48	123	103	47	23	40

#1 THURSDAY in rating & share (ADI),
homes, total women, women 18-49,
18-34, 25-49

STATION	PROGRAM	ADI RATING	ADI SHARE	TV HOMES	TOTAL WOMEN	18-49	18-34	25-49
WTVN	TELL TRUTH	18	34	90	80	44	30	36
(A)	PROGRAM A	15	30	78	65	38	22	30
(B)	PROGRAM B	11	20	59	53	20	12	17

4 day average: 16 rating, 34 share (ADI)
Beats: Dr. Simon Locke, Juvenile Jury, Monty Nash

#2 WEDNESDAY in rating, share,
total women, women 18-49,
18-34, 25-49

STATION	PROGRAM	ADI RATING	ADI SHARE	TV HOMES	TOTAL WOMEN	18-49	18-34	25-49
WTVN	TELL TRUTH	15	29	81	65	35	24	27
(A)	PROGRAM A	6	12	34	27	16	8	15
(B)	PROGRAM B	25	48	143	134	59	34	41

#1 FRIDAY in rating & share (ADI),
homes, total women

STATION	PROGRAM	ADI RATING	ADI SHARE	TV HOMES	TOTAL WOMEN	18-49	18-34	25-49
WTVN	TELL TRUTH	15	37	73	62	26	16	20
(A)	PROGRAM A	8	21	45	38	19	11	15
(B)	PROGRAM B	12	26	64	52	32	18	24

MEMPHIS 6:30-7 PM (CENTRAL TIME)

Programmed Mon., Wed., Thurs., Fri.

#1 (4 day average)
in rating and share
(ADI & Metro), homes, women
18-49 (tie), 25-49

#1 MONDAY RATING & SHARE (ADI & METRO)

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV HOMES	TOTAL WOMEN	18-49	25-49
WREC	TELL TRUTH	18	36	16	37	108	93	42	33
(A)	PROGRAM A	13	25	13	28	72	59	31	23
(B)	PROGRAM B	16	31	15	33	84	51	39	28

#1 WEDNESDAY RATING & SHARE (ADI & METRO)

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV HOMES	TOTAL WOMEN	18-49	25-49
WREC	TELL TRUTH	19	35	19	40	99	76	34	25
(A)	PROGRAM A	16	30	16	34	91	63	42	32
(B)	PROGRAM B	14	26	12	25	80	54	41	24

#1 THURSDAY RATING & SHARE (ADI & METRO)

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV HOMES	TOTAL WOMEN	18-49	25-49
WREC	TELL TRUTH	20	42	14	31	107	109	41	33
(A)	PROGRAM A	7	14	10	22	68	46	36	10
(B)	PROGRAM B	16	32	16	35	89	54	39	28

#1 FRIDAY RATING & SHARE (ADI & METRO)

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV HOMES	TOTAL WOMEN	18-49	25-49
WREC	TELL TRUTH	18	37	16	38	102	93	36	27
(A)	PROGRAM A	10	21	8	19	55	52	22	15
(B)	PROGRAM B	16	34	17	38	85	54	37	25

4 day average: 19 rating, 37 share (ADI)
Beats: Daniel Boone (all 4 nights),
Let's Make a Deal, Dragnet, Lancer

Goodson-Todman's To Tell The Truth

WITH HOST GARRY MOORE
AND KITTY CARLISLE, PEGGY CASS AND BILL CULLEN

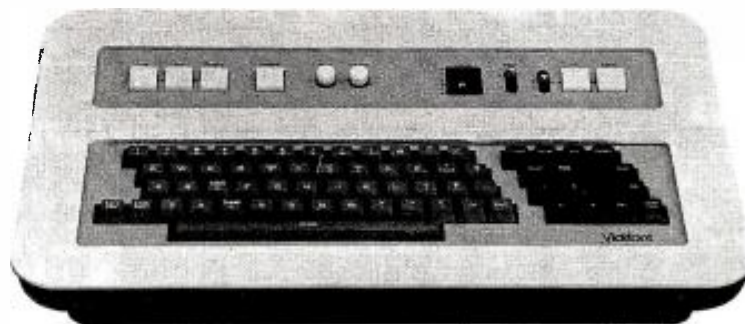


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After a bullish year in what was generally a bearish market over-all, broadcast stocks are being touted by analysts for uncommon strength. Predictions of gains in both broadcast stock prices and business are optimistic. See . . .

A vote of confidence by investors . . . 17

With more than half the television news viewed across America being of local orientation, BROADCASTING set out to discover (first) what is now routine news coverage, and (second) what is done above and beyond that. See . . .

Local TV journalism's quest for excellence . . . 21

A heavily partisan vote in the Senate tacked a rider onto the President's tax-cut bill last week, providing government financing for presidential campaigns. The House, meanwhile, remains equivocal on campaign reform. See . . .

Campaign spending gets complicated . . . 40

The National Association of Broadcasters television code review board will consider sensitive product advertising at next month's meeting in Phoenix. Personal hygiene preparations and toy ads head the list. See . . .

Drawing the line on personal products . . . 54

The end of the year is the self-imposed deadline for the FCC to wind up its work on its cable rules package, but there is some doubt the commission will meet it. Holidays, hearings and volume of work intrude. See . . .

FCC: running out its CATV string . . . 56

Fairness, as a doctrine, has outgrown its original intent, discriminates against broadcasters, and is a 'problem,' the National Academy of Television Arts and Sciences was told last week. See . . .

More talk on how fair is fairness . . . 62

Six applicants for domestic satellite service to broadcasters have submitted 'bids' to the three national networks for program distribution. The question of comparability with present prices is the issue. See . . .

Apples and oranges for satellite deals . . . 66

CBS Vice Chairman Frank Stanton has been urged to intervene in minority hiring practices for the network's daytime drama series on TV. The Joint Equality Committee charges underemployment. See . . .

CBS criticized on minority hiring . . . 67

A new series has entered the field of educationally entertaining children's programming. The *New Zoo Review*, out of Los Angeles, is a joint venture of Mattel, Carson/Roberts/Inc., and the creators. See . . .

Another try for the children's eye . . . 69

The leader of a proxy fight against Teleprompter Corp. has delayed resumption of a stockholders meeting. A New York court so ordered, and restricted attendance when the meeting is resumed. See . . .

Teleprompter rebels win meeting delay . . . 74

Departments

AT DEADLINE	9	SPECIAL REPORT	21
BROADCAST ADVERTISING	40	WEEK'S HEADLINERS	11
BROADCAST JOURNALISM	72	WEEK'S PROFILE	87
CHANGING HANDS	60		
CLOSED CIRCUIT	7		
DATEBOOK	12		
EDITORIALS	88		
EQUIPMENT & ENGINEERING	66		
FATES & FORTUNES	77		
FOCUS ON FINANCE	74		
FOR THE RECORD	79		
LEAD STORY	16		
THE MEDIA	56		
MONDAY MEMO	14		
OPEN MIKE	13		
PROGRAMING	67		
PROMOTION	73		



Broadcasting

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Price list

Negotiations for sales of several NBC-owned radio stations appear to be warming up. Howard Stark, broker retained by NBC to assist in negotiations, reportedly has been having "serious" talks with prospective buyers for various pieces of "most" of list of six AM and six FM stations. Insiders think some deals may begin to jell after first of year. NBC sources say they are still "in no hurry to sell" but will continue to talk to potential buyers whose offers meet basic criteria: Price must be up to expectations, and deal must look likely to get prompt clearance at FCC.

Though NBC sources insist they have never set asking price for stations, individually or collectively, word circulated last week that WMAQ-AM-FM Chicago were pegged at \$15 million, WNBC-AM-FM New York \$12.5 million and WRC-AM-FM Washington \$6 million. NBC authorities promptly knocked down these reports. They said they have had higher offers (though subsequently withdrawn for other reasons) for both Chicago and Washington stations, and would not take \$12.5 million for New York outlets.

One down

It's all but certain that National Association of Broadcasters' television code-review board, at meetings next week (see page 54) will recommend relaxation of ban against advertising of hemorrhoid remedies. But that's as far as it may go in proposing changes in standards now excluding such other personal products as sanitary napkins, contraceptive foams and douches. Favorable word on hemorrhoid remedies will be based on poll of stations last fall, which turned up big vote on side of acceptance. Taste is to govern whether particular commercial gets on air.

Payroll problem

President Nixon's nomination of FCC General Counsel Richard Wiley to succeed former Commissioner Robert Wells is expected to be sent to Senate this week, though only as preliminary to Mr. Wiley's being given recess appointment when Congress quits for year, now likely at end of week. Expectation is based on technicality in law that would bar Mr. Wiley from being paid as recess appointee if his nomination were not pending when Senate went home. Complicated procedure for filling Wells vacancy is dictated by White House's decision to

settle on black to succeed Commissioner Robert T. Bartley, whose term expires June 30, before Mr. Wiley's Senate confirmation hearing.

Plan is to give Mr. Wiley recess appointment, then resubmit his nomination within 40 days after Senate reconvenes, as required by law. This, presumably, will give White House time to decide who will be first black commissioner (BROADCASTING, Oct. 25). If Commissioner Bartley were to resign ahead of schedule—on March 1, as there has been some speculation that he will ("Closed Circuit," Nov. 15)—White House might go for double-barreled confirmation hearings involving both Mr. Wiley and black.

Staying looser

More flexible selection of college football games to be telecast next season will be possible under one phase of 1972-1973 football plan recommended by National Collegiate Athletic Association Television Committee. In past, network had to commit itself to full schedule early in year, except for "wild-card" telecasts. New proposal is that network announce only first six dates next March with second half of the schedule to be delayed until national competitive picture jells. Current contract with ABC-TV expires after this season, and negotiations for new contract are already under way ("Closed Circuit," Nov. 1).

Turnabout

If Bob Jones university's WMUU(AM) Greenville, S.C., first station to feel impact of FCC rules outlawing discrimination in employment practices (BROADCASTING, Sept. 14, 1970), wins license renewal without hearing, and that is not yet certain, renewal would be on terms licensee might find discriminatory. FCC staff is said to be readying recommendation that station's plan for complying with nondiscrimination rules be accepted, but with one qualification. Station would be barred from active recruiting at Bob Jones University because of its white-only enrollment policy; however, station would be allowed to accept applications from university's students.

Cooler heads

Public Television Managers Council talked about immediate disagreements over funding legislation and shape of public broadcasting in meeting last week

with Clay T. (Tom) Whitehead, director of Office of Telecommunications Policy, but its members—drawn from boards of Public Broadcasting Service and educational television stations division of National Association of Educational Broadcasters—were thinking ahead to fiscal 1973 and beyond. Consensus appears to be that long-range funding such as proposed by House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) earlier this month (BROADCASTING, Nov. 22) is all but impossibility in this fiscal year and possibly in this Congress.

Meeting with OTP director was marked neither by fireworks nor progress, and delay in reaching agreement with administration makes one-year continuation of existing funding arrangement most likely prospect. Eight-page document prepared by managers as rebuttal to Mr. Whitehead's speech last month to NAEB convention was similar in substance to memo sent to public stations by John Witherspoon, director of television activities for Corporation for Public Broadcasting (BROADCASTING, Nov. 8, 15). However, managers' letter was much quieter in approach and did not accuse Mr. Whitehead of playing politics with public broadcasting, as Witherspoon memo did; station people, who expect to meet again with OTP director before end of year, do not sound anxious to lock horns publicly or privately with Mr. Whitehead, OTP or administration.

Rediscovery

As recession continues, at least two top-10 broadcast agencies, Benton & Bowles and Doyle Dane Bernbach, have roughly doubled their rate of network-radio buying. Their primary radio emphasis is in spot, but if present rates are maintained, B&B's network radio billings in 1972 will go well past \$3 million and Doyle Dane's well over \$1 million. Most active in network radio on DDB's client roster are Burlington Industries, Lever Bros., Quaker Oats, Mobil oil and Volkswagen. Several others, especially radio-oriented Texaco, are increasingly being directed to network radio at B&B.

Doyle Dane believes that in today's economy network-radio rates appeal to clients as efficient way to get a national base on which to weigh spot buying. Benton & Bowles says it is finding network radio right for several products because it reaches specific audiences at high frequency.

WHO NEEDS MARTIANS?



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

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

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

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

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

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

STORER
BROADCASTING COMPANY

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

Discord in the NAB ranks over Wasilewski

His tenure is subject of 'caucus-rump meeting' of board members

Group of board members of National Association of Broadcasters, mostly radio directors, are planning Dec. 13 meeting in Denver to discuss future of Vincent T. Wasilewski, president of organization, whose current tenure expires Jan. 31.

Denver meeting, termed caucus by initiators and rump session by those opposed to meeting, is scheduled to take place month before official board meeting in Florida Jan. 17-21, when Mr. Wasilewski's present contract is up for renewal. Mr. Wasilewski reportedly has no intention to leave.

As of Friday (Nov. 26), more than 20 board members had agreed to attend meeting at Denver's Sheraton Airport inn, according to William A. Merrick, KBMN(AM) Bozeman, Mont., who will act as chairman of session, and Jerry Lee, WDVR(FM) Philadelphia. Both were among original promoters of meeting that stemmed from private discussion at Las Vegas NAB regional conference Nov. 12 that revealed active discontent with NAB affairs—particularly Mr. Wasilewski's stewardship—and its relations with Congress and regulatory agencies. That group, said to have numbered six, agreed to contact other board members.

As of last Friday, all board members had been polled. One TV director was said to have committed himself to attend: Dale G. Moore, KGVO-TV Missoula, Mont. Early Friday, sponsors of event said they had more than 20 pledged to attend, but late that day they reported that some directors were reconsidering.

Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., who is chairman of the NAB board, has agreed to attend, but only, he stressed, as an observer and only if there are at least 15 board members present. Mr. Chapin feels that as chairman it is his obligation to listen to grievances in order to discuss them properly with NAB executive committee, and later with NAB board.

Original invitations, it was understood, left impression meeting was to discuss dissatisfaction with organization and personnel of NAB. Later, this was clarified to make Mr. Wasilewski's leadership sole topic. Some board members, including one major-market TV member, reported receiving impression that call was for official special board meet-

ing. Organizers of meeting, however, maintain this was never intent.

Mr. Wasilewski received news of proposed meeting Thursday morning (Nov. 25) from Mr. Lee, who suggested he resign. Mr. Wasilewski responded, "No, and no thanks."

Mr. Lee also notified A. Louis Read, WDSU-TV New Orleans, and Andrew M. Ockershausen, Evening Star Stations, Washington, of meeting. They are chairmen of TV and radio board, respectively. Neither plans to attend.

Mr. Wasilewski joined NAB legal department in 1949, following graduation from University of Illinois Law School. He was named general counsel in 1953, chief of government affairs in 1955, executive vice president in 1961, and president in 1965, succeeding Leroy Collins. In 1970, he was confirmed in post for two-year period. Mr. Wasilewski is being paid \$65,000 yearly plus \$10,000 in deferred compensation plus expenses.

Meanwhile, back at the renewal front

National Association of Broadcasters' executives were still working on changes in wording of association's license-renewal legislation Friday (Nov. 26), following eruption of dissatisfaction with original phraseology.

Key staffers had agreed to revise prospective bill that would give measure of protection to broadcasters at renewal time from challenges by disgruntled community groups and "strike" applications for facilities.

Original bill called for five-year licenses, and specified that in hearing license should be renewed if existing licensee could show that it had offered program service "attuned to meeting the

Century gets title bout

Century Teleports Network announced late last week that it will telecast nationally on home television Jan. 15 heavyweight championship fight between Joe Frazier and contender Terry Daniels. Century Teleports also will promote match, to be held in New Orleans. Century said it is now in process of lining up TV stations for live coverage of bout and is soliciting sponsors.

needs and interests of its areas" (BROADCASTING, Nov. 8).

Opposition, led by Texas Association of Broadcasters two weeks ago (BROADCASTING, Nov. 22), focused on acceptance of need for hearing and lack of assured renewal unless found disqualified by FCC. TAB termed NAB wording "weak and ineffectual." Later, however, TAB withdrew strong resolution, substituted one expressing hope for revision.

NAB officials, plus task force on renewals that met in Washington earlier last week, agreed that hearing section must be accepted as part of bill in order to overcome opposition, and were striving for rewording of phrase that would call for renewal if broadcaster has made good-faith effort to meet needs and interests of his area as promised in last license renewal application. Group also agreed to delete term "substantial" in clause imposing demerit on broadcaster who did not live up to his promises.

When new language is determined, NAB group intends to poll task force again in order to have agreement to present to executive committee that meets Dec. 8. Call for five-year license is still included in legislative bill.

Taking sides on fairness

Deadline for filing reply comments in phase of FCC inquiry into fairness doctrine and broadcast advertising passed last week. One principal issue attended by both sides was proposal made last month by Friends of the Earth and National Citizens Committee for Broadcasting in initial round of comments, calling on commission to establish policy of free access to airtime by groups contesting content of particular commercials.

NBC argued that such a system would make TV advertising "inherently counter-productive." It said that in 1970, approximately 100,000 commercial minutes were sold on networks at average of \$15,511 per minute, with profits of about \$50.1 million. Under FOE-NCCB program—which would require stations to provide one minute of reply time for every four commercial minutes—NBC said advertising prices would have decreased in same year by 15% and total network loss for year would have been "in excess of \$333.4 million."

NCCB answered similar argument advanced last month by CBS: "even if NCCB's proposed 20% rule would eventually decrease to some slight extent the amount of time available for purchase by network sponsors, the ob-

**We'd like to raise a few points with
Nancy Dickerson.**



Maybe even four or five.

"Inside Washington with Nancy Dickerson."

During the week on our 10 pm News.

Nancy raises vital points in Washington.

And our points in Nielsen and ARB.

Television 9  is Chicago

vious result would be that commercial time would increase in price, and the networks would eventually recoup their revenue losses." It said demand for advertising time is "inelastic."

CBS, which last month offered most direct demand of responding broadcast faction by calling for total elimination of fairness obligation from product commercials, was equally abrupt last week: "The simple, inescapable fact is that any broad-scale treatment of commercial advertisements as statements on controversial issues will destroy the economic viability of broadcasting, and thereby its capacity to render a meaningful public service."

Step ahead for UHF

FCC has amended its rules to permit use of nonmemory 70-position detent (click-in) tuner to meet comparable (with VHF) TV tuning requirement. New rule becomes effective Dec. 10 and remains in force until July 1, 1974, when complete compliance with comparable tuning rules will be required.

Under new, temporary rule, 70-position system may be used if it meets these requirements: 70 detent positions, maximum variation from correct frequency of not more than three mhz, with numerical display to be provided for at least every other UHF channel and with marks to indicate those channels not indicated by numbers.

Under rule to become effective after July 1, 1974, all receivers employing 70-position tuning system will have to be equipped with automatic-frequency-control (AFC) circuitry and to have channel-selection mechanism capable of positioning tuner within pull-in range of receiver's AFC circuitry.

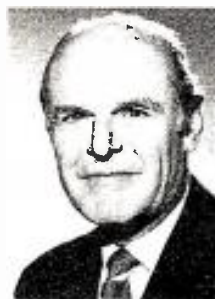
FCC eyes Telco cable deal

New York Telephone Co.'s proposed sale of distribution facilities in Brookhaven, N.Y., has run into trouble at FCC. Commission feels sale might involve effort to "circumvent and defeat" objectives of order in which commission said New York Telco had engaged in discriminatory conduct.

Commission, in order announced Friday (Nov. 26), asked company to submit additional information concerning its proposal to discontinue its cable-TV channel service to Long Island community. Facilities are being sold to Brookhaven Cable TV Inc.

At issue is channel service to area of Brookhaven known as Eagle Estates. Commission in order issued on Oct. 7 said New York Telco had engaged in discriminatory conduct to deny or delay access to telephone poles in Eagle Estates to competing system, Suffolk Cable Corp., and to aid Telco's channel customer by actions favoring early

Week's Headliners



Mr. Ward

Carl S. Ward, VP and national manager, CBS-TV affiliate relations, named VP, CBS-TV affiliate relations, succeeding William B. Lodge, who retires after 40 years with network (BROADCASTING, July 26). Mr. Ward, whose appointment is effective Jan. 1, 1972, joined WCCO-AM-FM Minneapolis-St. Paul in 1945, then CBS-owned. He joined the network in affiliate relations in 1957 after having served as general manager of WCBS-AM-FM New York.

Robert C. Wilson, executive VP, North American Rockwell Corp., New York, named president and chief executive of Collins Radio there. NAR last summer acquired a large interest in Collins. Mr. Wilson succeeds Arthur A. Collins, who continues as director and honorary chairman.

For other industry developments see "Fates & Fortunes" page 77

construction of channel-service facilities.

Commission denied certification for facilities in Eagle Estates, and directed company to discontinue their use. And to make sure that company "would not profit from its wrongdoing," it was prohibited from including undepreciated cost of Brookhaven facilities in its rate base and from selling them without commission approval.

Troubling commission about proposed sale of company's Brookhaven facilities is that it includes those serving Eagle Estates. Sale of "those facilities on terms which would enable Telco to circumvent and defeat the objectives of our decision that the carrier not profit from its misconduct, is inconsistent with the public interest, and may not be permitted," commission said.

Company's application "does not distinguish between" Eagle Estates's facilities and those for remainder of town of Brookhaven, commission said, adding that in view of its decision, two areas "require different treatment."

Additional information requested by commission is designed to break down costs incurred by company in building facilities in two parts of town.

OMB will examine FCC household matters

FCC's structure, relations with other federal agencies, and management policies and practices will be given "diagnostic review" by four-man team from Office of Management and Budget, commission announced last Friday (Nov. 26).

Study, to begin this week, is being undertaken at commission's request. It is expected to run 10 weeks. Agency was given last similar examination 10 years ago, by management-consulting firm of Booz Allen & Hamilton.

OMB's review, which will be under direction of Dr. John Culbertson, will be first of two-phase operation. Besides analyzing data and making recommendations, OMB team will identify areas that may require further study in subsequent projects. Follow-on work would be done by private firms, not OMB, commission officials said.

Study will not include FCC policy matters, or money or manpower requirements. Otherwise, OMB team has free hand. Among questions it will examine in determining how to improve agency's efficiency is feasibility of decentralizing or regionalizing some commission functions.

OMB team will issue interim reports while study is in progress.

Commission has had diagnostic study under consideration for year. Selection of OMB for study and for two-step approach was recommended by executive advisory council, which is composed of commission's bureau chiefs and which was established last month. Council received proposals for study from at least two outside firms as well as OMB.

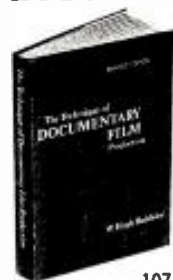
Another day for Comsat rates

FCC has postponed from Dec. 6 to Feb. 1, 1972, starting date for Communications Satellite rate case. Commission's action—over objection of Hearing Examiner Chester F. Naumowicz Jr., who had set earlier date—was taken at request of Common Carrier Bureau's trial staff.

Commission noted that Comsat had filed 750 pages of testimony, that on Nov. 11, trial staff had asked company for further information on 87 individual items, and that Comsat said it would need eight weeks to respond.

In addition, ITT World Communications Inc. had filed pleading reporting that attorney handling most of its FCC work had left company's employ and that new attorney could not give his full attention to case until end of January 1972. Company supported trial staff's petition.

Books for Broadcasters



The Technique of Documentary Film Production

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Now revised and updated throughout, this practical guidebook deals with all aspects of the production of the factual film. Covers the means and methods of producing documentaries step by step from the initial idea to the making of release prints and their distribution.

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Datebook

© A calendar of important meetings and events in communications

This week

Dec. 2—Annual Golden Mike Awards banquet, sponsored by Southern California Radio and Television Association. Sheraton-Universal hotel, North Hollywood.

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

Also in December

Dec. 6—Luncheon, sponsored by Hollywood Radio and Television Society. Clay T. (Tom) Whitehead, director of Office of Telecommunications Policy will speak. Beverly Wilshire hotel, Beverly Hills.

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

Dec. 8—Meeting of executive committee, National Association of Broadcasters. 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. 14—Celebrity Luncheon, sponsored by New York Chapter of The National Academy of Television Arts and Sciences. Guest of honor will be NBC sportscaster Curt Gowdy. Hotel Pierre, New York.

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

Dec. 20—Deadline for filing comments in FCC inquiry into fairness doctrine, phases dealing with "the fairness doctrine generally" and fairness in relation to political broadcasts (phases II and V, respectively). Replies due Jan. 29 (Doc. 19260).

January 1972

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

Jan. 10—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." Reply comments due Feb. 10.

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

Jan. 16-18—Midwinter convention, Idaho State Broadcasters Association. Rodeway inn, Boise.

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

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

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

Jan. 25-27—Annual Radio-Television Institute, sponsored by Georgia Association of Broadcasters. Principal speaker will be Clay T. Whitehead, director of the Office of Telecommunications Policy. University of Georgia campus, Athens.

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

February 1972

Feb. 4-5—Annual winter television conference, Society of Motion Picture and Television Engineers. Program chairman is Leonard F. Coleman, Eastman Kodak Co., Dallas. Sheraton Dallas hotel, Dallas.

Feb. 8-10—Winter convention, South Carolina Broadcasters Association. Holiday Inn, Florence.

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

Feb. 18—Thirteenth annual Close-Up dinner, dance and show, sponsored by New York Chapter

of The National Academy of Television Arts and Sciences, honoring ABC-TV host Dick Cavett. Americana hotel, New York.

March 1972

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

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

March 9-10—Spring convention, Arkansas Broadcasters Association. Sheraton hotel, Little Rock.

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

March 23-25—International Symposium on Communication: Technology, Impact and Policy, sponsored by University of Pennsylvania and Communications Workers of America. Symposium is designed to explore developing frontiers of knowledge in every aspect of communications. Annenberg School of Communications, University of Pennsylvania, Philadelphia.

March 23-27—Annual meeting, Association of Federal Communications Consulting Engineers. Alvin H. Andrus, chairman, convention committee. Martinique Hilton hotel, Fort de France, Martinique, French West Indies.

April 1972

April 15-18—Convention, Southern Cable Television Association. Location to be announced, Myrtle Beach, S.C.

April 19-21—Region six conference, sponsored by Institute of Electrical and Electronics Engineers. Microelectronics systems and applications and general systems and applications will be treated. Hilton inn, San Diego.

April 19-25—International Film, TV-Film and Documentary Market (MIFED), where feature, TV and documentary films are traded on a world-wide basis. Advanced bookings may be made before March 15. For information: MIFED, Largo Domodossola 1, 20145 Milan, Italy.

April 20-22—International symposium, "Broadcasting in Pacific Nations," at 22d annual Broadcast Industry Conference. San Francisco State College. Address for queries: Dr. Benjamin Draper, conference chairman, Broadcast Industry Conference. San Francisco State College, San Francisco 94132.

April 30-May 5—Annual conference, Society of Motion Picture & Television Engineers. Calvin H. Hotchkiss, Eastman Kodak Co., New York, is program chairman. Theme is "The New Filmmaker—Changing Trends in Motion Picture and Television Production Methods." Hilton hotel, New York.

May 1972

May 18-19—Conference on "Electronics 1985" by Electronic Industries Association to explore economic, political and social environment and relationship to electronics industry. Donn L. Williams, North American Rockwell Corp., chairman of steering committee. Conrad Hilton hotel, Chicago.

Major meeting dates in 1972

Feb. 8-11, 1972—Ninth conference, National Association of Television Program Executives, Fairmont hotel, San Francisco.

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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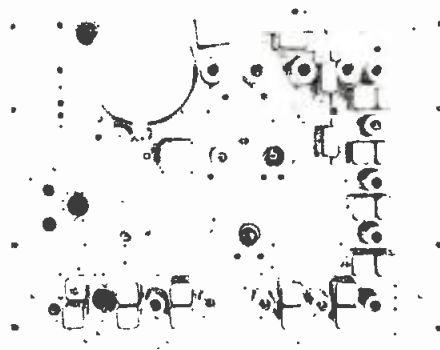
OpenMike[®]

What's on a name?

EDITOR: We read with some interest
F. William Free's "Who Would Fly
a Plane Named Fred?" ["Monday
Memo," Nov. 15]. As a suggestion—
after all, he names all the planes after
girls—he might abandon the meat-ap-
peal of "fly Cheryl" by inviting people
to "climb aboard Barbara." And will the
plane that flies highest be named Mary
Jane?—Macklin D. Berry, William F.
Jurek, WDHF(FM) Chicago.

Can anyone help?

EDITOR: We are trying to identify the
FM exciter in this photograph. The unit



measures 19 inches by 15½ inches, has
no identifying marks, serial numbers or
trade name. The output tube is a 5686.
It has provisions for stereo.

The unit is well built with quality
components and cleanly laid out.

If you [or a reader] could help us to
identify the manufacturer and/or ob-
tain schematics we would be grateful.—
Mark C. Worley, transmitter supervisor,
KAMU(TV), Texas A&M University,
College Station, Tex. 77843.

FYI

EDITOR: I recently conducted a com-
munity-problems survey for a group of
radio stations in this area. After I be-
gan work on the project I realized that
I needed some guidelines for my inter-
viewers. What respondents' thoughts
qualified as community problems, and
what didn't? In the hope that others
might find this useful, here's the inter-
pretation which I gave to my inter-
viewers.

1. A community problem, need, or
interest is one which affects some or all
of the segments of a license applicant's
community.

2. "Community" is a term having
three levels of inclusiveness: (a) the
immediate neighborhood in which a
respondent lives, (b) the city or gen-
eral locality in which a respondent

resides, and (c) the entire area covered
by the survey.

3. A problem is an unfulfilled or un-
resolved need as perceived by a re-
spondent. A need is an unsatisfied need
as perceived by a respondent. An inter-
est is a topic which stimulates a re-
spondent to seek information and/or
take action because of his involvement
with the topic.

4. A problem is a community prob-
lem for a respondent if he defines it to
be a community problem. The respon-
dent himself must be the arbiter of what
is a community problem for him. The
one exception is that a frivolous prob-
lem statement should not be regarded
as a valid problem.

5. A respondent need not have a
personal stake in a problem, need, or
interest. Once again, the respondent
must be the judge of a topic's validity.
—Robert M. Olsen, associate professor
of marketing, California State College,
Fullerton.

BookNotes

"The Mass Media and Modern So-
ciety," second edition, by William L.
Rivers, Theodore Peterson and Jay W.
Jensen. Rinehart Press, San Francisco,
342 pp. \$7.50.

As they did in the first edition of their
book, which was published six years
ago, the three authors attempt to pro-
vide the useful service of examining
the mass media—newspapers, maga-
zines, radio, television and motion pic-
tures—in the context of society, by dem-
onstrating that the media not only are
movers and shakers but are themselves
influenced and shaped by the economic,
social, technological and intellectual
forces in society. The approach results
in a somewhat sketchy overview, but
does permit what appears to be the sen-
sible conclusion that the power of the
mass media, except when many of them
are in agreement on a particular issue,
should be viewed "not as a tidal wave
but as a great river [that] feeds the
ground it touches, following the lines
of existing contours but preparing the
way for change over a long period."

Surprisingly, however, CATV, which
many believe destined to become a
major force, is discussed only briefly.
The three authors are university faculty
members—Mr. Rivers, Stanford and
Messrs. Peterson and Jensen at the Uni-
versity of Illinois at Urbana-Champaign.

Image-building with institutional advertising

In the sixties youth angrily shouted at businessmen in the language of demonstrations, vandalism and bombings, and businessmen, who had previously not tried to communicate, were forced to listen. For the first time, businesses such as banks, which had demonstrated their involvement in the community by monetary contributions to local charities and by donating expensive sculpture to the city art center, faced a frightful confrontation with a community they had never recognized and now did not know how to deal with. Our youth and our universities were not singing praises for our very limited involvements in "establishment" charities and our total involvement in making profits.

If we advertisers want to prevent these destructive forces in our communities in the seventies, we will have to supplement our advertising dollars with strong community relations. And we can use the same advertising tools to meet community-relations aims as we have used in the past for hard-sell advertising and use them in a more vital way.

When I first came two years ago to Madison, Wis., a university-legislative city approaching a 200,000 population, I found that the bank's image was a poor one. At the University of Wisconsin, we were the well-known "enemy of the people" because we were a bank.

For a city of our size, we have more than our share of trauma: Madison scaled the national newswires in early sixties with the university demonstrations, and the decade ended with a tragic university bombing. In fact, two of our own buildings—located near the university campus—have been vandalized, one repeatedly.

Banks have a particular interest in preserving their community—much more so than large companies that have their corporate offices in the community but sell their products nationwide—because the bank's progress rests in the hands of the community and its progress. At First Wisconsin National Bank we want to preserve our community and to encourage others to exercise their citizenship so we can exercise our corporate citizenship.

Traditionally we have given to establishment charities. We wrote the check and the charity spent it. That was our community relations.

Now, however, our attitude is that we must be involved personally as well as

financially. All advertisers must realize this if they want to preserve the community in which they operate. Of course for years individuals of the bank on their own have been personally involved, but now we as bank employees have become involved for the livelihood of the community—and the bank.

It's a great deal of work to decide what to do and what to sponsor. But one of the most worthwhile projects the First Wisconsin has sponsored is *Polarity: Examined*. When Tom Bolger, vice president and general manager of WMTV-TV Madison came to me with the proposal for the show, hosted by Dick Goldberg, originator of Madison's Rap Center, I saw an opportunity to foster vital community discussion.

We had initially sponsored the Rap Center; we supported Project Fresh Start with a small cash outlay and many man-hours helping "problem" teens buy houses that could be repaired and then sold for a profit, and we have helped juvenile offenders.

However, what we have done with *Polarity: Examined* has been most rewarding to us. The money spent in sponsoring a television or radio program is seed money which is picked up by others and grows. *Polarity: Examined* attracts the liberal youth as well as the intelligent, middle-ground citizen who is not polarized and who doesn't have all the facts to make up his mind. In WMTV's community-discussion program, he has the opportunity to see the extremes—some reasonable and some ridiculous—and out of that discussion comes the realization of the situations that are valid.

In sponsoring the discussions on po-

lice brutality, tenant unions, political prisoners, women's liberation and cohabitation, we were using our sponsorship as a means of entering the socio-politico-economic milieu, not as an advertising vehicle. We aired a 60-second disclaimer at the beginning of each show showing our logo and concluding, "We believe it is appropriate for the business community to encourage a full discussion of controversial issues."

We decided not to break for a commercial during the discussion, and to conclude with a 30-second spot, expressing the same sentiment, promoting a better understanding of these complex questions, thereby diminishing their destructive effects."

That is our purpose. We never intended that our sponsorship of WMTV's *Polarity: Examined* be hard-sell advertising. We were not interested in the gains, other than the general feeling that the bank is socially responsible—and courageous enough to recognize it. Our advertising department still carries a 52-week schedule of television spots and our sponsorship of *Polarity: Examined* does not cut into its budget.

But in the first year our image-building was so effective that we will again sponsor WMTV's *Polarity: Examined* this fall—extending the monthly, prime-time program to a full hour without the disclaimer, but with a short introduction by the bank. The positive response to the program came not only from the youth and university elements but from many of our older bank customers, the more conservative elements of the community. Our sponsorship of this televised discussion has become one of our best institutional advertising campaigns.



John G. (Jack) Slater joined the First Wisconsin National Bank of Madison in 1969 as vice president of the marketing and planning division, after nine years with the First Wisconsin National Bank of Milwaukee as lending officer and assistant vice president and manager of corporate planning. A graduate of Marquette University, Mr. Slater has taught economics and money-and-banking courses at the American Institute of Banking. Earlier this year Mr. Slater was named vice president of administrative groups.

"Love is the Answer" We'd like to give it to you.



Group W produces a one hour documentary about a priest from Dublin and 30,000 unwanted Italian orphans like this one. To show how Monsignor John Patrick Carroll-Abbing destroyed the myth that every poverty-stricken bastard is trouble. The story is filmed in color at the home Father Carroll-Abbing built for these abandoned kids 25 years ago. Citta dei Ragazzi or, Boys Town of Italy. The boys who live there would not trade their Father for anyone else's in the world. "Love is the Answer" is a natural for your Christmas programing. And it's yours, just for the asking.

Narrated by Mike Douglas.



WESTINGHOUSE BROADCASTING COMPANY

Yes, I'm interested in this documentary.
Westinghouse Broadcasting Company, 90 Park Avenue, New York, N.Y. 10016

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Name _____ Title _____
Zip _____

One reason WSB-TV is doing something about traffic safety.

According to our most recent community survey, viewers are more concerned about traffic problems than either crime or drugs. And with good reason: Only thirteen states have worse traffic safety records than Georgia.

We're doing something about it. We've launched a three-month campaign to reduce traffic fatalities.

In our "Drive 2 Live" campaign, we're:

- advocating statewide driver education
- calling for statewide ambulance service
- seeking ways to eliminate the drunk driver

- pushing for re-examination of drivers

- attacking the problem of the "habitual offender"

- producing short film

segments on the ten most dangerous accident spots in our city and how to avoid mishaps there

- scheduling a prime-time special on driver safety, special editorials calling for new legislation, editorial cartoons, interviews, and features.

This traffic safety campaign is one way we're demonstrating our commitment to the public.

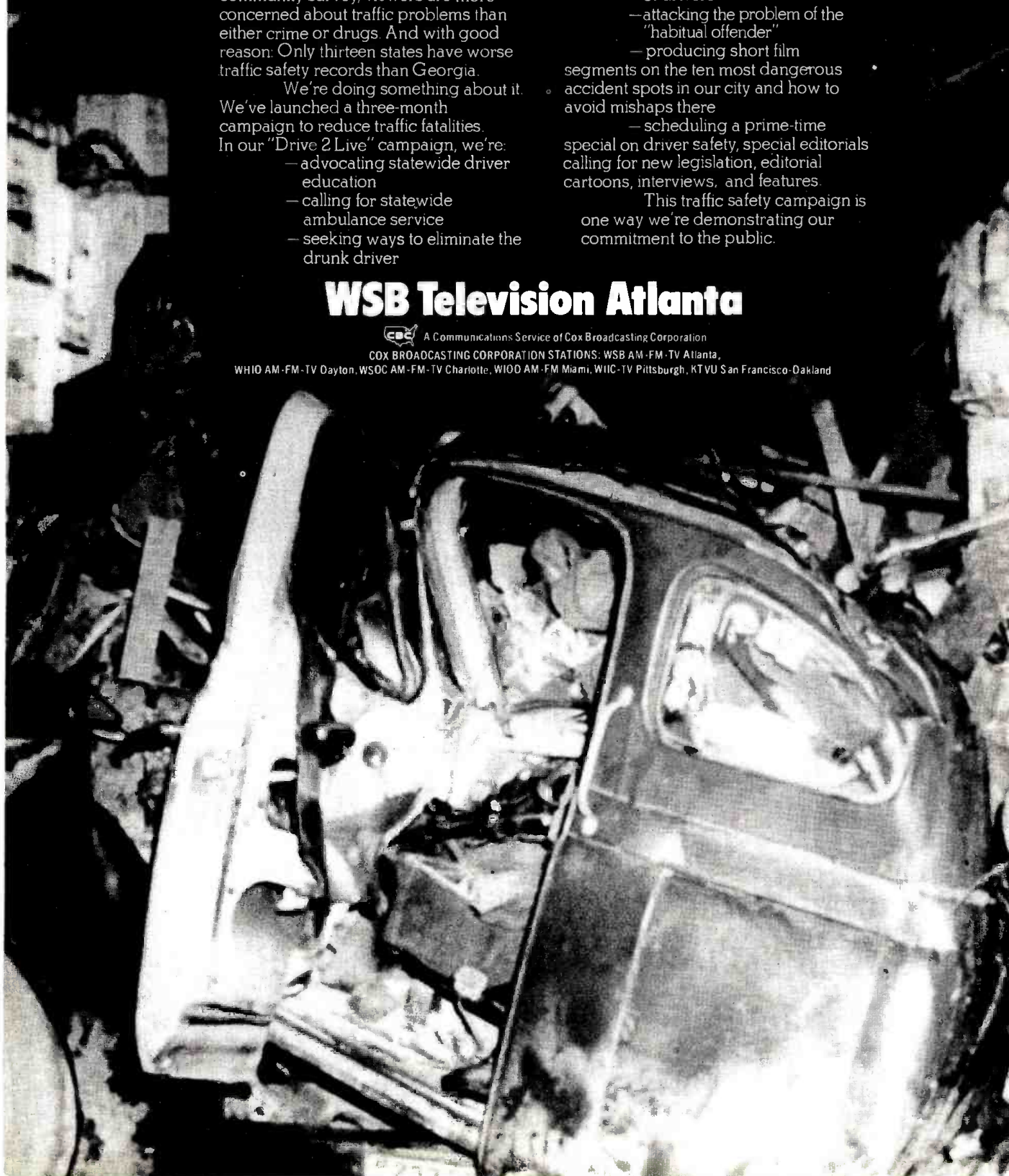
WSB Television Atlanta



A Communications Service of Cox Broadcasting Corporation

COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV Atlanta,

WHIO AM-FM-TV Dayton, WSOC AM-FM-TV Charlotte, WIOD AM-FM-TV Miami, WIIC-TV Pittsburgh, KTVU San Francisco-Oakland



A vote of confidence by investors

**Broadcast stocks resist market's plunge;
analysts are bullish about action next year**

Broadcasters are closing out the year in a seemingly inconsistent position: Their business is soft, but their stocks are uncommonly solid. If Wall Street analysts are right, both will grow stronger as 1972 moves along.

Last week, as the stock market plunged to its lowest point in a year, analyst after analyst commended the strength that broadcasting stocks have displayed in the face of 1971's general market weakness and forecast gains in both business and stock prices in 1972.

An analysis of BROADCASTING's stock index (see pages 76-77) showed that between Jan. 7 and Nov. 23, a period when the Standard & Poor industrial average moved fitfully but generally upward before slipping last Tuesday to a point 1.63% below its January level, broadcasting stocks in the index gained 31% as a group. Four of the five other classifications in the BROADCASTING index also outperformed the market over this span, though one of the four slipped slightly.

CATV stocks gained 44.7%, manufacturing issues 13% and programming 7.7%. (These estimates represent net gains after adjustments so that each category would comprise the same companies in both periods.)

Two groups in the index declined. Companies in broadcasting but also having other major interests slipped 12.4%, while the service category—agencies, production firms and the like—skidded 1.4%, fractionally less than the S&P industrial average in the same period.

Even with those two declines, the 105 stock issues that were in BROADCASTING's index for both Jan. 7 and Nov. 23 showed a total net advance of 11.1% for the period.

Wall Street analysts noted that Standard & Poor's own figures showed a comparable performance by broadcasting stocks over the 51-week period from Nov. 25, 1970, to Nov. 17, 1971: Broadcasting stocks gained 66% as against 9.5% for the S&P industrials.

Several reasons were advanced last

week for the strength of this movement ahead of—and sometime against—the general market tide, as well as for the predictions of advances in 1972.

One was that broadcasting stocks took a beating early. It was recalled that back in early 1969, for example, prices of broadcasting issues were slipping much farther and faster than the all-market average.

As this year's advances have been made despite stagnant TV-radio business, the slipping performance in 1969 occurred when broadcast billings seemed healthy. The assumption then was that Wall Street was already beginning to anticipate some of the problems that only loomed at that time but have since come to pass, notably the loss of cigarette advertising and increasingly intensifying regulatory activity.

The assumption now, at least in some quarters, is that this year's relative strength therefore comes in part from earlier underestimation of broadcasting's resiliency.

Analysts also feel that consumer confidence in the general economy will begin to return in 1972, bringing a rise in consumer spending that in turn will unlock advertising budgets currently held down to protect the corporate bottom line. This, it is felt, should also spur new-product introductions, an area heavily dependent on TV advertising in particular. On top of these factors there are the economies that broadcasters—like most businessmen—have introduced during the recession, which add to the market's anticipation of increased broadcast earnings in 1972.

Among the market analysts canvassed last week, Mario Gambelli of Loeb, Rhoades & Co., said he felt that network and spot-TV business should rise from 6% to 8% next year, with local sales advancing 10% to 15%.

Bob Ritter, a partner in Hamerslag, Borg & Co., said that broadcasting has generally fared "far better than the market as a whole" and "turned out to be

stronger than many people anticipated."

Mr. Ritter pointed to several factors he saw as contributing to a bright future for broadcasting in 1972. For one, he felt that more and more advertisers will be using the broadcast media. He also pointed out that with the price freeze gone, auto manufacturers will invest heavily to make known their price-edge-for-value to potential customers through broadcasting.

A Merrill, Lynch analyst said that broadcasting would continue "to do well in spite of the general market situation. There should be much improvement in broadcasting's generally excellent showing for the year ahead."

He felt that the vacuum formed by the loss of cigarette advertising was already being filled and that the general strength of the broadcasting group had been "underestimated" in the past.

Dennis Leibowitz of Black & Co. said he felt that broadcasting has "held its own" and done exceedingly well given the entire market picture. He, too, foresaw a good 1972; especially, he noted, for CBS and ABC.

The forecasts for cable television were more clouded. On top of the general economic slowdown, CATV has to contend with the additional "burdens" of entangled regulatory problems and, in the opinion of some analysts, may encounter some credibility problems as a rub-off from the conviction of Teleprompter Corp., the country's biggest CATV operator, and its former head, Irving B. Kahn, of conspiracy, bribery and perjury in the awarding of a CATV franchise. On the other hand, however, Teleprompter continues to be one of the hottest and most often recommended CATV issues, though its price slipped a couple of points in a generally falling market early last week.

Wall Street observers felt that the new exclusivity and importation rules will be of benefit to CATV over the long haul and that the stronger companies—among them American Televi-

sion & Communications, Cox Cable Communications and Communications Properties—should do well in 1972.

Ed Addiss of Matthews, Mitchell & Co. thought that the coming year will see some "consolidation" of cable companies: many of the weaker ones being "gobbled up" by their stronger brothers.

Mr. Leibowitz of Black & Co. saw the near-term prospect for CATV companies as good. As he expressed it, the companies are presently at "the lower end of their trading cycle" and should rise substantially in 1972-73.

Others saw CATV's growth as more distant. Some observers felt that 1972

would be spent by CATV companies in implementing new equipment changes and that the results of the rule change, in terms of the stock market, would not be felt before early 1973. Others noted that as cable companies expand they will need millions for equipment and installation and will not begin to get a real return on these investments, in subscriber fees, until much later.

Herb Goodfriend of F. S. Smithers & Co. said that although he feels "everything is up in the air" concerning CATV, in 10 years it should have one-fifth of the home-entertainment market.

Charles McCarthy of W. E. Hutton

& Co. also saw CATV as a long-term proposition. He felt that in "five to 10 years pay TV should come into existence, and probably will." He foresaw the day when large computer centers will supply independently owned systems with several programs, with subscribers paying a monthly service charge, then selecting the program they want to view much as they select a record in a jukebox: on a pay-to-see basis. For the short term, he regarded 1972 as a year of development and expansion and 1973 as the first year in which there probably will be recognizable results.

Market performance of 105 broadcast-related stocks, Jan. 7-Nov. 23

	Closing Jan. 7	Closing Nov. 23	Change		Closing Jan. 7	Closing Nov. 23	Change
Broadcasting				Sterling Communications	3½	4	+ ½
ABC	26¼	44⅝	+ 18⅝	Tele-Communications	13½	16	+ 2½
ASI Communications	2½	2	- ½	Teleprompter	78⅝	79¾	+ 1⅝
Capital Cities	31⅝	40¼	+ 9⅝	Television Communications	8	8	—
CBS	31⅝	42⅞	+ 10½	Viacom	16⅝	10	- 6⅝
Cox	20⅝	32	+ 11⅝	Vikoa	9	5	- 4
Gross Telecasting	12½	11¼	- 1¼	Programming			
LIN	7	11	+ 4	Columbia Pictures	12⅝	7	- 5⅝
Mooney	5⅝	8	+ 2⅝	Disney	71⅝*	101½	+ 29⅝
Pacific & Southern	12¾	8	- 4¾	Filmways	7½	4⅞	- 3⅝
Rahall Communications	23¼	9	- 14¼	Four Star International	1⅝	1	- ⅝
Scripps-Howard	20¼	20	- ¼	Gulf & Western	21⅝	22	+ ⅝
Sonderling	25⅝	19	- 6⅝	Kinney Services	30⅝	27⅝	- 3¼
Starr	9	17	+ 8	MCA	24⅝	18⅞	- 5½
Taft	24½	34⅝	+ 9⅝	MGM	17⅝	16	- 1⅝
Broadcasting with other major interests				Music Makers	2⅝	1	- 1⅝
Avco	13⅝	12¼	- 1⅝	Tele-Tape Productions	1⅝	1	- ⅝
Bartell Media	5	2⅞	- 2⅞	Transamerica	16⅝	15⅞	- 1¼
Boston Herald-Traveler	27½	22	- 5½	20th Century Fox	9¼	8⅞	- 1⅝
Chris-Craft	8⅝	5½	- 2⅝	Walter Reade Organization	3¼	1	- 2¼
Combined Communications	10⅝	18	+ 7⅝	Wrather Corp.	7⅝	5½	- 2⅝
Cowles Communications	8¼	9¼	+ 1	Service			
Fuqua	14¼	15¾	+ 1½	John Blair	17¼	14⅞	- 2⅝
Gannett	33⅝	46	+ 12⅝	Comsat	51	51½	+ ½
General Tire	23	22¾	- ¼	Creative Management	12½	8	- 4½
Gray Communications	6	6	—	Doyle Dane Bernbach	21¼	20	- 1¼
Lamb Communications	2⅞	2	- ⅞	Elkins Institute	8¼	4	- 4¼
Lee Enterprises	13⅝*	16½	+ 3⅝	Foote, Cone & Belding	7⅞	8¼	+ ⅝
Liberty Corp.	19	16¼	- 2¾	Grey Advertising	10⅝	12	+ 1⅝
Meredith Corp.	21¾	20⅝	- 1⅝	LaRoche, McCaffrey & McCall	10¾	11½	+ ¾
Metromedia	20⅝	24½	+ 4⅝	Marketing Resources & Applications	2⅞	8	+ 5⅝
Outlet Co.	14⅝	14	- ⅝	Movielab	2⅝	2	- ⅝
Post Corp.	10½	16	+ 5½	MPO Videotronics	6⅝	3½	- 2⅝
Reeves Telecom	3	2⅞	- ⅞	Nielsen	40½	39	- 1½
Rollins	26¾	42	+ 15¼	Ogilvy & Mather	24⅝	32	+ 7⅝
Rust Craft	14½*	19⅝	+ 4⅝	PKL Co.	4¼	6⅝	+ 2⅝
Schering-Plough	80	80⅞	+ ⅞	J. Walter Thompson	35⅝	34½	- 1⅝
Storer	20¾	23½	+ 2¾	Wells, Rich, Greene	16¼	15⅞	- ⅝
Time Inc.	42¾	50	+ 7¼	Manufacturing			
Trans-National Communications	¾	¼	- ½	Admiral	8⅝	13⅞	+ 4¾
Turner Communications	2	2	—	Ampex	18¼	11⅞	- 6⅝
Wometco	18	15¼	- 2¾	CCA Electronics	2½	4	+ 1½
CATV				Collins Radio	14½	10⅝	- 4⅝
Ameco	7⅝	2	- 5⅝	Computer Equipment	4½	2⅞	- 1⅝
American Electronic Labs.	3½	4	+ ½	Conrac	16	18¼	+ 2¼
American TV & Communications	19¾	19	- ¾	General Electric	47*	56⅞	+ 9⅞
Burnup & Sims	8*	21	+ 13	Harris-InterType	54¾	45¼	- 9½
Cablecom-General	14⅝	10¼	- 4⅝	Magnavox	37⅞	41⅞	+ 3⅝
Cable Information Systems	2½	2	- ½	3M	97¼	119¾	+ 22½
Citizens Financial Corp.	12¾	11⅞	- 1⅝	Motorola	53½	69⅞	+ 16⅝
Columbia Cable	10½	11	+ ½	RCA	26⅞	31¼	+ 4⅞
Communications Properties	7¼	8	+ ¾	Reeves Industries	3½	2⅞	- ⅝
Cox Cable Communications	21⅝	16	- 5⅝	Telemation	9½	6	- 3½
Cypress Communications	7	8	+ 1	Westinghouse	66⅞	84⅞	+ 18¼
Entron	3⅝	2⅞	- ⅞	Zenith	38⅞	38	- ⅞
General Instrument Corp.	17⅞	14¼	- 3⅞				

* Jan. 7 price adjusted to reflect stock split

WBNS-TV found profits in color film, and Columbus discovered America.

"Thanks to the Kodak ME-4 process, our viewers are getting a more complete picture of what's happening around the country," says Ed Eakins, Promotion Manager for WBNS-TV in Columbus.

"We've increased our news and sports coverage to over one million feet of color film a year. And since we no longer depend on outside processing, our deadlines are more flexible. When a big story breaks we can film

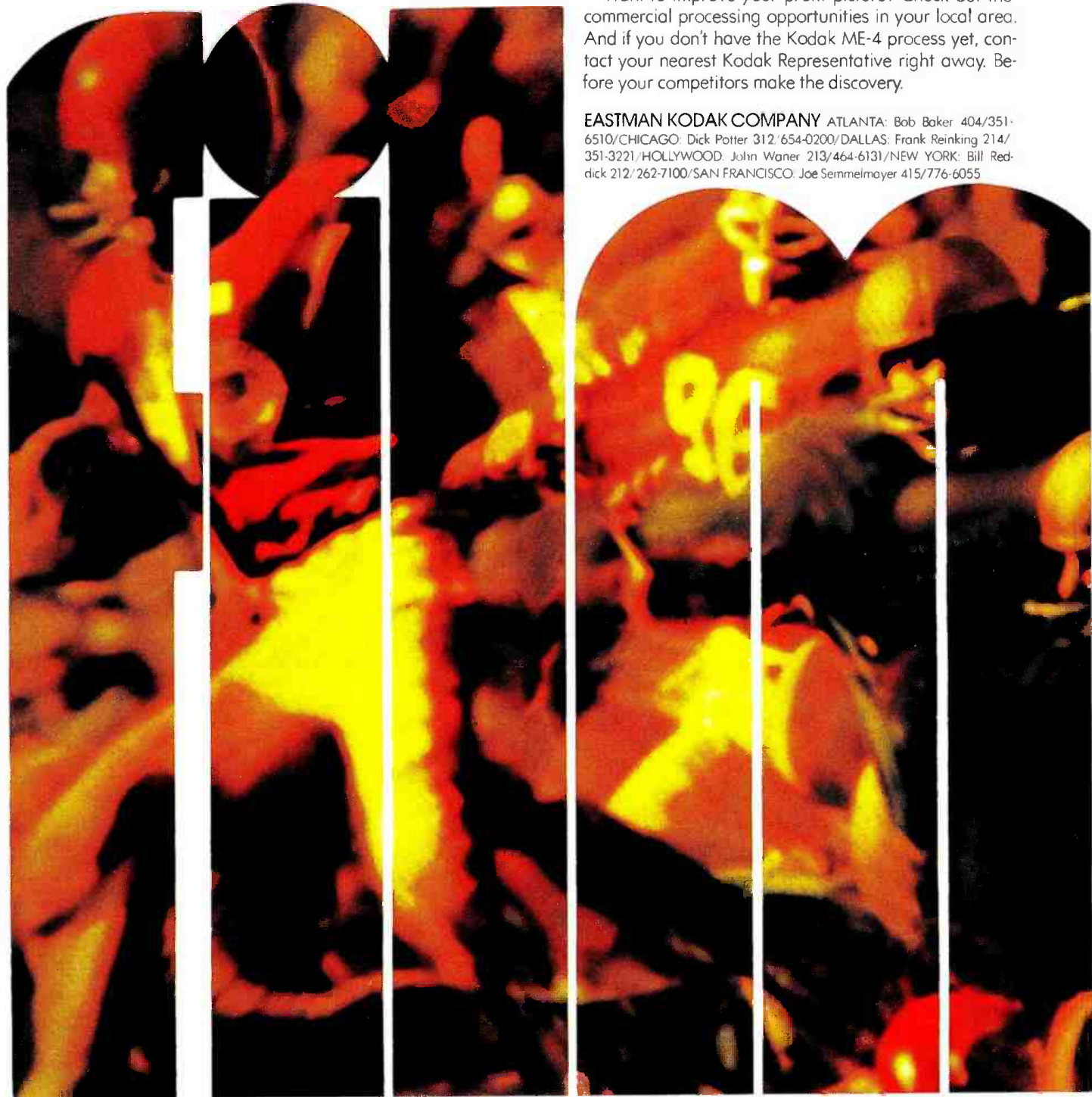
around the clock—updating our news for each broadcast.

"The actual switch to ME-4 processing was no problem at all. Thanks to the ease of operation and Kodak's packaged chemicals, we were getting first rate film quality right from the start.

"And once you have a color processor, the word gets around pretty fast. We're processing commercials for advertising agencies, industrial films for a nearby research institute and sports films for one of the State Universities. At the rate we're going, our outside business alone should pay for the investment!"

Want to improve your profit picture? Check out the commercial processing opportunities in your local area. And if you don't have the Kodak ME-4 process yet, contact your nearest Kodak Representative right away. Before your competitors make the discovery.

EASTMAN KODAK COMPANY ATLANTA: Bob Baker 404/351-6510/CHICAGO: Dick Potter 312/654-0200/DALLAS: Frank Reinking 214/351-3221/HOLLYWOOD: John Waner 213/464-6131/NEW YORK: Bill Reddick 212/262-7100/SAN FRANCISCO: Joe Semmelmayr 415/776-6055



Here are 218 reasons why Channel 5 News Reports are number one at Noon, 5 and 10 pm.*

Some of the people who contribute to Channel 5's news leadership:

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Walter Jacobson □ Bob Jamieson □ Joe Howard □ Johnny Morris □ Peter Nolan
Chuck Baker □ Dick Beidel □ Jim Hurlbut □ Val Press □ Lucyna Migala □ J. Darrell Strong □ Ira Sutow □ Wayne Balck □ William Bas □ Loren Berry □ Ed Fee □ Sylvia Smith
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Lew Allison □ John Gibbs □ Martha Coffman
Judy Rapp □ Larry Kukla □ Len O'Connor
Rebecca Bell □ David Klein □ Keith Klein
Jim Ruddle □ Carole Simpson □ Pat Dean
Glen Clonts □ Lewis Koch □ Bob McCall
Bob Reid □ Charles Ryan □ Pat Thompson
Fort □ Phil Walters □ Gerald Lukaszewsky
Charles Taylor □ John Nicoletti □ Patrick O'Malley □ Frank Herman □ Rick Hessel
Ron Margillo □ John Martin □ Randy Birch
Julius Boros □ Amatore Mazzacano □ Vince Hoffman □ George Peebles □ Hal Kluehe
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Charles Walker □ John Kravitz □ Ed Spray
Gerald Steinbrecher □ Rudy Carlson □ Tony Verdi □ Harold Davis □ Hollis Richardson
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Fred Parise □ Ingrid Warrick □ Gene Bunch
Cookie Wright □ Norman Deacetic □ Elvis Owens □ J. Curt Mitchell □ John Wayne □ Wil Powell □ Bruce Berquist □ James Marshall
Ed Johnson □ Robert Correll □ Arlando Smith
Dean Rowe □ Dick Dunn □ Bill Campbell □ Jim Kehoe □ Ed Rapciak □ Ken Herrmann □ Muffi Durham
Tony Graziano □ John Grossman □ Leo Damask □ Eileen Goldblatt □ Britta Ebert □ Leslie Goto □ Verna Sadock □ Frank Schnepfer □ Rolland J. Reichert □ James Caglianese □ Itsuo Yashino
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Frank Carsen □ Jim Collins □ Bob Collins □ Marc Cohen □ John Derald □ Yo Hara □ Jack Hakman □ Dick Tyriver □ John Streichhirsch □ Bob Minami
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*Make that 219 reasons. We do news *reports* not news *shows*. That's why every week more people view these Channel 5 News Reports than view our competitors' news programs.

CHICAGO'S CHANNEL 5 NEWS. NOON, 5 AND 10 PM. WMAQ-TV.
The NBC Television Stations  Community Service. Community Involvement.

WNBC-TV New York/WRC-TV Washington, DC/WKYC-TV Cleveland/WMAQ-TV Chicago/KNBC-TV Los Angeles

NSI Chicago, October, 1971. Audience and related data are based on estimates provided by the rating services indicated and are subject to the qualifications issued by these services. Copies of such qualifications available on request. Any projection of future performance represents NBC's evaluation based upon available information.

Local TV journalism's quest for excellence

Taking over as both voice and conscience of the community, station newsmen add a new dimension to traditional reporting

More Americans rely on television for news than on any other medium. Which means what?

It means that a lot of people, too busy to explore in detail the issue that might affect their lives, look to the most vivid and convenient news presentation available to tell them things of immediate importance: that the world is not about to blow up (or is), that their neighborhood and property are safe (or are not), that the country is muddling through (or just muddling). It means that people who do have the time and inclination to seek out diverse sources of information still look to television for a sense of the present tense of things—to put them on the scene, to acquaint them almost first-hand with other lives.

It does not mean that television news owes its popularity to the unvarying superiority of its content. The qualities that give television a running start on its competition may belong as much to the medium as to its practicing journalists, to the immediacy, vividness and impact of its actualities. Reasonably skillful exploitation of those raw materials is by itself enough to draw audiences and to cement television's role as "most popular" medium. It is what happens after the popularity poll has been taken and duly trumpeted—what television *does* with all those viewers it attracts that the story begins to emerge.

Nowhere is this challenge more profound than in local television journalism. The next time you hear the words "Americans rely on television news," don't automatically think "Walter Cronkite"—think "local news." However disruptive it may be of conventional assumptions, the fact is that 65% of total television news viewing is of locally originated news programs.

There has been widespread evidence for several years of a growth in competence and commitment at the local level. But that very improvement only shifts the search for excellence to new ground. What might have seemed "above and beyond" the routine 10 years ago is fast becoming the routine. Richard Buddine, news director of WSL-TV Roanoke, Va., has outlined the situation in words that deserve to be quoted at some length:

"By now, most television stations—

and their news departments—all have the same basic tools: cameras, color film, cars equipped with two-way radio and so forth. All have pretty much mastered the basic techniques of film editing, interviewing, and on-the-air presentation. Everybody listens to the police radio, watches the AP or UPI wire and knows when the next presidential candidate is coming to town.

"It's getting harder all the time to score a 'beat' on everybody else—including the newspapers. When you superimpose 'exclusive' on a piece of film on the air you had better be certain that it is. What all this means is that just about all of the stations these days have attained a certain level of competence in news reporting—and it's a pretty good level—compared to what was being offered 20 years ago, for example.

"If there is a million-dollar fire in the middle of town, all of the stations in the area will have film of it that night, and it will all look pretty much the same—unless somebody had processor trouble. And chances are most of the reporting will be pretty similar. The same thing is true if there's a plane crash at the local airport, the mayor resigns or a local bank is held up. The flashy, obvious stories are easy to cover. So the station which is determined to be outstanding in news coverage . . . must push above this common level and press for a higher standard of excellence."

What is the new standard? There is no way to produce a universal definition. In a market such as New York—where the stations are prosperous, the news budgets are enormous, and the news endless—a station like WNBC-TV will devote over a third of its local programming to news, public affairs and information. In Redding, Calif., where three of the four newsmen have pilot's licenses and make 300-plus-mile round trips to the state capital and back just to deliver some of the basic hard news of importance to their Northern California viewers, the standard will be something else entirely. Moreover, one station may devote a substantial portion of its time to producing documentaries that appear outside the regular newscasts; another—and this seems to be the

trend—may turn around and concentrate its documentary forces on producing short pieces that go inside the newscast. Who is to say that one approach is intrinsically better than the other?

All that can be said with certainty is this: When stations ask themselves what constitutes "above and beyond" in local news, the first things that get cast aside are the capsule approach to news stories, the exclusive emphasis on routine stories, and the old formats for conveying those stories. The quest for immediacy and vividness and impact does not change; the use of \$1 million, 30,000 feet of film in a medium-size market, untold hundreds of thousands of miles on company vehicles, and all the other tangibles, continues (and the figures keep rising). The changes come in the topics, the lengths and the formats for conveying information to the public—or for involving the public.

BROADCASTING recently asked stations across the country about this dimension of their news coverage—the realm beyond routine, beyond elemental professionalism. The results of that survey are distilled on the following pages.

The sampling does not pretend to be a definitive analysis of the state of local broadcast journalism; neither is it intended to be exhaustive or strongly evaluative. The intent is to illuminate an area of importance in broadcast journalism by presenting a cross-section of what the stations themselves regard as out of the ordinary. The conclusions to be drawn from that sampling are the reader's to make.

The first thing most station people want to talk about when the subject of "above and beyond" in local journalism comes up is their continuing coverage of news. They may tell you about a particular investigative report that had special impact, or sent a couple of wayward public officials to jail, but they emphasize how that kind of report grew out of day-to-day activities.

There are both philosophical and practical reasons why this activity, rather than that socko special piece on The Drug Problem, is mentioned first. The philosophical reason is that day-to-day excellence is what the station will be remembered for, and the criterion



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1 At KRCR-TV Redding, Calif., "local" beat is so vast that three of four newsmen are licensed pilots. Flying to scene of news is regular occurrence. Shown here are sports director Dave Andrade, newsmen Bill Short and news director Dean Reeter.

2 The governor's inaugural message was carried live over WJAR-TV Providence, R.I.

3 WBAL-TV Baltimore sent (l-r) investigative reporter Art Geiselman Jr., cameraman Pete Greer and news producer Sid Friedman to Savannah, Ga., to film report on Maryland Air National Guard and the changing role of guardsmen.

by which any journalism must be judged. The practical reason is summed up by Jim Marshall, director of news operations for WBAY-TV Green Bay, Wis.:

"Because documentaries have notoriously small audiences, we have adopted the mini-documentary or "news-probe" concept, channeling our best reporting efforts where the audience is (in our 10 p.m. news report). It gets the vital information across in small doses to a public that will not accept it in half-hour packages."

That is a compression of material, to enliven the daily newscast. The mirror image is what Metromedia has dubbed the "instant special," a term that has caught on elsewhere to describe quick in-depth treatment of a fast-breaking story. The designation may mean "drop everything and stay with this story"; that's what happened last year when trouble developed during the flight of Apollo 13. Metromedia's WTTG-TV Washington, beginning with its hour-long 10 p.m. newscast, simply stayed on the air with up-to-the-minute reports and background for several hours, until the problem was brought under control.

When a more complicated story breaks, such as the Pentagon Papers case, "instant special" is simply a glamorous term for "get some depth treatment as fast as possible." That is what Metromedia's WNEW-TV New York did. Within 48 hours of the government's suit against the *New York Times*, WNEW cleared an hour for a special discussion of the controversy, moderated by a man whose impact on television has been behind the scenes rather than on the air—Fred W. Friendly.

Other stations may not use the name, but they employ the same technique.

KNBC-TV Los Angeles provided six and one-half hours of continuous coverage of the earthquake that struck the Los Angeles area earlier this year. When the earthquake hit in the dawn hours, the station's power was knocked out, but KNBC engineers rolled out the station's mobile unit to set the stage for an impromptu telecast from the NBC parking lot.

Sometimes the news is "expanded" at regular intervals. KPX-TV San Francisco, for example, has half-hour newscasts at 6 p.m. and 7 p.m. During the 1970 election campaign in California, the latter newscast was followed once a month by an hour-long look at the candidates and the issues. The concept was retained after the election and applied to other topics: "myths" of welfare, rapid transit, prison reform, others.

"Local" coverage may also mean going far beyond the immediate coverage area. Many stations have bureaus in their state capitals; 13 groups representing over 40 TV stations have bureaus in Washington to feed stories to local stations (BROADCASTING, July 27, 1970).

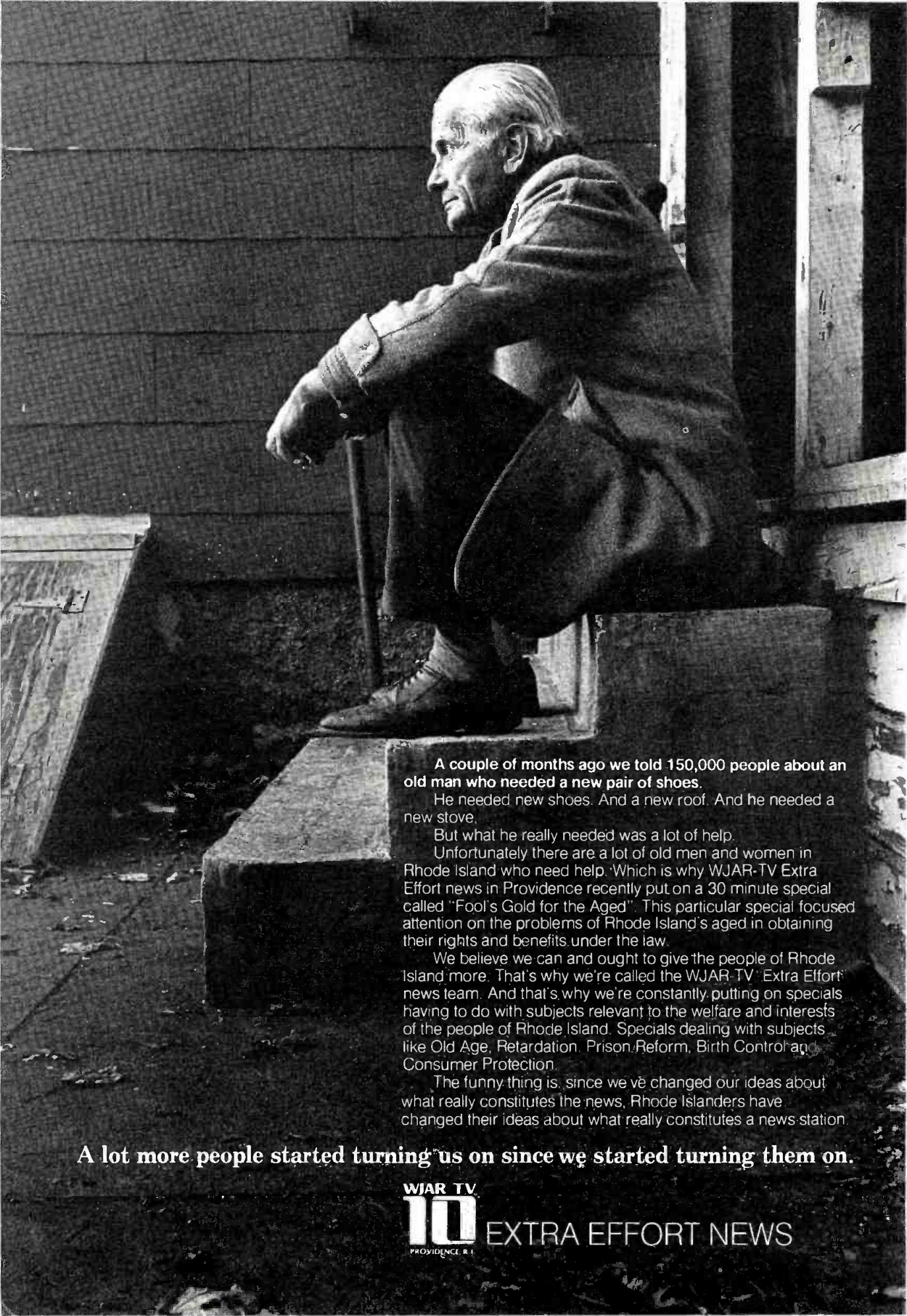
The same concern may be evident on specific stories. "When an Iowan makes news of great significance in the world," says Mike Scott, news director of KCRG-TV Cedar Rapids, Iowa, "our management is committed to bringing that news to our audience. When a native Iowan, Dr. Norman Borlaug, won the Nobel Prize, we flew to Mexico to film interviews with Dr. Borlaug. In fact, we covered the story from the time the prize was announced until it was awarded in Oslo, Norway. We didn't fly to Norway, but instead made arrangements to have the ceremony filmed and hand-carried back to Cedar Rapids."

That kind of coverage is local in spirit though not geographically. In other areas, the sheer logistical problems of covering a large, dispersed coverage area may constitute a form of "above and beyond" in themselves. Return again to the case of KRCR-TV Redding, Calif., where four full-time newsmen report daily on an area of Northern California that is over 200 miles long and 100 miles wide—much of it mountainous. Three of the four newsmen are pilots—"an absolute necessity," says news director Dean Reeter. Why this capability is a necessity may be seen from Mr. Reeter's description of a typical coverage situation:

"Much of the news that affects northern California occurs at the state capital in Sacramento. It lies 170 miles south of Redding. But we find that, in order to keep our viewers informed on legislation that affects them, it is necessary to fly to the capital ourselves to get the story. Reporters who cover the capital daily are mostly from southern California or metropolitan areas, and most of the stories they write are concerned with the cities and the south, not the sparsely populated north state with its loggers, ranchers and farmers. So frequent trips to Sacramento become necessary so that our people too can watch what goes on in our state government." Sacramento itself, of course, is well outside the station's coverage area.

Not surprisingly, such a station will rely heavily on stringers in its nine-county coverage area. If a big story is telephoned in from one of those counties, one of the station's reporters will have to fly there to get the necessary film-and-sound.

At KYTV-TV Springfield, Mo., much



A couple of months ago we told 150,000 people about an old man who needed a new pair of shoes.

He needed new shoes. And a new roof. And he needed a new stove.

But what he really needed was a lot of help.

Unfortunately there are a lot of old men and women in Rhode Island who need help. Which is why WJAR-TV Extra Effort news in Providence recently put on a 30 minute special called "Fool's Gold for the Aged". This particular special focused attention on the problems of Rhode Island's aged in obtaining their rights and benefits under the law.

We believe we can and ought to give the people of Rhode Island more. That's why we're called the WJAR-TV Extra Effort news team. And that's why we're constantly putting on specials having to do with subjects relevant to the welfare and interests of the people of Rhode Island. Specials dealing with subjects like Old Age, Retardation, Prison Reform, Birth Control and Consumer Protection.

The funny thing is, since we've changed our ideas about what really constitutes the news, Rhode Islanders have changed their ideas about what really constitutes a news station.

A lot more people started turning us on since we started turning them on.

WJAR-TV
10
PROVIDENCE, R.I.

EXTRA EFFORT NEWS



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1 Students at Southern Illinois University film scenes for a documentary about river barge traffic and its effects on southern Illinois, shown on non-commercial WSIU-TV Carbondale, Ill. **2** Jack Brown, newsmen for WBAP-TV Fort Worth, interviews young member of "Children of God," a group of 300 young people living in a religious commune in west Texas. The feature was a segment on a monthly news-magazine program, Texas '71. **3** Among many minority-oriented news programs is Black Chronicle on WTAE-TV Pittsburgh. Here, co-hosts Dee Thompson and Cathy Milton interview guest from black community.

the same approach is used—the difference being that the distance is greater and the reporters don't double as pilots. Through a trade-out with a local flying service, KYTV sends a reporter to the state capital at Jefferson City, for one or perhaps two days a week. The reporter sets up his interviews and gets his legislative information in advance, so that when he arrives at the capital he is able to return enough material to give the station a new story each night for the following week.

Another kind of complex geographical situation faces WPSD-TV Paducah, Ky., where the signal reaches into four different states—Kentucky, Illinois, Missouri and Tennessee—and 60 counties. With only five full-time newsmen, the station elects to put each of four newsmen on a particular state. Some stories are covered in person, and the station sets a goal of at least two film stories a week from each state.

Similar kinds of problems can arise in more densely populated areas. WNEM-TV, for example, is licensed to three separate metropolitan areas—Saginaw, Bay City, Flint, all Michigan—and serves a fourth, Midland. The station finds it necessary to staff and maintain two newsrooms, one in Saginaw and one in Flint. Four people are permanently assigned to the latter.

Sometimes extra-effort "local" coverage means the willingness to get up and move over 1,000 miles on a fast-breaking local story—where the news isn't taking place on the local scene. When a jetliner from Cleveland was hijacked to Cuba, Wews(TV) Cleveland dispatched a crew to Miami, while at the same time hiring a crew from a Miami station for backup. As it hap-

pened, the Cleveland crew made it to Miami minutes ahead of the hijackers and did film and video-tape interviews with passengers. The station opened a video line that evening to Miami, for two reports.

Sometimes documentaries may serve as a take-off point for a continuing treatment of a single subject on a succession of regular newscasts. After the documentary is run, follow-up stories based upon further research (or on spin-offs from the original special piece) will be run as mini-documentaries or straight reports during a regular newscast.

One of the most striking available examples of this approach was the "Open City" project at WHAS-TV Louisville. The series, still in progress, is an investigation of corruption in criminal justice and law enforcement. The first two shows were one-hour documentaries broadcast in February of this year. From that point forward, the project became a continuing series of stories.

"The idea for the project was born in the spring of 1970," says Robert Morse, WHAS-TV news director. "I had been in Louisville less than a year. I was shocked by the openness of gambling and prostitution in the city, and by the lack of any apparent public concern. After discussing it with management, I was given authority to hire an investigative reporter with specialized experience in organized crime and law-enforcement reporting."

The man hired was Clarence Jones, Washington correspondent for the *Miami Herald*. "Jones moved his family to Louisville under an elaborate cover story that had him working for a fictitious company in Indiana," Mr. Morse says. "Even his children were told the

cover story. Fewer than half a dozen people at WHAS-TV were aware that Clarence Jones existed for the eight months that he worked in his undercover role."

A second reporter, James Walker, was detached from the newsroom to work on the project; he, too, was undercover. "His colleagues in the newsroom were told that he was working on a special project that involved feasibility studies for cable television," Mr. Morse says.

The documentaries dealt with gambling and prostitution that ran openly, with the full knowledge of the police force. Later individual newscasts dealt with everything from the fees paid probate commissioners to unpaid parking tickets.

Over the past nine months, the reaction has come in floods from every direction, according to Mr. Morse. The station received "innumerable written and telephoned tips on illegal activities and official corruption," and "felt the heat of attacks aimed at muzzling press criticism of government." A grand jury "said, in effect, that the press should not engage in investigative reporting. When reporters have leads, the jury said, they should pass them on to local authorities and not get involved in the investigation." Nevertheless, the station feels it is beginning to accomplish what it set out to do. Resignations and dismissals of key officials, and conviction of others on criminal charges have followed the broadcasts. And "honest policemen can now make gambling and prostitution arrests when they see violations," Mr. Morse says, "but the situation is still very fragile and could revert any time the corrupt elements in the criminal jus-



Telegram

NEW YORK NY OCT 22 1971 1155A EDT

DONALD P. CAMPBELL, VICE PRESIDENT AND GENERAL MANAGER

WMAR-TV BALTIMORE, MD.

CBS NEWS JOINS ME IN SALUTING YOUR NEWSWATCH STAFF AT THE START OF YOUR 24TH YEAR OF TELEVISION NEWS REPORTING. OUR CONGRATULATIONS ARE PARTICULARLY MEANINGFUL WHEN WE RECALL YOUR TELEVISION NEWS SERVICE WAS A PIONEER FOR AMERICA AND WMAR-TV WAS THE SECOND STATION IN THE NATION TO JOIN THE CBS TELEVISION NETWORK. WE ARE CONFIDENT YOU WILL CONTINUE YOUR LEADERSHIP WITH COMPREHENSIVE NEWS COVERAGE.

R. S. SALANT. CBS NEWS

In Maryland Most People Watch

WMAR-TV 

TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION



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1 Christopher Gaul (r), investigative reporter with WJZ-TV Baltimore, and cameraman Norm Vogel gather information for an in-depth study of migrant laborers' living and working conditions in Maryland and Virginia farm areas, for a documentary telecast in August. 2 National leaders are frequent guests on local news programs. Shown here is Senator Edward M. Kennedy (D-Mass.), during interview on KUTV-TV (TV) Salt Lake City. 3 When photographers are barred from important courtroom trials, local stations—like the networks—assign artists to sketch the proceedings. WRC-TV Washington has shown several sketches, including one at left, during the trial of Representative John Dowdy (D-Tex.) on bribery charges.

tice system feel we have lost interest."

Another approach to continuing a good thing was tried in Memphis, where WMC-TV ran a widely hailed documentary on the problem of low-income housing in Memphis. After the special ran, the station dubbed a series of public-service spots from it and continued the campaign in that way. The special was aired in March; the spots are still running.

The same investigative energy can be used to yield results in more prosaic areas. WCKT-TV Miami, for example, sent an investigative reporting team out last May to survey 10 radio-TV repair shops, chosen at random. The purpose was to determine whether the consumer was being treated fairly.

The station's engineers had carefully prepared the television set to be repaired: they purposely burned out only one tube, which could have been replaced at a cost of \$3.70. Estimates for repairs ranged from slightly over \$8.50 to more than \$25, all for the same complaint.

After WCKT presented its findings in a special report, the Florida state's attorney office subpoenaed the station's material (which, in this case, was "submitted willingly") and brought charges of consumer fraud against three repair firms. Two pleaded no contest; charges against the other are still pending; two were not charged, and five are still under investigation.

One of the best-known instances of a major story broken at the local level was when a WJXT-TV Jacksonville, Fla., reporter uncovered the early white-supremacy speeches of G. Harrold Carswell, as they were printed in a paper run by the Supreme Court nominee when he

was a small-town editor. The story set in motion a chain of events that led to Mr. Carswell's rejection for the Supreme Court.

In Duluth, Minn., a TV station's efforts at in-depth reporting resulted directly in the trial and conviction of a police officer on charges of falsifying auto-title transfers.

WDIO-TV aired a five-part special by its investigative reporter claiming that at least three police officers violated state laws in repairing and selling used cars through an unlicensed dealer.

Duluth's mayor ordered policemen to refrain from dealing in used cars during off-hours, and said the city had been investigating the matter prior to WDIO-TV's reports anyway.

The station also is involved in a law suit against Duluth police officers who confiscated a WDIO-TV news camera and film during an attempt to record the arrest of two burglary suspects. The officers charged that the lights were endangering their safety; WDIO-TV charged police with impeding news coverage in the city.

Investigative reporters for KTTV-TV Los Angeles made an effort to test the local welfare establishment, since misuse of welfare funds has been so strong an issue. A staffer concocted a bogus story that she was desperate and in need of aid. After applying at two local welfare offices in which she offered a false name, a false social security number and no other identification, the staffer received aid of \$138.90.

When KTTV made its "swindle" public, the county welfare people were invited to appear at the studio and claim the money. The welfare director and officials at welfare headquarters in

Oakland, Calif., reacted with indignation and demanded that the reporter be jailed. The director later reversed himself and congratulated the investigators for their results.

On the same subject, Kansas City, Mo.'s KMBC-TV uncorked a report in its *Probe* series charging massive abuses in the Kansas welfare program. The station reported that a quality-control review of a sample of welfare cases in the state for the first three months of 1971 revealed errors in one out of four cases sampled.

"Results" are not the final indicator of an investigative report's quality; they are outside the newsmen's realm. The fact is, however, that many special studies such as the ones just described do bring results.

And cases such as a report produced at KMEG-TV Sioux City, Iowa, a four-year-old UHF, indicate that smaller stations may also make that kind of impact. Despite having only a four-man news staff, KMEG broke one reporter out of his normal duties for three weeks to put together a five-part series on a residential institution for children (most of whom are wards of juvenile court). The series dealt with drug and alcohol abuse and "lack of discipline" at the center. One week later, the reporter and officials of the home were called before a grand jury, which later issued a condemnation of the "lack of discipline and control" by officials. The judge who heard the jury's report ordered a continuation of the investigation. Officials have since abandoned a program for girls that was said to be at the root of the problem.

There are many examples of stations that directly involve citizens in the artic-

We went to Europe to find out how criminals in America are getting away with murder.

WTVJ news director Ralph Renick, Circuit Court Judge Arthur Franza, and a camera crew went to England and France to find out how and why criminal justice is working in Europe.

And why it isn't working here in America.

They talked with convicts in prisons. And gendarmes and bobbies on the streets of Paris and London.

They interviewed Robert Mark, Deputy Director of Scotland Yard.

And Michael Hill, London's leading barrister.

And Rene Pleven, Minister of Justice of France.

And Pierre La Paulle, leading attorney in Paris.

And Lord Hailsham, Lord Chancellor of England.

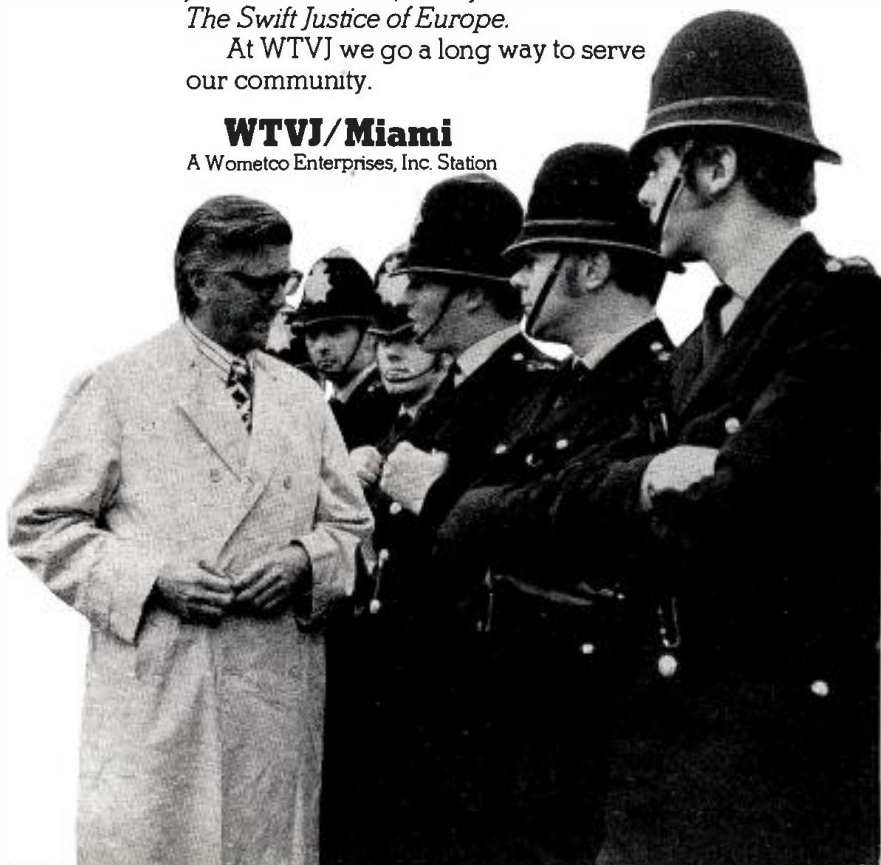
And they came back with a documentary that may well have the most lasting effect of any television news special ever done on criminal justice in America, or anywhere else:

The Swift Justice of Europe.

At WTVJ we go a long way to serve our community.

WTVJ/Miami

A Wometco Enterprises, Inc. Station



13

A CBS Affiliate

KGGM TELEVISION

NEW MEXICO BROADCASTING CO. • KGGM ALBUQUERQUE • KVSF SANTA FE
1414 Coal Ave., SW • P.O. Box 1294 • Albuquerque, New Mexico 87103 • Telephone 505/243-2285 TWX 910-989-1676

November 22, 1971

Honorable John L. McClellan, Chairman
Senate Subcommittee on Patents
Trademarks and Copyrights
United States Senate
Washington, D. C.

Dear Senator McClellan:

Please be advised that the NAB directors who voted to compromise with the NTCA sanctioning distant signals and compulsory copyright, do not represent the New Mexico Broadcasting Company. I believe that such a decision will eventually lead to the restructuring of the television industry, particularly with those stations below the top fifty markets. Any businessman can foresee a television station cannot compete with a "company" receiving its programming at a mere fraction of the television station's cost, selling advertising on one of its channels, and then to top it off, receiving subsidy in the form of subscriptions.

In the due course of time 75% of your television stations will end up being slave satellites of the top 25%. Free television, per se, is not at stake in the rural areas as some claim. However, free local expression will be a thing of the past, since the slave satellites will not have local originations. Bigness will absorb its smaller counterparts.

The Supreme Court apparently made a mistake by not distinguishing between incidental extension of the antenna and commercial extension of the antenna in the Fortnightly case. If the Fortnightly decision is a direct cause of cablevision not being considered a broadcaster, then the crux of the problem lies in the definition of a cable company.

I wrote to NAB President Vincent Wasilewski on July 1, 1971, suggesting the solution would be to have Congress re-define a cable company as a broadcaster, subject to the rules of the Communication Act. This includes licensing and, in particular, a modified Section 325-A which prohibits one broadcaster from picking up a signal from another broadcaster without permission. The passage of such a bill would supersede the Fortnightly decision and avoid the crippling of not only the television industry, but also solve a serious problem for the film industry. It would be a much better solution than a compulsory license fee that would be so small as to be meaningless.

Please save local expression in the television industry.

Sincerely,

Bruce Hebenstreit

Bruce Hebenstreit
New Mexico Broadcasting Company
President

A PROPOSED SOLUTION TO THE TELEVISION-CABLE DILEMMA

The Fortnightly case has been the cause of all the confusion involved in solving the problem between the television industry and the cable industry. The Supreme Court apparently made a mistake by not distinguishing between incidental extension of the antenna and commercial extension of the antenna. The premise that caused the Fortnightly decision to go in the direction it did was the fact that somewhere along the line, somebody concluded that cable was not a broadcaster. If the Fortnightly decision is a result of cablevision not being considered a broadcaster, then the crux of the problem lies in the definition of a cable company. The solution to the whole mess would be to have Congress re-define a cable company as a broadcaster subject to modified rules of the Communications Act. This includes licensing and, in particular, a modification of Section 325-A which prohibits one broadcaster from picking up a signal from another broadcaster without permission. By a Modified Section 325-A, I mean a special fee, not a compulsory license fee, based on a significant percentage of a cable company's subscription to be divided among the television stations who can, in turn, take care of the producers. The passage of such a bill would supersede the Fortnightly decision and avoid the crippling of not only the television industry, but would also solve a serious problem for the film industry.

Whereas, the interests of local television per se have been abandoned by the NAB with its commitment to the NCTA,
Whereas, many broadcasters feel they have not been properly represented by the NAB, and

Whereas, something is needed to carry on with the orderly and proper solution of the serious problem local television is confronted with,

It is hereby proposed that an Ad Hoc Committee be formed to initiate a bill in Congress that will define a cable company to be a broadcaster subject to similar rules to which broadcasters are subject.

Whereas, broadcasters are supposed to be the country's experts in communication,

Whereas the broadcasters' cause is backed by truth and the interests of the local public good, and

Whereas the cable people are going to resist having to pay anything for their programming under any circumstances,

It is proposed that you—the broadcasters—communicate with me if you are with me. My phone is (505) 243-2285; my address is Bruce Hebenstreit, KGGM-TV, Box 1294, Albuquerque, New Mexico 87104.

The name of our committee will be CSLTV (The Committee for Survival of Local Television).



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1 News cameraman Ben Philpot is shown filming an example of air pollution for daily scheduled feature on WQXI-TV Atlanta.

2 WAVE-TV Louisville, Ky., newsman Larry Sales (r) records comments of Jefferson County Judge Todd Hollenbach during disorders at county jail in Louisville.

3 Experts answering questions about drugs on WBTB-TV Charlotte, N.C.

ulation of problems and the search for answers.

For example, a program called *Solutions* on WJZ-TV Baltimore is designed to give viewers an opportunity to discover, explore and solve that area's problems. The station presents a problem and solicits possible solutions through spot announcements. Viewers are asked to respond by mail with their ideas for resolving the problem. After screening of the proposals, many respondents are invited to the station to discuss their solutions or to present their ideas on film. An assortment of viewer proposals are then presented on the program, along with comment by experts in the field. Past and projected topics include welfare, alcoholism, housing and prisons.

WLWD-TV Dayton, Ohio, offers a special segment, "The Ombudsman Report," twice a week within its nightly news. The reports are produced in cooperation with Dayton's ombudsman. They outline the frustrations of area residents in their dealings with government agencies. Sound film interviews with the complainant are combined with a visual documentation of the problem and a response from city or county officials. Complaints have ranged from a man who objected to his next-door neighbor operating a commercial dog kennel in a residential area to a dangerous situation which resulted from a county engineer's decision not to place a traffic light at a busy intersection.

Another example is the Consumer Help Center launched last year by WTTG-TV Washington. The station provides space, working materials, special phone lines, and on-air and print advertising for the center, which is run

by WTTG and the George Washington University School of Law. Each weekday from 12:30-5:30 p.m., students from the law school man phones to answer and refer consumer problems and complaints. They do not actually perform as lawyers, but they try to help the individual help himself, by referring him to the proper source.

As the center compiles statistics and case records, it and the news staff use the material to produce consumer features. One of the most successful was a 20-part series on land buying. After the series ran as part of the hour-long, 10 p.m. news, WTTG put out a special brochure outlining steps to take when buying land, and promptly got thousands of requests for it.

A "people poll" on WMAQ-TV Chicago is one approach to getting the views of citizens. The NBC-owned station publishes a questionnaire in the Chicago newspapers, asking citizens for their opinions on a variety of issues. Then a video-tape unit went to four locations in the Chicago area to tape the views of citizens who wished to respond.

To beam programing at specific minority groups often requires a separate vehicle of some kind. Programs for blacks are, belatedly, becoming almost commonplace, with titles such as *Black News*, *Black News Conference* and *Ebony Beat*. (In Washington, on the other hand, WRC-TV put a black anchorman, Jim Vance, on its 7 p.m. newscast. The station reports that the local news program outdraws its two network competitors, CBS and ABC.)

The programs beamed especially to blacks have as a secondary objective the "education" of whites. The acclaim

may not be universal, as witness the terse summation of reaction to such a program on WTAE-TV Pittsburgh: "Reaction from the black community has been excellent. Reaction from the white community has been mixed."

The need for accommodating several different groups may produce format innovations like *Four on Four*, a series on WOAI-TV San Antonio, Tex. The station has integrated four half-hour public-affairs series on a revolving basis in prime time "to present a composite picture of community needs." *Minority Forum* is a panel-type show featuring Mexican-Americans and blacks; *Conversation*, the most general of the programs, in which a newsman-moderator discusses community problems with "civic leaders"; *Generation*, a series of youth-oriented discussions with young participants from the local community, and *The Drug Scene*, the most specialized of the programs, engages young people and professionals in discussions of drug abuse, prevention, enforcement, rehabilitation, and the medical and social aspects involved. Any of the programs may use film and live studio audiences in addition to the panels.

KRON-TV San Francisco has just started what may be a first in this area—a television news program for the deaf. It is a five-minute newscast seen each weekday morning during a break in the network's *Today Show*. Visual translation of the news is conducted by two young experts in the field: viewers without hearing impairment obtain the news in normal fashion via an off-camera newscaster, or from the soundtrack of film or videotape.

Some stations find local applications of formats and ideas first seen on the



Show business?

News deals in reality. When it is brutal, it is not the figment of someone's imagination, but a harsh fact that affects the lives of real people. And it is a great disservice to those people—to *you*—to spoon feed the news with a lot of friendly laughter to help you get it down.

At channel 4, we believe you deserve to get the news straight. Like the five-part series on child abuse we've just completed. Or the investigation of po-

lice corruption that we conducted *on our own*. And our efforts haven't gone unnoticed. The New York State Associated Press Broadcasters Association just gave us the award for the best spot news coverage during 1971. And one of our special studies, "Viet Vet," won the AP award for the best documentary of the year. Maybe that's because we take our news responsibilities seriously.

Show business? Not on *your* life.

NEWS 4 NEW YORK on WNBC-TV  4

How to “turn on” a community

When a giant tornado ravaged Joplin, Missouri on May 5th, 1971, KODE-TV and Radio sounded warnings 33 minutes before community sirens. We were able to stay on the air, broadcasting Civil Defense and emergency instructions. Fortunately only one life was lost, but the toll could have been much higher. KODE's tireless work in this time of crisis doubtlessly saved lives.

Represented nationally by Avery-Knoedel



WREX-TV backs the training/work program of the Rockford, Illinois Youth Development Center. We train "dropouts" for jobs in television. One such instance involves Walt Simmons. Walt has become a good floor manager. So good, he is working full-time with us and closing in on his diploma, too.

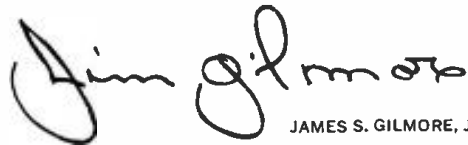
Represented nationally by HR Television, Inc.



Gilmore Stations do more than just broadcast entertainment, news, and public service messages, as important as each is. We explore. We appraise. We editorialize. We make things happen.

As responsible broadcasters, we work as integral parts of the communities we serve. We search for every opportunity to meet local problems head-on and participate in their solutions.

We are committed to action. For Gilmore stations, this is what involvement means.



JAMES S. GILMORE, JR.,
President

WEHT-TV discovered inconceivable slums in the heart of Evansville, a prosperous Indiana community. We decided something should be done about it, teaming up with the Evansville Council of Churches and the Evansville Catholic Diocese. Now something is being done, and WEHT-TV is continuing with its own probe of poverty with the series, "For God's Sake."

Represented nationally by Avery-Knoedel



WSVA radio and TV took on a menacing air pollution problem . . . and they won. On October 6th, 1970 an acrid pall of smoke spread for fifteen miles over Harrisonburg and Rockingham County, Virginia. Burning tires were at fault. WSVA spurred action, and the anti-burning ordinances are being enforced.

Represented nationally by Avery-Knoedel



Photo: Daily News-Record, Harrisonburg



James S. Gilmore, Jr., president

GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING

KALAMAZOO, MICHIGAN 49006

WEHT-TV
Evansville

WREX-TV
Rockford

KODE-TV
Joplin

WSVA-TV
Harrisonburg

KODE-AM
Joplin

WSVA-AM
Harrisonburg

WSVA-FM
Harrisonburg



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1 An all Puerto Rican cast of professional actors in *No Orphans for Tea*, one of a series of specials on WNBC-TV New York dealing with the life style of Puerto Ricans.

2 Dick Daly, news director of WDSM-TV Duluth, Minn., discusses sewage treatment problems with a sewage plant superintendent as part of the station's Project VI documentary "43 Billion Dollars down the Drain?"

3 What's it like to be the wife of a professional athlete? Rosemary Kelly (r), director of women's features at WLWT(TV) Cincinnati, talks with the wife of Tommy Helms, Cincinnati Reds' second baseman, about that subject, during opening day ceremonies.

networks. KOLN-TV/KGIN-TV Lincoln, Neb., has started a 30-minute news-magazine program, *Assignment*, which is openly patterned after CBS's *60 Minutes*. The series began in September and has included among its subjects an interview with Van Cliburn in rehearsal, a look at a drug rehabilitation center, a profile of Andrew Standing Soldier (an Indian artist), a look at the University of Nebraska's head football coach, Bob Devaney, and comments about television from FCC Chairman Dean Burch and former Commissioner Thomas Houser.

At WFAA-TV Dallas, *News 8 Jr.* features the use of area teenagers on a panel interviewing newsmakers. The panelists also go into the field from time to time, covering events and bringing back photographic stories of what took place for use on the program.

And in an individual touch reminiscent of the network, KOCO-TV Oklahoma City assigned an artist to do courtroom sketches to augment news coverage of a murder trial in nearby Pauls Valley, Okla. With photographers banned from the courtroom, these were the only pictures available to the public.

A special example of the way television can not only cover an event, but also affect its course, was the role of WSB-TV Atlanta in the funeral of Senator Richard B. Russell (D-Ga.) earlier this year. The day of the funeral, J. Leonard Reinsch, president of Cox Broadcasting Corp., was notified that a plane carrying 53 senators and Vice President Spiro T. Agnew had to land at Charleston, S.C., 250 miles away, because of bad weather. After talking with an official of the Southern Bell Telephone Co., Mr. Reinsch came up with the idea of

televising part of the funeral from Charleston.

At 12:30 p.m., half an hour before the funeral was to begin, a call was made to John M. Rivers, president and owner of WCSC-TV Charleston, asking if the station could originate a broadcast. It did—on an hour and 35 minutes' notice.

About an hour and a half after the funeral was to have begun, audio and video signals were successfully piped from Charleston to Winder, Ga., site of the funeral. Mr. Agnew, Senators Herman Talmadge (D-Ga.), John Stennis (D-Miss.), Mike Mansfield (D-Mont.), and Representative Phil Landrum (D-Ga.) delivered eulogies via television.

The documentary outside regular newscasts is still very much a part of many stations' broadcast day. Some, like WDSM Duluth, Minn., claim to be averaging better than one half-hour prime-time documentary per week.

The subject matter of these documentaries changes with the issues that occupy the minds of people across the country. Some issues are timeless—good government, for example. Some acquire a new urgency as the times change—pollution and drugs, for example. (Everybody has done *something* on these subjects: some stations have devoted whole evenings to one or the other.) Some issues are particularly acute in certain areas—busing, for example.

Then there are the issues that would probably not have been discussed in any detail at all just a few years into the open. One example is venereal disease, which has been investigated by many stations. Another is homosex-

uality—WLWC(TV) Columbus, Ohio, was one station that did a program on that subject—an hour-long, live segment of a regular public-affairs series. Three men and two women homosexuals participated in the program; one girl-next-door type, when asked what her parents thought of her being a lesbian, replied: "Oh, they didn't know . . . That is, they didn't know until the beginning of this program."

Another program—this one on WNBC-TV New York—brought the viewer face to face with the subject of death. In his introduction to the documentary, Dr. Frank Field said: "Many people die surrounded by loved ones but cut off by the cosmetic curtain drawn by society. This program is an attempt to lift that curtain in the belief that talking about death is helpful." Doctors, psychiatrists, social workers, the clergy, the bereaved, and some who knew they were dying were among those who appeared on the program.

Whether the subject matter is novel or traditional, however, the effort to treat a variety of subjects in detail is constant. Examples are everywhere. In Dallas, where the activities of the local "war on poverty" agency are a source of controversy, WFAA-TV ran a documentary on that debate early this year. Several months later, the program was still floundering, with frequent changes of administrators and board chairmen. Early this month, the station aired a new assessment of the program comparing it with programs in other areas. Special reporter-photographer teams were sent to the Texas cities of Houston, El Paso and Laredo, and to New Orleans, to assess the poverty programs in those cities. The reports were then aired

How local is local programming?

Time-Life television brings you local programming. Really local programming.

Sure, we report the big stories of the day, but we like to concern ourselves with news about your neighbors and friends.

But that's just part of being local. We also like to provide you with meaningful, helpful and entertaining local programming featuring the talents of your community, people known to you.

We start your day with news and local public service information, inform you on subjects ranging from health to fashion, and entertain you with your own personalities delivering the shows you enjoy most. Not to mention the special sports events supplied by Time-Life Broadcast.

That's what makes our coverage really local. It's what happens here.



WFBM-TV-AM-FM WOOD-TV-AM-FM KOGO-TV-AM-FM KLZ-TV-AM-FM KERO-TV

And Cable Systems serving: San Diego and Rancho Bernardo, California; Battle Creek, Michigan; Marion and Terre Haute, Indiana; East Pittsburgh and Levittown, Pennsylvania; Salem, New Jersey; and New York, New York



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1 Film-processing capabilities at WJBK-TV Detroit enable newsmen to shoot 120,000 feet of film each month.

2 Regional coverage sometimes takes newsmen far outside the region. Steve Schatz, member of WBZ-TV Boston's New England Mind team, is shown here in Northern Ireland, where he participated in filming special reports later aired on evening news.

3 John Connally, secretary of the Treasury (second from left), was interviewed on administration economic policy this month on WMAL-TV Washington. Reporters (l-r) were Peter Lisagor, Washington bureau chief of the Chicago Daily News; Nancy Dickerson; and Rowland Evans, syndicated columnist and author.

as a series on the evening newscasts, and then as part of yet another documentary.

One of the principal concerns of any taxpayer is the handling of his tax money. WLWC(TV) Columbus, Ohio, discovered that the city government owns 25 different houses and apartments in the area, and rents them to individuals of its own choosing at rates anywhere from 10% to 75% lower than current market value in Columbus.

As the station acknowledges, many city governments play a similar role; in Columbus, the government justifies many of the rentals by saying that the arrangement is part of an employee's salary, and he's required to live there. But WLWC's investigation showed not one person living in the city-owned housing as part of his job. Moreover, WLWC said, no job description published by city hall says that any employee is to receive housing as part of his salary. Finally, 30% of those living in the city-owned homes were found not to be in the employ of the city of Columbus.

The series also uncovered one instance where city hall itself was delinquent on tax payments on its rental property. A spokesman for the county prosecutors' office called WLWC's discovery "the largest back-tax bill I've ever run across in my dealings with city hall."

In Wichita, Kan., KAKE-TV scored what appears to be a broadcast journalism first when it filmed a juvenile court hearing, using full names and full exposure of the participants to the audience (BROADCASTING, Oct. 11). Since that time, the station reports, a local

station in California has received permission from KAKE-TV to use a tape of the coverage during a newscast, and two of the networks asked to see tapes of the film to consider possible use of it.

WTOP-TV Washington has made a habit of carrying live coverage of major demonstrations in the capital. Back in 1969, when the networks declined to provide live coverage of the Vietnam Moratorium—the largest single demonstration in the country's history until that time—WTOP-TV provided live coverage. In May 1970, when a hastily arranged demonstration followed the killings at Kent State and the decision to invade Cambodia, WTOP-TV carried the story live for six hours; the "Honor America Day" ceremonies two months later were carried live for five and one-half hours; and a considerable portion of the demonstrations this spring, beginning with the Vietnam veterans and concluding with the May Day demonstrators—were also carried live.

Another kind of commitment in another kind of community was shown by WTEN(TV) Albany, N.Y., when it became aware last spring of the problems young people would encounter in finding summer employment. The station assigned a newsmen to cover a "job mart" run by one of Albany's youth organizations. Several major industries in the area had promised to attend the event, which attracted about 300 young people — predominantly black — who were looking for summer jobs. The job mart was held, on a Saturday—but only one of the 25 employer representatives who had promised to attend actually appeared. The WTEN newsmen reported the anger and frustration this

produced among members of Albany's black community.

During the next week, WTEN news put together a 10-minute piece on summer-job crisis and on the special problems faced by black youths looking for employment. Then a representative list of private and public employers was drawn up, and the employers were polled as to what they were doing about the problem. The results were included in the mini-documentary. The piece was then video taped and aired three times during the weekend, adjacent to programs with high audience appeal. The testimony of several agencies involved in finding summer employment indicated that the effort did make a difference.

In Grand Rapids, Mich., where blacks constitute only 10% of the population, WZZM-TV is nevertheless conducting a major investigation of sickle-cell anemia, an inherited disease that affects only black people—600,000 in this country alone. A station spokesman says that WZZM-TV "did not feel any pressure" from local blacks to step up its minority reporting; it simply thought the subject needed study on the air.

One local station that wanted to get its own hook on a story of international significance was WCCO-TV Minneapolis. The station sent a reporter and cameraman to the Middle East for a month, where they produced what later became a nine-part series on WCCO-TV's 10 p.m. newscast. Much of the emphasis was on the "everyday" people for whom life goes on during the political upheaval and threat of war.

The drug problem has not gone away,



STATE CHAMPS

'69, '70, '71

This was
to be the
NEWS|WATCH
team photo

For the third consecutive year, WIIC-TV Pittsburgh has won the Pennsylvania Associated Press Broadcasters Association award for the best news operation in the state.

So we thought a team photo would be nice.

But, uh . . . well, with that story at City Hall about to break, and the labor news boiling over, and the Governor's press conference, and one thing and another . . . we just couldn't get them all to sit down together in one place. Seems like they're always on the go. But then, that's how they won the awards in the first place. Congratulations, guys!

Wherever you are.

WIIC-TV 
CHANNEL ELEVEN • PITTSBURGH



A Communications Service of
Cox Broadcasting Corporation

and neither has continuing coverage of it. One among many is WLWT(TV) Cincinnati, which earlier this year ran a 15-part series of five-minute segments on different aspects of the problem. In the same month—designated “Drug Awareness Month” by the Avco Broadcasting stations—there was a one-hour corporate documentary, a WLWT community-services half-hour special, and a research study of area high schools with attendant pamphlet distribution.

Pollution is another problem that gets drilled into the minds of viewers on stations across the country. One of the stations that got an early start on the problem was WOOD-TV Grand Rapids, Mich., which three years ago ran a five-part series, *Our Poisoned World*, on the problems of pollution and how the public can help in reaching solutions. As a result, WOOD-TV now presents a segment on its regular news broadcasts, under the same title, updating environmental changes made by industry and new standards developed for the prevention of pollution.

At last count, 26% of TV stations editorialized. This is perhaps not the strongest part of local news operations; many stations still reply heavily on meditations about the flag and exhortations to fasten those safety belts. Some, however, have waded right into the most controversial of issues—the kind that

involve the tender sensibilities of advertisers as well as the public. One of the leaders in that field has been WJXT(TV) Jacksonville, Fla. The station's most recent sustained battle has been on behalf of a corporate profits tax; it vigorously supported the tax, in the face of heavy opposition from the business community and page-one editorials in the newspapers. When the issue came before the country's voters, the tax was passed by a comfortable margin.

Issues that touch upon a community's moral sensibilities provide some of the trickiest problems for editorial writers. A case in point—one that would never have happened in New York or Los Angeles, but was a scorching issue in more provincial Indianapolis—involved the musical “Hair.” The head of the Indianapolis vice squad, William Owen, attempted to force the cancellation of the play in that city. “Since when is the vice squad the judge of art and theater?” responded WLWT(TV) in an editorial. “Indianapolis doesn't need a self-styled police-force censor to pull us back into the dim past.”

In a follow-up editorial, the station reported that its heavy mail response was running 2 to 1 *against* the showing of “Hair.” However, the play was seen in Indianapolis. Uncut.

When all has been said about editorials, one-shot specials and the like,

however, it is still the day-in, day-out coverage of news that most concerns local stations. Within that basic framework of continuing coverage, they try to do the bulk of what might be called “special” material. It is there that the greatest demands are made upon staff and time and money. A newsman in Wichita, Kan., thought about it and came up with the following:

“Above and beyond what the rest of the world anticipates is: spending all night on a drug raid even though duty calls again at 8 a.m.; not being with your family on Christmas, Thanksgiving and other holidays; being willing and ready to cover each story in the middle of the night; standing watch on a hill in the middle of a severe thunderstorm; putting the extra hours needed to refine a single phrase or film edit on a documentary; putting up with politicians, local and national, who are harshly critical . . . ; being threatened (or injured) by both the police and the demonstrators; listening sympathetically to an old woman on the phone because she's lonely; trying to be calm on the air after just receiving a call from a Minuteman who threatened to bomb your home.”

Whatever directions local stations may take in their attempt to go above and beyond, that is where it begins—for all of them.

BROADCASTERS! . . . PRODUCERS!

Have we been sold down the river?

FACE IT! FIGHT IT!

Distant signal is not compatible with local television or a just return to the film producers under the present compromise agreement.

Any businessman can foresee that it will be impossible for a television station to compete with a company receiving its programming at a mere fraction of the television station's cost, selling advertising on one of its channels and then to top it off, receiving subsidy in the form of subscription.

SOLUTION: Legislation defining a cable company as a broadcaster, subjecting them to the rules of The Communication Act. This includes licensing, and in particular, a modification of section 325-A which prohibits one broadcaster from picking up a signal from another broadcaster without permission.

join me!

write me!

We must consolidate our forces

BRUCE HEBENSTREIT
KGGM - TV, BOX 1294
ALBUQUERQUE, N.M. 87103

RISENHOO?

RISENHOOVER — THAT'S HOO!

4 SPORTS



Our Sports Director, Dick Risenhoover, gets a lot of kidding about his name. It is rather unusual. Somebody even quipped that it sounds like the name for a Japanese vacuum cleaner. They josh about the name...but they respect Risenhoover's keen, first-hand knowledge of sports.

A former University of Texas 2-sport letterman, Risenhoover played semi-pro baseball and coached high school teams that won six championships. He swapped the glove for a mike and launched a highly successful career on radio and TV.

Risenhoover's past 15 years as a sportscaster have produced as much excitement and victories for his fans as all those previous years as a jock. Risenhoover has built a following that appreciates a pro's approach to TV sports...with a flair that brightens the screen.

If you want to go with a winner, call your HR Man for details on Dick Whatisname...he'll know who you mean.

Represented Nationally by



DALLAS-FORT WORTH / THE DALLAS TIMES HERALD STATION / VES R. BOX, PRESIDENT

KDFW-TV **4**

Campaign spending gets complicated

In conference now is bill to provide public financing of elections, while over-all reform bills still await action

The Senate last Monday (Nov. 22) voted 52 to 47 to retain in President Nixon's tax-cut bill a rider amendment by Senator John O. Pastore (D-R.I.) to provide government financing for presidential candidates in general elections (BROADCASTING, Nov. 22).

Before the heavily partisan vote (five Democrats were against the proposal; only two Republicans were for it) Senate Minority Leader Hugh Scott (R-Pa.) said he would recommend that President Nixon veto the entire \$39-billion tax-cut package, which the Senate passed on Monday by a vote of 64 to 30.

Republicans have charged that the proposal, if enacted, would mainly benefit Democrats by guaranteeing them money to conduct their 1972 campaign. But Democrats maintain it is a means of freeing candidates from dependency on large private contributors.

The Pastore amendment allows taxpayers to indicate on income-tax returns whether they want part of their payment used to finance campaigns. For each box checked, one dollar would be channeled to a fund in the U.S. Treasury. Major-party candidates would get 15 cents per eligible voter, or about \$20.4 million. Minor-party candidates would receive lesser amounts.

Candidates could choose to accept the federal financing, with no private fund-raising permitted, or to forgo the plan and rely on private financing with no ceiling.

If the fund did not contain enough money for the \$20.4-million ceilings, a candidate would receive a proportionate amount of the fund and would be allowed to solicit contributions up to the ceiling.

The tax-cut bill now goes to conference, where it will be considered with the House version that does not contain the campaign-financing provision.

The conferees will make recommendations on a compromise tax-cut package to the House and Senate. It will then be up to those houses to vote on a bill to be sent to President Nixon.

Meanwhile, the House is scheduled to resume its deliberations this week on three campaign-spending proposals now

before it (BROADCASTING, November 22).

Debate time on the bills has been used up, leaving only the amending process. The vehicle for amendment will be H.R. 11060, sponsored by Democrats Wayne L. Hays (Ohio) and Watkins Abbitt (Va.). This bill would limit a presidential candidate's spending to six cents for every person in the U.S. Senate and House candidates are limited to six cents per constituent or \$50,000, whichever is greater. The measure limits individual contributions to \$5,000 for House or Senate candidates and \$35,000 for presidential candidates. It also limits amounts candidates can contribute to their own campaign (\$35,000

for President, \$20,000 for senator, \$15,000 for representative), and provides strict reporting requirements and penalties for violations.

Communications Subcommittee Chairman Torbert H. Macdonald's (D-Mass.) bill will be offered as Title I to the Hays-Abbit measure. That proposal (H.R. 11231) repeals Section 315 of the Communications Act for presidential candidates and their running mates, and limits to 10 cents per eligible voter the amount a federal-office candidate could spend on all media in an election. (But no more than half that could be spent on the broadcast media.) Broadcasters could charge candidates no

Two off months for network billings

September and October reflect cigarette loss with 2%-2.5% drop

Network-TV billings this fall continued off the 1970 pace, according to the Television Bureau of Advertising. TVB, in releasing Broadcast Advertisers Reports figures, reported September was 2% and October 2.5% below the same months in 1970.

Billings figures were \$135.8 million

September				January-September			
	1970	1971	% chg.	1970	1971	% chg.	
Daytime	\$ 43,612.9	\$ 42,971.9	- 1.5	\$ 379,981.5	\$ 357,115.0	-6.0	
Mon.-Fri.	28,991.5	28,234.3	- 2.6	269,602.7	250,458.3	-7.1	
Sat.-Sun.	14,621.4	14,737.6	+ 0.8	110,378.8	106,656.7	-3.4	
Nighttime	95,026.7	92,845.7	- 2.3	834,937.9	768,268.3	-8.0	
Total	\$138,639.6	\$135,817.6	- 2.0	\$1,214,919.4	\$1,125,383.3	-7.4	
October				January-October			
	1970	1971	% chg.	1970	1971	% chg.	
Daytime	\$ 65,145.4	\$ 65,699.5	+ 0.9	\$ 445,126.9	\$ 422,814.5	-5.0	
Mon.-Fri.	39,300.7	36,402.6	- 7.4	308,903.4	286,860.9	-7.1	
Sat.-Sun.	25,844.7	29,296.9	+13.4	136,223.5	135,953.6	-0.2	
Nighttime	117,822.3	112,658.7	- 4.4	952,760.2	880,927.0	-7.5	
Total	\$182,967.7	\$178,358.2	- 2.5	\$1,397,887.1	\$1,303,741.5	-6.7	
ABC				CBS			
January	\$ 36,905.5	\$ 50,029.2		\$ 52,027.2	\$ 138,961.9		
February	38,478.7	48,852.4		45,322.3	132,653.4		
March	39,946.5	54,338.1		48,506.9	142,791.5		
April	36,949.8	49,261.3		46,792.6	133,003.7		
May	33,701.5	48,611.8		42,148.5	124,461.8		
June	32,039.4	41,929.6		38,183.1	112,152.1		
July	27,310.3	38,270.3		36,043.8	101,624.4		
August	29,605.5	39,039.1		35,272.3	103,916.9		
*September	40,655.7	49,650.5		45,511.4	135,817.6		
*October	52,551.7	63,394.8		62,411.7	178,358.2		
Year to date	\$368,144.6	\$483,377.1		\$452,219.8	\$1,303,741.5		

* The September and October estimates are based on data available prior to the presidential price and wage freeze.

Books for Broadcasters

Broadcast Management

by Ward L. Quaal
and Leo A. Martin

Explores, in detail, all management problems in American radio and television... including audience, radio and television programming, engineering and technical factors, national and local sales, profit management, personnel matters, and government regulations.
272 pages, charts, tables, notes, index \$8.95

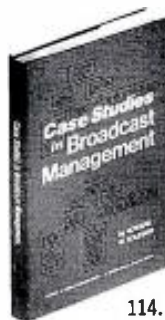


Case Studies in Broadcast Management

by
Howard W. Coleman

This helpful book gives solutions to such problems as—the radio audience: where is it and how to enlarge it... station revenue and economy... programming... sales and promotion policy in new UHF stations... late evening news-weather-sports programming... how to be independent in a four-station market. A must for all who aspire to—and hold—management positions.

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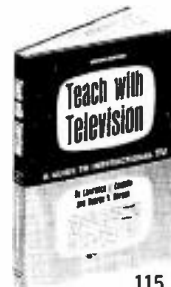


Teach with Television

A Guide to Instructional TV

2nd Edition
by
Lawrence F. Costello
and
George N. Gordon

This practical manual shows how to produce and use televised instruction most effectively on all educational levels from the elementary school through the university. It is about instructional television—how, when and where to use it.
192 pages, illustrated, glossary, index \$5.95



115.



Radio Broadcasting,

an Introduction to the Sound Medium
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An up-to-date, basic text on the principles and techniques of modern radio broadcasting.

Five prominent educators, each with an extensive background in commercial and educational broadcasting, combine their talents to bring you a "how-to" course on 1) Management and programming... 2) Operating and studio facilities... 3) Producing and directing... 4) Writing... 5) Performing.
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102.

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111.

Writing for Television and Radio,

2nd Edition
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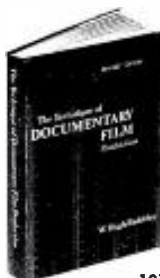
Used as a text in over 100 colleges and universities, this practical guide is valuable for home study. Covers commercials, public service announcements, news, features, sports, special events, documentaries, interviews, games and quiz programs, music and variety shows, women's and children's programs. With the addition of sample scripts, this workbook will aid you in developing your own technique and style.
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by Gerald Millerson

Now revised and updated throughout, and with a new section on color television, this encyclopedic textbook on the basics of TV production consolidates its position as the standard in its field.

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Here are eight problems that cost you money



no control
track



bad electronic
edit



control track
out of phase



head not
locked to video



unstable
capstan



non-synchronous
switches



60 cycle drum
error



low-band color
played in hi-band

Protect your profits automatically with the AVR-1

AMPEX

Make-goods are no good for anyone. Clients scream. Agencies drop their schedules. Profits from your precious air time go down with the make-good.

Today, eight major production errors that can cause you to lose profits are corrected automatically with the AVR-1...and save operator time, too. Your VTR man hits the playback button and unplayable tapes are playable.

The automatic AVR-1 not only corrects other people's mistakes, it also frees your station personnel for added profit opportunities. Spots, new program development, promos. The AVR-1 saves money here, too. Easy-to-use controls and advanced automatic features cut operator and set-up time.

And these same automatic error correcting features are also built into the new ACR-25 Cassette Recorder, companion to the AVR-1.

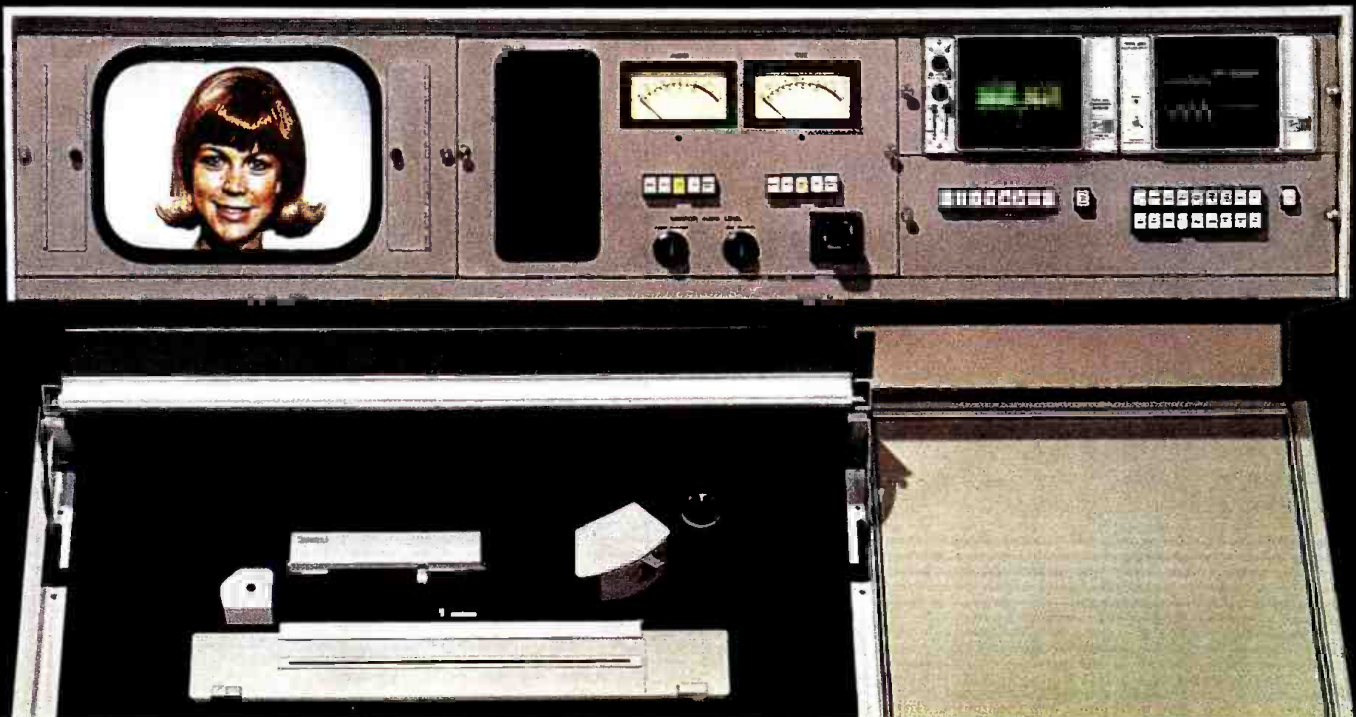
Our seemingly boastful claims were proved to television executives and engineers across the country when they viewed our "World's Worst Videotape Recording" demonstration tape. First, we ran the world's most unplayable tape recording on a second generation VTR...without success. Then, we took the same tape and showed perfect pictures corrected automatically on the third-generation AVR-1.

It's everything a third-generation VTR should be. Created with Ampex expertise. Designed to meet your record and playback requirements as you have expressed them. There's no doubt, you need the third-generation AVR-1.

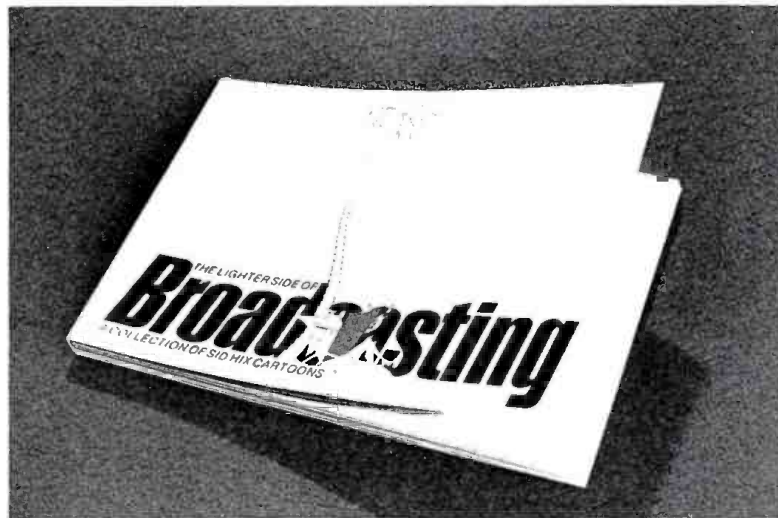
For further details contact your Ampex representative or write: National Sales Manager, Video Products Division, Ampex Corporation, 401 Broadway, Redwood City, CA 94063.

The monitor picture shown below is an unretouched photo taken directly from a color monitor; shown here on a standard AVR-1. A color monitor is available as an option.

AVR-1
the third generation recorder



You're A Good Man, Sid Hix



So good, in fact, that lots of your fans have implored us to preserve your pixy genius for posterity.

So, in response to popular demand, and in the public interest, convenience and necessity, we herewith announce the first printing of...

The Lighter Side of Broadcasting A Collection of Sid Hix Cartoons

119 pages, 124 selected cartoons,
\$5.50 per copy prepublication,
\$6.95 per copy after publication.

Broadcasting® Book Division, 1735 DeSales St. NW, Washington, DC 20036

☐ Please send me _____ copies of
The Lighter Side of Broadcasting
at \$5.50 each. My \$_____ pre-
publication payment is enclosed.

☐ Please send me _____ copies of
The Lighter Side of Broadcasting.
I understand I will be billed, after
publication, at \$6.95 per copy.

Name _____

Firm _____

Address _____

City _____

State _____

Zip _____

more than their lowest unit charges for the same amount of time in the same time period and nonbroadcast media (newspapers and magazines) rates could not exceed those charged commercial advertisers. In addition, newspapers and magazines would have to make equal advertising space available to all candidates for an office (at the same rates) if they make it available to one candidate.

The third bill (H.R. 11280) by Republicans Bill Frenzel (Minn.) and Clarence Brown (Ohio), will be offered as a substitute. It is identical to the version passed by the Senate last August (BROADCASTING, Aug. 9). Principally, that measure would repeal Section 315 for all federal-office candidates, and limit media spending to 10 cents per eligible voter. But, the money could not be concentrated in a single medium—no more than six cents could be spent in either broadcast or print.

It also prohibits all media from charging candidates more than the lowest unit rate for time or space, and empowers the FCC to impose sanctions on stations, including denial of license renewal, for failure to allow candidates "reasonable access" to time.

Any differences between the bill that passes the House and the Senate version will be submitted to conference.

Opponents' views sought in remanded fairness case

The FCC has asked NBC's WNBC-TV New York and Friends of the Earth, the environmentalist group, to help it determine whether the station has been dealing fairly with the question of air pollution by large-engine automobiles and leaded gasoline.

The commission's request was in line with a major opinion of the U.S. Court of Appeals in Washington overruling the commission's decision that commercials the station carried for large-engine automobiles and leaded gasoline did not raise a fairness-doctrine issue (BROADCASTING, Aug. 23).

The commission requested aid in letters to WNBC-TV and FOE, which had filed the fairness complaint against the station and then appealed the commission's decision. It said: "While it is now clear that the issue of air pollution by gasoline engine automobiles is a continuing controversial issue and therefore must be covered adequately and fairly in future programing, the question remains whether NBC has in fact complied with fairness in its treatment of the issue and, if not, whether remedial action is appropriate."

The commission also asked for comment on the appropriate past period for which data should, and can, be obtained—the date FOE complained to WNBC-TV, or some other date. In addition,

Looking ahead to 'we told you so'

Could it be that suggested guidelines for ads being discussed by federal personages and agencies one might return to haunt the government?

With this in mind, Gene Novak, president and creative director of the New York agency, Rumrill-Hoyt, in a speech at the Wilmington, Del., Advertising Club on Nov. 18, offered these possibilities: "An army recruiting poster may carry this warning: 'The surgeon general has determined that joining the U.S. Army may be hazardous to your health.'"

"Or suppose U.S. Savings Bonds become subject to full disclosure and the public has to be told that the interest rate hardly matches the inflationary spiral.

"Or will the U.S. Travel Service be required to advise foreigners not to land in New York on a given day because pollution levels are unhealthy and dangerous?

"And how about government-spon-

sored Amtrak attacking the airlines by saying, 'You won't get stacked up over a railroad station'? Will they be forced to say, 'But you may get stacked up in the terminal, or in a tunnel, or alongside the tracks'?

"Or how about the fairness concept that deals with whether a TV commercial takes an unfair 'psychological' advantage over the consumer by using music or humor or mood to present the selling message?

"This could get sticky for some of advertising's biggest critics when they go on TV to seek re-election. How much soft lighting will be used on the bald? How much make-up is allowable for a heavy beard? Will he be guilty of creating a 'mood of respectability' when he drags his wife and seven spanking-clean children on camera for a family portrait? Will he have to forego 'Win with Flynn' as a campaign slogan because it creates a mood of impending success?"

tion, it asked whether the issue is broad enough to include a discussion of whether commercials for small-engine cars and unleaded gasoline raise a fairness-doctrine issue.

The commission vote on the action was 5 to 1, with Commissioner Nicholas Johnson the lone dissenter. He said the letter was "slanted to protect the interests of the licensee."

Corinthian asks NAB: reduce nonprogram time

Corinthian stations proposed last week that television time standards be revised so as to reduce by 10% the allowable amount of nonprogram time.

The group owner's proposal includes commercial time as nonprogram time.

Corinthian's recommendation was contained in a letter sent by James C. Richdale, president, to the National Association of Broadcasters television code board chairman, Robert W. Ferguson, WTRF-TV Wheeling, W. Va.

The letter expressed concern over multiple products being promoted in 30-second ads. Corinthian says it feels the language of the proposal on the subject now being considered by the code board "may not be adequate to deal with the problem over the long term."

The full TV code review board is to consider the proposal of a subcommittee on the multimessage problem at a meeting in early December (BROADCASTING, Oct. 11). That recommendation would allow the telecast of integrated multi-product commercials than

one-minute length, provided it appears to the viewer as a single announcement.

According to the suggestion by Corinthian, nonprogram time would be reduced across-the-board. Said Mr. Richdale: "Both the reduction in nonprogram time and a firm approach to the 30-second announcement problem are vital steps for television at this time."

Mr. Richdale said later that while Corinthian stations "in some cases have already made reductions of their own" in nonprogram time, a market-by-market voluntary cutback is untenable because it can lead to a market situation in which one station does reduce while its competitors do not. "Though we have tightened our belt," he said, "the industry itself has got to be uniform in its standards. If we don't clean this up, we are open to having somebody else do it for us."

AgencyAppointments

▪ The National Car Rental System, Minneapolis, has assigned its \$2-million account to Richard K. Manoff Inc., New York. National Car Rental, whose agency was Campbell-Mithun, uses spot radio and network television. The company is a division of Household Finance.

▪ The Ronson Corp., Woodbridge, N.J., manufacturer of lighters, package products and appliances, has appointed Norman, Craig & Kummel Inc., New York, as agency. Ronson, which has been a broadcast user in the past, is expected to continue in the media.

Drawing the line on personal products

TV code board is set to look into areas long taboo for broadcast advertising, plus toy commercials

The television code of the National Association of Broadcasters has come a long way from the strait-laced proprieties of five or so years ago. Back then it wouldn't even consider some of the products that are scheduled to be taken up at the TV code review board's meeting in Phoenix Dec. 9-10—products like sanitary napkins, douches and contraceptive foams.

They all fall under the "personal-products" category and the meeting next month is scheduled to consider that whole area, including advertising for hemorrhoid relief.

A move toward relaxation of the prohibitions on these kinds of product advertising actually arose last spring at the code review board meeting (BROADCASTING, May 31). At that time—although it was felt that such products could be aired in tasteful form—the board was not ready for this giant step. It appointed a subcommittee to analyze the feminine-hygiene products category, and it is this committee that is to report at next month's meeting.

The committee: Roger D. Rice, KTVU(TV) Oakland-San Francisco; Alfred R. Schneider, ABC; William Tankersley, CBS, and Herminio Traviesas, NBC.

Actually, the code review board last spring approved the advertising on TV of hemorrhoidal products, but this was overturned by the NAB's TV board. Since then the review board has questioned stations and reportedly has a substantial majority answering affirmatively. This recommendation again will be sent up to the TV board, and this time there is wide feeling the recommendation will be accepted.

The personal-products category is one of a dozen touchy matters that are on the agenda at the Phoenix meeting.

Running a close second to personal products is the question of TV advertising directed at children, particularly that for toys. One aspect of this concern is on toys that are offered as premiums for the purchase of other products, notably cereals. At the moment, these presentations do not fall under the fairly stringent code provisions that deal with toy advertising. A subcommittee on children's advertising, also formed last May, is to report at next month's meeting; members are Morton S. Cohn, WLOS-TV Asheville, N.C., and Messrs. Schneider, Tankersley and Traviesas.

One element in the toy field that is expected to be considered seriously is

Romper Room, the nationally syndicated program for pre-schoolers, that was the target of criticism at the Federal Trade Commission hearing on contemporary advertising that ended in mid-November. Presenting a study of *Romper Room* to the commission was Professor F. Earle Barcus of Boston University, who said he had found the program full of indirect as well as direct advertising for toys (BROADCASTING, Nov. 15).

Also in the toy-advertising area is a toy-makers request for repeal of the ban on comparative-superlative claims.

A new angle on an old problem also is due to be considered next month by the review board. This is the showing of male underwear on live models. The code now bans this for women's garments, although an undergarment can be shown on a live female model but only where her torso is covered by a black leotard, or similarly blacked out. The underwear firm wants permission to show its shorts on live male models.

The nine-member code group also will take up proposals that over-the-counter drug advertisements must identify the principal ingredient of the product by its generic name; consider establishing a minimum length for announcements by political candidates, recommended by Ward Quaal, WGN Continental Broadcasting Co.; discuss approving advertising of off-track betting where authorized, and once again take up questions about hangover remedies and references to cocktails as they relate to the ban on the advertising of alcoholic beverages.

The review board also will take up again membership fee increases, which had been due to become effective Oct. 1 but were delayed by the wage-price freeze.

Helitzer's growth: a two-way stretch

Helitzer Advertising, New York, in a spurt of activity last week, acquired six TV-heavy accounts and served notice that it intends to move further into radio station ownership.

The new accounts, which all fit the pattern of Helitzer's youth-oriented promotions, will add some \$3.5 million in billings. The new business will about triple next year's billings, now around the \$2.5 million mark.

Helitzer plans to purchase seven radio stations under a newly formed holding company, Seven Star Media

Corp., according to Melvin Helitzer, president of the agency. First holding of the new company is the 52% interest owned in Frontier Broadcasting Inc.'s KLASV(AM) Las Vegas and of which Mr. Helitzer is president. (Frontier Broadcasting Inc. is not to be confused with Frontier Broadcasting Co., which recently sold its properties to Lamb Communications [BROADCASTING, Nov. 15]).

The new accounts are: Coleco of Canada, Montreal (sports games) and ABCO Industries, Rahway, N.J. (above-the-ground family pools), both divisions of Coleco Industries; E. E. Fairchild Corp., Rochester, N.Y. (puzzles); Hudson Hardwares, New York; Mego International, New York (toys); and Lakeside Industries, Minneapolis ("Rub 'N' Glue" activity sets).

Advertising practices again on trial

Consumer council requests 1,200 U.S. firms to review ad, promotion activities

The chief executive officers of 1,200 U.S. corporations have been asked to personally review their company's policies on advertising and promotion by the blue-ribbon National Business Council for Consumer Affairs.

The call for review was sent out last week by Secretary of Commerce Maurice H. Stans, who asked also for a reply in two weeks. Attached to the secretary's letter was a statement signed by the chairman and vice chairman of the advertising and promotion panel, Robert J. Keith, Pillsbury Co., and Archibald McG. Foster, Ted Bates Co.

In that statement, the panel says it is expressing a sense of urgency at the intense interest by all elements of society on the impact of advertising and promotion on the economy and citizens. They noted also hearings conducted by the Federal Trade Commission on modern advertising practices (BROADCASTING, Oct. 25 et seq.) and the establishment of voluntary self-regulation by the advertising industry through the organization last month of a National Advertising Review Board.

The council was formed last August, following President Nixon's February message to Congress. It consists of 116 principal corporate officers, divided into panels on service, safety, and complaints and remedies, packaging and labeling, warranties and guarantees, credit, performance and in addition to advertising and promotion.

Media-buying firms and liabilities

SRA says that agencies have to pay the price for defaulting intermediaries

If you authorized a media-buying service to enter into a time-buying contract with a station, you are liable if the buying service defaults in payment—this is what the Station Representatives Association in effect is telling advertisers and agencies in a letter last week from SRA's managing director, M. S. Kellner.

The question of liability has assumed new importance since U.S. Media International, a pioneer media-buying organization, filed a petition for reorganization under Chapter 11 of the Bankruptcy Act (BROADCASTING, Oct. 11 et seq.).

SRA's letter noted that its attorney, Harry Plotkin of Arent, Fox, Kintner, Plotkin & Kahn, Washington, had presented an opinion in reference to the Standard Contract Form that is copyrighted by the American Association of Advertising Agencies and used to confirm the purchase of spot-radio and spot-television time. SRA quoted Mr. Plotkin's opinion: "A different situation exists when the contract on behalf of the advertiser is made not through an advertising agency but another entity.

"Here the contract itself provides that the failure of the entity to perform places liability upon the person who authorized the entity to make the contract in its behalf.

"There is no reason why this provision should not be enforceable. The contract so states and merely reinforces the normal obligation flowing from an agency relationship."

Mr. Plotkin said that the AAAA and the Association of National Advertisers have reinforced the opinion. SRA noted that both groups told their members that an agency or advertiser runs the risk of having to pay directly "where purchases of broadcast time are made through an outside media-buying service which, though it receives full payment, fails to make full payment to the broadcast station."

SRA said it also recommended members take specific precautions to protect themselves against this "ultimate liability," and that the use of the Standard Contract Form, without protective precautions, would not reduce the liability of the principal for payment.

and Avon products, both through Ogilvy & Mather, all New York, will sponsor the 90-minute *Bob Hope Christmas Show* on NBC-TV Monday, Jan. 17 (9:30-11 p.m. NYT). Also on NBC-TV, Health-Tex Inc., through A C & R Advertising, both New York, will sponsor the repeat presentation of *Babar Comes to America* on Sunday, Feb. 20 (7:30-8 p.m. NYT). The first telecast was Sept. 7.

▪ **American Motors Dealers, Detroit,** through Wells, Rich, Greene, New York, will sponsor a one-hour special on CBS-TV, *The Second Super Comedy*

Bowl, Wednesday, Jan. 12 (9-10 p.m. EST). Fees received by pro-football players starring in the music comedy-variety program are to be donated to the fund of the National Football League Players Association.

RepAppointments

KFYE(FM) Fresno, Calif.: Alan Torbet Associates, New York.

KITT(FM) San Diego: All-West Broadcast Sales, Hollywood.



**BUT...you can get the strength of the
36th TV market with little
financial effort on WKZO-TV.**

With a 39% prime-time share in the 3-station 36th TV market, WKZO-TV gives your advertising dollars muscle at one of the lowest CPMs in the top fifty markets.

Ask Avery-Knodel to put some heft in your budget through this giant 2 3/4 billion dollar retail sales market, with the strong men at WKZO-TV.

Source: SRDS and ARB Feb./March 1971

**In 1960, Mrs. Maxwell Rogers lifted up a 3600 pound automobile that had rolled onto her son.*



The Folyer Nations

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WAGO KAMAZOO BATTLE CREEK
WJLW SOUND RAPIDS
WJHM SOUND RAPIDS/KALAMAZOO
WWW.WJTV-9N.CABLE

TELEVISION
WAGO-TV SOUND RAPIDS/KALAMAZOO
WJTV SAGINAW/TWINSBURG CITY
WJTV-TV SAGINAW CITY, MIAMI
WJTV-TV LINCOLN, NEBRASKA
WJTV-TV GRAND ISLAND, NE
WJTV-TV SIOUX CITY, IOWA

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100,000 WATTS * CHANNEL 3 * 1000' TOWER
Studies in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Avery-Knodel, Inc., Exclusive National Representatives

BusinessBriefly

▪ **Chrysler Corp.**, Detroit, through BBDO, New York, and **Shell Oil Co.**

FCC: running out its CATV string

Holidays and other work prove obstacles in effort to meet deadline on cable rules

The FCC is driving hard to complete work on its massive CATV-rules package by its self-imposed, end-of-the-year deadline, but there is no certainty that it will make it.

The commission is scheduled to meet today (Monday) on the compromise agreement that has apparently eliminated the prospect of a battle in Congress over the package (BROADCASTING, Nov. 15). However, no date has yet been set for a session on the package itself.

And, since the last week or 10 days of December can be considered lost to the FCC because of the holidays, time appears to be fast running out on the commission. Complicating matters further is the heavy schedule the commission faces in December, with special meetings scheduled or in prospect on broadcast-license renewal, domestic-communications-satellite and common-carrier matters.

The commission meeting today—postponed from last week because of the absence of some commissioners—will give the commission members their first chance to debate—and to be briefed on—the compromise agreement, which the Office of Telecommunications Policy engineered among broadcasters, cable operators and copyright owners.

Thus far, only Chairman Dean Burch, who cooperated with OTP in winning the contending parties' agreement, has endorsed it. But it is regarded as a certainty that most if not all of the chairman's five colleagues will follow suit.

The job of drafting a final report and order incorporating the new rules—which has occupied the Cable Television Bureau for weeks—is nearing completion. However, Sol Schildhouse, chief of the bureau, is avoiding any forecasts as to completion dates—other than to note the commission intends to finish its work by the end of the year.

The compromise agreement—adding program-exclusivity and antileapfrogging provisions as well as providing for some protection for local radio against CATV importation of distant AM and FM signals and committing the parties to support copyright legislation—does not require major changes in the com-

mission's CATV proposals submitted to Congress on Aug. 5 (BROADCASTING, Aug. 9). However, Mr. Schildhouse says it has presented the staff with new drafting problems.

(There was also the possibility of further, if minor, changes in the compromise agreement as a result of an effort by representatives of broadcasters, CATV operators and copyright owners to negotiate among themselves. However, an initial meeting in New Orleans last week provided no basis for optimism that any trade-offs would be made [see story this page].)

And if past experience is a guide, the cable bureau's work will be reviewed by members of Chairman Burch's staff, including Henry Geller and Kenneth Goodwin, planning assistants, and Charles Lichenstein, a special assistant, before the commission begins considering the draft report and order.

In view of the time factor, consequently, the commission at its meeting today will probably attempt to set up a timetable for completing its work.

Still to be firmed up is the effective date the commission will adopt for its rules. It had intended to make them effective March 1, to permit time for congressional review. But since the compromise presumably eliminates the likelihood of congressional hearings, the commission may move the date up.

The commission, meanwhile, was moving ahead in setting up a committee of government, industry and public-interest representatives that will advise it on how best to fill in the gaps its new rules will leave between federal and state/local regulation of CATV.

Mr. Schildhouse met on Monday with 16 representatives of the kinds of organizations that will be represented on the committee, to obtain their views.

He will make his recommendations to the commission within the next few weeks. And the commission is expected to name a committee of some 20 members with a commissioner as its chairman by the end of the year.

Many of those who attended the meeting with Mr. Schildhouse will probably be appointed to the advisory committee, although Mr. Schildhouse said

their participation was no guarantee they will be asked to serve. The participants were Morris Tarshis, head of the Bureau of Franchises of the New York City Board of Estimate; Paul Rogers, counsel for National Association of Regulatory Utility Commissioners; Brice Rhyne, of the National Institute of Municipal Law Officers; John Gwin, chairman of the National Cable Television Association; Robert Woods, of National Association of Educational Broadcasters; Stuart Sucherman, of the Ford Foundation; Harold Wigren, of the National Educational Association; Michael Dye, of the Council of State Governments; Roy Elsen, of the National Association of Broadcasters; Albert H. Kramer, of the Citizens Communications Center; William Wright, of Black Efforts for Soul in Television; Ted Ledbetter, of the Urban Communication Center; Frank W. Norwood, of the Joint Council of Educational Telecommunications; Rosy Mrovinski, of the National Academy of Engineering; Allan Dessoof, of the National Association of Counties, and Eric Anderson, of the International City Managers Association.

Besides the advisory committee, the commission will probably establish a technical committee of staff members who will serve as a point of contact for state and local authorities seeking assistance with their CATV regulatory problems. The commission is already receiving numerous requests for help—on interpreting commission rules, for instance—and the number is expected to soar once the new rules for cable television go into effect.

In New Orleans: a second look

Three factions sit down to iron out details of the CATV package

Representatives of broadcasters, cable operators and copyright owners met in New Orleans last week, the day before Thanksgiving, to do a little trading on details of the regulatory compromise that all had agreed to earlier this month (BROADCASTING, Nov. 15). But, after five-and-a-half hours, no decisions were reached—just as none had been expected at this session.

Further consultations among the principals are said to be scheduled in an effort to refine and clarify some of the

smaller details of the compromise document.

At the top of the broadcasters' list was the hope that CATV forces might accept a single program-exclusivity concept in all TV markets. Under the compromise agreement proposal, program exclusivity varies, with one formula for the top-50 markets and another for the 51st to 100th market.

Another broadcast proposal was to recast the radio provisions of the Whitehead plan. The NAB wants cables to carry all local radio stations, both AM and FM, before importing distant audio. Under the plan accepted in the compromise, CATV systems will be required to carry all local FM stations if they carry any FM stations or all local AM stations if they carry any AM stations on their systems.

Also suggested by the broadcast delegation was a revision of the 35-mile protection zone for TV markets to make an exception for small TV markets in the less populated areas of the country, like the Rocky Mountain region, where, it was maintained, television markets generally encompass larger geographic areas than those in the East. Part of this proposal stems from pressures by the Rocky Mountain Broadcasters Association. RMBA had charged that its members had been "sold down the river" under the Whitehead agreement (BROADCASTING, Nov. 22). Earlier last week, Robert F. Kreuger, KTVB(TV) Boise, Idaho, who is president of the RMBA, sent telegrams to broadcast principals as well as to Dean Burch, FCC chairman, and Clay T. Whitehead, director of the Office of Telecommunications Policy, demanding that a small market TV broadcaster be included among those representing broadcasting at the New Orleans meeting. He was assured, he said, that the RMBA view would be presented at the New Orleans meeting.

Cable TV proposals last week were in some respects almost mirror images of the broadcast requests. CATV systems, obviously, would like to be permitted to import more stations into smaller markets. At the same time, cable representatives expressed the hope that some accommodation could be made that would free CATV systems from the limitations placed on their carriage of TV stations in the top-25 markets.

And cable spokesmen expressed a strong dislike at the thought that the proposed copyright legislation will define exactly what services cable systems are expected to provide; CATV representatives indicated that they would prefer to leave this definition in the hands of the FCC so that it is not legislatively "locked-in."

The cable committee also asked



Chairman Dean Burch, whose FCC midwifed the deal, was on hand for the final ceremonies as WTOP-FM was turned over to Washington's Howard University, to become WHUR(FM) on Dec. 10. Mr. Burch remarked at last Monday's (Nov. 22) transfer ceremonies that "two cheers are in order today—the third will be when the promise [WHUR's service to the Washington community] is fulfilled in performance." The station, which will continue to operate commercially, was a gift of the Post-Newsweek stations to the black university, "with no strings attached," as Larry Israel, chairman of the stations, put it, but is expected to operate both as a training ground for minority broadcasters as well as a voice of the Washington community. (Mr. Israel, in a meaningful aside during remarks at the beginning of the presentation ceremonies, welcomed Howard "to the ranks of the regulated.") Mr. Burch remarked further that while "the media alone cannot effect biracial integration, that integration cannot happen without the media." Dr. James E. Cheek, president of Howard, accepted the title transfer from Katharine Graham, president of the Washington Post Co., pledged to the donors his intention of fulfilling their trust in making the station accessible to the people of Washington. At the ceremony on the university grounds (l to r): Mr. Burch, Mr. Israel, Mrs. Graham, Dr. Cheek.

whether broadcasters would agree to permit CATV systems to tape programs that they are forbidden to carry due to protection clauses, for carriage later after the station had aired the program.

Both Vincent T. Wasilewski, president of NAB, and John Gwin, Cox Cable Communications, chairman of the National Cable Television Association, expressed satisfaction at the cordiality and frankness among the parties at the meeting last week.

Both stressed that it was decidedly exploratory and that no decisions had been anticipated.

Also present at the meeting were A. Louis Read, WDSU-TV New Orleans, who is chairman of the NAB TV board; Jack Harris, KPRC-TV Houston, who is president of the Association of Maximum Service Telecasters; Alfred R. Stern, Television Communications Inc., New York; Bruce Lovett, American Television & Communications Corp., Denver; and Bertram Hautt and Gerald Phillips, both New York lawyers representing copyright licensees.

Telesanjuan set for FCC hearing

Maximum fine of \$10,000 and loss of WTSJ license face Puerto Rican group

The FCC has designated for hearing three applications by Telesanjuan Inc., a Puerto Rican communications company, for renewal of one TV station license and construction permits for two others.

The commission alleged that Telesanjuan committed numerous "violations of the rules including fraudulent billing and fictitious logging entries."

The renewal application is for WTSJ-TV San Juan, while the applications for construction permits are for WMGZ-TV Mayaguez and WPSJ-TV Ponce, all Puerto Rico.

A notice of apparent liability has been included in the case by the commission, but it was stressed that the

notice was not an indication of initial or final disposition of the matter. The FCC said that if the hearing record shows that denial of the applications is not warranted, a determination will be made "as to whether the applicant has willfully or repeatedly violated sections of the rules or the terms of the station authorization."

If violations are found, the FCC said, the station could be liable to an order of forfeiture of up to \$10,000.

A series of other issues has been included by the commission in the cases. Among them: whether the applicant conformed to its proposals to program English language shows on WMGZ and WPSJ; whether the company failed to amend its license applications in order to advise the commission of its format change for those stations; whether the applicant has misrepresented facts or has been lacking in candor to the FCC; whether the company has exercised reasonable licensee responsibility in the management of the station, and whether it possesses the "requisite qualifications to continue to be a licensee of the commission."

Another Puerto Rican TV station owner—Quality Telecasting Corp., licensee of WORA-TV Mayaguez—has been designated a party respondent by the commission with respect to applicant's changes in the program format.

The designation for hearing was made last Wednesday (Nov. 24) by FCC Chairman Dean Burch, and Commissioners Robert E. Lee, Nicholas Johnson, H. Rex Lee and Robert T. Bartley.

Hard bargains for KCOP-TV

Petitions for denials prompt concessions for extensive minority involvement

KCOP-TV Los Angeles and a black citizen group that had petitioned the FCC to deny the station's license-renewal application have resolved their differences in an agreement that gives minority groups a significant voice in the station's programming decisions.

The agreement, negotiated over a period of several weeks, commits the Chris Craft Industries independent station to produce specific programming designed to serve the needs of minorities—and to make them and their problems more visible to the viewers—to consult with minority groups in programming matters and to use minority-group talent in program production.

In return, the group—the Council on Radio and Television—will withdraw its

petition to deny the station's renewal application and will urge the commission to grant the application.

CORT describes its agreement with KCOP-TV as "a major victory for television viewers of all racial and ethnic groups."

KCOP-TV is one of 18 California stations facing petitions to deny their renewal applications. Most have been filed by citizen groups that, like CORT, allege a failure to serve minority needs.

The CORT-KCOP-TV agreement commits the station to:

- Present a daily children's program of at least one-half hour in length that will be aimed particularly at the needs of minority children and will portray "the rich culture and heritage of minorities."

- Produce a monthly documentary that will focus on the history, identity, problems, needs and achievements of local minority groups. Some of the programs in the series will employ an entertainment format and will consist of black poetry and drama, as well as other black and African art forms.

Both the children's program and the documentary will be produced in consultation with minority groups and will use local minority-group talent.

- Provide special five-minute segments of minority news, using black and chicano newsmen as hosts, in its Saturday and Sunday news programs. In its regularly scheduled news programs, KCOP-TV will continue to provide coverage of the minority community, including "positive aspects of the life" of that community, and will assign a black reporter to cover and report on the air minority-community news.

In addition, the station agrees generally to make "a good-faith effort" to increase the number of minority group members visible on the screen. This applies to actors, cartoon characters, announcers, reporters, program hosts and guests.

The station also agrees to guard against the broadcast of material minority groups might regard as offensive. It will "take appropriate affirmative action to remove all racial and ethnic slurs and derogatory comments from all programs . . ." and to refrain from broadcasting programs that present members of minority groups in stereotyped or derogatory roles.

A number of other provisions are designed to assure minority-group members an ongoing advisory role in station affairs. One says KCOP-TV's program-advisory board, which will include black representatives of various groups, will meet at least three times a year. The station will broadcast weekly messages in prime time describing the board and its purpose.

The agreement also provides for the

creation of a minority-affairs council, to consist of representatives of the black, chicano, Asian-American and American-Indian communities, that will meet once each month. The president of the Chris Craft Industries broadcast division and the KCOP-TV general manager will attend at least two of the advisory board sessions and two of the council meetings.

In addition, KCOP-TV agrees to rely on blacks in all phases of its effort to ascertain the needs of the black community. It will use black staff members to consult with representatives of that community and will seek the assistance of blacks, including, "where desirable," the advice of recognized, black-owned research companies, to establish the standing of black organizations and black leadership.

In its dealing with the station, CORT relied largely on a local attorney for legal assistance—Stanley Levy, who is counsel for a public interest law firm that is maintained by the Beverly Hills, Calif., bar association. However, the Citizens Communications Center of Washington helped in preparing the petition to deny the station's license-renewal application (BROADCASTING, Nov. 8).

Hard bargains for KQEO too

Minority coalition scores with six-point plan for improved service

An agreement on community-service programming has been reached between KQEO(AM) Albuquerque, N.M., and a coalition of 19 ethnic organizations.

The coalition had petitioned the FCC under the name of the Coalition for the Enforcement of Equality in Television and Radio Utilization of Time and Hours (CEETRUTH) to deny renewal of the station's license (BROADCASTING, Oct. 11).

The Office of Communication of the United Church of Christ, which had aided in the preparation of the petition, disclosed the agreement. The church group had asserted early this fall that the coalition had failed to reach an agreement with KQEO's licensee.

The coalition, which is made up of black, chicano and American Indian organizations, had made several charges against KQEO, and its newly announced pact provides for six steps affecting changes in program and employment practices at the station.

The agreement also provides for the terms to be filed as a supplement to KQEO's renewal application and for the coalition to withdraw its opposition to



"A breakthrough..."

JOHN J. O'CONNOR THE NEW YORK TIMES

On Tuesday, November 9, TelePrompTer Manhattan Cable TV broadcast the New York City Opera production of Rimsky-Korsakov's "Le Coq D'Or," live and in color direct from Lincoln Center's New York State Theater.

The production, with Beverly Sills and Norman Treigle heading the cast, achieved the second highest share in its time period*.

The event also achieved critical raves and an outpouring of letters from TelePrompTer subscribers attesting to the power and effectiveness of Cable TV's exclusive programming in Manhattan.

For advertisers, too, here is "a breakthrough..." Look into the advertising opportunities of the fastest growing communications force there is. Advertise in the No.1 market—New York City—with the company that's No.1 in cable television—TelePrompTer.

For rate card and audience facts, call Mr. Gene Shaw at 942-7200.

TelePrompTer Manhattan Cable TV
529 West 207th Street, New York, New York 10034

*Audience information based on ARB telephone coincidental November 9, 1971 for upper Manhattan 8pm-10:45pm. Subject to qualifications available on request.

that station's upcoming renewal.

Terms of the agreement, as announced in New York by the UCC unit:

"1. A chicano will be hired for the news staff to cover in depth barrio news so that chicano viewpoints may be reported in news programs; access will be provided for minority groups to present editorial opinions; meetings will be arranged between station news and programming staffs and minority groups so that the station staff may, through direct dialogue, learn about minority group views.

"2. The station will provide a scholarship for a minority group student and supplement it with part-time employment at the station to train him for broadcast work.

"3. The station will consult regularly with an advisory group suggested by CEETRUTH on news presentations, community problems and coalition viewpoints. This group will serve as a channel for grass roots minority opinion to reach station news, programming and management personnel.

"4. The station will give consideration to the broadcasting of music of special interest to the chicano community; the station will continue to broadcast *Youth Speaks Out*, an hour-long, local public affairs program and to consider program

topics suggested by CEETRUTH; the station will continue *The Chicano in Albuquerque*, begun in September in cooperation with Alianza Federal de Pueblos Libres, or find a suitable substitute in consultation with minority groups.

"5. The station promises to include Catholic-oriented content in its religious programming.

"6. The station will prepare announcements, program featurettes, feature news stories, and promotional public service activities for local minority information programs. In these efforts, both the chicano newsman and CEETRUTH will provide an advisory insight into area problems worthy of coverage."

Frank Martinez, an Albuquerque attorney, served as counsel to the coalition in negotiating the agreement. Earle K. Moore, of the New York law firm of Moore, Benson, Hamburg & Bernstein, assisted the local group in the preparation and filing of petitions with FCC.

Swafford warns against pressures that choke

Activist groups in the TV-radio sector have been warned that pressure exerted on programming and commercial adver-

tising policies will result in compromising broadcasting's freedom.

This cautionary note was sounded by Thomas J. Swafford, vice president and assistant to the president, CBS Broadcast Group, in a Nov. 20 talk before the Consumer Federation of Illinois in Chicago. He cited instances in countries abroad in which the government has ordered certain programs or commercials off the air because they were considered "not good for the people" or has censored certain news items for the same reason.

He claimed that in the U.S. the erosion of broadcasting's freedom and viability as a commercial medium already has begun and he singled out the FCC's prime-time access rule and "the contradictory interpretations" of the fairness doctrine as examples.

He pointed to new perils emerging with the concept of access, saying that promise of availability to television time on strictly proportional racial and ethnic basis would result in numerous programs of narrow appeal and in a splintering of the audience watching these productions.

Changing Hands

Announced

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

■ WKNX-TV Saginaw, Mich.: Sold by Lake Huron Broadcasting Corp. to Rust Craft Broadcasting Corp. for \$1.6 million minus FCC grant fee and certain accounts receivable (see page 64).

■ WAAM(AM) Ann Arbor, Mich.: Sold by First National Bank of Chicago, executor of the estate of the late Frank J. Babcock, to John L. Sinclair Jr. for \$550,000. Mr. Sinclair owns WANT(AM) Richmond, Va., and WCVL(AM) Crawfordsville, Ind. WAAM currently operates under temporary authorization on 1600 khz with 250 w. It has a CP to increase its power to 5 kw. Broker: Blackburn & Co.

■ KTW-AM-FM Seattle: Sold by Walter E. Webster Jr., trustee in bankruptcy of assets of Norwood J. Patterson, to Sterling Broadcasting for sum in excess of \$500,000 (see page 65).

■ WBAR(AM) Bartow, Fla.: Sold by James E. Yarbrough to Michael R. Freeland, Ron Lane, Richard Albright and Jim Miles for \$72,500. Mr. Freeland owns WFWL(AM) Camden and WXTA-FM McKenzie, both Tennessee, and WNOI-FM Flora, Ill. Mr. Lane is an employe at WFWL. Messrs. Albright and Miles are employes of WJZM(AM) Clarksville, Tenn. WBAR is a daytimer



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70-39

on 1460 khz with 1 kw. Broker: Chapman Associates.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 79).

■ **WHEC(AM)** Rochester, N.Y.: Sold by Gannett Co. to John L. Nichols, Paul R. Dean, John T. Sayre and Peter N. Paris for \$1.5 million (see page 64).

■ **KPLX(FM)** San Jose, Calif.: Sold by John F. Malloy, Georgiene A. Malloy and Leslie M. Price to PSA Broadcasting Inc. for \$262,800. PSA is a wholly owned subsidiary of Pacific Southwest Airlines. It owns **KPSA(FM)** Los Angeles, **KPSE(FM)** San Diego and **KSFM(FM)** Sacramento, Calif. J. Floyd Andrews is its president. **KPLX** operates on 106.5 mhz with 14.5 kw and an antenna 330 feet above average terrain.

■ **KCAC(AM)** Phoenix: Sold by W. L. Farringer, trustee, and Champe Raftery and Leland C. Merkenon, co-trustees in bankruptcy, to Prairie Avenue Gospel Center, Hawthorne, Calif., for \$175,000. The station has been off the air. Prairie Avenue Gospel Center operates private elementary schools in California and Arizona and owns a charter bus and air service. Dr. Carl Pike is its president and 33 1/3% owner. Other principals are James Victor Pike and Daniel Steven Pike. **KCAC** is a daytimer on 1010 khz with 500 w.

Court to consider offer for bankrupt D.C. permittee

A hearing will be held Thursday (Dec. 2) in Washington bankruptcy court on a bid to purchase the construction permit for **WGSP-TV** (ch. 50) Washington.

A motion for the hearing was filed by Lee W. Cowan, a Washington attorney who is trustee in bankruptcy of the permit held by **WGSP Inc.** The permittee ran into financial trouble following the death of Theodore Granik in September 1970, who was the firm's majority stockholder. **WGSP-TV** was to have gone on the air more than a year ago. The permittee filed for bankruptcy last May (**BROADCASTING**, May 31).

The offer to buy the permit came from Richard S. Leghorn, of Sarasota, Fla., who bid \$15,000.

The hearing will consider Mr. Leghorn's offer and any objections to it. Other offers will also be accepted for consideration from parties who have submitted to Mr. Cowan an intention to bid, a \$5,000 deposit and a statement that the would-be buyer is qualified to be an FCC licensee.

Challenged stations speak out on Coast

KPIX-TV defends its fairness approach, KNBR its minority service

Opposition from the fraternity of California licensees faced with challenges to their license renewal applications continues to filter into the FCC. In addition to the four stations that two weeks ago told the commission that the citizen groups which have filed petitions to deny should not have their requests honored (**BROADCASTING**, Nov. 22), Westinghouse Broadcasting's **KPIX-TV** and NBC's **KNBR-AM-FM**, all San Francisco, have requested that the commission dispose of the respective challenges leveled against them.

KPIX-TV maintained that petitioner Alan F. Neckritz had been out of order when he claimed the station does not merit renewal because of its alleged violation of the fairness doctrine in connection with its presentation of Chevron F-310 gasoline commercials. Pointing out that Mr. Neckritz's petition to deny **KPIX-TV**'s renewal was founded entirely on the same complaints he and Lawrence B. Ordover made against the

station last May, the station contended that neither the FCC nor the courts have since that time found any evidence in support of the earlier fairness complaint. (The commission denied the original complaint but Messrs. Neckritz and Ordover have appealed the commission action to the U.S. Court of Appeals in Washington. In turn the commission has asked the court to remand the case for further consideration.)

KPIX-TV also asserted that if the commission is to deliberate over the petition to deny at all, it must be treated merely as an informal objection, since Mr. Neckritz failed to supply an affidavit in support of his charges, as is required by the commission. The station added that it feels it has fulfilled its fairness obligation in the Chevron matter.

In support of its San Francisco stations, NBC told the commission last week that a substantial number of the complaints made against **KNBR-AM-FM** could have been acknowledged and resolved if the petitioners—in this case Community Coalition for Media Change, the Bay Area Chapter of the Japanese-American League and Oakland Chinese Community Council, and Mission Media Art—had not ignored NBC's "several invitations to enter into

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meaningful dialogue." The licensee said that Marcus Garvey Wilcher, co-chairman of CCMC, the "principal moving party" in the petition to deny, met with KNBR-AM-FM's station manager last month and appeared to be "generally satisfied" with the station's performance in the area of minority affairs. At the close of the meeting, NBC said, Mr.

Wilcher indicated to the manager that he "foresaw no serious problems." However, it continued, the petitioners made no further communication with the stations until the week before the petition to deny was filed. At that time, several individuals visited the KNBR studios to inspect the stations' renewal applications. During the course of the

inspection, the manager offered to answer any questions that might arise, NBC said, and the petitioners' representatives told him that they did wish to talk with him. But they left after examining the applications and the station heard nothing more from them until station officials received a copy of the petition to deny, NBC said.

More talk on how fair is fairness

NATAS forum hears that it discriminates against broadcasters, that it's outgrown original designs and that it's a 'problem'

If fairness is as important as some of the most ardent advocates of the fairness doctrine contend, perhaps newspapers, like broadcasters, should be licensed, the general counsel of the Office of Telecommunications Policy suggested last week.

Antonin Scalia made the remark during a debate on censorship in television at a forum sponsored by the New York chapter of the National Academy of Television Arts and Sciences last Monday night (Nov. 22). He was supporting a contention by Fred Friendly, professor of broadcasting, television consultant to the Ford Foundation and a former president of CBS News, that the FCC should judge a broadcaster's fairness over the term of his license, not on a case-by-case basis, which Mr. Friendly called "dancing on the head of a pin."

Mr. Scalia put his point in the form of a question: If fairness is so important that it must be enforced case by case, he asked, "why don't we license newspapers?" When asked by attorney Louis Nizer, moderator of the panel, whether his question was rhetorical, he replied that it was not.

Though he was supporting Mr. Friendly at the time, he lost him with that question. Newspapers should not be licensed, Mr. Friendly replied, because countless newspapers and magazines are available but there are only "seven VHF stations" in New York.

Richard Wiley, general counsel of the FCC, agreed with Mr. Friendly that "dancing on the head of a pin" has "been a problem for us," and said this was one factor in the FCC's planned re-examination of the fairness doctrine in depth. "We're trying to find a rational, coherent way of insuring fairness," he said later.

The Rev. Dr. Everett Parker, director of the Office of Communication of the United Church of Christ, contended there is less danger from the government than from licensees, who "have a monopoly," and that broadcasters must be required to "run on their records at renewal time, though he opposed censorship in advance by any part of govern-

ment. He also said the networks "scream the loudest" about the fairness doctrine but also "do the best job."

Richard Jencks, CBS Washington vice president, said in response to a question from Mr. Nizer that he would be willing to accept some government control over broadcasters "to the extent of the fairness doctrine" as originally conceived, but not as it has been changed and expanded by the FCC and especially the courts.

Originally, he said, the FCC made clear that while broadcasters were obligated to present controversial issues of public importance fairly and fully, the choice of issues and spokesmen was to be left to the licensee's discretion, and the doctrine was to apply on an overall license-performance basis, covering the license period, not on a specific program-by-program basis. Certainly, he said later, it was not meant originally to apply on the present "individual program basis, involving a count of lines and words which no longer gives the broadcast licensee any significant degree of discretion."

Dr. Parker said at one point that the FCC "turns out license renewals like a factory turns out nuts and bolts," a claim Mr. Wiley rejected as "exaggeration," although he agreed there should be a constant prodding by the FCC to upgrade programming and said he thought there was.

When Dr. Parker pushed the question of how many licenses the FCC had refused to renew, Mr. Wiley wondered whether the FCC's performance should be judged on whether it did or did not deny some given number of renewals and Mr. Scalia said that "Dr. Parker is not complaining about censorship, but about insufficient censorship."

"I'm against any censorship," Dr. Parker replied.

There was also disagreement when Mr. Nizer wanted to know whether "government intervention" was involved when the office of Herbert Klein, White House director of communications, tried to get an exponent of the supersonic transport program on ABC-TV's *Dick*

Cavett Show shortly before the SST issue was up for vote in Congress. Mr. Scalia said "the action was perfectly proper" because Mr. Klein's "totally valid" function is to put the administration's cause before the public. Dr. Parker said he thought the "pressure" by the Klein office "is an unconscionable thing."

Similarly, Dr. Parker said at another point that no matter how much he might agree with things Vice President Agnew has said about broadcasting, "I don't want Agnew to say them because he's too close to the licensing procedure." The problem for broadcasters, Mr. Jencks maintained, is not that the pressures on them are partisan but that they are nonpartisan, coming from all sides "whenever anyone disagrees with what we do."

The forum was taped by Open Channel, a nonprofit organization seeking to promote public access in the cable-TV field, for showing on the access channels of the Manhattan cable systems of Teleprompter and Sterling Manhattan.

Even permittees are unsafe in California

At a time when 18 California stations are facing license-renewal challenges, an umbrella organization of some 35 citizen groups is seeking to prevent a 19th facility in that state from obtaining its initial authorization—at least for the time being.

The Organization for Utilizing and Reforming Television (OUR-TV) last week asked the FCC not to grant an initial license for KMPH-TV (ch. 26) Tulare to Pappas Television Corp., its permittee. The group said that Pappas has failed to adequately ascertain the needs of the community it serves. It requested that Pappas be required to conduct a new community survey. Two ascertainment surveys have already been filed with the FCC for KMPH-TV. One was conducted in 1968, when a permit for the station was originally applied for. The second was made prior to the assignment of the KMPH-TV

CP from Pappas Electronics Co. to Pappas Television last January.

OUR-TV complained last week that both studies fell short of the requirements of the FCC's community-needs-ascertainment primer. The initial survey, it said, was out of line with the primer because it was run by a private researcher rather than Pappas's management. The group also said that the first survey was devoid of the required community-composition statement.

The group also complained that the second survey was conducted entirely over the telephone, mostly by a secretary, and that all communication in that survey was in English. OUR-TV claims that 25% of Tulare county is of Mexican-American origin and said that some of the parties that were said to have participated in the second survey had no recollection of being contacted and that others remembered being phoned but said they did not understand the purpose of the survey.

It added that neither survey involved residents outside of Tulare and King counties, although KMPH-TV's coverage area extends beyond, and that both surveys failed to contact some of the principal minority organizations in the market.

An FCC grant at the present time of a license for KMPH-TV, OUR-TV said, would result in the commission's allowing six years to elapse between effective ascertainment showings.

Ascertaining needs of broadcasters

Preparations for license-renewal applications that used to be a private exercise between a licensee and his lawyer are becoming virtually an industry-wide convocation. For example, Southern broadcasters, whose licenses are up for renewal next year, are joining together to trade information about methods of ascertaining local needs and, more important now, how to handle petitions to deny as well as competing applications for existing facilities.

On Friday (Dec. 3), the South Carolina Broadcasters Association is sponsoring a workshop on renewals at Columbia, where Jack Prince, manager of WTAR-AM-FM Norfolk, Va., will be the principal adviser. Mr. Prince's sister station, WTAR-TV, CBS-TV affiliate, was challenged in 1969 by a group of local businessmen who are seeking the ch. 3 facility in Norfolk.

Others on the South Carolina panel will be Robert J. Rawson, deputy chief of the FCC's Broadcast Bureau; John Summers, NAB general counsel, and Thomas H. Wall, Washington lawyer.

This is not the first workshop on renewals that the South Carolina associ-

ation has sponsored; last year it held one following the ruling by the FCC that broadcasters must survey their communities' needs.

The touchy renewal question will be a leading subject also at the Radio-TV Institute to be held by the Georgia Association of Broadcasters Jan. 25-27 on the campus of the University of Georgia at Athens.

There, one afternoon session is scheduled to be held on license renewals for small- and large-market broadcasters, and for TV licensees. Earlier, a panel has been set on ascertainment of community needs.

Grass-rooting for WHDH-TV

To some, the effort may seem late in the day. But a group of 25 "TV viewers and businessmen" in the Boston area are circulating petitions designed to show support for the Boston Herald Traveler Corp. in its fight to continue operating on channel 5 Boston.

Petitions with room for 40 signatures each have been sent to 3,000 persons in the Boston area along with a covering letter asserting that the "outstanding entertainment, public-service, news and

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sports programing" provided by WHDH-TV in its 14 years on the air "calls for the support of the station's own public and its loyal viewers." The petitions, addressed to FCC Chairman Dean Burch, urge the commission to grant WHDH-TV "a permanent license of the usual term to operate" on channel 5 Boston.

The commission in January 1969 denied WHDH-TV's license renewal application, and awarded the channel to Boston Broadcasters Inc. The decision has been affirmed by the courts.

The effort of the New England Citizens Committee for WHDH-TV is being led by Charles W. Grinnell, of Manchester, Mass., now an executive with a marine construction and contracting firm but a former broadcaster—he owned WSKI(AM) Montpelier, Vt., from 1951 until 1957 and was a co-founder of the Vermont Association of Broadcasters.

He says that neither he nor anyone on his committee has any connection with the Herald Traveler corporation or the station, and that no one at either place knew about the committee's plans. Mr. Grinnell wrote George Akerson, Herald Traveler board chairman, of the committee's existence on Nov. 19, at the same time it mailed its petitions.

Mr. Grinnell, who has already received "six or eight" completed petitions and "several" \$1 contributions to help defray the cost of the mailings, said he did not know what effect the petitions will have. But, he added, "anybody in Washington will appreciate the fact that the station has popular support."

FCC refuses ex-parte appeals in Okla. cases

An Oklahoma father's and son's attempt to have the FCC disqualify itself on ex-parte grounds from case involving their respectively owned radio stations in that state has been quelled by the commission. The commission affirmed its earlier order denying license renewal for KWLQ(AM) Wagoner, Okla., which is owned by Lum A. Humphries, and KVIN(AM) Vinita, Okla., owned by his son, Gene.

The commission denied renewal for the two stations as well as an application for a new FM facility by the younger Mr. Humphries last June (BROADCASTING, June 28), on grounds of numerous rule violations at KWLQ and a misrepresentation issue concerning both stations. The commission had been asked to reconsider the June action by Messrs. Humphries and a number of citizen groups in both communities.

The ex-parte allegations arose out of the forwarding to FCC Chairman Dean Burch's office of a letter sent by the Vinita assistant district attorney to his congressman concerning the KVIN pro-

ceeding. Messrs. Humphries had contended that since no copies of the letter were served on other parties in the proceeding, namely themselves, the commission might have been swayed in deciding the outcome of the case by the presence of alleged privileged information.

The commission ruled, however that the letter in question cannot be considered an ex-parte communication because the assistant district attorney is not a party of interest in this proceeding. It said that while communications from members of the general public such as the Vinita official's letter are discouraged in proceedings of this nature, they are not prohibited by law and the commission is not disqualified simply because Mr. Burch received it.

The commission also ruled that the citizens groups' support of petition does not justify a reopening of the proceeding at this late stage, pointing out that the petition did not cite any new particulars that could be dealt with in a further hearing.

Messrs. Humphries were authorized to continue operating their stations until 30 days after the final outcome of any judicial appeal they might file. If no appeal is forthcoming, the commission said, the stations must go off the air by Dec. 18.

Gannett broadcast roster down to WHEC-TV

Once a formidable name among the ranks of major group broadcasters, Gannett Co.'s station inventory has now diminished to one. On Nov. 19, the FCC staff approved the Rochester, N.Y.-based firm's \$1.5-million sale of WHEC(AM) there, to Sande Broadcasting Co.

With the exit of WHEC, Gannett, which claims to be the largest newspaper publisher in the nation, is left with only WHEC-TV Rochester, which was not involved in the current transaction.

Although Gannett has told the FCC that it does not believe its media cross-ownership situation in the Rochester area constitutes an undesirable concentration of control there (it also owns the Rochester morning *Democrat and Chronicle* and the evening *Times-Union*) the firms said in its FCC transfer application that it is disposing of the AM facility because of the commission's current rulemaking that would prohibit television-AM radio combinations. Publically-owned Gannett presently owns 51 newspapers throughout the country.

The principals of Sande Broadcasting are John L. Nichols, its president, Paul R. Dean, John T. Sayre and Peter N. Paris. All are local residents. Messrs. Dean and Nichols are partners in Paul R. Dean & Co., a Rochester municipal-

bond dealer. Mr. Sayre is president and general manager of LIN Broadcasting's WBBF(AM) Rochester. Mr. Paris is executive vice president and secretary of Paris-Budlong-Esse, an insurance agency there.

WHEC operates on 1460 khz with 5 kw.

FCC's attitude cited as reason for UHF sale

Further details of the sale of WKNX-TV (ch. 25) Saginaw, Mich., to Rust Craft Broadcasting Corp. (BROADCASTING, Oct. 25) were provided last week by Lake Huron Broadcasting Co. in its filing to the FCC for approval. Purchase would give Rust Craft its sixth TV outlet.

Rust Craft will pay \$1.6 million for the station, minus the FCC's 2% grant fee, which will be assumed by Lake Huron, and certain accounts receivable. The grant fee in this case would amount to \$32,000. The accounts receivable could be as much as \$41,800. Accordingly, the least Rust Craft could pay for WKNX-TV would be \$1,526,200.

Lake Huron Broadcasting is owned by William J. Edwards and Howard H. Wolfe, each with 50% of its stock. The company also owns WKNX(AM) Saginaw, which is not involved in this transaction, and KENR(AM) Houston. The sellers told the FCC that they are selling WKNX-TV in order to "effectuate" the FCC's impending policy against the common ownership of AM-TV facilities in the same market, which would be prohibited under a proposed rulemaking. It also indicated that the sale would "reinforce" the company's financial stability.

Rust Craft Broadcasting is a wholly owned subsidiary of Rust Craft Greeting Cards Inc., a publicly owned company. Rust Craft Broadcasting owns either directly or through 100%-owned subsidiaries WSTV-AM-FM-TV Steubenville, Ohio; WJKS-TV Jacksonville and WSOL(AM) Tampa, both Florida; WRDW-TV Augusta, Ga.; WRUC-AM-FM-TV Rochester and WWOL-AM-FM Buffalo, both New York; WRCB-TV Chattanooga; WRCP-AM-FM Philadelphia, and WPIT-AM-FM Pittsburgh. It also owns Rust Craft Cable Communications Inc., which operates several CATV systems in Ohio and West Virginia. Marshall Berkman is the parent company's president and chief operating officer.

WKNX-TV, a CBS-TV affiliate, has been operating since 1953.

MediaNotes

In Shepard's memory * The Shepard Foundation, Boston, has made a \$7,000 grant to Emerson College's WERS-FM Boston. The grant is dedicated to the

memory of John Shepard III, a pioneer in radio broadcasting who established WNAC(AM) Boston in 1922 and was president of Yankee network from its inception until 1946.

New to ABC teams ■ ABC reported last week that 13 affiliates have joined its American Entertainment, Information and FM radio networks. The seven new affiliates of the Entertainment network are: KHLB(AM) Burnet, Tex.; KRSB(FM) Roseburg, Ore.; KTL(AM) Tillamook, Ore.; WAPR(AM) Avon Park, Fla.; WILY(AM) Wilson, N.C.; WMTD(AM) Hinton, W. Va., and WTQ(AM) Manistique, Mich. Outlets joining the Information network are: KRED(AM) Eureka, Calif.; WBIE-AM-FM Atlanta; WIXC(AM) Fayetteville, Tenn.; WSER(AM) Sebring, Fla., and WVLN(AM) Olney, Ill. The new affiliate of the FM radio network is WBNY(FM) Buffalo, N.Y.

KRTV expands ■ Construction has begun on a new television production center for KRTV(TV) Great Falls, Mont. The structure's design will utilize four octagon-shaped pods with connecting corridors which will house a 60-foot studio, control room, news room and general offices. When completed, the building will provide 16,000 square feet of space. Occupancy of the new structure is scheduled for the fall of 1972.

Patterson's KTW-AM-FM bought by Sterling

Sterling Broadcasting, a Seattle-based group station owner, has purchased KTW-AM-FM there. The stations, which were recently placed in receivership, were part of a broadcast group owned by Norwood J. Patterson, who was sentenced last month to 10 months in prison and fines approaching \$8,000 for violations of Internal Revenue Service regulations (BROADCASTING, Nov. 8).

Although the purchase price for the KTW stations was not disclosed, a Sterling spokesman estimated that the firm will pay a sum in excess of \$500,000. Mr. Patterson, who is reportedly liquidating his assets, which include KBIF(AM) Visalia and KICU-TV Fresno, both California, has been directed by a federal district court judge in San Francisco to pay back taxes and penalties of more than \$100,000. KTW-AM-FM are currently under the trusteeship of Walter E. Webster Jr., a Seattle attorney.

Sterling Broadcasting, a subsidiary of Sterling Recreation Organization, Seattle, is the licensee of KALE(AM) Tri Cities, KBFW(AM) Bellingham, KEDO(AM) Longview-Kelso, all Washington, and KASH(AM) Eugene and KODL(AM) The Dalles, both Oregon. The parent firm operates a chain of movie theaters, bowling alleys and broadcast schools in

Washington, Oregon, California and Arizona. Frederic A. Danz is its president and sole owner.

Rodney V. Loudon, general manager of Sterling Broadcasting, said no changes in the KTW-AM-FM personnel or formats are presently anticipated. Any changes that do arise, he said, will result from the firm's community-needs study.

Sterling Broadcasting is expected to file for FCC approval of the transfer in mid-December.

KTW(AM) operates on 1250 khz with 5 kw. KTW-FM is on 102.5 mhz with 16.5 kw and an antenna 320 feet above average terrain.

House votes funds for propaganda outlets

The House has approved the administration-backed financing plan for Radio Free Europe and Radio Liberty.

By a vote of 271 to 12, the House on Nov. 19 adopted the proposal that would provide \$74.5 million to the stations over the next two years. The funds would be administered by a nine-member Commission on International Radio Broadcasting (two members each from the House, Senate and executive branch; three private members of the public, including broadcasting experts). The commission would be charged with the responsibility of reviewing the activities of the stations and submitting a report to the President in November 1972.

The measure now goes to conference, where it will be considered with the bill passed by the Senate last July. That plan would provide a straight one-year authorization of \$35 million (approximately the current funding level) to allow time for a study to determine the best method for long-term financing.

Radio Free Europe and Radio Liberty, the principal U.S. propaganda outlets, receive private funds. But the bulk of their operating costs have been paid by the Central Intelligence Agency.

Stations no longer in Kinney-TVC deal

Kinney Services Inc., and Television Communications Corp., both New York, reported last week there has been an adjustment of the previously announced agreement for the acquisition by Kinney of TVC, a cable-TV and broadcast-station operator (BROADCASTING, Oct. 18).

The adjusted terms were framed, it was said, because Kinney will not acquire the broadcast properties of TVC, as was contemplated. TVC instead intends to transfer its stations to a new Delaware corporation, Federated Media Inc., immediately prior to the merger, and to distribute all of FMI's shares to



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TVC's shareholders. The stations are WKJG-TV Fort Wayne, Ind., KNWA-FM Fayetteville, Ark., and WBNB-TV Charlotte Amalie, St. Thomas, Virgin Islands.

The new terms call for Kinney to acquire the cable-television and recording-studio operations of TVC for approximately 1,210,500 shares of Kinney common. Kinney closed at \$27 per share last Monday (Nov. 22) on the New York Stock Exchange, indicating a value of almost \$33 million.

The original transaction, including the stations, called for Kinney to acquire TVC for about 1,264,000 shares, now having an indicated value of approximately \$34.4 million. At the time the agreement was made last month, Kinney's shares were being traded at \$33.50, giving the deal an indicated value then of about \$42.3 million.

The TVC transaction, intended to be completed by Dec. 31, is subject to stockholder approval, a favorable tax determination and other conditions. Alfred R. Stern, president of TVC, will become a Kinney director and chief executive officer of TVC's cable business.



The Wisconsin Broadcasters Association's eighth annual radio and television seminar featured 19 state broadcasters and other communications experts who covered broadcasting from news to sales and promotion. One panel discussed the legal aspects of microwave, CATV and traditional broadcasting. Participating were (l to r): George Comte, VP and general manager, WTMJ-AM-FM-TV Milwaukee; Douglas Watson, VP of American Telephone and Telegraph, Chicago; Jay Ricks, Hogan & Hartson, Washington law firm; and Noel Jordan, department of mass communications, Denver University.

Equipment&Engineering

Apples and oranges for satellite deals

Proposals to networks will be unclear until comparability with AT&T is established

Six domestic-satellite applicants submitted to the three TV networks last week their "bids" for the networks' program-distribution business, quoting prices said to be at least one-third less and in one case approximately two-thirds less than the \$70 million to \$75

million a year the networks are currently paying AT&T.

Network sources declined, however, to reveal those prices, saying the dollar figures in themselves were meaningless as comparative measures because the services they envision are not comparable. For example, it was said, only 75 receiving studio hours a week are included in the price quoted in one proposal although the networks currently use 125 hours a week. What this one change alone—increasing from 75 hours a week to 125—would do to the applicant's dollar estimate could not be readily determined.

Apparently there are many such in-

stances of noncomparability that will have to be resolved, and prices adjusted accordingly, before realistic bottom-line figures can be determined. The complexity of the task was suggested by reports that each of the six submissions encompassed 250 pages or more and that the networks have given themselves until Jan. 7 to make their own individual studies of the proposals. Then representatives of all three networks will meet to consider the proposals together, and some time after that they will begin meeting with the individual applicants. One source said it was his personal hope, but not an official target date, that the networks would be ready to reach a decision by about April 1.

The only offering price made public was MCI-Lockheed Satellite Corp.'s \$28,370,000 a year, disclosed by MCI-Lockheed itself 10 days ago (BROADCASTING, Nov. 22). There was speculation that this was the lowest bid of the six, the one described as two-thirds less than present AT&T rates. Most were believed to range between \$30 million and \$50 million a year before reconciliation to put them on a comparable-service basis.

All six were said to be comparable in at least one respect: All were ready to provide studio-to-studio facilities, as AT&T does, taking responsibility for

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picking up the network signals at their points of origin, getting them to the earth stations and up to the satellites, then down again and to network affiliates for broadcasting.

The six applicants offering proposals were RCA Global Communications, Western Union, Communications Satellite Corp., Fairchild Industries and Western TCI/North American Rockwell in addition to MCI-Lockheed. Two others that have applied for satellites did not submit proposals to the networks: AT&T, which reportedly felt that its existing application provides for the type of service needed by the networks, and Hughes Aircraft, which indicated it is interested in operating a smaller satellite service serving GT&E primarily, plus CATV.

Earlier an engineering study commissioned by the networks indicated that together they could put up and operate a satellite system of their own for about \$55 million a year but they decided not to apply for their own if they can get adequate service from some other operator at what they would consider a reasonable price. They have, however, reserved the right to apply for their own if those conditions cannot be met.

Radio-TV imports rise in first three quarters

Imports of color-TV receivers for the nine months of this year were up 32.7%, to 859,596 units valued at \$135,921,946 compared to the same period in 1970, the Electronic Industries Association reported last week.

Black-and-white TV imports, however, only moved up 7.7% in that period, amounting to 2,768,761 units with a value of \$138,594,904.

Interestingly, color-TV imports with picture sizes under 11 inches slumped a drastic 69.5%, numbering only 33,397 units, valued at \$4,771,501. This slump also occurred in under-11-inch monochrome TV sets; the 710,095 units were down 12.1%, valued at \$33,807,891.

In radio, auto imports increased by 47%, to 2,263,403 units, with a value of \$37,040,118, while home-radio imports decreased by 8.8%, to 20,733,111 units, valued at \$202,828,555.

On the export side, color-TV sets were up 47.4% to 44,184 units valued at \$14,897,124, while black-and-white sets were up only 3.8% to 53,722 units valued at \$5,522,841.

U.S. manufacturers' auto-radio ex-

ports were up 8.2% to 350,087 units valued at \$9,228,261, while home-radio exports slipped by 2.1% to 178,886 units valued at \$2,308,307.

Technical Topics

Growing ■ LPB Inc., Frazer, Pa., manufacturer of a complete line of broadcast equipment, has expanded its facilities to accommodate an increase in production. Construction has doubled the plant's previous size.

Portable characters ■ Datavision Inc., Rockville, Md., has announced availability of its new model D-2400 character generator, a portable device for broadcast applications. The model permits simultaneous presentation of two different page displays, making it possible to use a title on-air, while preparing, changing or previewing a different title on the preview output. The unit weighs 17 pounds. Characters generated by the system are 32 scan lines high and are transmitted 16 per row over eight rows. Cost of the unit is \$4,500. Contact Datavision: 2351 Shady Grove Road, Rockville, Md. 20850.

Programming

CBS criticized on minority hiring

Talent coalition claims no significant improvement, says network data misleads

CBS was charged last week by a committee representing four entertainment unions in New York with underemployment of minority talent on its daytime drama TV series.

The Joint Equality Committee, composed of representatives of the New York offices of the American Federation of Television and Radio Artists, the Screen Actors Guild, the Directors Guild of America and the Writers Guild of America, made public a letter sent on Nov. 18 to Dr. Frank Stanton, CBS vice chairman, urging his personal intervention.

The letter outlined meetings the committee has had over the past 20 months with various CBS executives on the minorities employment issue and concluded that over this period, there has been "no significant change in hiring policy" and since last June, there has

been "even a slight decline from prior months."

The committee wrote Dr. Stanton that it "believes most strongly there should be more meaningful employment of minority talent in the CBS daytime dramas, both in front and behind the camera, and that this matter justifies your personal and immediate attention."

The committee claimed that CBS had supplied statistics last June purporting to show that minority employment on daytime drama series had improved substantially since the mid-1960's. The committee charged that the CBS system of reporting "consistently exaggerated the true figures" by substituting the word "performer" for "performances" (one Oriental actor appearing nine times, it said, was counted by CBS as nine Oriental actors); by inflating New York employment figures an average 25% in 1970 by including minority extras in old Hollywood movies, and by classifying dozens of Americans of Southern European ancestry as "ethnic minority performers."

A spokesman for the committee said it was not singling out CBS, but pointed out that CBS produces four daily daytime series and has more opportunity to

employ minority talent than other networks. He added the committee also is holding discussions with advertisers and agencies involved in daytime serials.

The committee released figures on CBS showing that for the period from January 1970 through September 1971, 3.4% of principal performers on daytime dramas were minority talent and 1.9% were principal minority performances.

CBS replied by letter to the JEC charges and called the allegations "manifestly untrue and your facts, with minor exceptions, grossly in error."

CBS maintained there has been "significant progress" in hiring of minority performers. The company noted that in the first three months of 1963 there were no minority appearances on daytime dramas on CBS-TV and during the same period of 1971, there were 244 minority appearances.

CBS agreed it had made an error in listing 60 natives appearing in *The African Queen* feature film as minority appearances but reported the JEC for pointing to this "single, isolated error," and generalizing that CBS's New York employment figures were inflated by 25%.

CBS also denied charges that it sub-

stituted the word "performer" for "performances" and said it was "puzzled" by the JEC claim that CBS had classified as minorities "dozens of Americans of Southern European ancestry."

"Is the committee taking issue with the Equal Employment Opportunity Commission definition of Spanish surnames as a type of minority classification on which we are required to report to the federal government?" CBS asked.

CBS pointed out that in 1967 there were 2,429 appearances by blacks on CBS-TV and said the figure rose to 3,446 in 1969 and 4,332 in 1970, and remarked: "And we hope that irresponsible charges will not be permitted to obscure that progress."

The reopened doors of Jot 'em Down Store

Some 40 years after they first began broadcasting weekly on KTHS(AM) Hot Springs, Ark., Chester Lauck and Norris Goff are back in business. Their comic interpretation of Lum and Abner, the two hill-country proprietors of the Jot 'em Down Store, which was open for business on network radio for 28 years, is currently being syndicated on some 70 radio stations.

Lum 'n Abner Distributions, Little Rock, Ark., is offering tapes of the original *Lum 'n Abner* broadcasts to stations on a 13-week contract basis. Clients receive 12 tapes per month, each with two 15-minute programs. Rates range from \$3 per program for markets under 10,000 to \$15 for markets of one million and over.

Now residing in Hot Springs, Mr. Lauck admits that he had some misgivings about the prospect of putting *Lum 'n Abner* into syndication. "We just didn't know how the new generation would accept our brand of humor," he said, "but the response has been most gratifying."

Was controversy invented in Dayton?

United Way tells FCC that there was no issue until complaint was made

The FCC ruling last month that public-service announcements on WLWD(TV) Dayton, Ohio, soliciting funds for the local United Appeal fell within the confines of the fairness doctrine (BROADCASTING, Oct. 25) could create problems in fund raising everywhere, the FCC has been told.

Last week the United Way of America, the national organization embracing all the United Appeal campaigns in the country, joined with the United Fund of Dayton to warn the commission that its October ruling "could seriously impair the effectiveness" of its members' efforts to obtain contributions from the public. Contrary to the opinion of Chairman Dean Burch—who maintained that PSA's for charity groups do not "automatically fall within the strictures of the fairness doctrine"—UWA contended that the Dayton case might well be read as meaning that similar spots in other markets would be afforded no immunity from fairness demands.

Under the Dayton ruling, UWA asserted, an individual who is, for instance, unhappy over a certain United Appeal allocation in his community "need only say: 'Don't give to the United Appeals,' and thus, by placing himself in a head-on collision with a previously considered noncontroversial request for funds, create an apparent case under the fairness doctrine."

The word "create" appears to have become the key point in UWA's summation of the situation in Dayton. The specific controversy arose because of the dissatisfaction of a group known

as United People with the local Dayton appeal's allocation of funds.

Where the commission erred in its decision, UWA said, was in its apparent acceptance of the opinion that the controversy in Dayton is whether people should give to the United Appeal. The broadcasts on WLWD in support of the appeal, UWA said, "did little more" than ask viewers to make contributions. They did not take sides on the allocation controversy. Thus, UWA said, United People in its fairness complaint to the commission effectively created a controversial issue by making the complaint. The same thing could be done on a broad scale whenever broadcasters promote charity drives, it warned.

UWA conceded that the nature of a charity drive such as the United Appeal could in certain cases conceivably create a controversial issue and be subject to a fairness review if broadcast is involved. But such an automatic fairness obligation, as UWA construed the commission's action in WLWD to require, should not be taken matter of factly, but rather on a case-by-case basis. The FCC's "implication" in WLWD, UWA said, is that public-service spots merely soliciting contributions for charitable organizations will themselves invoke a right of reply for any person or group at odds with some form of the charity's operation or feels that other charities are more deserving. Such an implication, UWA urged, must be re-examined and inevitably dismissed.

Home-town show makes it big

Impressive local success has led Mike Shapiro, general manager of WFAA-TV Dallas, to begin preparation for national syndication of *Inside Television*.

The format for success has been broadcaster-viewer communication by airing and answering viewers complaints and questions on the weekly series *Let Me Speak to the Manager*, on WFAA-TV. The expanded version for syndication, fully titled *Inside Television with Mike Shapiro*, is expected to be ready for distribution by September 1972 and will feature comments and criticisms of television from all markets carrying the program.

Answers will take the form of interviews and features from industry leaders, TV personalities, newsmakers and others. Time will be available within the program for local TV managers to field questions from their markets.

The local version of the show, seen Saturday nights in Dallas, boasts 250,000 viewers, a number-one rating in the time period, and a 36% share of audience.

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Another try for the children's eye

Daily bartered series, 'The New Zoo Revue,' set to start with moral-value lessons aimed at 2-to-9-year-olds

For the 12 years Eddie Smardan has been directing media and programming for Mattel Inc. out of the Los Angeles shop of Carson/Roberts/Inc., he's looked to find that ideal blend: a series for children that's educational yet still entertaining. A year ago a 23-year-old fellow came off the street with his equally young girl friend, acted, sang and did five different voices in auditioning an original musical he created. Media veteran Smardan thought he saw the realization of his ideal in the making. The result is *The New Zoo Revue*, a half-hour, first-run television strip, set for presentation on a station-by-station basis in January. And Douglas Momary and Barbara Atlas, the two young unknowns involved in the creation of the program, now are committed to turning out and acting in 65 book musicals, working on a budget of \$1.3 million.

First Mattel financed two pilots for the series at a cost of \$100,000 (part of the \$1.3 million quoted). A September 1971 start for the series was planned. Then Mattel dropped out of the financial end of the project and it became a joint venture of Carson/Roberts and the creative people.

Financing was now the problem. Enter 26-year-old TV and feature-film producer Stephen W. Jahn. He arranged the financing. Now the series is independent of Carson/Roberts and Mattel, but Eddie Smardan, C/R's vice president and director of media and programming, continues as program consultant and sales director for *The New Zoo Revue*. Mr. Jahn's Los Angeles-based

New Zoo Co. has control of the production.

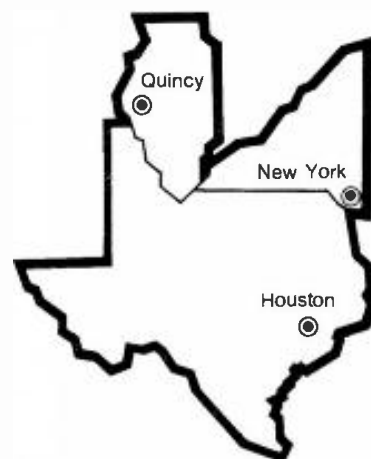
The title comes from the program concept that this is a new kind of zoo where animals learn. It's a message program for children 2 years of age to 9. It's planned for the program to be thought-provoking and to provide moral values. The program asks simple questions. For example: "What is work?" By way of the half-hour book musical, viewers are supposed to learn that everybody has to work to help mankind, that everybody has to do his share.

There will be three continuing animal characters in the series, garbed in life-sized animal costumes. There also will be two human characters. Both Mr. Momary and Miss Atlas will have continuing roles in the program.

As many as 37 shows will have been taped by the time the program goes on the air for the first time, Jan. 24, 1972. In all there will be 65 original shows, distributed with an allowance for three reruns.

Eddie Smardan's line-up of stations for the program is claimed to cover some 70% of the country with 73 stations clearing. All the Metromedia-owned stations and Kaiser Broadcasting stations are part of the line-up. So, too, is WGN-TV Chicago. In all, Mr. Smardan, as of mid-November, had cleared stations in all of the top-16 markets in the country with the exception of Pittsburgh. Mr. Smardan and Mr. Jahn call the commercial conditions under which stations clear for their program, "a reciprocal trade agreement." This is a

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One of the human and two of the animal characters in *The New Zoo Revue*.

euphemism for barter deal. On close inspection it's evident that Mattel and Carson/Roberts still are heavily involved in *New Zoo Revue*.

The barter deal calls for Smardan-Jahn and company to get a total of 520 commercial minutes from stations. Breaking this down: For each play of the program—there will be 260 plays of the half-hour program during the year—the program producer gets one commercial minute within the show. The producer also gets another one minute for each play of the show, which can be spun-out into a late-afternoon time period. The stations, in turn, get five minutes to sell within each half-hour play of the show.

In all, stations will have a total of 1,300 minutes to sell. Meanwhile, Mr. Smardan already has placed 195 of the 260 spin-out, or floating, minutes with his old client, Mattel Inc.

Mr. Jahn is going to set up his own distribution company to handle the show. Production is at Cinema General studios in Hollywood, with William Caruthers as producer-director. The programs will be sent out on two-inch video tape.

"We'll be happy to break even the first year," is Mr. Jahn's evaluation of early prospects.

KOOL to feed new bowl to radio network, AFRN

KOOL-AM-FM Phoenix has been granted the exclusive radio rights to broadcast the new Fiesta Bowl game, to be played in Tempe, Ariz., Dec. 27 (BROADCASTING, May 24).

A nationwide Fiesta Bowl radio network is being formed to carry the broadcast of the game. KOOL-AM-FM will originate the broadcast, with the American Forces Radio Network scheduled to pick up a live feed and carry it to 29 countries.

The annual contest will match the football champion of the Western Athletic Conference with a top-ranking college football team from another part of the country.

The National College Athletic Association sanctioned the Fiesta Bowl last year. It is the 12th major post-season collegiate football game to receive the NCAA's approval.

Narrow ratings gap in the ninth week

Only one-fifth of a rating point separated the three television networks in the Fast Nielsen ratings for the week ended Nov. 14: ABC and CBS were tied at 19.7 and NBC stood at 19.5. For the same week, ABC had led in the Nielsen multinetwide-area report.

ABC, which averages program ratings

Naked came the Casanova

A television actor's bounce in the buff brought surprisingly little adverse criticism to the British Broadcasting Corp.

Only a few viewers bothered to telephone the network after the Nov. 16 program, the first of a series of six screen plays on the life of Casanova, the 18th Century Italian playboy, in which the male lead appeared nude in one scene.

"We have had very few complaints," a BBC spokesman said, "but I think most people appreciated the artistic merit of the play."

The artistic merit, however, was lost on one critic—Mrs. Mary Whitehouse, the 61-year-old leader of a "clean-up television" campaign.

"If the BBC believes this is the sort of thing viewers want to see," she asked, "why don't they just open their own Playboy club? I thought it was a disjointed, badly produced play just used as a vehicle for lewdness."

slightly differently from the other networks, claimed a one-fifth-point lead over the others with a one-fifth-point spread among the three; ABC 19.9, to CBS's 19.7 and NBC's 19.5. (ABC researchers estimate the rating and share for the 9-to-11 period for programs that run beyond 11 p.m.).

In nights of the week, Nielsen gave CBS Monday, Wednesday and Saturday; ABC Tuesday, Friday and Sunday, and NBC Thursday. In the top-40 shows, CBS placed 16, NBC 13 and ABC 12 (a total of 41 shows because of a tie for one position).

The top 10: *All in the Family* (CBS), *Flip Wilson* (NBC), *Marcus Welby* (ABC), *Hawaii Five-O* (CBS), *ABC Sunday Movie* ("The Longest Day"), *Medical Center* and *Gunsmoke* (CBS), *Adam-12* (NBC), *Mannix* (CBS) and *ABC Movie of the Week*.

Opry to be site for folklife bill hearings

The stage of Ryman Auditorium in Nashville, better known as the home of WSM(AM)'s *Grand Ole Opry* broadcast, will be the site of a congressional hearing next week.

The ad hoc session, to be conducted by Senator Fred Harris (D-Okla.), will focus on a bill introduced by the senator and Representative Frank Thompson (D-N.J.) to create an American Folklife Foundation within the Library of Congress. The foundation would promote folklife festivals, provide research grants and collect art and records on American folklore.

The hearing, to be held Saturday, Dec. 4, will be broadcast live on WSM

from 5:30 p.m. until about 7 p.m., preceding the regular broadcast of the *Grand Ole Opry*.

The *Opry* performers invited to appear—who include Roy Acuff, Bill Monroe, Mac Wiseman and Minnie Pearl—will chat informally about the *Opry* and some may be called on for a sample of their music. Representative Richard Fulton (D-Tenn.), long-time associate of many *Opry* performers will also participate in the hearing.

Senator Harris held an outdoor hearing on the bill last July at the Smithsonian Institute's folklife festival in Washington.

WLTH chastised by FCC

FCC Complaints and Compliance Division Chief William B. Ray has informed the licensee of WLTH(AM) Gary, Ind., that actions by the station's general manager in response to persons wishing to respond to an editorial appear to have resulted in harassment and intimidation of the complainants.

The complaint filed with the commission by three Indiana University professors described how they had sought time to respond to a WLTH editorial urging listeners to petition President Nixon to pardon Lieutenant William Calley. They said that Warren Freiberg, WLTH vice president and general manager, read over the air their written request for reply time and suggested that listeners contact the professors at the university and give them feedback. The complainants added that when they asked for a transcript of Mr. Freiberg's remarks they were told that they would have to make the request by registered mail.

Mr. Ray told the station in a letter that Mr. Freiberg's actions could well have had a "chilling effect" on the complainants' attempt to air their views and the station apparently was deficient in its obligation to advance "robust, wide-open debate" of a controversial issue.

No immediate disciplinary action was taken against the station by the commission but Mr. Ray's letter will be filed at the FCC for consideration in future applications.

ProgramNotes

Behind bars ■ The CATV system in Chillicothe, Ohio, operated by Chillicothe Telcom Inc., began an unusual series earlier this month on its local-originations channel. It is a monthly half-hour program called *Spotlight*, written, produced and directed by convicts at Chillicothe Correctional Institute. The taped black-and-white pro-

Now, we're into music.



December 27-January 3

grams are designed to show various facets of prison life and feature candid discussions.

Prize offering ■ Television writers who present the best dramatic scripts dealing with the issue of population growth will be awarded \$20,000 by the Population

Communication Center, Los Angeles. The awards project is being developed with the Writers Guild of America. Rules will be set up by representatives of the Population Communication Center, the National Academy of Television Arts and Science and the WGA.

What kind of year? ■ The Associated Press is producing its seventh annual year-end audio program, *The World in Sound—1971*, narrated by Morgan Beatty. The 56-minute program, available on tape and one 33 1/3 long-play record, will cover the news of the year.

Broadcast Journalism

Honors for involved journalists

duPont-Columbia's annual awards reflect incisive reporting on current problems

The winners of the third annual Alfred I. duPont-Columbia University Awards in Broadcast Journalism were announced last week by Dr. William J. McGill, president of Columbia. The awards are administered by the university's Graduate School of Journalism.

The selection of the winners by a seven-member jury was made in conjunction with the Alfred I. duPont-Columbia University survey in broadcast journalism, an annual independent study of news and public affairs.

This year's awards—all in television—went to: John Sharnik and CBS News for *Justice in America*; NBC News for "The Man From Uncle (Sam)" and "The FBI" segments of *First Tuesday*; Martin Carr and NBC News for *This Child Is Rated X* and *Migrant*; Susan Garfield and Group W for *All The Kids Like That*; Geraldo Rivera and WABC-TV New York for "Drug Crisis in East Harlem," and

Diane Orr and KUTV(TV) Salt Lake City for *Warrior Without a Weapon*.

All but two of the winning selections dealt with the lot of the dispossessed, the alienated and the underprivileged. Two programs were devoted primarily to drugs and two to crime and punishment.

CBS's *Justice in America* was three one-hour sequences. The judges said "it examines with unusual thoroughness the inequities and inadequacies of the U.S. courts and penal institutes."

"The Man From Uncle (Sam)" and "The FBI" were both substantial segments of NBC's two-hour monthly magazine show, *First Tuesday*. According to DuPont-Columbia jurors, both programs "dealt with the precarious state of individual privacy in the nation and examined agencies more accustomed to prying than being pried into."

"The Man From Uncle (Sam)" was produced by William B. Hill and re-

ported by correspondent Tom Pettit. "The FBI" was reported and produced by Garrick Utley and Thomas Tomizawa, with Walter Pincus serving as special consultant.

Martin Carr's award winner, *Migrant*, was a return visit to the scene of Edward R. Murrow's classic television documentary, *Harvest of Shame*. The Carr program, according to jurors, presented a picture of "corporate indifference to the plight of the field workers and their families."

The second Carr documentary, *This Child Is Rated X*, was an examination of the treatment of juvenile delinquents in the courts and penal institutions.

Susan Garfield's *All The Kids Like That*, produced for Group W, was one of many radio and television programs that demonstrated during the year a heightened sensitivity and understanding in the treatment of the nation's drug epidemic. The program centered on the drug abuse problems of a 15-year-old boy from a Boston suburb.

"Drug Crisis in East Harlem," reported by WABC-TV's Geraldo Rivera on the weekly show *Like It Is*, is the shortest segment (10 minutes) ever to win a DuPont-Columbia Award. Mr. Rivera took his camera to the rooftops and basements of East Harlem where there were hard-core addicts and "without undue gentleness or consideration," according to the jurors, "he shoved his microphone into their faces and demanded straight answers, and got them . . . sometimes. . . ."

Diane Orr produced *Warrior Without a Weapon* for KUTV. A half-hour film on the Goshute Indians of Utah, the program was lauded for leaving the viewer "with a sense of awe and doubt rather than the usual pity or guilt."

The awards will be presented Dec. 9 in New York, coincident with publication of the third annual DuPont-Columbia survey of journalism.

Newscast nets WCKT a \$6-million suit

A Miami retail store has filed a \$6-million damage suit against WCKT(TV) Miami, charging the station with a "pre-



This Child Is Rated X



Justice in America



Drug Crisis in East Harlem

conceived policy to injure" the company.

Kennedy & Cohen, a retail outlet for home appliances, radio and television sets, claimed damages of \$1 million, and asked the federal district court in Miami to award \$5 million in punitive damages.

The suit stems from a WCKT news program on Nov. 5, in which, Kennedy & Cohen claims, its customers were "directly led to believe that (retailers) sales promotion was a deceptive trade practice."

WCKT newsmen had attended a seminar on deceptive advertising practices that day, and reported it in the 6 p.m. newscast. The company claims the station showed during the newscast a replica of one of its sales brochures, which had been mailed to some 80,000 customers.

WCKT news director, James Strul said Kennedy & Cohen "was in no way identified" during the broadcast. He added that no brochures as a whole were shown, just parts of many were displayed.

Mr. Strul said the store did not call or complain about the program before filing the suit. "The first we heard about it was when we read it in the paper."

NBC News on tour

Five NBC News correspondents based in key areas throughout the world will make a personal-appearance tour of eight American cities Jan. 7-14 for a discussion of "American Foreign Policy in an Election Year." Participating are Pauline Frederick, United Nations; Herbert Kaplow, White House; Douglas Kiker, Rome and the Middle East; Ray

Scherer, London, and Phil Brady, Hong Kong and Southeast Asia. The tour will cover New York, Detroit, Chicago, Pittsburgh, Milwaukee, Huntington, W. Va., Charleston, W. Va., and Hempstead, N.Y.

Asian news exchange at Tokyo meeting

TV and radio news executives from North America, Latin America, Europe and Asia met Nov. 15 in Tokyo for a five-day Asia broadcast news workshop under the sponsorship of the International Broadcast Institute.

The workshop explored the possibilities of developing an Asian broadcast news exchange by satellite or other means. It also brought Asian newsmen, particularly those from developing countries, up to date on news practices, techniques and policies in other countries and gave Asian participants an opportunity to offer their evaluation of the quality and quantity of news imported from TV news groups and wire services outside Asia.

Other agenda items included a Radio and Television News Directors Association presentation on U.S. news, submitted by James A. McCulla of ABC Radio News, Hollywood, for a former RTNDA president.

Sig Mickelson, international and TV vice president of Encyclopaedia Britannica Educational Corp., who formerly was with CBS News and Time-Life Broadcast, was one of the key figures in the conference as immediate past chairman of IBI and new chairman of its executive committee.

Others who attended from U.S. news

organizations included J. W. Roberts, Time-Life Broadcast, Washington; Tom Frawley, Cox Broadcasting, Washington; William Sheehan, ABC News, New York; David Henderson, Tokyo bureau manager, CBS News, and Samuel Holt and Robert Bruce, Public Broadcasting Service, Washington.

The workshop was held at the NHK Broadcasting Center.

More on Schorr—from Senator Byrd

Senator Harry F. Byrd Jr. (I-Va.) has said there is "something pretty fishy" about the Federal Bureau of Investigation's check on CBS correspondent Daniel Schorr ordered by the White House (BROADCASTING, Nov. 15).

In remarks delivered on the Senate floor Nov. 15, Senator Byrd noted that the White House complained about Mr. Schorr's reporting. "Yet the White House says that the reason it had the FBI investigate Mr. Schorr is not that it disliked the way he covered the Nixon administration for CBS, but because it wanted to offer him a job," the Senator said. But, why would the White House offer a top government position to a TV commentator whose reliability it questions?, he asked.

Stating that he is concerned about the use of the FBI to investigate those who have been critical of the government, Senator Byrd commended Senator Sam J. Ervin Jr. (D-N.C.) for his decision to "look carefully and thoroughly into this rather strange matter" when the Constitutional Rights Subcommittee continues its hearings on freedom of the press next year.

Promotion

Capitalizing on the brighter side

'Happy Day' radio promotion-program package accentuates the positive and the good news

Why is that man smiling? If he's Merrill Barr, general manager of Hap Day Industries, Boston, there's good reason. In little more than a year, his Happy Day radio promotion package has hit more than 230 markets and is still growing.

According to Mr. Barr, it is "a positive approach in the face of an up-tight, tense, negative world."

The concept for Happy Day is not a newcomer. It began in 1957 when the Los Angeles agency, Carson/Roberts, developed the Happy Day smile and logo for its trademark and for use on in-



house publications. The salability of its creation in the station market, however, did not really take until September 1970, when Carson/Roberts brought Hap Day Industries and Merrill Barr into the act.

Although its message is simple—"Have a Happy Day!"—its listener approach is quite sophisticated. Happy Day offers stations a comprehensive package of music—including middle-of-the-road, country-and-western and top-40 versions—comedy vignettes, "happy news" stories, graphics and related Happy Day merchandise.

According to Mr. Barr, the program proves that a carefully planned promotion package can be successfully used over an extended period of time.

Supporting his contention is the fact

that when the package was first made available, 50 stations signed on. So far, 39 have renewed for the second phase of Happy Day. Among its 230 participating stations (200 in the U.S.), 16 fall in the top-50 markets, 11 in the next 50 and 26 in the next 100. The 30 stations overseas are all in Australia and New Zealand.

Cost for Happy Day—phase two, which enlarges on phase one, as well as phase one—ranges from \$1,200 to \$12,000 depending on market size and metro-area population. The original Happy Day package includes a 37-piece music package with the Have a Happy Day theme song, and numerous abbreviated variations suitable for station ID's; 800 comedy vignettes; 130 "happy news" stories, reported by former ABC newsmen Don Allen, in addition to

graphics by Carson/Roberts/Inc.

The Happy Day concept has even hit staid Wall Street. To help themselves bear up under the current bear market, a group of Wall Street merchants and brokers sponsored an event that included a Dixieland band and miniskirted girls who passed out Happy Day buttons.

Outside of promotion work, Mr. Barr said that Hap Day would expand its activities. In one such move, the firm has agreed to be exclusive worldwide distributor of *The Audio Biographies* syndicated radio packages produced by Diamond P. Enterprises, Hollywood. The *Audio Biographies* consist of 12 hours each on the life and times of Burt Bacharach, Ray Charles and Jerry Lee Lewis. In addition to *Audio Biographies*, Hap Day will distribute *The Rebound Sound*,

a 10-hour package of contemporary music from 1955 to 1965, also produced by Diamond P. This package will not be available until next April.

PromotionNotes

C-E aids Ad Council ■ The Advertising Council has enlisted the aid of Campbell-Ewald Co., Detroit, as volunteer agency for United Community Campaigns. The public-service campaign will be conducted on behalf of the United Negro College Fund. C-E replaces BBDO Inc., which has served UCC for more than 25 years. BBDO on Nov. 17 received the Ad Council's top honor at an annual awards ceremony in New York. BBDO was cited for 25 years of volunteer service.

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Cooke gains time in proxy battle

In Teleprompter case he wins more delay of stockholders meeting

U.S. Southern District Court in New York ordered last week another postponement in the resumed annual meeting of the Teleprompter Corp., New York, requesting the company's management to set a date from 35 to 60 days from last Tuesday (Nov. 23).

Judge Charles L. Brieant Jr. acted on a motion by Jack Kent Cooke, West Coast industrialist and Teleprompter's largest stockholder, who is leading a proxy battle against the company. The company's board of directors will be elected at the resumed meeting as this was the only item not consummated at Teleprompter's annual stockholders session held early last month.

Mr. Cooke's motion sought the ouster of Irving B. Kahn as board chairman and director of Teleprompter; the return of the voting rights of his stock, assigned to Mr. Kahn in accordance with an agreement between Mr. Cooke and Teleprompter, and the delay in holding the resumed meeting so that a dissident board of directors slate could be nominated.

Judge Brieant did not rule on Mr. Kahn's ouster since the chief executive of Teleprompter resigned his posts several weeks ago (BROADCASTING, Nov. 4) or on the issue of voting rights since they automatically reverted to Mr.

Cooke on Mr. Kahn's departure from the board.

In his order on the resumed meeting, Judge Brieant also directed that voting at the meeting be restricted to shareholders of record on Oct. 28 and that this list must be provided to the dissident group by the Teleprompter management.

The opposition slate of nominees for directors consists of Mr. Cooke and E. William Henry, former FCC chairman; Michael Roth, New York attorney; Charles Luckman, president of Ogden Development Corp.; Raymond Shafer, former governor of Pennsylvania; Ralph A. Hart, former board chairman of Heublein Inc.; Philip L. Lowe, former chief executive officer, ITT-Sheraton Corp.; Marvin Cotton, executive vice president, Allen & Co., New York investment bankers; Bernard Goldstein, chief executive officer, United Data Center Inc.; Berle Adams, former vice president, MCA Inc., and Ralph L. Lewis, editor and publisher, *Harvard Business Review*. A spokesman said that if the slate wins, the board will be enlarged to 12, and named to it will be Maurice B. Mitchell, chancellor of the University of Denver and formerly a broadcasting executive and president of Encyclopedia Britannica Inc.

Mr. Kahn resigned as company board chairman (he remains as an employee) after he was convicted of bribery and conspiracy charges in the award to Teleprompter of the Johnstown, Pa., CATV franchise (BROADCASTING, Oct. 25).

In a related development, Teleprompter filed a \$30-million counter-

claim against Mr. Cooke, saying he had damaged the corporation by issuing false and misleading information. A spokesman for Mr. Cooke said: "We believe the claim to be totally without merit."

Discord in the ranks at Movielab meeting

Movielab Inc.'s annual meeting in New York was enlivened last week when a stockholder urged that a "watch-dog" committee be established to work with the board of directors of the financially pressed film-processing company.

Theatrical producer Alfred Stern said he was making the proposal because he was "disturbed" by an approximate 80% loss on his Movielab holdings. His motion was defeated by shareholders, but Mr. Stern later said he might attempt to solicit proxies for next year's annual meeting.

Saul Jeffee, Movielab president, said that for the fiscal year ending next Jan. 2 the company "is hopeful of being in a break-even position or even in the black." In fiscal 1971, the company, which processes films for television and motion pictures, reported a loss of \$3.1 million before extraordinary items.

Sperry Rand picks up where RCA left off

Sperry Rand Corp., New York, and RCA have reached an agreement in principle under which Sperry Rand's Univac Division will assume responsibility for RCA's general-purpose com-

puter customers in the U.S., Canada and Mexico for an initial payment of \$70 million on Jan. 1, 1972.

Under the transaction, which does not cover RCA's computer-manufacturing facilities, Sperry Rand also would pay a varying percentage of future revenues over a five-year period that are estimated to reach between \$30 million and \$50 million. Anticipated closing date is Dec. 31, 1971.

The agreement involves maintenance and service agreements and covers more than 1,000 installations and in excess of 500 customers, primarily in the U.S. RCA said that approximately 2,500 computer personnel, including engineers, systems analysts, programmers and sales representatives, will be given an opportunity to join the Univac organization.

RCA announced its intention of leaving the general computer field last September (BROADCASTING, Oct. 4). The company still has to dispose of its manufacturing facilities in Palm Beach Gardens, Fla., and Marlboro, Mass.

Cowles, minus 'Look,' reports earnings up

Cowles Communications Inc., New York, reported improvements in earnings for the first nine months of 1971.

Cowles showed an operating loss of \$120,000 for the period, compared to an operating loss of more than \$1.9 million for the comparable 1970 period, but with addition of extraordinary items to both nine months, Cowles net income rose substantially in 1971.

Cowles said its operations, now principally in broadcasting, showed a net profit for the first nine months of 1971 of \$802,000, as compared with loss of \$155,000 in the 1970 period.

For the first nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 0.70	\$ 0.08
Revenues	8,452,000	7,650,000
Net income	2,794,000	319,000

Company Reports

■ Ampex Corp., Redwood City, Calif., major producer of magnetic tape-recording equipment and products, reported a second-quarter and six-month loss and estimated a net loss for fiscal 1971.

For the six months ended Oct. 30:

	1971	1970
Earned per share (loss)	\$ (0.31)	\$ 0.01
Revenues	155,290,000	138,960,000
Net earnings (loss)	(3,399,000)	136,000

Note: 1970 figures restated to reflect accounting change.

■ Grey Advertising, New York, reported an approximate \$3-million rise in gross billings and a slight increase in net income for the nine months ended Sept.

30. Figures include Grey-North Inc., Chicago, whose business and assets were acquired as of Jan. 1.

For the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 0.64	\$ 0.61
Gross billings	144,666,000	141,597,000
Net income	791,000	739,000

■ Rahall Communications Corp., St. Petersburg, Fla., group station owner, reported an increase in revenues but a net loss for its newly adopted fiscal year ended June 30:

	1971	1970
Earned per share (loss)	\$ (1.66)	\$ 0.56
Revenues	8,094,964	6,384,421
Net earnings (loss)	(1,739,817)	570,268

■ Four Star International Inc., Beverly Hills, California, television production and distribution company, reported a loss of more than \$300,000 for the fiscal year.

For the year ended June 26:

	1971	1970
Earned (loss) per share	\$ (0.45)	\$ (0.47)
Revenues	4,286,042	5,159,861
Net earnings (loss)	(338,359)	(334,901)

■ Walt Disney Productions Inc., Burbank, Calif., reported record results for fiscal 1971, with revenues increased 5% and net income 22%.

For the fiscal year ended Oct.:

	1971	1970
Earned per share	\$ 2.07	\$ 1.87
Revenues	175,600,000	167,103,000
Net earnings	26,675,000	21,759,000

Notes: 1970 figures for 53-week period. Earned per share in 1970 based on fewer shares. 1971 revenues include net interest received of \$1.15 million for the year.

■ Rollins Inc., Atlanta, group station owner and CATV operator, reported record earnings and revenues for the six-month period ended Oct. 31:

	1971	1970
Earned per share	\$ 0.62	\$ 0.55
Revenues	69,852,051	63,191,945
Net earnings	5,110,395	4,518,449

■ Schering-Plough Corp., Bloomfield, N.J., diversified company which owns the Plough broadcast stations, reported last week a 12% rise in revenues and a 14% increase in net income for the third quarter of 1971 as compared to the corresponding period a year ago. According to the firm, "all major product lines contributed to the sales in-

creases reported for the quarter." Schering-Plough also announced increased revenues and net income for the nine months ended Sept. 30.

	1971	1970
Earned per share	\$ 1.73	\$ 1.49
Revenues	337,510,000	303,749,000
Net income	46,084,000	39,504,000
Shares outstanding	26,644,000	26,544,000

■ Wrather Corp., Beverly Hills, producer of TV's *Lassie* series which has interests in other TV productions and leisure-time operations, reported a nine-month fiscal loss on sales slightly higher than that of the year-ago period.

For the nine months ended Sept. 30:

	1971	1970
Earned per share (loss)	\$ (0.23)	\$ 0.41
Revenues	19,838,885	18,994,602
Net earnings (loss)	(509,604)	893,996

Notes: 23 cents earned per share loss includes a 64 cents special loss from closing of Lone Ranger Food System. 1970 figures restated.

Financial Notes

■ The Interpublic Group of Companies has regained sole control of Dataplan Inc., New York data center, from Informatics Inc., Canoga Park, Calif. Dataplan was a wholly owned subsidiary of Interpublic until June 1969, when 70% of it was sold to Informatics.

■ Kinney Services Inc., New York, has filed a statement with the Securities and Exchange Commission seeking registration of 106,967 shares of outstanding common stock and 1,925 outstanding shares of \$4.25 series B convertible preferred stock. The shares may be offered from time to time by stockholders. The SEC estimated, for filing purposes, that the common stock is currently worth \$29 per share and the preferred securities \$105 per share.

■ Liberty Corp., Greenville, S.C., parent company of Cosmos Broadcasting, has declared a regular quarterly dividend of five cents per share on the common stock and 10 cents per share on the voting preferred stock, both payable Dec. 31 to holders of record on Dec. 15.

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KOMA Okla. City	WHAL Shelbyville	WJCW Johnson City	WTIX New Orleans
WDAK Columbus, Ga.	KLCN Blytheville	WJLS Beckley	WWST Wooster
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BroadcastingStockIndex

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

	Stock symbol	Ex- change	Closing Nov. 23	Closing Nov. 17	Net change in week	1971 High	1971 Low	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting									
ABC	ABC	N	44½	44½	+ ½	48	25	7,095	\$316,579
ASI Communications	ASIC	O	2	2½	- ½	4½	2½	1,789	3,578
Capital Cities	CCB	N	40½	40	+ ¼	49½	29	6,236	250,999
CBS	CBS	N	42½	45½	- 3	49½	30½	27,210	1,146,085
Cox	COX	N	32	32½	- ¼	36½	17½	5,802	185,664
Gross Telecasting	GGG	A	11½	11½	- ½	16	10½	800	9,000
LIN	LINB	O	11	11½	- ¾	15½	6½	2,294	25,234
Mooney	MOON	O	8	7½	+ ½	9½	4	250	2,000
Pacific & Southern	PSOU	O	8	8½	- ¾	17½	8	1,930	15,440
Rahall Communications	RAHL	O	9	9½	- ½	29	8½	1,037	9,333
Scripps-Howard	SCRH	O	20	20½	- ½	25	18	2,589	51,780
Sonderling	SDB	A	19	19½	- ¾	34	17	997	18,943
Starr	SBG	M	17	18½	- 1½	20½	8½	496	8,432
Taft	TFB	N	34½	34½	+ ½	44½	23½	3,707	127,410
								Total	62,232
									\$2,170,477

Broadcasting with other major interests

Avco	AV	N	12½	13½	- 1½	18½	12½	11,476	\$140,581
Bartell Media	BMC	A	2½	3½	- ½	8	3½	2,254	6,469
Boston Herald-Traveler	BHLD	O	22	21	+ 1	28	19	577	12,694
Chris-Craft	CCN	N	5½	6½	- ¾	9½	5½	3,901	21,456
Combined Communications	CCOM	O	18	20½	- 2½	24½	10½	2,206	39,708
Cowles Communications	CWL	N	9½	10½	- ¾	13½	8	3,969	36,713
Fuqua	FQA	N	15½	17½	- 1½	26½	13½	7,524	118,503
Gable Industries	GBI	N	19½	20½	- 1	24½	9½	1,667	32,923
Gannett	GCI	N	46	52½	- 6½	60	32½	7,519	345,874
General Tire	GY	N	22½	23½	- ½	28½	21½	18,713	425,721
Gray Communications		O	6	6½	- ¾	8	5½	475	2,850
ISC Industries	ISC	A	5½	5½	+ ¾	8	4½	2,114	11,627
Lamb Communications		O	2	2½	- ¾	2½	2	475	950
Lee Enterprises	LNT	A	16½	16½	- ¼	20	16½	2,936	48,444
Liberty Corp.	LC	N	16½	17½	- ¾	24	16½	6,744	109,590
Meredith Corp.	MDP	N	20½	22	- 1½	29½	19½	2,772	57,159
Metromedia	MET	N	24½	25½	- ¾	30½	17½	5,764	141,218
Multimedia Inc.		O	30	32½	- 2½	34½	25	2,407	72,210
Outlet Co.	OTU	N	14	15	- 1	22	13½	1,334	18,676
Post Corp.	POST	O	16	17½	- 1½	17½	9½	734	11,744
Publishers Broadcasting Corp.	PUBB	O	2	2½	- ¼	4½	1½	916	1,832
Reeves Telecom	RBT	A	2½	2½	- ½	3½	2	2,292	4,859
Rollins	ROL	N	42	43½	- 1½	43½	25½	8,065	338,730
Rust Craft	RUS	A	19½	20½	- ¾	23	19½	4,636	89,799
Schering-Plough	PLO	N	80½	80½	+ ½	87½	80½	25,174	2,035,821
Storer	SBK	N	23½	23½	+ ¾	33½	19	4,223	99,241
Time Inc.	TL	N	50	54½	- 4½	62½	40½	7,258	362,900
Trans-National Communications		O	—*	½	—	1½	½	1,000	250
Turner Communications		O	2	2½	- ¾	4	2	1,328	2,656
Wometco	WOM	N	15½	17	- 1½	23½	15½	6,037	92,064
								Total	140,490
									\$4,683,262

CATV

Ameco	ACO	O	2	2½	- ½	12½	1½	1,200	\$ 2,400
American Electronic Labs	AELBA	O	4	5½	- 1½	10	3	1,688	6,672
American TV & Communications	AMTV	O	19	19½	- ¾	26½	19½	2,184	41,496
Burnup & Sims	BSIM	O	21	24½	- 3½	37½	20½	3,081	64,281
Cablecom-General	CCG	A	10½	11½	- ¾	17½	9½	2,485	25,471
Cable Information Systems		O	2	1½	- ¼	4½	1½	955	1,910
Citizens Financial Corp.	CPN	A	11½	12½	- 1½	15½	11½	1,590	17,681
Columbia Cable	CCAB	O	11	10½	+ ½	15½	9½	900	9,900
Communications Properties	COMU	O	8	9½	- 1½	11½	7½	1,908	15,248
Cox Cable Communications	CXC	A	16	18½	- 2½	25½	15½	3,552	56,832
Cypress Communications	CYPR	O	8	7½	+ ¼	10½	7	2,384	19,072
Entron	ENT	A	2½	2½	—	7½	2½	1,320	3,788
General Instrument Corp.	GRL	N	14½	15½	- 1	29½	14½	6,370	90,773
LVO Cable Inc.	LVOC	O	7	8½	- 1½	10½	7	1,466	10,262
Sterling Communications	STER	O	4	4	—	6½	3½	1,100	4,400
Tele-Communications	TCOM	O	16	16½	- ¾	22½	12	2,856	45,696
Teleprompter	TP	A	79½	82½	- 2½	95	58½	3,077	245,391
Television Communications	TVCN	O	8	8½	- ½	10½	5½	3,804	30,432
Viacom	VIA	N	10	11½	- 1½	21	10½	3,791	37,910
Vikoa	VIK	A	5	5½	- ½	14½	4½	2,344	11,720
								Total	48,013
									\$741,335

Programing

Columbia Pictures	CPS	N	7	8½	- 1½	17½	7	6,342	\$ 44,394
Disney	DIS	N	101½	106½	- 5	128½	77	12,854	1,304,681
Filmways	FWY	A	4½	4½	- ¾	11½	4½	1,829	7,535
Four Star International		O	—*	1	—	1½	1	666	666
Gulf & Western	GW	N	22	23	- 1	31	19	15,010	330,220
Kinney Services	KNS	N	27½	27½	- ¾	39½	25½	12,716	348,037
MCA	MCA	N	18½	18½	+ ¼	30	17½	8,165	154,074
MGM	MGM	N	16	17½	- 1½	28½	15½	5,886	94,176
Music Makers	MUSC	O	1	1½	- ¾	3½	1½	589	589
Tele-Tape Productions		O	1	1½	- ¾	2½	1	2,183	2,183
Transamerica	TA	N	15½	16	- ¾	20½	14½	63,841	965,276
20th Century Fox	TF	N	8½	8½	- ¾	15½	7½	8,562	69,523
Walter Reade Organization	WALT	O	1	1½	- ¾	5½	1½	2,414	2,414
Wrather Corp.	WCO	A	5½	5½	- ½	8½	5½	2,164	11,902
								Total	143,221
									\$3,335,670

	Stock symbol	Ex- change	Closing Nov. 23	Closing Nov. 17	Net change in week	1971 High	Low	Approx. shares out (000)	Total market capitali- zation (000)
Service									
John Blair	BJ	N	14%	14%	—	24%	14%	2,587	\$ 38,469
ComSat	CQ	N	51½	54%	— 2%	84½	49%	10,000	515,000
Creative Management	CMA	A	8	8½	— ½	17%	7%	969	7,752
Doyle Dane Bernbach	DOYL	O	20	21½	— 1½	26½	20	1,934	38,680
Elkins Institute	ELKN	O	4	6½	— 2½	16%	4	1,664	6,656
Foote, Cone & Belding	FCB	N	8%	8%	+ ½	13%	7%	2,196	19,215
Grey Advertising	GREY	O	12	12	—	16%	9%	1,209	14,508
Interpublic Group	IPG	N	18½	18%	— ½	27½	18%	1,673	30,315
Marvin Josephson Assoc.	MRVN	O	6	5%	+ ½	12	5%	902	5,412
LaRoche, McCallrey & McCall		O	—*	11½	—	16½	9	585	6,728
Marketing Resources & Applications		O	8	7½	+ ½	18%	2%	504	4,032
Movielab	MOV	A	2	1%	+ ½	4	1%	1,407	2,814
MPO Videotronics	MPO	A	3½	3%	— ½	8½	3½	557	1,950
Nielsen	NIELA	O	39	38%	+ ¼	49%	38%	5,299	206,661
Ogilvy & Mather	OGIL	O	32	32½	— ¼	36%	24	1,096	35,072
PKL Co.	PKL	A	6%	7%	— 1½	10%	3%	778	4,956
J. Walter Thompson	JWT	N	34½	37½	— 2%	60	34½	2,720	93,840
Transmedia International		O	—*	½	—	3%	½	535	268
Wells, Rich, Greene	WRG	N	15%	17%	— 1%	25%	15%	1,602	25,424
Total								38,217	\$1,057,752
Manufacturing									
Admiral	ADL	N	13%	15%	— 2½	21	8	5,163	\$ 67,739
Ampex	APX	N	11%	14%	— 3%	25%	11%	10,873	126,344
CCA Electronics	CCAE	O	4	4%	— ¾	5½	2%	897	3,588
Collins Radio	CRI	N	10%	10½	— ½	20%	10%	2,968	30,778
Computer Equipment	CEC	A	2%	2%	+ ¼	7%	2½	2,434	6,986
Conrac	CAX	N	18%	20%	— 1%	29	15%	1,259	23,606
General Electric	GE	N	56%	57%	— 1	65%	52%	181,626	8,509,251
Harris-Intertype	HI	N	45%	49%	— 4	69%	46%	6,344	287,066
Magnavox	MAG	N	41%	42½	— 7%	55	37%	17,283	719,318
3M	MMM	N	119%	123%	— 3%	126%	95%	56,186	6,728,274
Motorola	MOT	N	69%	73	— 3%	89%	51½	13,370	934,162
RCA	RCA	N	31%	32%	— ¾	40%	26	74,437	2,363,375
Reeves Industries	RSC	A	2%	2%	— ½	6%	2%	7,794	16,523
Telemation	TIMT	O	6	7	— 1	13%	6	14,040	84,240
Westinghouse	WX	N	84%	86½	— 1%	97%	65%	41,555	3,526,773
Zenith	ZE	N	38	40	— 2	54%	36%	19,025	722,950
Total								455,254	\$24,150,973
Grand Total								893,427	\$36,139,469
Standard & Poor Industrial Average			99.36	102.26	— 2.90				

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. 23.
Over-the-counter bid prices supplied by Merrill Lynch,
Pierce Fenner & Smith Inc., Washington.
* Prices not available.
† Two-for-one stock split.

Fates&Fortunes®

Broadcast Advertising

Joseph A. Albanese, account supervisor, Dancer-Fitzgerald-Sample, New York, joins Grey Advertising there as VP. **Helen B. Johnston**, director of media analysis and assistant media director at Grey, elected VP.

Michael Lepiner, TV account supervisor, BBDO, New York, joins Benton & Bowles there as director of TV programming.

Ronald E. Francisco, media buyer, Lewis & Gilman, Philadelphia, agency, promoted to media supervisor. **Shirley M. Zastawny** and **Susan H. Blunt**, associate media buyers for agency, appointed to media buyers. **Doris Tobin**, director of radio-TV production, Kelly, Nason, New York, joins Lewis & Gilman as radio-TV production manager.

John H. Borst, with Doremus & Co., New York, named VP.

Gene Dewitt, media director, and **Dick Costello**, management supervisor, Rosenfeld, Sirowitz & Lawson, New

York, agency, named VPs for agency.

Walter J. Konjolka, sales manager, Television Advertising Representatives, Chicago office, joins KDKA-TV Pittsburgh as general sales manager.

Kay O'Connor, account executive, Nadler & Larimer, New York, agency, joins Warwick & Legler there in same capacity.

Marvin Houtz, national sales manager, WNAX(AM) Yankton, S.D., appointed to similar position at Roy H. Park Broadcasting of the Midwest, station's licensee. Mr. Houtz will coordinate national sales for Park's KRST-AM-FM St. Louis Park and WEBC(AM) Duluth, all Minnesota, in addition to WNAX.

Bruce Fleming, assistant general sales manager for KHJ-TV Los Angeles, appointed general sales manager. **Marv Kress**, account executive for KHJ-TV, appointed assistant general sales manager.

Joseph C. Dimino, national sales manager, WSBK-TV Boston, appointed general sales manager.

John W. Higgenbotham, advertising manager, Michelob division, Anheuser-Busch, St. Louis, appointed Southeastern regional manager of parent firm. He is succeeded by **Michael J. Roarty**, division manager, Chicago office.

The Media

Martin Pollins, former executive VP of U.S. Communications Corp., Philadelphia group owner, and before that in executive posts with number of stations, named divisional VP, broadcast division, Sonderling Broadcasting Corp., New York, reporting to **Alan Henry**, executive VP.

John Serrao, president, United Artists Broadcasting Co., New York, appointed assistant general manager of KTLA-TV Los Angeles.

Michael M. Schreter, treasurer of Golden West Broadcasters, Los Angeles, promoted to VP, finance and administration. **Robert W. Sponseller**, corporate auditor for The Signal Companies,

Los Angeles, 49% owner of GWB, named group's corporate controller. GWB stations include KTLA(TV) and KMPC(AM), both Los Angeles; KSFO(AM) San Francisco; KEX(AM) Portland, Ore., and KVI(AM) Seattle.

Ralph A. MacFarland, director of station relations, Hughes Television Network, New York, named VP-station relations. **Jack Beebe**, head of tape operations at HTN, appointed regional manager of station relations department.

Jim Toth, station manager, KLCL-AM-FM Lake Charles, La., named VP and general manager.

Walter M. Strouse, VP, Cowles Florida Broadcasting, licensee of WESH-TV Daytona Beach-Orlando, Fla., elected director of Cowles Florida.

Programing

Leonard Biegel, program director, WTTG(TV) Washington, named VP.

Peter E. Hansen, former executive VP and chief administrative officer, Leacock Pennebaker Inc., New York, film production firm, joins Time-Life Films there as manager of program administration.

James Karayn, acting chief executive, National Public Affairs Center for Television, Washington, named president. NPACT produces *Thirty Minutes With . . .*, *Washington Week in Review* and other specials for Public Broadcasting Service.

Michael B. Styer, executive producer, KYW-TV Philadelphia, joins WGHP-TV Greensboro-High Point-Winston-Salem, N.C., as program director. He is succeeded by **Dave Beddow**, chief director, WJZ-TV Baltimore.

Stan Marinoff, production manager, WPHL-TV Philadelphia, joins WKBF-TV Cleveland in similar position.

Dave Uhrich, producer-director, WQXI-TV Atlanta, appointed operations manager.

John R. Taylor, program director, WSVI-TV Christiansted, St. Croix, Virgin Islands, appointed director of operations.

Ben Garofolo, with KLCL(AM) Lake Charles, La., appointed program director.

Alvin Herskovitz, operations manager for WPRO-AM-FM Providence, R.I., joins KPOL-AM-FM Los Angeles in similar position. All are Capital Cities Broadcasting stations.

Chris Lane, co-host of *Big Country*, syndicated radio series, joins Programming db, Hollywood, as programming consultant on country and western stations.

Broadcast Journalism

David K. Cohler, Paris correspondent, Westinghouse Broadcasting Co., moves to Washington bureau as correspondent.

Robert Sidman, AP regional membership executive for Illinois and Indiana, appointed broadcast news editor in AP's Richmond, Va., bureau. **James Farrell**, AP news editor for Connecticut, succeeds him in membership post.

Rodney Ford, with news staff, WAVE-TV Louisville, Ky., appointed head of editorial operations. **Roy Meyer**, news director, WSFD-TV Toledo, Ohio, joins WAVE-AM-TV in similar capacity. **John Nichols**, local WAVE reporter, appointed head of stations' Frankfort, Ky., news bureau.

Jim Howe, news director, KEX(AM) Portland, Ore., elected president of newly organized United Press International Broadcasters of Oregon.

Dann Cobble, news director, WALG(AM) Albany, Ga., joins WALB-TV there as newsmen.

Promotion

Jan R. Garratt, with Country Music Association, Nashville, appointed director of PR.

Jonathan Olken, manager of advertising, WLS-TV Chicago, appointed advertising, promotion and press information director.

Equipment & Engineering

Robert H. Tanner, director of information, Bell-Northern Research, Ottawa, elected president, Institute of Electrical and Electronics Engineers for 1972. He succeeds **Dr. James H. Mulligan Jr.**, executive secretary of National Academy of Engineering, Washington. **Dr.**

Heavying up IVC sales

International Video Corp., Sunnyvale, Calif., has named following to new posts in support of direct sales activities to broadcast and cable TV operations: **Paul H. Fletcher**, sales representative, Radio Sales Engineering Co., Atlanta, to broadcast sales engineer, Atlanta. **David A. Dever**, Eastern marketing manager, Berkeley-Colortran Inc., Woodside, N.Y., to broadcast sales engineer, White Plains, N.Y. **Arie H. Landrum Jr.**, Southern marketing manager, Berkeley-Colortran, Atlanta, to broadcast sales engineer, Atlanta. **Roger W. Lewis**, sales manager, Video Engineering Inc., Washington, to sales engineer, Dayton, Ohio. **John W. White**, studio technical supervisor, KERA-TV Dallas, to broadcast sales engineer, Dallas.

Harold Chestnut, consultant, systems engineering, information science and engineering, General Electric corporate research and development, Schenectady, N.Y., elected VP of IEEE.

John V. Nuzzolo, manager, original equipment sales, Whitney Blake, cable manufacturer, New Haven, Conn., appointed sales manager.

Donald L. Wyckoff, Western regional manager, Spencer-Kennedy Labs, Winchester, Mass., appointed sales manager, CATV for Catel division of United Scientific Corp., Sunnyvale, Calif.

Allied Fields

William A. Kehoe Jr., chief of Broadcast Bureau's renewal branch, FCC, Washington, appointed assistant general counsel in charge of commission's Administrative Law and Treaties Division.

John J. Nevin, president of Zenith Radio Corp., Chicago, elected vice chairman, Council of Better Business Bureaus, New York.

Frank Kwan, associate director of creative services for KABC(AM) Los Angeles, appointed director of broadcast relations for University of Southern California, Los Angeles.

Deaths



Mr. Patt had been consultant, based in Cleveland, since 1964. He had been member of board of Broadcast Music Inc. since 1960.

Mr. Patt entered radio as announcer at WDAF(AM) Kansas City in 1922, several years later moved to WJR(AM) Detroit, original Richards station. In 1930 he became manager of Richards's new WGAR(AM) Cleveland and remained in that city from then on. In 1950 he became president of Richards group which by then included KMPC(AM) Los Angeles and later was to acquire WJRT-TV Flint, Mich. After Mr. Richards's death, stations were sold off over decade, KMPC to Golden West Broadcasters, WGAR to Nationwide Communications, WJR to Capital Cities and WJRT-TV to Poole Broadcasting. Mr. Patt is survived by wife, Ruth, three daughters and 12 grandchildren.

Bill Stern, 64, veteran sportscaster, died

at his home in Rye, N.Y., on Nov. 19 after heart attack. Mr. Stern was known for his loquacious style as well as colorful and sometimes controversial anecdotes he recounted during coverage of sports events and on his regular sports programs on NBC Radio and NBC-TV. He joined NBC in 1935. In recent years, he conducted daily sports program over Mutual Broadcasting. Mr. Stern's final broadcast was carried on day of his death. Survivors include his wife, Harriet, two daughters, and one son.

Gladys Cooper, 82, British actress and American television performer, died Nov. 18 of pneumonia at her home at Henley-on-Thames, England. Miss Cooper, who entered theatrical field in 1906, was best known to American TV audiences for her role in *The Rogues* series in 1963. She is survived by two daughters.

Edward J. Rubenstein, 28, news reporter-assignment editor, WCBS-TV New York, died Nov. 11 of brain tumor. Mr. Rubenstein joined station in 1968. He

is survived by his parents, Mr. and Mrs. Bernard Rubenstein, and one brother.

Ed King, 50, who with his wife was host of nightly *Party Line* telephone talk shown on KDKA(AM) Pittsburgh, died Nov. 18 of cancer. He had also been a radio writer, producer, announcer and newsman, and early in his career was an actor on *Ma Perkins*, *Road of Life* and other radio network daytime dramas. Survivors include his wife, Wendy.

ForTheRecord®

As compiled by BROADCASTING, Nov 17, through Nov 22, and based on filings, authorizations and other FCC actions.

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

New TV stations

Final action

■ WSBK-TV Boston, granted mod. of permit to make changes in trans. equipment. Action Nov. 8.

Initial decision

■ Hearing Examiner Lenore G. Erhig in Greensburg, Pa., proposed in initial decision, grant of application of Warnian Communications Inc., for CP for new TV. Action Nov. 16.

Existing TV stations

Final actions

■ KTVK(TV) Phoenix—FCC granted requests by American Broadcasting Companies Inc. (ABC), for waiver of prime-time access rule to permit telecasts of college or all-star football games to be carried to completion. Action Nov. 17.

■ WSWB-TV Orlando, Fla.—Broadcast Bureau granted mod. of permit to change studio location to Florida Highway 50, 3.3 miles from city limits of Orlando. Action Nov. 11.

■ WRBT(TV) Baton Rouge—Broadcast Bureau granted mod. of permit to change name of permittee to Rush Broadcasting Corp. Action Nov. 10.

■ KPAX-TV Missoula, Mont.—Broadcast Bureau granted license covering new station. Action Nov. 11.

■ *WMAO(TV) Greenwood, Miss.—Granted mod. of CP to change transmitter location to 3.2 miles ENE of Inverness, Miss. Action Nov. 17.

■ KEKO(TV) Elko, Nev.—Broadcast Bureau granted mod. of permits to change trans. location to Summit of Grindstone Mountain, 12 miles SW of Elko; ant. height 1880 ft., extended completion date to May 12, 1972. Action Nov. 12.

■ KBA-98 Sioux Falls, S.D.—Broadcast Bureau granted CP and license covering change of location of trans. to 107 South Phillips Ave., Sioux Falls; change receiving point and ant. system. Action Nov. 12.

Actions on motions

■ By Chief Office of Opinions and Review in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV], et al.) TV proceeding, granted request, and extended to Nov. 19, time to file responses to applications for review by Central Florida Enterprises Inc. and Cowles Florida Broadcasting Inc. (Docs. 19168-70). Action Nov. 11.

■ Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co. Inc.) TV proceeding, ordered that Furniture City be granted extension of time to close of business Dec. 17, 1971, to respond to initial interrogatories of Southern Broadcasting Co. (Rocs 18906-7). Action Nov. 11.

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.) TV proceeding, pursuant to oral argument, scheduled hearing to commence Feb. 1, 1972, in Norfolk, and further ordered that upon recess of hearings in Norfolk, Va., it shall be resumed on February 8, 1972, in Washington. (Docs. 18791-2). Action Nov. 10.

■ Hearing Examiner Forest L. McClenning in Fort Smith and Jonesboro, both Ark. (KFPW Broadcasting Co. [KFPW-TV] and George T. Hernreich [KAIT-TV]) TV proceeding, granted motion by George T. Hernreich, and extended time to period of four days from Nov. 11 to file reply or opposition to Broadcast Bureau's motion to produce documents, and otherwise denied motion for extension of time (Docs. 19291-2). Action Nov. 10.

New AM stations

Final action

■ KFLA Scott City, Kan. Broadcast Bureau granted CP to increase tower height to 405 ft. Action Nov. 15.

Actions on motions

■ Chief, Office of Opinions and Review in Vinita and Wagoner, both Oklahoma (Vinita Broadcasting Company Inc. and Lum A. Humphries [Wagoner Radio Co.], AM and FM proceeding, dismissed as moot motion by applicants for continued operation for period of six months after conclusion of judicial review proceedings adverse to applicants (Docs. 18085-7). Action Nov. 19.

■ Hearing Examiner Basil D. Cooper in Hartsville, S.C., proposed in initial decision grant of application by Community Broadcasting Co. of Hartsville for a CP for new AM to operate on 1490 khz. 250 w, unlimited time, Class IV (Doc. 18198). Action Nov. 6.

■ Hearing Examiner Lenore G. Erhig in Green-

field, Mass. (Greenfield Broadcasting Corp.) AM proceeding, upon request of Broadcast Bureau, ordered prehearing conference presently scheduled for Nov. 16, postponed to Nov. 23 (Doc. 19329). Action Nov. 10.

■ Chief Hearing Examiner Arthur A. Gladstone in Key West, Fla.—(John M. Spottswood) AM proceeding, granted motion by applicant and extended to Nov. 19, (nunc pro tunc), time in which to file motion to compel answer to interrogatories addressed to Florida Keys Broadcasting Corp. (Doc. 19290). Action Nov. 19.

■ Report No. 7323—Hearing Examiner David J. Kraushaar in Eupora, Miss., grant of application of Tri County Broadcasting Co. for new Class II standard station to operate on 710 khz, with 500 w-D, at Eupora. Action Nov. 12.

Other actions

■ Review Board in Key West, Fla.—AM renewal proceeding amended in response to motion by John M. Spottswood, hearing issues on Spottswood application for renewal of license of WKWF Key West, Fla., to determine whether Spottswood's carriage of WKWF on Cable-Vision Inc., and his alleged refusal to afford equivalent carriage to stations WKIZ and WFYN-FM, Key West, constituted unfair method of competition. Action Nov. 15.

■ Review Board in Lebanon, Mo., granted applications of Risner Broadcasting Inc. for new Class C FM (103.7 mhz, 25.5kw) in Lebanon, and AM (1080 khz, 250 w, DA-D, Class II) in same community, (Docs. 17889, 18043). Action Nov. 17.

■ Review Board in Norristown, Pa.—AM proceeding, granted petition by Broadcast Bureau for extension of time through Nov. 24, to file exceptions to supplemental initial decision released Sept. 29. Action Nov. 17.

Existing AM stations

Final actions

■ KSON San Diego—Broadcast Bureau granted license covering changes; studio location redesignated as 3245 4th Avenue. Action Nov. 17.

■ KEST San Francisco—Broadcast Bureau granted mod. of license covering change of corporate name

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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.

of company to KEST Inc. Action Nov. 17.

■ WILI Willimantic, Conn.—Broadcast Bureau granted CP to increase tower height to 407 ft. Action Nov. 17.

■ WFTL Fort Lauderdale, Fla.—Broadcast Bureau granted license covering use of main night trans. as aux. trans. only. Action Nov. 7.

■ WKIS Orlando, Fla.—Broadcast Bureau granted CP to replace existing 250-w aux. trans. with new trans. and increase aux. power to 1 kw, DA-N. Action Nov. 17.

■ KUPK Garden City, Kan.—Broadcast Bureau granted license covering use of former main trans. for aux. daytime purposes only. Action Nov. 12.

■ WSHY Shelbyville, Ill.—Broadcast Bureau granted mod. of permit for extension of completion date to Feb. 19, 1972. Action Nov. 11.

■ WMAG Forest, Miss.—Broadcast Bureau granted mod. of permit for extension of completion date to March 15, 1972. Action Nov. 15.

■ KLIK Jefferson City, Mo.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location while using directional ant. Action Nov. 11.

■ KAYO Kansas City, Mo.—Broadcast Bureau granted license covering new station, studio and remote control 424 Nichols Road, Kansas City, and license covering aux. trans. Action Nov. 17.

■ KWAL York, Neb.—Broadcast Bureau granted CP to change ant-trans. and main studio locations to 1.2 miles south of York; make changes in ant. system; condition. Action Nov. 11.

■ Wagoner and Vinita, both Oklahoma—FCC denied petitions by Lum A. Humphries (Wagoner Radio Co., licensee of KWLG Wagoner), Vinita Broadcasting Co. and number of Vinita area citizens groups for reconsideration of commission's decision denying application for new FM in Vinita (Docs. 18085-87). Action Nov. 16.

■ KWFT Wichita Falls, Tex.—Broadcast Bureau granted license covering use of former main trans. as an alt.-main trans. Action Nov. 9.

■ WDUZ Green Bay, Wis.—Broadcast Bureau granted CP to remove portion of presently existing ant. resistor in order to increase radiation; condition. Action Nov. 15.

■ WEVR River Falls, Wis.—Broadcast Bureau granted CP to remove series resistor in ant. system. Action Nov. 15.

New FM stations

Final actions

■ Crookston, Minn.—Broadcast Bureau granted CP for new class D FM to operate on 91.7 mhz. Action Nov. 10.

■ Sturgis, S.D.—Broadcast Bureau granted CP for new class D FM to operate on 93.1 mhz; ERP 25 kw; ant. height 1,060 ft.; remote control permitted. Action Nov. 12.

■ Frederiksted, St. Croix, Virgin Islands—Broadcast Bureau granted CP for new class B FM to operate on 106.1 mhz; ERP 5.8 kw; ant. height 830 ft.; remote control permitted. Action Nov. 12.

Actions on motions

■ Hearing Examiner Charles J. Frederick in Virginia Beach, Va. (Payne of Virginia Inc. and Virginia Seashore Broadcasting Corp.), FM proceeding, granted two petitions for leave to amend its application by Virginia Seashore Broadcasting Corp. involving additional ascertainment of community needs, and reflecting changes in business relations of principal, Reid M. Spencer (Docs. 19095-6). Action Nov. 12.

■ Hearing Examiner Jay A. Kyle in Big Bear Lake, Calif. (Mountain Broadcasting Co. Inc.), FM proceeding, on examiner's own motion, rescheduled hearing for Dec. 6, 1971 (Doc. 18967). Action Nov. 17.

■ Hearing Examiner Forest L. McClenning in Wilmington, Ohio (5 KW Inc. and Clifton County Broadcasting Corp.), FM proceeding, granted motion by 5 KW Inc. and extended to Nov. 26, time to file proposed findings of fact and conclusions of law (Docs. 19218-9). Action Nov. 1.

■ Hearing Examiner Ernest Nash in Ardmore, Okla. (Douglas C. Dillard and Arbuckle Broadcasters Inc.), FM proceeding, on request by Douglas C. Dillard, extended to Nov. 29, time for filing memoranda of law with respect to pending motion for approval of agreement (Docs 19198-9). Action Nov. 1.

Other action

■ Review Board in Sun City, Ariz., FM proceeding, denied petition by Alvin L. Korngold, to enlarge issues. (Docs. 19087-8).

■ Review board in Macon, Ga., FM proceeding, stayed effective date of supplemental initial decision released Sept. 13, which proposed grant of application of Middle George Broadcasting Co. for new FM on 107.9 mhz at Macon (Doc. 18279). Action Nov. 9.

■ Review board in Bangor, Me., FM proceeding granted motion by Bangor Broadcasting Corp. for extension of time to Nov. 22, to file reply to oppositions to its petition to enlarge issues. (Docs. 19165-6). Action Nov. 17.

Initial decision

■ Hearing Examiner James F. Turney in Jeffersonville, Ind., proposed in initial decision grant of application by Wireless of Indiana for CP for new FM Jeffersonville, Ind., to operate on Class B frequency of 95.7 mhz with power of 50 kw (Doc. 18615). Action Nov. 12.

Existing FM stations

Final actions

■ Broadcast Bureau granted licenses covering changes in following stations: WMFC-FM Monroeville, Ala.; WOXI-FM Smyrna, Ga.; KDLS Perry, Iowa; WRBS(FM) Baltimore; KBXM Kennett, Mo.; WLXN(FM) Lexington, N. C.; WMRN-FM Marion, Ohio; KJAM-FM Madison, S. D.; KOAX(FM) Dallas. Action Nov. 17.

■ *KSEA(FM) San Diego—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 215 ft. Action Nov. 15.

■ WPPL(FM) Blue Ridge, Ga.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 240 ft. Action Nov. 15.

■ WBIE-FM Marietta, Ga.—Broadcast Bureau granted mod. of SAC to make changes in programming. Action Nov. 12.

■ WVLI(FM) Monticello, Ill.—granted mod. of CP to change trans. and studio location to: 0.8 mile north of city limits on Illinois Route 105, Monticello; make changes in ant. system; ERP 3 kw; ant. height 300 ft. Action Nov. 17.

■ WCLR(FM) Skokie, Ill.—Broadcast Bureau granted license covering use of former main trans. as alt. main trans.; ERP 6 kw; ant. height 1170 ft. Action Nov. 17.

■ KCHA-FM Charles City, Iowa—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 100 ft. Action Nov. 15.

■ KFLA Scott City, Kan.—Broadcast Bureau granted CP to increase tower height to 405 ft. Action Nov. 15.

■ KFNV-FM Ferriday, La.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 135 ft. Action Nov. 17.

■ WBOS(FM) Brookline, Mass.—Broadcast Bureau granted CP to change trans. location to .33 mile E. of Highland Ave. & Rte. 128, Needham, Mass.; install new ant.; make changes in ant. system; ERP 12 kw; ant. height 890 ft.; remote control permitted. Action Nov. 15.

■ *KCCM-FM Moorhead, Minn.—Broadcast Bureau granted license covering new FM. Action Nov. 17.

■ *KAVS(FM) Thief River Falls, Minn.—Broadcast Bureau granted license covering new FM. Action Nov. 15.

■ WVUD-FM Kettering, Ohio—Broadcast Bureau granted CP to make changes in ant. system; ERP 25 kw; ant. height 220 ft.; remote control permitted; condition. Action Nov. 12.

■ WFMC-FM Goldsboro, N. C.—Broadcast Bureau granted mod. of permit to change trans. and ant.; make changes in ant. system; ERP 3 kw; ant. height 275 ft.; condition ?? . Action Nov. 12.

■ WEOK-FM Poughkeepsie, N. Y.—Broadcast Bureau granted CP to install new ant. Action Nov. 12.

■ WKDU(FM) Philadelphia—Broadcast Bureau granted license covering new FM. Action Nov. 15.

■ *WDCC-FM Sanford, N. C. — Broadcast Bureau granted license covering new FM. Action Nov. 15.

■ WINH-FM Georgetown, S. C.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 180 ft. Action Nov. 17.

■ KKLS-FM Rapid City, S. D.—Broadcast Bureau granted license covering new FM; ERP 60 kw; ant. height 360 ft. Action Nov. 11.

■ *WUTM-FM Martin, Tenn.—Broadcast Bureau granted license covering new FM. Action Nov. 17.

■ KBOX-FM Dallas—Broadcast Bureau granted license covering aux. trans.; ERP 48 kw; ant. height 1280 ft. Action Nov. 17.

■ KNUS(FM) Dallas—Broadcast Bureau granted license covering aux. trans. and ant.; trans. location redescribed: 2833 Remond Dr.; ant. height 470 ft.; ERP 14.3 kw. Action Nov. 17.

■ KOXT(FM) San Antonio, Tex.—Broadcast Bureau granted to change trans. location to: Tower of Americas, San Antonio; install new ant.; make changes in ant. system; ERP 100 kw (horiz.); 50 kw (vert.); ant. height 670 ft.; remote control permitted. Action Nov. 16.

■ *KBYU-FM Provo, Utah—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67kc (BSCA-1124).

■ WYFI(FM) Norfolk, Va.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 400 ft. Action Nov. 16.

■ WKEE-FM Huntington, W. Va.—Broadcast Bureau granted to install new trans. and new ant.; ERP 53 kw; ant. height 560 ft.; remote control permitted. Action Nov. 10.

■ WXMT-FM Merrill, Wisc.—Broadcast Bureau granted CP to install new ant. Action Nov. 10.

■ WEVR River Falls, Wisc.—Broadcast Bureau granted CP to remove series resistor in the ant. system. Action Nov. 15.

■ *WSHS(FM) Sheboygan, Wisc.—Broadcast Bureau granted mod. of permit to change trans. location; make changes in ant. system. Action Nov. 10.

Actions on motions

■ KRNT-FM, Des Moines, Iowa—Broadcast Bureau granted license covering new FM; ERP 100 kw; ant. height 510 ft. Action Nov. 11.

Rulemaking actions

■ FCC amendment of proposed rules to provide for licensing all FM for unlimited time operation and to require them to maintain minimum operating schedule of at least eight hours between 6 a.m. and 6 p.m., local time, and at least four hours between 6 p.m. and midnight, local time, each day of week except Sun. Action Nov. 3.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KBET(AM) Reno; KEDA(AM) San Antonio and KIXZ(AM) Amarillo, both Tex.; KLEO(AM) Wichita, Kan.; KMER Kemmerer, Wyo.; KSNN-AM-FM Pocatello, Idaho; KTRN(AM) Wichita Falls, Tex.; KWAL(AM) Wallage, Idaho; KWNT-FM Davenport, Iowa; KCKY Coolidge, Ariz. Action Nov. 12.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KACT(AM) Andrews, Tex.; KAFE-AM-FM

(continued on page 86)

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Sales manager. Major Fla. metro market. AM/FM. Young organization. Excellent income potential. Box L-264, BROADCASTING.

Investigate this sales opportunity if you are mature and eager to learn a new, powerful sales concept. Furnish resume. No phone calls. Dale Low, KSMN/KLSS, Mason City, Iowa.

Announcers

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.

Needed—top jock-production combo for progressive medium market contemporary in beautiful southeast. Personality, dependability and talent a must. Send tape, resume and salary to Box L-173, BROADCASTING.

Wanted: Professional talk-jock combination. We're in beautiful midwest university city of 180,000. Send current air-check and details. Box L-229, BROADCASTING.

Morning drive, experienced for metropolitan market. Excellent climate. Your tape will be returned. Box L-258, BROADCASTING.

Immediate opening for experienced announcer in northeast. Near large city. Salary open. Box L-259, BROADCASTING. An equal opportunity employer.

Northeast New York station needs top-notch announcer with production experience. Only talented man need apply. Box L-270, BROADCASTING.

First phone, operator-announcer. 5 kw midwest daytime religious and gospel format. \$200 per week—40 hours. Send resume, aircheck and photo. Box L-274, BROADCASTING.

First phone good MOR anncr—strong on news, sports, and production. Play-by-play helpful, not necessary. Medium market growing group AM-FM operation, central Maryland, near Baltimore and Washington. \$7500 yr. to start, plus insurance, etc. No beginners. Complete tape, resume, references first letter. Opening immediate, but we're not desperate. Box L-284, BROADCASTING.

Announcers continued

Wanted: Contemporary MOR air personality for group owned radio-TV operation, Rocky Mountain area. Top rated station. Excellent situation in every respect. Send tape and resume to Box L-287, BROADCASTING.

1st phone announcer, but also must be well qualified in local news writing and gathering for award winning news and announcing team. Our first opening in many years. Send tape, letter and photo to Jim Jae, GM, KHAMO, Hannibal, Missouri.

An opportunity for an alert personality bright MOR jock. Good background, willing to take direction, interested in being successful with Arizona's leading adult contemporary station. No phone calls, please. Send resume and recent aircheck to Dan Armstrong, Operations Director, KOY, 840 North Central Avenue, Phoenix, Arizona 85004. An equal opportunity employer.

Experienced announcer for general work including news, music, interviews, etc. Good board work, and knowledge of standards and beautiful music essential. Adult programming. Audition tape, experience resume, photo and salary requirements to WEPM, Box 767, Martinsburg, W. Va. 25401.

WPGC AM-FM, Washington, D.C. needs night time top pro, heavy voice, outstanding production, contemporary adult sound . . . contact P. D. "Big" Wilson.

Leading radio-TV bright, MOR operation has opening for top-flight afternoon drive announcer. Profit sharing and other benefits. Delightful climate. Send tape, WSAV, Savannah, Georgia.

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 11 PM. One hour of religious programming a day. Station sponsored by Catholic Bishop of Northern Alaska.

Soul jock for 50,000 watt southwest FM. Box 857, Texarkana 75501.

Technical

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.

Radio Studio Engineer—1st class, board operation, studio and remote recording, maintenance, no air work. Midwest University station. Send resume to Box L-217, BROADCASTING.

Staff technician Eastern major market group owned 50 kw station considering applications for staff technician. Candidate should have considerable technical expertise in audio, high power transmitter, remote control and directional antenna systems. Some academic or industrial design background in electrical engineering preferred. Box L-221, BROADCASTING.

Chief engineer for 1 kw N.D. remote control, A.M. in beautiful New Orleans. Box L-251, BROADCASTING.

Leading 5 kw (directional night) has opening for alert young transmitter engineer. Should have fundamental knowledge transmitter operation and maintenance and capability to learn and advance to chief transmitter engineer under guidance our technical director. Private apartment available if desired. Delightful climate. WSAV Radio and Television, Savannah, Ga.

News

Newsman for growing group station. Immediate opening. Must be aggressive, digger, actualities a must. Journalism background desired. Solid Central Pennsylvania AM/FM station. References, tape, resume, first letter. Box L-172, BROADCASTING.

Fast growing adult network small market Central Florida station expanding news operation. Seeks newsman ready for ND position. Gather, interview, write and air with talent and integrity. Complete background, references, tape, photo and salary first letter. Box L-187, BROADCASTING.

Wanted: Hard working, first phone newsmen who knows how to dig and deliver. Great opportunity for young man willing to really get his feet wet. Call 703-368-3108 or send tape, resume and salary to Box L-196, BROADCASTING.

WAMS, Wilmington, Delaware is accepting applications. Newsman and air personalities send non-returnable tape, photo and resume. No calls. Openings not immediate. Responsible people only. WAMS, Box 3677, Wilmington, Del. 19807.

Programing, Production, Others

Commercial production supervisor for Great Lakes equal opportunity employer. Record radio spots, TV audio. Announcing ability helpful, but production sense most important. Exceptional benefits. Send samples and resume . . . will return promptly. Box L-185, 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.

Situations Wanted

Management

General manager—radio. 13 years radio experience. Progress: announcer—production manager—program manager (from 250 to 50,000 watts, respectively). Small to corporate level business management. Employed, valid reason to seek new employment. This is one of those quiet opportunities to get a very good radio manager. Box L-183, BROADCASTING.

General manager and former owner wants to manage with option to buy southeast coast radio station. Confidential. Box L-219, BROADCASTING.

Wanted to buy or option radio station in trouble. If you can't sell because of three year rule or because you would take considerable loss, experienced broadcaster will operate with option to buy at fair price. Midwest, upper midwest, east or south preferred. Box L-257, BROADCASTING.

Seek position near Charlotte, N.C. presently equitably employed in management 4 years. Excellent record, responsible, professional, sales oriented. Box L-279, BROADCASTING.

Sober, mature, experienced, all phases—3rd endorsed want to make home in southeastern small market as Mgr., P.D., sales, anncr., or all. MOR or good standard. Box L-286, BROADCASTING.

Experienced manager with solid sales background. Call Charles Doll, 301-761-0998.

Operations manager! Heavy weight with first phone, currently running fulltime in competitive 7 station market, seeks new challenge! 205-536,4032 evenings.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Box L-116, BROADCASTING.

Oldies—could your station use a DJ specializing in oldies (without the ordinary mindless hype)? 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. 29, 2 years experience as P.D. of C/W. Worker. Desires Western States. \$155 week minimum. MOR or C/W. Box L-191, BROADCASTING.

Announcers continued

Seeking challenging position black announcer, MOR—Jazz—religious—C&W, 3rd phone small-medium market, college graduate. Box L-238, BROADCASTING.

Member of America's second largest minority group seeks position as talk show host. Plenty experience. Box L-239, BROADCASTING.

Young, dynamic D.J. Tight board authoritative news. Sales. Will relocate. Third endorsed. Box L-241, BROADCASTING.

Knowledgeable in all sports. Now doing play-by-play in top 50 market. Seeking advancement. College grad, married, dependable. Box L-265, BROADCASTING.

New Mexico—1st phone announcer, 22, married, 3 years experience, available for move from Florida to N.M. 1st of year. Box L-267, BROADCASTING.

Sports—medium market pro seeks move upward. Experience includes pro baseball, football, basketball PBP—two-way talk-radio-TV sportscasts, specials. Box L-269, BROADCASTING.

Three years experience, third, college, very good voice. Box L-272, BROADCASTING.

Announcer-newsman—college grad. 3rd endorsed, professionally trained, good voice, authoritative news, married, beginner. Box L-273, BROADCASTING.

Midwest or Rocky Mountain states preferred. Third phone, experienced, Navy vet, married. Now employed small market, but want to move up. MOR or country. Box L-275, BROADCASTING.

Creative DJ, newsman with some experience, first phone and verse plus wants to join you. Versatile and ready. 212-635-6448. Box L-276, BROADCASTING.

First phone 4 years experience in announcing and engineering. Good references, 312-328-6529. Box L-283, BROADCASTING.

Tired of slipshod spots, rotten ratings and slumping sales? I can help. Write Box L-285, BROADCASTING.

It's not the game you play, it's how you play it—honest, hardworker, with 1st seeks station that's not afraid to be different. 215-372-9795. Box L-288, BROADCASTING.

No hocus pocus just an honest ad waiting to be answered, non-screamer with first. Box L-289, BROADCASTING.

Are you and your listeners tired of hearing that repetitious FM format? Let me change it for you without adding any rock. Box L-290, BROADCASTING.

I know there is a small to medium market station somewhere that needs a Contemp or Top-40 personality named Walter Hawn. If not, I'll change my name. 1162 Leisher Rd., Cheyenne, Wyoming 82001, (307) 634-4985.

6 years experience. 3rd phone. \$400/month. P.O. Box 314, Spanish Fork, Utah 84660.

Polished DJ/newscaster, 29, college graduate, third, seeks MOR or top 40. 6 years experience all phases including gathering and writing news, copywriting, production. Articulate, mature voice. Bright, happy personality. Creative, dedicated hard worker. Excellent references. Aircheck available. Phone 201-232-6900. Write Box 853, Perth Amboy, N.J. 08861.

Experienced young announcer desires Phila.-Jersey area. Ed Covle, 704 E. 20th St., Chester, Pa. (215) TR 6-7664.

Junior college graduate, majored in radio is looking for work. Have 3rd; single, 22, draft exempt, no experience. Tape and resume available. Write or call: Warren Kitts, 3006 Las Palmas, #3, Houston, Texas 77027. 713-621-2698.

But who's to answer? Clicker in fone number gave you a bum steer, sorry. (I too got a bum steer to C&W boondocks) by forte is a good adult sound in music, news, phone-talk, copywriting. Correct number 817-387-7275. Markle, 1920 Ruddell, 243, Denton, Tex. 76201.

First class announcer to relocate. Some experience. Roy Schroedel (414) 674-2120.

Ohio and adjacent states. Young, married, first phone with small and some medium market experience. MOR-untimo MOR. Minimum \$125. Small to medium markets only. Prefer immediate serious interview. Randy Swingle, 614-596-5093. McArthur, Ohio.

Recent university graduate with R-TV major. Have third class license. Willing to work hard. Any hours—can't get experience without a job. Reply to Box 1348, South Bend, Indiana 46624.

Announcers continued

Hard-working 21 year old needs full time work. 1st class. 3 years college, Brown Institute. Worked talk radio, rock, MOR sports, news. Desire. Chris, 6896 S. Norfolk, Denver, Colo.

Don Martin, ex-WNOE, New Orleans, billboard magazine MOR large market, certificate winner, needs work. 1st phone, best of references. 504-241-0806.

Have 1st ticket, will combo. Great voice for mature contemporary. California radio, here I am! News and sales, no problem. Available January 1st. Personality, smile and commercial sell. Right now! Mike Armstrong, 516 N. Normandie #1, Los Angeles, California 90004.

Professionally trained announcer, 3rd endorsed, degree, 2 years educational radio and TV plus advanced Columbia School of Broadcasting training. Seeking announcer sales combo. Able and willing to work any format plus play-by-play. Have direct sales experience. Edd Thompson, 6133 #1 North Jefferson, Kansas City, Missouri 64118 (816) 452-4255.

Technical

Contemporary chief. Heavy experience all phases. AM, FM, stereo, directionals, audio and RF proofs, construction, audio specialist. Want to get involved with successful medium-major market operation. Presently employed. Available at your convenience. College, 6 years experience. Box L-188, BROADCASTING.

Wanted: Courageous chief engineer willing to hire beauty, brains and a 1st class license. Female technician available now; solid production and maintenance potential. Box L-231, BROADCASTING.

Exp. engineer, 20 years in AM, FM, TV. Presently employed, desire change. Box L-268, BROADCASTING.

Alaska getting cold . . . heading south mid-December by car. First phone, heavy electronics experience; engineer, D.J., announcer, at suburban N.Y.C. station before coming to north country. Private pilot license, own airplane. Age 29, single, complete resume and picture to station anywhere the sun shines. Roy Wells, 4302 Cope Street, Anchorage, Alaska 99503.

First class chief available twenty years experience. BSEE. 716-826-0195.

First phone. Radio television experience. Transmitter operation, maintenance. Reasonable reliable old-timer. Telephone 215-384-1327.

News

Experienced, talented, energetic newsman wants to relocate in major market. Excellent voice delivery, and writing-editing ability. Box L-230, BROADCASTING.

Professional newsman. Experienced in all phases of news reporting and analysis. Married, responsible, conscientious. Major markets only. Box L-266, 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.

Aggressive pro . . . 4 years experience in writing, reporting and airing news . . . mobile reports, documentaries and interview programs. B.S., FCC first, family. Phone 518-472-9718.

Sports director—DJ, 3 years experience; third endorsed, B.A. degree, available in January; married. Contact: Gregg Ostrander, 103 Spruce, Chadron, Nebr. 69337.

College graduate, experienced reporter and anchorman on all news format, desires responsible news position. Will relocate anywhere. Dan Skerkow, 6417 Inner Dr., Madison, Wisconsin 53705.

1st phone newsman. Tape editor ABC radio network news, NYC business Master's degree. Jeff Portnov, 14 Eisenhower Dr., Yonkers, N.Y. 914-500 1-8559.

Experienced sportscaster wants basketball. Excellence guaranteed. Telephone 404-865-2425.

Programing, Production, Others

Currently production director 50 kw clear top ten market, want spot as bigger fish any size pond. Wide experience in use of all program elements in designing station format and directing it toward target demographics. Current on FCC and license renewal. Ivy grad. Married. Box L-240, BROADCASTING.

Programing, Production, Others

Continued

Black jock now working in New York City seeking program/music director. Box L-212, BROADCASTING.

If you're interested in a better station with more income, through a proven, positive approach next year, let's talk. Box L-242, BROADCASTING.

Young exp. black—looking for break, any format, dependable, 3rd, good commercials. Box L-253, BROADCASTING.

Offering twenty great years station, agency, PR experience to solid medium market station where all my talents are needed. Excellent on camera, as director-producer (nine years industrial and agency writing-producing) and behind typewriter (ten years broadcast news). Resume tells all. Young 46, M.A., married. Seek permanence. Box L-254, BROADCASTING.

Major market jock looking for a programing position. Salary open. Box L-262, BROADCASTING.

Copy-production pro. 20 years experience in small, medium and large markets. Mature voice. Winner of 3 national awards. Give me copy notes and production studio; I'll give you original, creative spots that sell. Good under pressure . . . and fast. Prefer medium market but town size secondary to job satisfaction. Married, 3 grown children. Wife and I free to relocate. Box L-278, BROADCASTING.

Young associate producer director experienced in sports remotes, variety, children's, news specials programming. Wants free lance in sports and program specials. Challenging position for top quality production in programing. Box L-282, BROADCASTING.

Black P.D. available (515) 243-6873. Ask for his majesty.

Broadcasting school graduate . . . top 40, MOR jock. Copy writing and play-by-play. G. Gerbig, 3214 Mackin Rd., Flint, Michigan 48504. Phone 1-313-235-3703.

Television

Help Wanted Management

Assistant commercial manager with administrative ability and good track record for VHF in good Southwest market. Box L-244, BROADCASTING.

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.

National sales manager with sales development know-how and drive for Texas VHF. Box L-245, BROADCASTING.

Technical

CATV—Director of Engineering. To supervise operation of a two-way, 26 channel system in major television market. Salary in high teens or low 20's, depending on experience and capability. Reply to Box L-190, BROADCASTING.

Opportunity with Texas VHF for reliable, well qualified assistant Chief Engineer. Box L-243, BROADCASTING.

Experienced transmitter engineer, and trainee with first class license, needed by Texas Gulf Coast VHF. Box L-246, BROADCASTING.

AM/FM/UHF-TV assistant chief/troubleshooter, able to work with minimum supervision. Mostly tube type equipment. Growth opportunity. Central Eastern small market. Box L-260, BROADCASTING.

News

Anchorman, experienced in writing, producing and broadcasting television news. Job also entails outside assignment work. Salary open. Send tape, picture and resume to News Director WSBT-TV South Bend, Indiana 46601.

Programing, Production, Others

Major market group station is looking for bright, ambitious experienced talk-show producer director. Please send resume to Box L-209, BROADCASTING.

Help Wanted

Programing, Production, Others

continued

Producer-reporter. Excellent career opportunity at university operated public television station located 70 miles south of Pittsburgh, Pennsylvania, in scenic mountain resort area of West Virginia. College degree in journalism, Social Sciences, or related field. Five years of TV experience. Will produce interviews, discussions and film documentaries. Ability to research, write, and appear on camera. Challenging opportunity for experienced person seeking involvement in critical state and local issues. Starting salary commensurate to qualifications. Excellent benefits. Apply by resume to: E. J. Podaszewski, Office of Personnel, West Virginia University, Morgantown, West Virginia 26506. An equal opportunity employer.

TELEVISION

Situations Wanted

Management

Operations/traffic manager. Top experience, FCC rules, systems, continuity, sales coordination. Phila./N.Y. area desired but will relocate for good offer. Top references. Write Box L-250, 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-255, BROADCASTING.

Sales

Seek position near Charlotte, N.C. Several years sales/sales management. Excellent record. Professional, TVB-trained. Currently equitably employed. Box L-280, BROADCASTING.

Announcers

Recent university graduate with R-TV major. Have third class license. Willing to work hard. Any hours—can't get experience without job. Reply to Box 1348, South Bend, Indiana 46624.

Technical

Video tape engineer—familiar with Ampex VTR. Electronic editing and maintenance—production company located in New York. Box L-180, BROADCASTING.

First phone twenty-five years, former AM chief, five years UHF TV, five years navy electronics, three years test equipment repair, five years closed circuit signals in TV factory production. Desire Kentucky, Indiana area. Box L-237, BROADCASTING.

Alaska getting cold . . . heading south mid-December by car. First phone; heavy electronics experience; engineer, D.J., announcer, at suburban N.Y.C. station before coming to north country. Private pilot license, own airplane. Age 29, single, complete resume and picture to station anywhere the sun shines. Roy Wells, 4302 Cope Street, Anchorage, Alaska 99503.

First class chief BSEE, good references. 716-826-0195.

News

Young experienced TV newsmen for hire. Can film and edit. First-rate writer. Good voice and appearance. VTR available. Box L-277, BROADCASTING.

Meteorologist. Are your viewers ready for precise, professional weather information? 25 years professional experience with over three years in television. AMS television seal of approval. Available immediately. Bill Zelliff, 5601 Tampico Rd. Jacksonville, Florida 32210. (904) 771-0269.

College graduate, experienced, including film, desires reporter position or other news. Draft exempt. Top references. Will relocate anywhere. Dan Sherkow, 6417 Inner Dr., Madison, Wisconsin 53705.

Programing, Production, Others

Operations/program director. Efficiency increases profits. If you want an operation manager with proven initiative and imagination here, put my 16 years in VHF/UHF-TV to work for you. Cost-budget conscious, all phases operations, experience includes involvement in putting 3 new stations on air. Box L-178, BROADCASTING.

Director-writer, 4 years experience in television and film. Married, 24, degree. Military duty as a TV director completed Dec. 17. Box L-248, BROADCASTING.

Programing, Production, Others

continued

Production or studio engineering position desired; no experience, draft exempt; 3rd endorsed, working on first; communications electronics background, broadcast school and some college; excellent work and character references. Prefer Northeast, but all offers considered. Box L-252, BROADCASTING.

Production coordinator of game show produced by leading N.Y. production house seeks interesting challenging administrative, production or sales position. B.A. Willing to relocate. James Robinson, 35-29 72nd Street, Jackson Heights, N.Y. 11372 (212) 898-8961.

TV production experience; radio—D.J., engineer, sales, publicity; college training TV production—producer, director and technical; dramatics—stage lighting, art. Interested TV production; UHF, VHF, educational, industrial, CATV, in Northeast. Nancy Muir, 241 Monterey Ave., Pelham, N.Y. 10803.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Equipment wanted: Chicago TV station wants to buy good used color cameras, filmchain, video-tape recorder, etc. Send description and price to WCIV-TV, Board of Trade, Chicago, Illinois.

AM transmitter operating on 1,000/250W on or near 1490 khz. In good condition. Call WOHL, 216-385-1490.

For Sale Equipment

Heliac-styroflex. Large stocks—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

Television Transmitter—Ampex UHF TA15-BT bought new and used for tests only. Modify to your channel and higher power or for standby. With color and in perfect condition. Newsvision Company, 1016 Broad St., Bridgeport, Conn. 06603 or call evenings 203-378-9242.

1½"–50 OHM Gas Filled Line. Complete w/"N" connectors; equipped for pressurization Brand New, Phelps Dodge #5TA 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?

Cartridge tape equipment—Reconditioned, guaranteed. Autodyne, Box 1004, Rockville, Maryland 20850 (301) 762-7626.

One Mobile Unit 27' x 12', two Mark 10 Visual Cameras, Dynair VS 121B Switcher, Sparta A-15 Audio Console. Unit is Tractor Trailer and air conditioned. For more information write Box L-197, BROADCASTING.

Good used Collins 212 M-1 broadcast console, used for 2½ years. Contact Gayle Lee, KBIX Radio, P.O. Box 1608, Muskogee, Oklahoma.

Transmission line—700 feet of Communication Products Co. 1½" rigid coaxial line, 50 ohm impedance. Must be sold immediately. Make offer to Glenn D. Gillett, 6644 Holland Street, McLean, Va. 22101. 703-356-5544.

Never been driven! . . . Brand-new (unused) 30kw Ch. 19 General Electric television transmitter 4TT57A1. Call Jim Parker (513) 772-1441 and grab this rare opportunity to buy a great piece of gear—still in the box!

Collins 212Z-1 solid state four mike channel audio-mixer and amplifier portable console: 22 pounds, A-C and internal battery operation, ± 1.5 db 50-15,000 Hz, VU meter, PA output, balanced telephone line output. \$450 each, or \$2,000 for all five of them. Box L-249, BROADCASTING.

Collins 37M-4 Bay, FM antenna—103.1. Collins Model 402 Isolation transformer—103.1; 135' Andrew H5-50½" Heliac. KJAM-AM-FM—Madison, South Dakota, 57042. 605-256-4514.

Raytheon 1,000 transmitter with spare tubes and transformers \$1,200. Available January. KVMA, Magnolia, Arkansas 71753.

AM transmitter—RCA 250w, type 250K. Spare parts. \$300. WUNN, Mason, Mich. 517-676-2488.

Captain idlers for Ampex 300, 350, 440 series, self aligning with replaceable ball bearings. \$22.50 net. VIF International, Box 1555, Mtn. View, Cal. 94040. (408) 739-9740.

FOR SALE Equipment

continued

KSEN Microwave equipment. 1—Marti M-3/STL Transmitter, Model M-10FMV, Serial #82 & 68 on 945.15 megacycles. 1—Marti M-3/STL Transmitter, Model M-10FMV, Serial #13, on 944.85 megacycles. 1—Marti MR-200/942-952, Dual Frequency Receiver on 945.15 and 944.85, Serial #39. 1—Marti MR-200/88-108 I.F. Strip for MR-200/942-952 Receiver, Serial #184. 2—Mark products P-972, 6 foot, Parabolic Antennas . . . include: Flanges, pipe mounts, and marti pigtails. 1—HRC-1 Hybird Ring Combiner. 2—Gates Level Devil AMP M5546A. 1—McMartin TBM-2000 Sub-carrier receiver, serial #11-4805. 40 foot—Andrew FH5, 7/8", 50 ohm foam Helix cable with 45R EIA flange fitting and A45U connector. 400 feet—Andrew H5-50, 7/8", Air Dielectric Helix with EIA flanges and connectors. KSEN, Shelby, Montana 59474.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, 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.

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.

Bob Raleigh's weekly comedy service. Free sample. Box 684, Galax, Virginia 24333. Now in our third year.

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 first 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.

Elkins in Chicago***, 3443 N. Central.

Elkins in New Orleans***, 2940 Canal.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in St. Louis, 4655 Hampton Ave.

Elkins in Cincinnati, 11750 Chasterdale.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in El Paso*, 6801 Viscount.

Elkins in Seattle**, 4011 Aurora Ave., N.

Elkins in Milwaukee, 611 N. Mayfair Rd.

Elkins in Colorado Springs*, 323 South Nevada Ave.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates Jan. 5, April 12. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

Instructions continued

Zero to first phone in 5 weeks. R.E.I.'s classes begin Jan. 3, Feb. 7, and Mar. 13. Tuition \$395.00. Rooms \$15-20 per week, call toll free: 1-800-237-2251 for more information or write: R.E.I., 1336 Main Street, Sarasota, Florida 33577. V.A. approved.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. Call Joe Shields (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441.

R.E.I., 625 E. Colorado St., Glendale, Calif. 91205. Call toll free, 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) 5-9245.

First class F.C.C. license theory and laboratory training in five weeks. Tuition \$333.00. Housing \$16.00 per week. VA approved. New classes start every Monday. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. Type Exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd, and 1st phone exams. 3rd class, \$7.00; 2nd class, \$12.00; 1st class, \$16.00; complete package, \$25.00. Research Company, 3206 Bailey Street, Sarasota, Florida 33580.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, approved for veterans, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

FCC 1st class in 6 weeks. Money back guarantee. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606. (213) 980-5212.

Help Wanted Management

Asst. Mgr. for leading radio station large metro market. Expanding 9 station group wants aggressive, presently successful sales manager who's ready for the move to management. Top salary, bonus, fringes, send resume. Replies confidential.

Box L-271, Broadcasting

Situations Wanted Sales

PRESENTATION WRITER

Top N.Y. freelance sales researcher and writer. Expert in Nielsen, ARB and Pulse analysis. Will create and write your sales message. Sales aid portfolio includes: Flyers, letters, booklets, brochures, bulletins, Easels, slides. Available on special assignment or per diem basis. Phone: 516-938-1453 or write:

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FIELD SERVICE ENGINEERS

Ampex has immediate openings in the Northeastern United States for qualified field service engineers.

Experience in servicing broadcast quality VTR's and television broadcast cameras is required. Positions involve some travel.

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Television Help Wanted Technical continued

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Nationwide group needs a Director of Engineering for one of its northeastern seaboard major-market VHF-TV facilities. Resume must include experience, past earnings history, and expected salary.

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An Equal Opportunity Employer M/F

WANTED

Experienced technical in VTR or TV transmitter for East Coast network affiliate maximum power station.

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A leading manufacturer of radio and T.V. broadcast equipment has a territory open. Prior broadcast equipment sales desirable and technical operations experience essential.

The company is dedicated to broadcasting and has an enviable record of steady growth in its service to the broadcaster since 1922. Salary plus commissions with benefits and paid travel expenses.

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ANCHORMAN

Nationwide weekly TV news program requires outstanding man with solid news background. Must have wide knowledge of national-international affairs, courage to buck prevailing bias of networks, and ability to work with team of top correspondents who deplore news twisting, dig deep beneath the surface for facts, and are opposed to propagandizing in news. Send resume, photograph and VTR or 16mm film sample of work, preferably taken from actual telecasts to:

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Instructions

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Tapes returned or ignored? Send us 15 minute sample for thorough, constructive critique with suggestions by highly qualified pros. Prompt, confidential replies by letter. Tapes returned. Enclose \$10.00 M.O. to

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Sherlee Barish, Director

Wanted to Buy—Stations

WANTED TO BUY OR OPTION

Radio station in trouble. If you can't sell because of three year rule or because you would take considerable loss, experienced broadcaster will operate with option to buy at fair price. Midwest, upper midwest, east or south preferred.

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Station Wanted

Outstanding young N.Y.C. broadcasting exec. wants all or part of good radio station within 75 miles of N.Y.C. Intend active management. To \$250,000 down available. Cable and TV participation also considered.

BOX L-291, BROADCASTING

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Ind.	small	FM	135M	29%	Tenn.	small	daytime	130M	29%
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MW	med.	AM & FM	275M	29%	MW	sub.	profitable	440M	Nego
NE	med	TV	1.1MM	Nego	SE	CATV	950/3000	325M	cash



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\$70,000 buys full time AM grossing over \$70,000 annually past 3 years. Price includes everything, well equipped, nice building, 9 acres. Principals only write:

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3. SOUTHWEST. Daytimer. Excellent frequency. Priced at 1 1/2 gross at \$125,000. Terms.
4. NORTHWEST. Diversified market. Profitable, well established daytime facility. Price \$140,000. Terms.

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For Rates Contact:

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

(continued from page 80)

Santa Fe, N.M.; KAOL(AM) Carrollton, Mo.; KBSN(AM) Crane and KBYP(AM) Shamrock, both Tex.; KDAN(AM) South St. Paul; KDCE(AM) Espanola, N.M.; KNIS(FM) Carson City, Nev.; KOAT-TV Albuquerque, N.M.; KOCA(AM) Kilgore, Tex.; KPAR(AM) Albuquerque, N.M.; KPUR(AM) Amarillo and KUXE(AM) Liberty, both Texas; KWAB(TV) Big Springs and KWFT(AM) Wichita Falls, both Tex.; KYCN(AM) Wheatland, Wyo.; KZAZ(TV) Nogales, Ariz.; WAAY(AM) Huntsville, Ala.; WAQI(AM) Ashtabula, Ohio; WIBW(AM) Topeka, Kan. Actions Nov. 8.

Translator actions

■ Broadcast Bureau granted licenses covering following new VHF translator K13KU Delta Junction, Ala.; K11KL White River, Ariz.; K02GP White River, Ariz.; K08HE Garberville and Redway, Calif.; K06HD Yosemite Valley & Yosemite National Park, Calif.; K06GZ Whitmore, Calif.; K08HC Jack's Cabin, Colo.; W12AX Cowan Creek, Owen Fork Eolia and Owen Fork Rural Area, all Kentucky; K07JK Paradise Valley, Miner Basin and Emigrant, all Montana; K10HQ Smith, Nevada; K10CR Lonerock, Ore.; K10HO Big Piney, Wyo. Action Nov. 17.

■ Broadcast Bureau granted licenses covering changes in following VHF translator: K13KS Nenana, Ala.; K09AF Las Vegas, N.M.; W05AP Murphy, N.C.; K02DV O'Brien, Cave Junction and Bridgeview, all Oregon; K07JV Circleville, Utah. Action Nov. 17.

■ *K72DL Copco and Siskiyou County Airport, Calif., granted CP to replace expired permit for new UHF Translator. Action Nov. 10.

■ Round Mountain, Calif. Broadcast Bureau granted CP for new VHF translator to serve Montgomery Creek and Round Mountain, both Calif., operating on Channel 2 by rebroadcasting programs of KHSL-TV Chico, Calif. Action Nov. 10.

■ Del Norte, Colo. Broadcast Bureau granted CP for new VHF translator to serve Del Norte, operating on Channel 7 by rebroadcasting programs of KOR-TV Albuquerque, N.M. Action Nov. 10.

■ Morton, Minn. Broadcast Bureau granted CP for new UHF translator to serve Redwood Falls, Minn., operating on Channel 64 by rebroadcasting programs of KTCA-TV St. Paul-Minneapolis. Action Nov. 10.

■ Eagle Nest, N.M. Broadcast Bureau granted CP for new UHF translator to serve Colfax, N.M., operating on Channel 69 by rebroadcasting programs of KGGM Albuquerque, N.M. Action Nov. 12.

■ Eagle Nest, N.M.—Broadcast Bureau granted CP for new UHF translator station to serve Colfax, N.M., operating on Channel 66 by rebroadcasting programs of KOAT-TV Albuquerque, N.M. Action Nov. 12.

■ Eagle Nest, N.M.—Broadcast Bureau granted CP for new UHF translator station to serve Colfax, N.M., operating on Channel 60 by rebroadcasting programs of KNME-TV Albuquerque, N.M. Action Nov. 12.

■ Eagle Nest, N.M.—Broadcast Bureau granted CP for new UHF translator to serve Colfax, N.M., operating on Channel 57 by rebroadcasting programs of KOB-TV Albuquerque, N.M. Action Nov. 12.

■ Edmeston, N.Y.—Broadcast Bureau granted CP for new UHF translator station to serve Edmeston and West Burlington, both N.Y., operating on Channel 75 by rebroadcasting programs of WMHT Schenectady, N.Y.; WCNY-TV Syracuse, N.Y., and WNDT Newark, N.J. Action Nov. 10.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following FM stations: KAPX San Clemente, Calif., to Dec. 30; KBBB San Diego, Calif., to April 4, 1972; *KFPR San Francisco, to May 19, 1972; WPKN Bridgeport, Conn., to June 4, 1972; KMAP Albuquerque, N.M., to April 28, 1972; WLNA-FM Peekskill, N.Y., to Feb. 20, 1972; KOAP-FM Portland, Ore., to April 20, 1972; WKDA-FM Nashville, Tenn., to April 7, 1972; WXRA Woodbridge, Va., to May 1, 1972. Action Nov. 17.

■ WPLK Rockmart, Ga. Broadcast Bureau granted mod. of CP to extend completion date to April 29, 1972. Action Nov. 18.

■ WDGY Minneapolis—Broadcast Bureau granted mod. of CP to extend completion date to June 1, 1972. Action Nov. 18.

■ WICZ-TV Binghamton, N.Y.—Broadcast Bureau granted mod. of CP to operate trans. by remote control from 70 Henry St., Binghamton. Action Nov. 15.

■ WSOO-FM North Syracuse, N.Y.—Broadcast Bureau granted mod. of CP to change trans. loca-

tion to: Mud Creek & State Rte. 57, Clay, N.Y.; change ant.; make changes in ant. system; ERP 3 kw; ant. height 170 ft.; remote control permitted. Action Nov. 17.

■ Scottsdale, Penna.—Broadcast Bureau granted mod. of CP to specify studio and remote control location from trans. site at: Chestnut Ridge, 4 mi. E. of center of Connelville, Pa.; change trans. and ant.; remote control permitted. Action Nov. 17.

■ KEYS Corpus Christi, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to May 6, 1972. Action Nov. 18.

■ WPMH Portsmouth, Va.—Broadcast Bureau granted mod. of CP to extend completion date to April 1, 1972. Action Nov. 18.

Ownership changes

Applications

■ KPER Gilroy, Calif.—Seeks assignment of license from South Valley Broadcasters to The Sunshine Broadcasting Co., Inc. for \$30,000. Sellers: Richard E. Ryan, general partner, Nancy R. Ryan and Florence S. Barker, et. al. Buyers: Steven E. Bailey, president, treasurer (64.4%), and Kenneth L. Hendrickson, vice president (34.6%). Mr. Bailey 1/3 owner of Phonograph Records, Sunnyvale, Calif. Mr. Hendrickson is employee-supervisor of Hewlett-Packard Co., manufacturer of data products in Mt. View, Calif. Ann. Nov. 17.

■ WLOF Orlando, Fla.—Seeks assignment of license from Clarke Broadcasting Corp. to Home Security Broadcasting Co. for \$2,100,000. Sellers: John T. Rutledge, et. al. Buyers: Arthur W. Clark, Chairman of the Board and President and M. Cecil Ernst, vice president db for Home Security Life Insurance Co. (100%). Mr. Clark is president of Home Security Life Insurance Co. Mr. Ernst is vice-president, treasurer of Home Security Life Insurance Co. Ann. Nov. 17.

■ WDWL AM-FM Vineland, N.J.—Seeks assignment of license from The Delsea Broadcasters To Frank F. and Vita Marie Ventresca for \$200,000. Sellers: Mortimer and Vivian E. Hendrickson. Buyers: Frank F. and Vita Marie Ventresca (50% each). Mr. & Mrs. Ventresca are joint owners of Ventresca Co., Real Estate, Cherry Hill, N.J. Ann. Nov. 17.

■ WTRO AM-FM Dyersburg, Tenn.—Seeks transfer of control of McQueen and Co. Inc. from John L. Slatton (100 shares before, none after) and C. H. Quick (4 shares before, none after) to Alvin D. Wood, president (49% before, 40% after), Murray A. Flatt vice-president (none before, 10% after) and H. Parks Tegrett secretary-treasurer (none before, 10% after). Consideration: \$11,609.98 and assumption of certain liabilities. Mr. Wood is president and general manager of WTRO AM-FM and is 49% owner and president of Tro-Cable Inc. Dyersburg, Tenn. Mr. Flatt is 75% owner of Murray Flatt Electric Co. and King and Flatt Inc., also electric company, both Newbern, Tenn. Mr. Tegrett is sole owner and manager of Tigrett & Shibley, farming-life insurance company. Ann. Nov. 17.

■ KFDR Grand Coulee, Wash.—Seeks assignment of license from Evergreen Broadcasting Corp. to William Y. Tankersley and Frank A. Del Vecchio for \$55,000. Sellers: Robert Douglas, vice-president et. al. Buyers: William Y. Tankersley (50%) and Frank A. DelVecchio (50%). Mr. Tankersley is 10% owner of Broadcast Electronics Co. Silver Spring, Md. and is engineer at WMAL Washington. Mr. DelVecchio is sole owner of Broadcast Service Co., Grand Coulee, Wash. He is also owner of Maryland Telephone & Telegraph Co., common carrier and supply service company, Rockville, Maryland. Ann. Nov. 17.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Nov. 23. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Fullerton, Calif.—Theta Cable of California, subsidiary of Hughes Aircraft Co. and multiple-CATV owner Teleprompter Corp., was granted franchise by mayor.

■ West Los Angeles and Hollywood, both Calif.—Theta Cable of California was granted right to extend franchise into west Los Angeles, Hollywood and Wilshire District by Los Angeles Board of Public Utilities and Transportation.

■ Urbandale, Iowa—Hawkeye Cablevision Inc. has been awarded a 10-year franchise with options for two five-year renewals.

■ Bethel Park, Pa.—Punxsutawney CATV firm has been awarded franchise by borough council.

William H. Ewen recalls with pleasure his long tenure with Borden Inc.—even those literally early days when he had to report for work at 4 a.m. to accompany milkmen on their routes.

Obviously he liked Borden; he stayed there for more than 35 years. Last spring he finally left the milk company—which has expanded into a complex that includes foods and chemicals—mainly because of water. Yes, water.

Mr. Ewen, who recently was appointed executive director of the newly organized National Advertising Review Board, explained that he was born and raised within a short distance of the Hudson river. In the fall of 1971, the administrative headquarters of Borden, the only company with which he had worked in his adult life, was shifted to land-locked Columbus, Ohio.

"For about five months I commuted between Columbus and New York," he said. "But I have always loved living in the area near the Hudson river. My principal outside interests are boating and steamboat history. I finally decided last May that I wanted to make my home in the New York area and left Borden.

"It was a difficult decision to make," but I had to make it. I decided to start my own advertising consultancy firm, and already had lined up several clients this past summer when I was approached by the organizers of the NARB. I was offered the job of executive director, and I accepted."

Mr. Ewen, a tall, quiet-spoken man of even disposition, appears to be ideally suited to serve as operating head of the advertising industry's new self-regulatory arm. He has had a wealth of experience in all facets of advertising and is an organization man to the core.

"I've always been active in industry affairs," he said. "This business always has been good to me and I've tried to make my own contributions through the years. For example, I've served as a director and as board chairman of both the Association of National Advertisers and the Audit Bureau of Circulations and have been a director of the Advertising Research Foundation and the old National Better Business Bureaus."

Mr. Ewen described the NARB as "a court of appeals for misleading advertising that could not be resolved at other levels." He said that NARB will be "concerned only with national advertising and only with honesty in advertising, not—at this time—with questions of taste."

The board consists of 50 members—30 representing advertisers, 10 advertising agencies and 10, the public. Complaints from any sources must be lodged initially with the National Advertising Division of the Council of Better Busi-

Heading up hopes for self-regulation: William Ewen

ness Bureaus, which has approximately 140 local offices throughout the country. The division will evaluate, analyze and investigate the complaints and hold negotiations with the advertisers in question. Unresolved cases will be forwarded to NARB.

The NARB chairman, Charles W. Yost, will appoint a panel of five members to consider each case. If advertising is judged unacceptable, the fact will be publicized and the matter will be turned over to "the appropriate governmental agency."

Mr. Ewen and a small staff now are

Week's Profile



William Hopkins Ewen—executive director, National Advertising Review Board, New York; b. May 2, 1913, Yonkers, N.Y.; BS in commerce (advertising, marketing, economics), New York University, 1935; assistant to manager of sales promotion, Borden Inc., 1935; with Borden continuously until 1971 in posts including employee- and public-relations manager; assistant national advertising manager, national advertising manager, print media; director of advertising, trade division; assistant VP and group manager; director of advertising services and corporate advertising director and executive director of public affairs; joined National Advertising Review Board at its founding, August 1971; m. Cathleen Ryan of New York, 1937; children—William H. Jr. and Barbara.

operating temporarily from quarters in the offices of the Association of National Advertisers, but NARB will move in December to its own facilities at 850 Third Avenue in New York. The financing for NARB comes from the ANA, the American Association of Advertising Agencies, the American Advertising Federation and the Council of Better Business Bureaus.

Things did not begin quite as auspiciously at Third Avenue offices for Mr. Ewen.

"One of my first assignments at Borden was to go along with the milk-route salesmen early in the morning," he said. "The idea was to observe their sales approaches and techniques and put down in written materials and in films the methods used by the better salesmen. I enjoyed it very much, though I wouldn't want to work those hours too long."

Throughout his career at Borden, Mr. Ewen's responsibilities were in promotion and advertising, but for brief periods he was given sales assignments. At one point, he was an ice-cream salesman in mid-Manhattan, servicing restaurants and luncheonettes.

"Borden's approach was sound," he pointed out. "The company felt that advertising people should know something about sales."

He rose steadily through the ranks at Borden, attaining the posts of director of corporate advertising and executive director of public affairs before he resigned. In this latter capacity, Mr. Ewen represented the company in activities concerned with outside groups, including the government, universities, civic and minority organizations.

"I was involved in Borden's first network radio show in 1944-45, a program called *Happy Island*, starring Ed Wynn," he said. "And I was there when Elsie the Cow was born. For some years I was in charge of advertising and promoting the Elsie character."

Mr. Ewen likes to relax from the pressures of business on a power boat and by collecting all kinds of paraphernalia dealing with steamboats. He has an extensive collection dating back to 1807; it includes prints, photographs, lithographs, rare books and other memorabilia. In 1967, his book, "Days of the Steamboats," was published by Parents Magazine Press.

Mr. Ewen is also an amateur historian. He has written numerous articles and has given lectures on American history, particularly concerning the role of steamboats.

"You'd be surprised at how many history books and standard references still call Robert Fulton's steamboat 'Clermont,'" Mr. Ewen said. "That's an error. The actual name was 'The North River.'"

Guilt by association

At meetings Dec. 9-10 in Phoenix the National Association of Broadcasters' television code-review board is scheduled to reconsider long-standing prohibitions against all advertising for such personal products as sanitary napkins, douches, contraceptive foams and hemorrhoid remedies. If the board wishes to bring itself up to date with American society, it will lift the blanket bans.

It wasn't long ago that bathroom tissue was on the list of products denied television advertising. Since its admission to the air there has been no audience objection.

A year and a half ago Scott Paper, which has been both discreet and imaginative in its advertising of bathroom tissue, petitioned the code for acceptance of commercials for Confidets sanitary napkins. The petition was accompanied by research underwritten by Scott and its agency, BBDO, in two markets where Confidets commercials had been tested on television. Viewer acceptance of the advertising was found to increase as the commercials appeared.

The research did not persuade the code-review board, however, even though members were said to have agreed that the commercials Scott presented were in good taste.

Taste, as this publication has argued for years, is the only consideration that should govern the acceptance of television advertising for any products that are legal and in general use. Taste can't be written into a code. It certainly can be applied by anyone who qualifies to run a television station.

Monologues

The New York Times Book Review for Sunday, Nov. 21, contained two cheap shots at contemporary broadcasting. Of the two, the cheaper was taken by FCC Commissioner Nicholas Johnson, acting true to character, if that is not an abuse of the word.

Mr. Johnson, wildly cheering a book by Les Brown of *Variety*, "Televis\$ion, the Business behind the Box," opened with this judgment: "American television is a national scandal of criminal proportions." Farther on he added, without qualification: "This is the industry that could not 'afford' to relinquish the revenue from cigarette commercials (and its related responsibility for 300,000 deaths a year), and now makes similar pleas about its economic losses were it to abandon its role as the nation's number-one pusher of the drug life."

Remarks like those would be irresponsible if made in the heat of unrehearsed debate. Made in manuscript and therefore subject to reconsideration before release, they are unforgivable. Mr. Johnson in earlier writings has betrayed a disqualifying bias against particular segments of broadcasting—the networks and some station groups. Now he has extended his published prejudice to encompass the whole medium. If there is any justice still to be found in regulatory law, the FCC is now subject to appellate reversal of any broadcast case in which a Johnson vote is decisive.

Another and longer review in the same publication also contributed to the general libeling of broadcasting, though on a more intellectual plane. It was written by Eric Goldman, a Princeton professor, who used to be in commercial television himself (with a program on WNBC-TV New York from 1956 to 1967). Writing favorably of Erik Barnouw's three-volume "A History of Broadcasting in the United States," Mr. Goldman expressed regret that "a nation still touched by a sense of being man's last best hope, including in its population millions of reasonably decent and intelli-

gent people, has permitted a communications system of such potential to develop into so miserable and dangerous a contraption."

Elsewhere he wrote: "Apologists drone on with their argument that the stations are 'giving the people what they want,' which is not particularly accurate and in any event avoids the nub of the problem." What is the nub of the problem, professor? In this democracy should broadcasters give the people what they don't want?

Footnote: An analysis of Nielsen data shows that the elite—the upper-income, better-educated who aren't supposed to be watching television any more—increased their viewing of prime-time network programs last month over October 1970 by larger margins than did average viewers.

The sleeper

Nobody needs a calendar in Washington to perceive the imminence of an election year. Party politics begin to assert themselves without disguise, as in last week's Senate vote to include a political fund-raising measure in a tax-reduction bill. The same phenomenon may be seen this week if the House takes up several political-spending bills as scheduled.

Broadcasting is likely to experience no direct effects from last week's Senate action. It could be hurt by legislation emerging from the House.

As reported elsewhere in this issue, the House will consider at least three bills imposing limits of one kind or another on political broadcasting as well as on other campaign activities. Of the three, the House version of a bill adopted last August by the Senate is probably the least discriminatory against radio and television—but even it contains a defect of major proportions. That is the bill, to be introduced by Republicans, that would repeal the equal-time law in its application to candidates for federal elective office, would impose a 10-cents-a-vote ceiling on media spending but equalize the limitations on print or broadcast, and would oblige all media to give candidates minimum rates. So far so good, but the House version still includes a clause empowering the FCC to punish broadcasters for refusing access to politicians.

Is anybody working with key congressmen to get that discriminatory clause eliminated from the legislation?



Drawn for BROADCASTING by Sid Hix
"He's having a little trouble adjusting to our new 'less talk, more music' policy."



**What's
really
going on
at Channel 5
in Boston**

WHDH-TV, over the past two years, has won more United Press International and Boston Press Photographers awards for broadcast excellence than any other New England television station.

United Press International New England Awards:

Awarded 1971

- **First Prize:** Best TV Election Coverage
- **First Prize:** Best TV Public Service Program
- **Special Citation:** Best TV News Story of the Year

Awarded 1970

- **First Prize:** Best TV News Story of the Year
- **First Prize:** Best TV Election Coverage

Boston Press Photographers Association:

Awarded 1971

- **Best of Show**
- **First Prize:** Feature
- **First Prize:** Sports
- **Second Prize:** Sports
- **Second Prize:** Documentary
- **Second Prize:** Fire
- **Third Prize:** Sports

Awarded 1970

- **New England News Film Station of the Year**
- **Photographer of the Year**
- **First Prize:** Spot News
- **First Prize:** Sports
- **First Prize:** Documentary
- **First Prize:** Fire
- **Second Prize:** Spot News
- **Second Prize:** General News
- **Second Prize:** Feature
- **Second Prize:** Sports
- **Second Prize:** Fire
- **Second Prize:** Team Effort
- **Third Prize:** General News
- **Third Prize:** Feature
- **Third Prize:** Documentary

15 Out of a possible 21!

6-7 PM, Monday through Friday, when most New Englanders watch News on television, more of them watch WHDH-TV News than any other news program in New England.*

*ARB Jan.-Oct. 1971. Subject to qualifications in said reports.

**That's
what's
really
going on at
Channel 5
in Boston.**

WHDH-TV

Public Affairs, locally produced, programmed head to head against entertainment in prime time, across the board?

You must be kidding!

WHDH-TV isn't kidding.

"FIVE REPORTS"

7:30-8 PM, Monday-Friday.

And it works!

Monday—Tops "Tom Smothers"*

Wednesday—First in market. Leads "People Games" and "Rollin' Down The River"*

Friday—Beats nationally syndicated "Sports Illustrated"*

*Oct. ARB. Subject to qualifications in said report.

New England's only hour-long TV Public Affairs Magazine,

"THE WEEK ENDS HERE"

6-7 P.M. every Saturday.

Two years old this year.

Sponsored by General Foods.

Winner of the 1971

- Howard W. Blakeslee Award, American Heart Association
- Broadcast Excellence Award, San Francisco State College



If you lived in San Francisco...



...you'd be sold on KRON-TV