December 20, 1971:Our41stYear:$1.00

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®

12/22

There's little to hail as Congress bids farewell to first session

David Sarnoff is dead; industry pays tribute to pre-eminent pioneer

ACT's back on children's TV, invites FTC crackdown on commercials

Whitehead's cable-policy team readies long-range plan for the President


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KOGO-TV, San Diego
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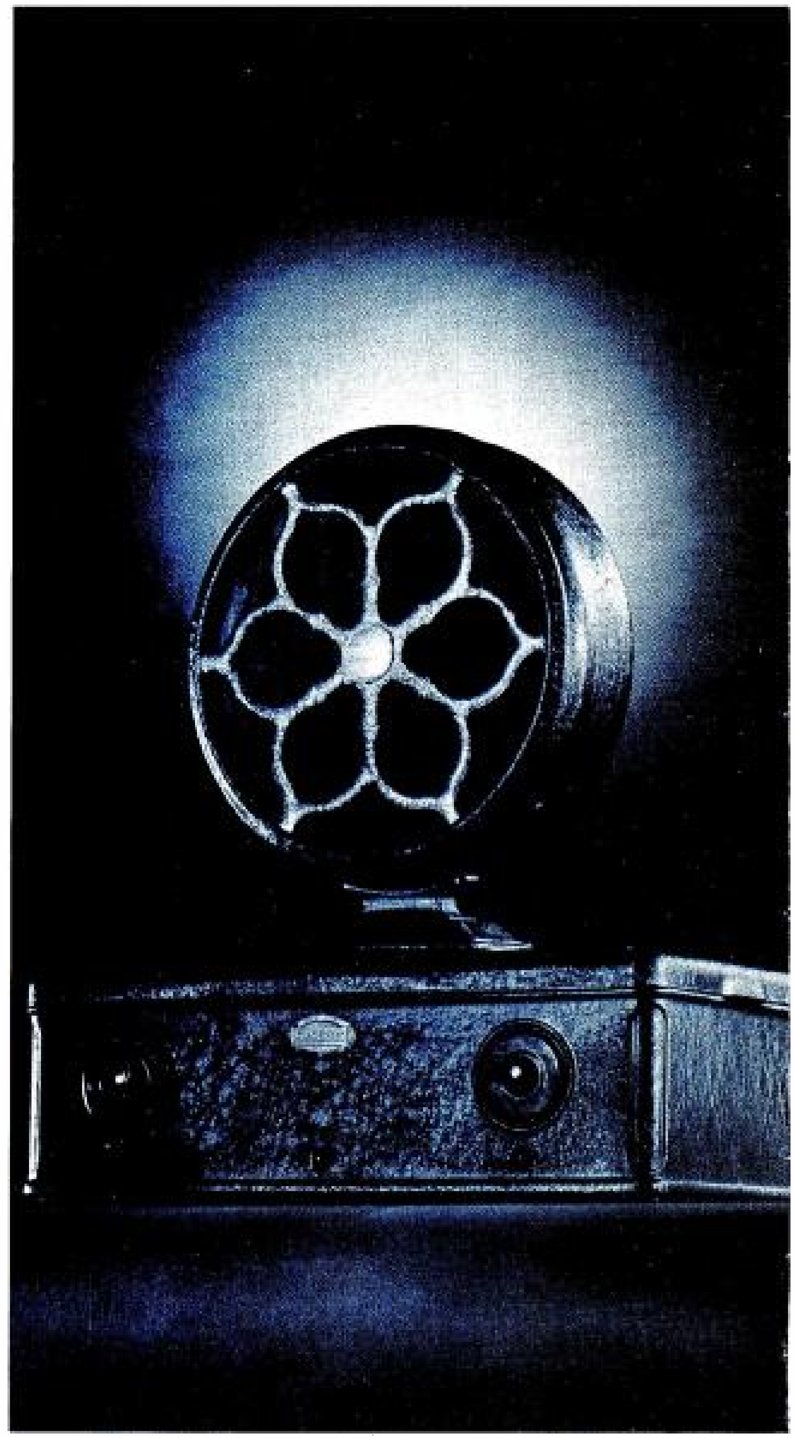

Storer Broadcasting has learned a few things over the years. We hope we never forget them.

We've learned that the most important element in a station's success is a responsive, continually building audience with confidence in a broadcaster's integrity and credibility. We've learned that the best way to develop such audiences is to become sincerely involved in the communities our stations serve—in the problems, the aspirations, the undertakings, the achievements, even the failures, when the objectives are worthwhile.

All this is not entirely out of charity. There's a tangible reason, too. The more effective we are in our communities, the more effective we are for our advertisers, the more effective we are for ourselves. Our "most important product" is our audience and community reputation. We've worked at it for 44 years and plan to continue working at it as good neighbors, involved friends and effective broadcasters. That way everybody wins.

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Detroit *WDEE*	**Cleveland** *WJW*	**New York** *WHN*	**Miami** *WGBS*	**Los Angeles** *KGBS*	**Toledo** *WSPD*

WeekInBrief

As Congress adjourned its first session last week, the record was generally typical—much talk, little law, many questions, few answers. Political spending is the only communications issue that may yield law. See . . .

Capitol Hill at the halfway mark . . . 15

President Nixon's cabinet-level committee on cable TV policy appears to be leaning toward diversified ownership of programs and equipment. Working papers indicate an effort to equalize CATV-broadcasting competition. See . . .

New ingredient in cable stew . . . 18

Broadcasting's pre-eminent pioneer died last week in New York. The death of Brigadier General David Sarnoff, former president and chairman of RCA, drew eulogies from those within and without the industry he nurtured. See . . .

Last tributes to David Sarnoff . . . 28

FCC attempts to shore up the shaky foundation of its proposed 'superior performance' standard to be applied to incumbent TV licensees were dealt an ironic twist last week by Storer Broadcasting. See . . .

Is 'superior performance' out of reach? . . . 32

Boom or bust is the question being applied to exemption for news media from Phase II of the economic stabilization program. Broadcasters are divided on the application of economic controls to electronic media. See . . .

Wage price exemption: boon or bane? . . . 35

Discovery of disenchantment within the executive ranks at CBS has led the company to institute a sweeping examination of its manpower policies with an eye to becoming the manpower management leader in five years. See . . .

CBS looks hard at manpower policies . . . 38

A controversy over the closed-circuit showing of the Dolphins-Colts professional football game has caused Rep. Paul G. Rogers (D-Fla.) to introduce legislation that would end blackouts when the stadium is sold out. See . . .

Miami blackout battle . . . 40

Action for Children's Television is playing a return engagement at the Federal Trade Commission. Last month, ACT asked for a ban on drug commercials within children's programs. Last week, toy ads were the target. See . . .

ACT goes back to the FTC . . . 45

Nearly 200 years ago, British Parliament was rocked by debate on whether to allow print coverage of its proceedings. Late this month a similar battle is expected over televising the MPs' debates. See . . .

Television in Parliament? . . . 48

The reality of conglomeration come true is epitomized for CBS Inc. by the man who is charged with directing the future of that diversified company—Charles T. Ireland Jr. He seems almost type-cast for the job. See . . .

New man for new era at CBS . . . 67

Departments

Broadcasting

Dec. 20, 1971;Vol.81;No.25

Published 51 Mondays a year (combined issue at year end), by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington 20036. Second-class postage paid at Washington and additional offices.

Subscription prices: *one year $14, two years $27, three years $35. Add $4 a year for Canada and $6 a year for all other countries. Subscriber's occupation required. Regular issues $1 a copy.* BROADCASTING YEARBOOK *published each January, $14.50 a copy;* CATV SOURCEBOOK *annually, $8.50 a copy.*

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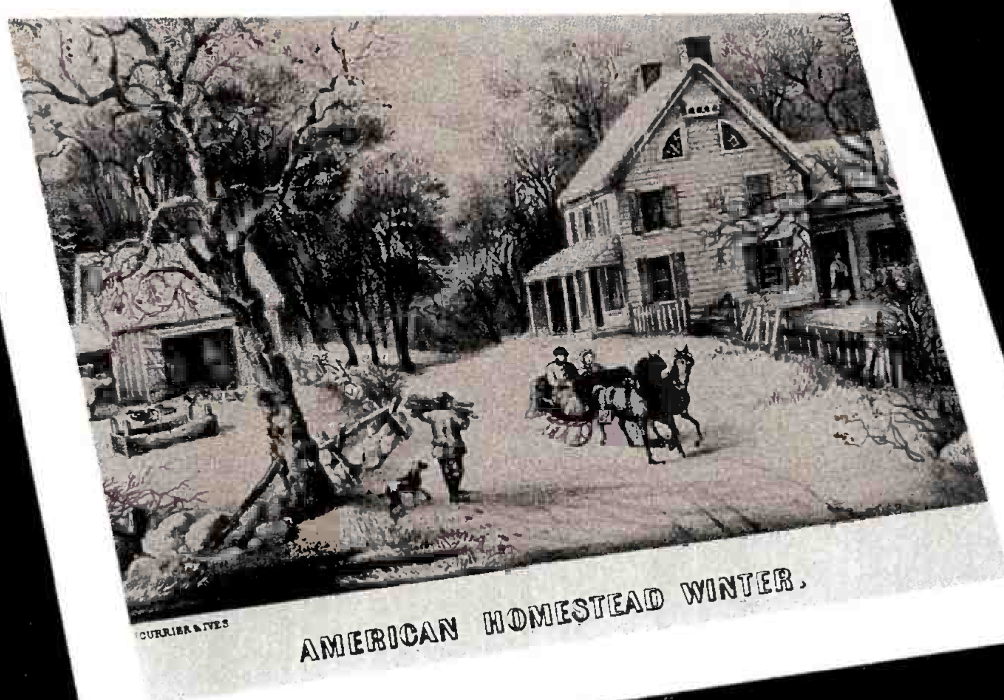
Season's Greetings

STEINMAN STATIONS

Clair McCollough, President



WGAL-TV Channel 8 LANCASTER-HARRISBURG-YORK-LEBANON, PA.

WTEV Channel 6 PROVIDENCE, R. I.; NEW BEDFORD-FALL RIVER, MASS.

To the top

Solicitor General Erwin Griswold has lined up as essential ally of FCC in its effort to persuade Supreme Court to reverse lower court ruling imputing First Amendment right to public in use of broadcast facilities. Mr. Griswold agreed to cooperate with commission in seeking high-court review after conferring with Chairman Dean Burch and General Counsel Richard E. Wiley.

At issue is decision U.S. Court of Appeals in Washington returned last August, in case brought by Business Executives Move for Peace in Vietnam and Democratic National Committee. Court overruled commission order supporting WTOP(AM) Washington in its refusal to sell BEM time for spots opposing war, but there is some question as to whether it also overruled commission's refusal to grant DNC's petition for declaratory ruling that broadcasters may not, as matter of policy, sell program time to "responsible entities" for discussion of controversial issues. In any case, commission feels decision will "destroy" licensee's statutory role as "public trustee" if allowed to stand.

Action and TV

That million-dollar report on effects of television violence cleared advisory committee last week, will be delivered this week to surgeon general who is expected to turn it over to Senator John O. Pastore, original sponsor, early in January —when it will be made public. It's known to be 250 pages long, to contain spectrum of conclusions ranging from indictment of television as root cause of all kinds of antisocial bchavior to benign dismissal of any relationship between what's on tube and what goes on in children's world. But word is that weight of report tends toward adverse criticism of television.

Study, prepared under direction of National Institute of Mental Health, was undertaken at demand of Senator Pastore (D-R.I.) in early 1970. It was Senator Pastore who arranged government financing of $1 million.

Repairs

Substantive changes in personnel or goals are in prospect during 1972 for at least three trade organizations identified with broadcast media. National Association of Broadcasters will have initial discussions at its joint board meeting at Marco Island, Fla., next month. Association of Maximum Service Telecasters will elect new officers at meeting at Chicago in April, and is expected to face election of successor to Jack R. Harris, KPRC Inc., Houston, who has been its only president since organization founded 15 years ago. And National Cable Television Association is still searching for president to succeed Donald Taverner who resigned last June (BROADCASTING, June 14) and is now head of WETA-TV, Washington's ETV key.

Vincent T. Wasilewski, NAB's incumbent president, who has been under fire of some dissident radio directors, isn't likely to go into critical winter board meeting hat-in-hand. It's known he's working on restructuring and reorientation of objectives that might terminate certain job categories and emphasize legislative, regulatory and public-relations work. But presumably crash management study would be first phase as broadcasters' big guns are sighted for fundamental job of legislative contact.

Reliables

Preliminary analysis by agency research specialists of American Research Bureau and Nielsen November sweeps indicates that top-rating scorers in prime-time half-hour periods vacated by networks under FCC access rule were syndicated versions of network series. These include *Lassie, This Is Your Life, Lawrence Welk Show, Hee Haw* and *Let's Make a Deal.* In made-for-syndication programing, *David Frost Revue* and *Circus* rated well while other new series, such as *Rollin' on the River, Story Theater, Primus, Stand up and Cheer, Dr. Simon Locke* and *Monte Nash,* were said to have registered unsatisfactorily on whole.

Cherchez la femme

FCC will probably strike blow for women's liberation early in new year. Staff is understood to be drafting order to include women in scope of present requirement that broadcasters adopt affirmative-action programs to assure equal-employment opportunities. Proposed amendment to rules was urged by National Organization for Women, which contends women are subject to job discrimination throughout broadcast industry.

Women's lib types have not confined their views to written pleadings. At various social and professional functions they have confronted commission officials with question of why women were ignored in equal-opportunity rules. Stock answer was that commission was concerned with problems of ethnic minorities which it regarded as pressing. Some commission staffers (male) still feel there is no great need to incorporate NOW amendment. But General Counsel and Commissioner-designate Richard E. Wiley is said to be pushing staff to get draft order ready for commission.

Movie minutes

There seems to be little something for everyone in commercial format CBS-TV has devised for late-night movies when they replace *Merv Griffin Show* on Feb. 14 (BROADCASTING, Dec. 13). Affiliates will get 10 in-program minutes for local sale as compared with nine minutes plus station break in *Griffin* (net effect is to let them add one commercial, since code limit is three in station breaks, four in in-program positions). They'll also get their positions, two minutes each, earlier in program (positions two, four, six, eight, ten).

There's more. Since movies will generally run two hours (11:30-1:30 NYT) instead of 90 minutes, people who worry about clutter will find higher ratio of programing to commercials, and beyond that, CBS is reducing actual in-program interruptions from nine in *Griffin* to seven in movies, so that standard-length acts will run 10-15 minutes. There will be no station breaks as such. Only exception to two-minute clusters will be around trailer for next night's movie, which will be preceded by two network minutes and followed by one. As extra fillip for affiliates, CBS said it expected about 30% of movies to run past 1:30 (but never beyond 2 a.m. NYT) and that, at least at outset, stations could sell all positions in such run-over periods, though network reserved right to recapture half on 30 days' notice. When movies are too short to permit acts 10-15 minutes long, special commercial format will be developed.

Heavy script

Senate's Constitutional Rights Subcommittee headed by Sam J. Ervin (D-N.C.) is lining up promising performances for next series of hearings, due to begin in February. It has booked White House aides, Charles Colson and Frederic Malek, to explain their roles in Federal Bureau of Investigation check on Daniel Schorr, CBS correspondent. Also to be explored are First Amendment applications to public television, CATV and wage-price freeze.

No cable rules from FCC this year

Johnson throws block; staff drafting bogs down

FCC commissioners ended work on CATV package for year last Friday noon on less than cheerful note. Chairman Dean Burch was obviously annoyed when, during special morning meeting on revised draft of proposed rules, it became apparent that absence of several commissioners would foreclose possibility of continuing session into afternoon.

And perhaps of more significance, Commissioner Nicholas Johnson indicated he would vote against adoption of rules if they were written to conform with compromise agreement reached among broadcasters, cable operators and copyright owners last month.

Mr. Johnson had expressed opposition to compromise before. He feels it favors broadcasters and that commission should adhere to Aug. 5 "letter of intent" in which it informed Congress of CATV rules it then planned to adopt. In memorandum he distributed to commissioners last Thursday afternoon, he is said to have restated that view and suggested adopting some portions of compromise but not others.

Officials noted, however, that such action would probably result in rupture of compromise agreement and bring about congressional intervention that agreement was intended to forestall.

Commissioner Johnson is also said to have been critical of procedures used to achieve compromise—by intervention of Office of Telecommunications Policy with broadcasters, cable operators and copyright owners—and to have argued that commission's procedures should be used if changes are to be made. In meeting Friday, he suggested issuance of further notice of rulemaking.

Beyond that controversy, however, there might be some cheer for Rocky Mountain Broadcasters Association members and other small-market broadcasters who object to compromise. Commission is said to be discussing ways of modifying rules to afford small-market stations protection against CATV competition they now lack—perhaps by extending 35-mile zone within which restrictive rules apply. Rocky Mountain stations frequently draw on audience well beyond 35-mile limit.

Representatives of Rocky Mountain Broadcasters Association are said to have made persuasive showing in visits they made to individual commissioners. In fact, accommodating them may be price commission has to pay to get vote of some commissioners. Commissioner Robert E. Lee is particularly concerned about small-market stations. And commission officials feel changes can be made without wrecking compromise.

Meanwhile, staff work on drafting complex rules, which cover some 60 pages, was moving slowly. Revision of draft reviewed by commission and by parties two weeks ago was not completed by time FCC met to discuss it Friday. And there were complaints from some commissioners' offices that second draft presented "some problems."

Representatives of parties to compromise — National Association of Broadcasters, National Cable Television Association, Association of Maximum Service Telecasters, and copyright owners—who reviewed revised draft for several hours at OTP office last Thursday were also said to be disturbed over some elements in draft, as well as over fact it was not complete.

Commission officials expressed confidence that final drafting job would move faster now, since commissioners have made feelings known about various aspects of rules. Cable TV bureau and commissioners' legal and engineering assistants are expected to devote large part of their time to drafting project over next two weeks.

Senate getting to work on cable and copyright

Senator John L. McClellan's (D-Ark.) Copyrights Subcommittee is soliciting comments of broadcasters, cable interests and others on proposed modifications of copyright revision bill it will consider next year.

In letter to parties last week, subcommittee said it expects to modify cable section of bill (S. 644) to delete provisions on signal carriage, defining broadcast markets and providing exclusivity rules (which are already covered by CATV compromise agreement).

Modified section, subcommittee said, would grant copyright licenses for carriage of programs and provide for payment of copyright royalties.

It was noted the subcommittee has decided that initial royalty rates should be established by Congress in copyright law, with periodic review and adjustments to be made by Copyright Royalty Tribunal to be created by bill.

Comments were requested by Jan. 20 on "whether royalty rates should be determined by a single graduated formula of a percentage of the gross receipts" paid by CATV subscribers, or formula providing "a basic rate for carriage of local signals, with an additional charge related to the number of distant signals" carried by CATV system.

Subcommittee also asked for comments on whether smaller cable systems should be exempt from copyright payments, pointing out that bill requires payment by all systems, while compromise agreement would exempt systems with fewer than 3,500 subscribers.

In addition, it was asked whether particular types of programs "such as music or professional and collegiate sports" need special treatment in bill.

Letter went out to National Association of Broadcasters, National Cable Television Association, Association of Maximum Service Telecasters, three networks, All Channel Television Society, and motion picture, sports and music-licensing organizations.

Heavy blow to IDC

CBS-TV has informed advertisers and agencies that effective Feb. 1, 1972, it will no longer broadcast filmed commercials encoded with visual program identification. International Digisonics Corp., which encodes commercials, said Friday (Dec. 17) that it has wired advertisers and agencies informing them that IDC "would take all necessary actions to protect the advertiser's commercials and broadcast schedules."

CBS's letter, sent by Robert D. Wood, president of CBS-TV, reviewed current disposition of IDC's encoding system before FCC (see below and page 50) but said that because of "deficiencies inherent in the IDC system in regard to filmed material," licensees could not insure that IDC "patterns are transmitted consistently in compliance with the FCC specifications."

IDC in statement said it was studying CBS's letter and "conferring with all interested parties" and said it "has stated that the action is arbitrary, unreasonable and damaging, particularly to the many advertisers involved because of the significant number of coded film commercials that would be affected." (IDC says that it now monitors in 52 markets—top-50 markets and two others.)

The IDC side

International Digisonics Corp. took its side of controversy over aural-encoding monitoring to FCC late last week. Echoing argument expressed by National Association of Broadcasters earlier in week (see page 50), IDC called on commission to refrain from implementing any rules for aural encoding until further field tests can be conducted at broadcast stations under ordinary operating conditions.

IDC opposed suggestion of Storer Broadcasting Co. that companies engaging in aural encoding be licensed by FCC and be required to obtain written consent from station licensees before transmitting identification tones, calling Storer proposal "unnecessary."

Company also said that aural-encoding system using low frequency tones—such as its own—would be favorable to higher spectrum proposal of its competitor, Audicom Corp.

Starr ties to Torbet

Starr Broadcasting Group Inc. and Alan Torbet Associates Inc. confirmed Friday (Dec. 17) that Starr has made "substantial investment" in station-representative firm. Transaction involved exchange of stock amounting to about $1 million.

Alan Torbet will continue as president of firm, which will retain present staff and will operate autonomously. Group station-owner Starr is publicly traded on Midwest exchange.

More Wimbledon to NBC

NBC-TV paid estimated $100,000 for three-year television rights to title matches of Wimbledon Open tennis championships, whose acquisition was announced Friday (Dec. 17). Contract, signed with Trans World International, representatives of All-England Lawn Tennis and Croquet Club, extends three-year agreement that expired this year. Coverage of 1972 event, via satellite, will be presented Saturday, July 6.

Challenges answered

Westinghouse Broadcasting Co. last week asked FCC to dismiss two petitions to deny filed against its KPIX-TV San Francisco (BROADCASTING, Nov. 8).

It said that charges made against station by four Bay-area minority groups under primary direction of Marcus Garvey Wilcher are "without merit." KPIX-TV renewal application, Westinghouse claimed, "unequivocally demonstrates" that station has been responsive to minority interests.

Company denied allegations of Committee for Open Media that KPIX-TV schedules its public-service announcements and public-affairs programing in low-audience time periods. It also complained that COM had refused to disclose to station officials what it believed to be deficiencies at KPIX-TV prior to filing challenge—despite fact that station repeatedly invited dialogue.

In another filing at FCC last week, Golden West Broadcasters asserted that Mr. Wilcher and associates' late petition to deny against KSFO(AM) San Francisco should be thrown out as untimely and because it fails "to raise any material questions of fact" regarding data contained in station's renewal application.

Cable firm buys KFJZ-KWXI Fort Worth

FCC has granted $3.95-million sale of KFJZ(AM)-KWXI-FM Fort Worth, from Texas State Network Inc. to First Illinois Cable TV Inc. First Illinois is owned by multiple-CATV operator Communications Properties Inc., which is, in turn, 58.5% owned by Citizen Financial Corp.

First Illinois will also require TSN's regional network of 100 stations in three-state area, and KFJZ Presentations Inc., promotional firm. TSN President Stanley E. Wilson will continue to serve as general manager of KFJZ-KWXI for three years.

Both CPI and Citizen Financial are publicly-owned corporations.

First Illinois operates cable system at Springfield, Ill. Its officers have interests in KRIO(AM) McAllen, Tex.; KROP(AM) Brawley, Calif., and WXTV-TV Paterson, N.J.

Commissioner H. Rex Lee, in concurring statement on Fort Worth action, expressed concern over CPI's large number of CATV holdings in Texas. Noting that commission has proposed rule-making in area of multiple ownership of cable systems, he said that case at hand "is sufficient indication" that commission should address itself to questions of local concentration of CATV control and of crossownership of cable systems and microwave carriers. (CPI subsidiaries also have extensive microwave interests in state.)

Week'sHeadliners

Mr. Cowen

Eugene S. Cowen, deputy assistant to President Nixon for congressional relations, resigned effective Thursday (Dec. 16) to join ABC as VP in charge of Washington office, effective Dec. 27. He succeeds Alfred R. Beckman, who retires (BROADCASTING, Dec. 13). Mr. Cowen joined White House staff in 1969 as special assistant to the President. In September 1971 he was named deputy assistant to the President with principal responsibility regarding legislative affairs in the Senate. At ABC, he will report to Everett Erlick, group VP and general counsel, New York.

Lloyd Griffin, president, Peters Griffin Woodward, New York, named chairman and chief executive. He succeeds **H. Preston Peters,** who assumes new title of chairman of executive committee. **William G. Walters,** senior VP, succeeds Mr. Griffin as president. **Theodore van Erk,** senior VP; **James Sefert,** VP in charge of Chicago and other Midwest offices, and **Charles Kinney,** VP in charge of West Coast offices, named senior VP's.

For other industry developments see "Fates & Fortunes," page 55

Boosting TV subtitles

Subtitles on TV screens to help deaf enjoy television without impairing picture was demonstrated at conference held by University of Tennessee's Southern Regional Media Center for Deaf in Knoxville last week.

Subtitle system was shown by George Kamas of Boulder, Colo., laboratories, National Bureau of Standards, utilizing equipment already being used to test transmission over ABC-TV of NBS's time-and-frequency standards which it proposed last summer.

NBS system uses character generator to superimpose dialogue on lower edge of TV screen. Receiving sets would need decoding device to use system, with extra cost estimated at about $20 when in mass production.

Adjunct of NBS system is automatic channel display that holds promise of electronic tuning for both VHF and UHF stations, observers said. Equality of tuning is one of projects FCC has been engaged in; it recently ordered use of detent tuning in all receivers effective in new sets beginning next year.

Conference, which was funded by special branch of Department of Health, Education and Welfare, attracted 50-odd representatives of organizations dealing with those hard of hearing, who concluded that NBS system is most promising, and asks HEW to carry ball to turn that promise into performance.

Datebook ® A calendar of important meetings and events in communications

This week

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).

Also in December

Dec. 29—"Communications Technology and its Effects on People" seminar. Focus of discussion will be current developments and those likely to be implemented within the next five years, among them cable TV. Featured speakers will include: Peter C. Goldmark, former head of CBS Laboratories; George F. Mansur, deputy director, Office of Telecommunications Policy, and Edward S. Mason, chairman, Sloan Commission on Cable Communications. Bellevue-Stratford hotel, Philadelphia.

January 1972

Jan. 7-9—Midwinter conference, *Florida Associations of Broadcasters*, Silver Shores, Ocala.

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. 10—*George Foster Peabody Radio and Television Awards* deadline for entries. Medallions will be awarded for news, entertainment, educational and youth programs, as well as for public service and promotion of international understanding. Stations, networks, individuals and citizen groups may nominate 1971 programs and activities. Entries should be submitted to the Henry W. Grady School of Journalism, University of Georgia, Athens 30601.

Jan. 11—Luncheon meeting, *Hollywood Radio and Television Society*. Julian Goodman, president and chief executive officer, NBC, speaks on outlook for communications industry in election year. Ballroom, Beverly Wilshire hotel, Beverly Hills, Calif.

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. 20-21—Board of directors meeting, *Institute of Broadcasting Financial Management*. Plaza International hotel, Tucson, Ariz.

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

Jan. 23-26—Conference for Journalists on China, sponsored by the *Washington Journalism Center*. Conference will examine changes going on in China's relationships with the U.S. and rest of the world and explore internal developments within the country and will place President Nixon's upcoming visit to China in perspective. The Washington Journalism Center, 2401 Virginia Avenue, N.W., Washington 20037.

Jan. 24-25—Management conference, sponsored by *Radio Advertising Bureau*. Hilton Inn-airport, Atlanta.

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. 1—Annual stockholders' meeting, *Walt Disney Productions Inc.*, Dorothy Chandler Pavilion, Music Center, Los Angeles.

Feb. 1—Deadline for fourth annual *Robert F. Kennedy Journalism Awards*, honoring outstanding reporting on problems of poverty and discrimination in U.S. Contact: Journalism Awards Group, c/o Robert F. Kennedy Memorial, 1954 31st Street, N.W., Washington 20007.

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. 7-8—Management conference, sponsored by *Radio Advertising Bureau*. Regency Hyatt House-O'Hare, Chicago.

Feb. 8—Deadline for filing comments in FCC proceeding regarding proposed rule amendment concerning inclusion of program identification patterns in visual TV transmissions (Doc. 19314). Replies due March 8.

Feb. 8-10—Winter convention, *South Carolina Broadcasters Association*. Featured speakers will be Herb Klein, White House director of communications, and Walter Johnson, chief, broadcast bureau, FCC.

Feb. 10-11—Management conference, sponsored by *Radio Advertising Bureau*. Hilton inn-airport, San Francisco.

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

Feb. 14-15—Management conference, sponsored by *Radio Advertising Bureau*. Hilton inn, Dallas.

Feb. 17-18—Management conference, sponsored by *Radio Advertising Bureau*. Cherry Hill inn, Cherry Hill, N.J.

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.

Feb. 22-23—Annual convention, *Alabama Cable Television Association*. Parliament House motor hotel, Birmingham.

Feb. 29—Annual Mike Award dinner of *Broadcast Pioneers* in behalf of *Broadcasters Foundation*, honoring WDSU(AM) New Orleans as winner of 12th annual award. Hotel Pierre, New York.

March 1972

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

March 3-4—*Georgia Cable Television Association* convention. Regency Hyatt House, Atlanta.

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-Neuilly, France. Fees are $170 for individual participants and $120 for members of companies reserving an office at the sessions. Palais des Festivals, Cannes, France.

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

March 16—27th annual Western Advertising Art Exposition and Awards Presentation Banquet, *Art Directors Club of Los Angeles*. Biltmore hotel, Los Angeles.

March 21—*International Broadcasting Awards*,

Major meeting dates in 1972

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

April 6-9, 1972—*National Association of FM Broadcasters* annual convention. Palmer House, Chicago.

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.

July 10-13, 1972—*Democratic national convention*. Miami Convention Center, Miami Beach.

Aug. 21-24, 1972—*Republican national convention*. San Diego Sports Arena, San Diego.

Nov. 15-18, 1972—*Sigma Delta Chi* national convention. Statler Hilton, Dallas.

dinner honoring "best" radio and television commercials. 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*. Convention Center, 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 worldwide basis. Advanced bookings may be made before March 15. For information: MIFED, Largo Domodossola 1, 20145 Milan, Italy.

May 1972

May 3-5—Second annual conference. *National Friends of Public Broadcasting*, nonprofit organization formed to build citizen support for public broadcasting at local level. Royal Orleans hotel, New Orleans.

May 5-6—22d annual convention, *Kansas Association of Broadcasters*. Featured speakers will include CBS Vice Chairman Frank Stanton. Ramada Inn, Topeka.

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.

OpenMike®

Where has selflessness gone?

EDITOR: I want to register a hearty amen to your "First Things First" editorial (BROADCASTING, Dec. 6).

As a member of that National Association of Broadcasters reorganization committee of a couple of years ago, I must say that things haven't come out at NAB headquarters as at least some of us on the committee envisioned that they would. I regret this very much because I believe the committee's recommendations were sound. How they were put into practice is another story.

I'm beginning to believe—after too many years fighting this battle—that broadcasters as a group will never stand shoulder-to-shoulder when the chips are down and fight for the over-all good of the business. Personal gain and individual glory seem to get in the way. I hope there is a better day coming. But I wonder.—*Harold Essex, president,* WSJS-AM-FM-TV *Winston-Salem, N.C.*

Legal notice

EDITOR: Your reputation for accuracy suffered when you reported this week (Dec. 13) that the FCC hearing order concerning three television stations owned by Richard Eaton involved "the alleged acceptance by an ABC-TV employe, Carmine Patti, of a bribe from Mr. Eaton to procure affiliations with the network." The FCC hearing order contains no such allegation, but refers only to the existence of a consulting agreement between Messrs. Patti and Eaton.

As your article later points out, Mr. Patti has already denied any wrongdoing in connection with that consulting agreement, and the hearing order does not specify the manner in which the commission regards that agreement to have involved any impropriety on Mr. Patti's part.—*Benito Gaguine, counsel for Carmine Patti, Washington.*

(For the record: The hearing order reads in part as follows: "In view of the evidence adduced in Docket No. 18811 concerning a 'consultancy' agreement between Richard Eaton . . . and Cermine Patti . . . we are unable to conclude that the grant of the captioned applications would serve the public interest" A footnote to the order explained: "In Docket No. 18811, the commission . . . instituted an inquiry to determine whether broadcast licensees or permittees, or any principal, agent, or employe thereof, made payments to employes or principals of networks for the purpose of obtaining affiliation with such networks.")

Local news impresses Hill

EDITOR: I have scanned ["The Quest for Excellence in Local TV Journalism," BROADCASTING, Nov. 29] and agree with you that it is surprising that local stations have 65% of total television news viewing. Certainly many members of Congress and politicians generally will find this useful information.—*Representative Carl Albert (D-Okla.), Speaker of the House, Washington.*

EDITOR: I was indeed surprised to learn that 65% of all television newscasts viewing is of local stations.—*Senator John Sherman Cooper (R-Ky.), Washington.*

EDITOR: It certainly is interesting to learn that most of the viewing of television news in this country is of news programs originated on local stations. —*Representative Phil M. Landrum (D-Ga.), Washington.*

Invitation

EDITOR: Now that I'm retiring after 40 years with CBS, I'd like to say to all the broadcasters who helped me during my early years in engineering and later years in affiliate relations: "So long for now. Thanks. Hope I'll see you again."

Mrs. Lodge and I will spend springs and summers at our home in Hastings-on-Hudson, N.Y. The falls and winters will be spent in our new home at Christiansted, St. Croix, U.S. Virgin Islands, telephone (809) 773-2871.—*William B. Lodge, vice president, CBS-TV, New York.*

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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®
TELEVISION

Executive and publication headquarters
BROADCASTING-TELECASTING building,
1735 DeSales Street, N.W., Washington,
D.C. 20036. Phone: 202-638-1022.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933, Telecast* in 1953 and Television* in 1961. Broadcasting-Telecasting* was introduced in 1946.
*Reg. U.S. Patent Office.

Conventional animation—but on video tape

Let me tell you about a relationship involving an advertising agency, a videotape facility and an animation house (whose previous experience was in film). It appears to be unique in the industry.

This relationship developed because the production of retail commercials represents a unique problem requiring an equally unique solution. The problem is to invent new ways to produce commercials which stand above the competition—but do not elevate costs. This is particularly important for retail commercials, which have far shorter lifespans than most national commercials.

Allied Stores has set up an experimentation program which we believe is a major step forward in reducing production costs without sacrificing quality.

To illustrate this, I will describe a recently completed project which represents an approach we have taken for one of our many department store companies—Stern Brothers. New Jersey. The particular commercial is one of a series of institutional ID's which have gone a long way toward helping the store establish a stronger identity as New Jersey's newest, most exciting place to shop. Within the last year, Stern's has opened two new stores in New Jersey. These two stores represent almost a doubling of their operation. A TV and radio campaign presently running in New York was developed by Allied's central office to help convey this growing excitement to prospective customers who are not familiar with the store.

With this marketing information as a background. I will return to the specific production technique which was used for the first ID in the Stern series.

For the first time on record, a conventional "cel" animated commercial was recorded directly on video tape. Produced by Alcom Advertising, this commercial is the first step in opening the door to a whole new style of animation.

The production was the result of the combined effort and expertise of these companies: Alcom Advertising, a subsidiary of Allied Stores Marketing Corp., a New York-based department-store-group organization; D&R Productions, a New York animation house, and Videocom Inc., Dedham, Mass., a videotape production facility. Ampex Corp., which manufactured the video-tape recorders and editing equipment, and Philips Broadcast Equipment Corp., which manufactured the Norelco color-TV cameras, served as technical consultants in the use of their equipment.

Using some of the techniques built into the VR-2000 electronic recording systems such as chroma-key, matting, polarization and special effects, many new or previously expensive animation effects can now be produced quickly and at reasonable cost.

Now that we know cel animation can be produced on tape we can shoot animation against a blue background and chroma-key the result. This is equivalent to rotoscoping and matting in film, a process so expensive it is prohibitive for department-store commercials.

The commercial produced for Stern Brothers was a 10-second spot containing 83 individual shots. It shows the trunk of a tree on which appear a heart and arrow being carved by an unseen hand. In the heart are the initials S.B. (Stern Brothers) and N.J. (New Jersey). The camera then pans up the tree and zooms out. The leaves on the top of the tree are the stylized leaves of the tree of the Stern Brothers's logo. One of these leaves is actually a bird which then moves toward the camera. The store logo then appears on the screen. One version of the copy reads: "In New Jersey, you'll love the new Stern Brothers . . . look at our branches . . . Willowbrook, Paramus, Preakness and Woodbridge."

The conventional hand-drawn cels were placed on a modified Oxberry disk and a special stand designed and constructed by Alcom's assistant broadcast director, Mark Chait. The cels were covered with quarter-inch plate glass which pressed them tightly together. Glare-free lighting was accomplished by using Colortrans at very low angles to the stand. A Norelco PCP-70 color camera was used to photograph the action.

Mounted on a crab dolly. the camera was sandbagged so the only movement possible was zooming. The animation stand was similarly held in place.

Each frame was placed on the animation stand. covered with glass and recorded on video tape. Editec editing was used to record the precise number of frames necessary for each cel. This varied from one to 11 frames. The process was repeated 83 times. The entire recording process took just over two hours. Post-production—which included adding dissolves and audio track—required another half hour.

The commercial was basically a test to indicate which elements of cel animation could be recorded on tape. All of them—including character movement, zooming, panning and scratching-off—worked perfectly.

In addition to all the new benefits of recording animation on tape, there was one old one which can't be overlooked. The spot was finished 12 days after preproduction began and was ready nine days prior to the first air date.

As a second project. Alcom is preparing a commercial which will combine animation with live action. In addition, Alcom Advertising has set up a testing program with D&R Productions and Videocom. D&R will prepare various cels which will be sent to Videocom for testing. The results will be recorded on Ampex two-inch tape, then reduced to half-inch helical scan format. D&R will then be able to view the results with the Alcom staff on the agency's video-tape equipment.

This unique relationship—an animation house, a video-tape facility, and an agency working together—has paved the way to reduced production costs and new production techniques.

Alan Hecht is the broadcast director of New York-based Allied Stores Corp., estimated to be the second largest department-store company in the U.S. with 1970 sales of $1.2 billion. Mr. Hecht has been with Allied since 1968 and was named to his current position last fall. Allied Stores is made up of 32 department-store groups encompassing 141 store units. According to Television Bureau of Advertising figures. Allied expenditures for TV in the first half of 1971 were more than double expenditures for first-half 1970.

David Sarnoff

Feb. 27, 1891-Dec. 12, 1971

National Broadcasting Company

Capitol Hill at the halfway mark

Political-spending bill nears passage, others uncertain as first session ends

When a Congress completes its first session, its efforts in the field of communications ordinarily have produced little or no law, a wide range of live questions, a number of moribund bills, a great deal of talk, and at least some solid momentum on core issues. In each of those respects, the 92d Congress could be judged typical as its first session drew to a close last week.

But the record of any Congress is normally less a matter of general patterns than of concretes: What were the real issues of the time, and how were they handled—if at all? In this Congress, there are any number of places to look for answers, but only one place to begin—with political spending. That issue, and that issue alone, may be about to yield new law.

The campaign-reform bill that emerged from a House-Senate conference last week (see page 17) contains no repeal of Section 315 of the Communications Act, the equal-time provision. Broadcast spending is limited to a portion of an over-all limit without placing the same restriction on print. Broadcasters must charge lowest unit rates; print may charge the comparable rates given commercial advertisers. And, if broadcasters do not allow candidates "reasonable access" to time, the FCC may revoke their licenses. There is no comparable restriction on print.

The Senate has approved the bill. And, although the House will not take a vote until January, another issue, one peculiar to the times, is the status of the media under President Nixon's economic restrictions. Senator Alan Cranston (D-Calif.) fought hard for his amendment to exempt broadcasters, publishers and the motion picture industry from Phase II economic controls. He was defeated in the Banking Committee and on the floor. He altered the amendment, excluding motion pictures and "entertainers," to enhance its chances for passage. It did, finally, only to be knocked out in conference last week (see separate story, page 35).

And the list goes on. Following is a summary, by general subject category, of other major developments of the first session, along with some prospects for next year:

Advertising: The U.S. Army Recruiting Command last February enlisted N.W. Ayer & Son, Philadelphia, to handle a 13-week experimental $10.6 million TV and radio advertising campaign to boost enlistments. It sparked complaints from Capitol Hill about spending money for announcements normally carried as public service. A resolution by Representative Lionel Van Deerlin (D-Calif.) to prohibit the use of government funds for such purposes failed to gain wide support at House Communications Subcommittee hearings in April. Representative John D. Dingell (D-Mich.) offered a bill forbidding the military from buying air time, but no hearings were held.

John E. O'Toole, president of Foote, Cone & Belding, commenting last week on the failure of the NAB TV code board to take action on a suggestion that a 5-minute minimum be placed on the sale of political ad messages on TV:

"To my knowledge, this is the first time in the history of journalism that a requirement for more information has been described as censorship. The dialogue begins to take on aspects of an old Abbott and Costello routine."

In August, Senator Harrison A. Williams Jr. (D-N.J.) and Representative John Murphy (D-N.Y.) offered legislation authorizing the secretary of transportation to spend up to $85 million on a media campaign to promote highway safety. That measure could crop up in the second session.

After hearings in June on self-regulation in the advertising industry, Mr. Dingell's House Small Business subcommittee issued a report critical of the National Association of Broadcasters Code authority and urging the FCC to establish meaningful standards for advertising in children's programs.

Senator Gaylord Nelson (D-Wis.) tried to convince FCC Chairman Dean Burch that he should warn licensees not to carry false and misleading drug advertising. But Mr. Burch, testifying at the Senator's hearings on drugs last September, claimed that any ban on advertising must come from Congress.

Senator Frank Moss (D-Utah), chairman of the Subcommittee for Consumers, decided to postpone action on his two advertising-related bills. One would require documentation of advertising claims; the other would set up a federally funded body to study the impact and effects of advertising. The action was requested by the Federal Trade Commission, which wants to assess its own documentation program. The Moss bills will not come up again before next April.

Broadcast Journalism: A landmark case involving broadcasters' rights to freedom of the press versus Congress's right to legislative inquiry was seemingly avoided on July 13 when the House voted 226 to 181 to recommit to the Commerce Committee a proposed contempt-of-Congress citation against CBS and its then president, Frank Stanton (now vice chairman). Commerce Committee chairman Harley O. Staggers

The men in the news on Capitol Hill

Senator Pastore

Representative Staggers

Representative Macdonald

(D-W.Va.) was enraged because CBS refused to turn over subpoenaed outtakes and other materials from its *The Selling of the Pentagon* documentary. Allegations were that the program broadcast Feb. 23 was distorted through editing and rearranging. The citation could come up for another vote this session, but it is unlikely.

A staff member of Mr. Staggers's Investigations Subcommittee was in Los Angeles the following month talking to CBS News employes about news staging. Other networks may have been involved in the discussions, but the subcommittee is still keeping the details under wraps. The subcommittee will issue a report next year on CBS's *Selling* and NBC's *Say Goodbye* program. (NBC had been served with a subpoena involving *Say Goodbye* at the same time as CBS; producer of the latter show, David Wolper, complied).

Hearings begun in October by Senator Sam J. Ervin's (D-N.C.) Constitutional Rights Subcommittee, on the application of the First Amendment to broadcast and print journalism, will continue next year. They had focused, in part, on Senator James B. Pearson's (R-Kan.) bill aimed at protecting newsmen's confidential sources and information. But next year the sessions will take on an added dimension. They will also explore the Federal Bureau of Investigation's check on CBS correspondent Daniel Schorr. The White House said it ordered the investigation because Mr. Schorr was being considered for a government post. None was ever offered.

CATV and copyright: After appearing before the House and Senate Communications Subcommittees last summer, the FCC in August sent Congress its "letter of intent" on cable regulation proposals. The commission's rules will go into effect early next year—apparently without congressional hearings, now that the differences between contending parties have been worked out in a compromise engineered by the Office of Telecommunications Policy.

Senator John L. McClellan (D-Ark.), chairman of the Copyright Subcommittee, is holding firm to his position that copyright legislation should follow adoption of the CATV proposals. When that happens, he has promised to act quickly and without additional hearings on his copyright revision bill (S. 644).

Consumer legislation: In October the House passed the Consumer Protection Act, which would create a Consumer Protection Agency, give statutory authority to the White House Office of Consumer Affairs and set up a Consumer Advisory Council. The Senate Government Operations Committee held hearings on similar legislation in November and there should be Senate action next session.

Corporation for Public Broadcasting: Representative Robert O. Tiernan (D-R.I.) offered a bill in April to provide long-range funding for public broadcasting. House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) introduced his own bill in November and expects to have hearings on it next year.

A subject that will undoubtedly find its way into the Macdonald hearings is the salaries paid to public television's personalities. At the request of Mr. Van Deerlin, CPB earlier this month divulged some of that salary information. Commerce Committee Chairman Staggers has discussed the possibility of conducting a special investigation on this subject next session, but his intentions are uneven at this time. There has been criticism by some members that the noncommercial system is bidding for talent at commercial-system prices.

Renewals: The National Association of Broadcasters' proposed legislation to restore stability to license-renewal procedures was introduced early this month in the House by James Broyhill (R-N.C.), along with his own proposal. Senator Frank Moss (D-Utah) has introduced his own version of the NAB bill (see page 26). Other bills aimed at affording broadcasters extended protection at renewal time have been offered by Republican Representatives James Collins (Tex.) and Louis Frey Jr. (Fla.) and Senator John Tower (R-Tex.). Chances for hearings next session appear stronger in the Senate Communications Subcommittee than in the House unit.

Programing: Exclusive closed-circuit television coverage March 8 of the Joe Frazier-Muhammad Ali heavyweight championship fight prompted a number of bills in the House to ban the practice. Communications Subcommittee Chairman Macdonald is likely to hold hearings on the legislation.

The Senate Judiciary Subcommittee on Antitrust and Monopoly Legislation said two weeks ago it would hold hearings next year on Senator William Proxmire's (D-Wis.) bill to ban TV blackouts of professional sports contests when games are sold out at the stadium. A similar bill was introduced in the House last week by Representative Paul Rogers (D-Fla.) (see page 40).

At a Senate Commerce Committee hearing last September, the surgeon general promised to have by the end of the year the results of his $1-million study on the effects of TV violence. Senate Communications Subcommittee Chairman Pastore, who had requested the study, may hold hearings. House Communications Subcommittee Chairman Macdonald has already said he plans to hold hearings next year on the overall subject of children's television.

Talk at White House about free time

Nixon liked it better than check-off plan to finance candidates

At one point in the Republican strategy sessions on how to kill the Democratic-sponsored amendment to finance presidential elections with public funds a proposal similar to one broadcasters had thought long dead was briefly revived. And by President Nixon.

The story was told last week in the


Senator Cranston


Representative Broyhill


Senator Ervin


Senator Moss

Washington Post, in the concluding installment of a two-part article on how the $1-per-tax-return check-off plan was defeated. The account, written by Don Oberdorfer, was confirmed by Clark MacGregor. top White House assistant for congressional affairs.

The *Post* reported that in one strategy session, President Nixon said campaign financing did present a problem and noted that other democratic countries had state-owned networks that provided free time for national candidates.

The Twentieth Century Fund two years ago concluded a study on campaign financing by recommending such a system. The proposal, which was vigorously opposed by broadcasters, never gained much support in Congress. And President Nixon, according to Mr. MacGregor, did not refer to the fund.

Later, the idea came up in a conversation between Mr. MacGregor and Arthur Summerfield, a former chairman of the Republican National Committee, who is now an automobile dealer in Flint, Mich., and who was working to rally automobile-industry opposition to the check-off plan.

Mr. MacGregor said Mr. Summerfield thought the free-time plan might provide the Democrats with a face-saving means of abandoning the check-off amendment. The two then drafted a memorandum suggesting that each of the major-party presidential candidates be given $8.4 million worth of free broadcast time and George Wallace a lesser amount in relation to his 1968 election showing.

Mr. Summerfield, on Tuesday, Nov. 30, submitted the memorandum to Representative Wilbur Mills (D-Ark.), chairman of the House Ways and Means Committee and leader of the House delegation to the Senate-House conference committee on the tax bill to which the Senate had attached the check-off amendment. Mr. Mills, according to the Post, later that day "astounded" the senior House Republican on the conference committee, John Byrnes, of Wisconsin, by showing him the memorandum and saying it had White House approval.

However, the plan was subsequently dropped. Mr. MacGregor said he conferred with several key House Republicans who regarded it as "a poor idea." They noted, he said, that it would affect not only networks but stations. And they were concerned about the reaction of stations in their districts. Eventually, President Nixon used the threat of a veto to persuade the Democrats to delay implementation of the check-off provision until after the 1972 election.

Mr. MacGregor last week said he saw no prospect of the President or of White House aides pursuing the plan for requiring broadcasters to make time available for political candidates. "We were simply exploring all the ways we could to defeat an unwise proposal," he said.

Near the end of a long, long road

Political-spending compromise is approved by Senate; House will vote on it after Christmas vacation

The Senate last Tuesday (Dec. 14) approved the conference report on the compromise political-spending bill. But, it became clear that there was no hope for House action before Congress adjourned last week.

Representative Wayne L. Hays (D-Ohio), chairman of the House group that conferred with the Senate on the compromise bill, said he wanted to put off a final vote until after Congress returns Jan. 18 "because a good many members have already left town."

House Speaker Carl Albert (D-Okla.) said Tuesday that the leadership would prefer to vote on the measure before adjourning. "I would bring it up if he [Mr. Hays] would call it up," the speaker said. "But we don't make a man stand up to be recognized."

The conferees had two weeks ago agreed on the principal media provisions of the bill (BROADCASTING, Dec. 13). By last Monday (Dec. 13) they had finished hammering out the compromise bill.

The measure contains no repeal of Section 315 of the Communications Act, and limits spending by federal-office candidates to 10 cents per eligible voter (or $50,000, whichever is greater), only six cents of which could be spent in broadcast. The 10 cents would be increased in proportion to increases in the cost of living.

The bill covers TV, radio, CATV, newspapers, magazines and periodicals, and telephones when they are used in an organized campaign effort. The bill does not cover expenses for postage.

Broadcast media are required to charge candidates no more than their lowest unit rates; print media could charge no more than comparable rates given commercial advertisers.

The FCC would be empowered to revoke the licensees of stations "for willful or repeated failure to allow reasonable access to or to permit purchase of reasonable amounts of time" by candidates.

There is no limit on individual contributions, except by candidates to their own campaign ($50,000 for presidential candidates, $35,000 for Senate, $25,000 for House).

The bill prohibits contributions by government contractors and from funds allocated to the Office of Economic Opportunity. The use of mandatory dues or fees by corporations, labor unions and national banks for political activity is also prohibited.

The FCC, Civil Aeronautics Board and Interstate Commerce Commission are directed to promulgate regulations on the extension of credit, without security, to candidates.

Candidates would be required to file reports on contributions and expenditures with the secretary of the Senate or the clerk of the House.

New ingredient in the stew over cable

White House committee heads toward recommendation for diversified ownership of programs and hardware

Imagine a CATV industry regulated not in the tradition of the broadcast industry but with built-in economic incentives and obligations designed to assure the kind of service desired — particularly diversity of program ownership — and an equalizing of competition between CATV and broadcasting in the supply of programing.

Program supply and transmission services would be kept separate, with system owners exercising no control over program content; probably no limit would be placed on the importation of distant signals, but with program suppliers and channel lessees subject to full copyright liability, and constraints imposed to prevent serious harm to the broadcasting industry, if not to individual stations. And there would be no ban on broadcaster or newspaper ownership of cable systems.

The outline of such a system can be seen in the working papers now beginning to surface from the President's high-level administration committee on CATV policy as well as in the remarks of those familiar with the committee's work—including the public speeches of the committee chairman, Clay T. Whitehead, director of the Office of Telecommunications Policy.

The committee, composed of three cabinet secretaries and three top White House aides in addition to Mr. Whitehead, is expected to submit its report to President Nixon in a few weeks. One more meeting of the group—to discuss the final draft of the report, which is now being prepared, is likely. And while there are known to be some disagreements as to the direction in which the committee is moving—White House Director of Communications Herbert G. Klein is said to be concerned about the impact on broadcasters — no major change is expected in the final draft.

Here are several key members of the President's committee on cable television, at the October meeting that refined early drafts prepared by the staff. At the head of the table is Clay T. Whitehead, director, Office of Telecommunications Policy, chairman. Clockwise are Secretary of Commerce Maurice Stans; Leonard Garment, special consultant to the President on the arts and minority-group affairs; Glen Wagner, assistant to Robert H. Finch, counselor to the President; Mr. Finch; Herbert Klein, White House director of communications, and George Romney, secretary of Housing and Urban Development.

If the President accepts the committee's recommendations, and Congress implements them by approving the necessary legislation, changes would be required in the policy now being laid down by the FCC in the CATV rules it is in the process of adopting. These include the rules reflecting the compromise agreement among the contending industry parties that Mr. Whitehead helped to bring off when it appeared that controversy over the rules would blow up into battles in Congress and in the courts (BROADCASTING, Nov. 15).

Mr. Whitehead, nevertheless, is standing by his position, expressed in letters to members of Congress at the time the agreement was reached, that the rules should be adopted in order to permit the development of cable television (BROADCASTING, Nov. 22). But Mr. Whitehead, in his letters, also expressed the hope and expectation that Congress would deal with the fundamental policy issues with which the committee is concerned "before the economics of the industry and the character of the medium have become irreversibly set in the mold contemplated by the commission."

The outlines of the committee's thinking appears in two sets of staff papers that have become available, one drafted in advance of the committee's second meeting, in October, the second as a result of that meeting (several other drafts are also known to be in existence). The committee met a third time, last month.

The first set of papers lists four options, the second five. Neither indicates which of the options the committee will recommend to the President. However, when placed against the background of Mr. Whitehead's recent speeches and of an "evaluation" of major cable issues prepared in connection with the second set of papers, a proposal for a system in which cable operators would be barred from ownership of and control over program content stands out. It appears in both papers.

"Access to any individual or group on a nondiscriminatory basis conforms with our earlier judgment that cable should

WCCO-TV used a color processor to win the battle for news ratings.

"With six stations fighting for the same audience, you learn to move pretty fast," says Sherman Headley who is General Manager of the Minneapolis-St. Paul television station.

"And when we got our own color processor in 1965, we really opened up. Now we process over 1,500,000 feet of color film a year—and that's almost exclusively for color news, sports, and public affairs.

"Our film units have contributed tremendously to the range of our news coverage. A happy result of this has been the number of awards we've received—just recently for our third documentary filmed entirely in Vietnam.

"But the best award is audience recognition. Our news programs have about 50% share of TV viewers, and that's the kind of recognition we're after.

"As you can see, we keep our machine pretty busy. But the ME-4 Process is so simple, especially in combination with Kodak's packaged chemicals, that all our cameramen know how to run the machine. So if you come across anyone who's not yet sold on the ME-4 Process, have him talk to us."

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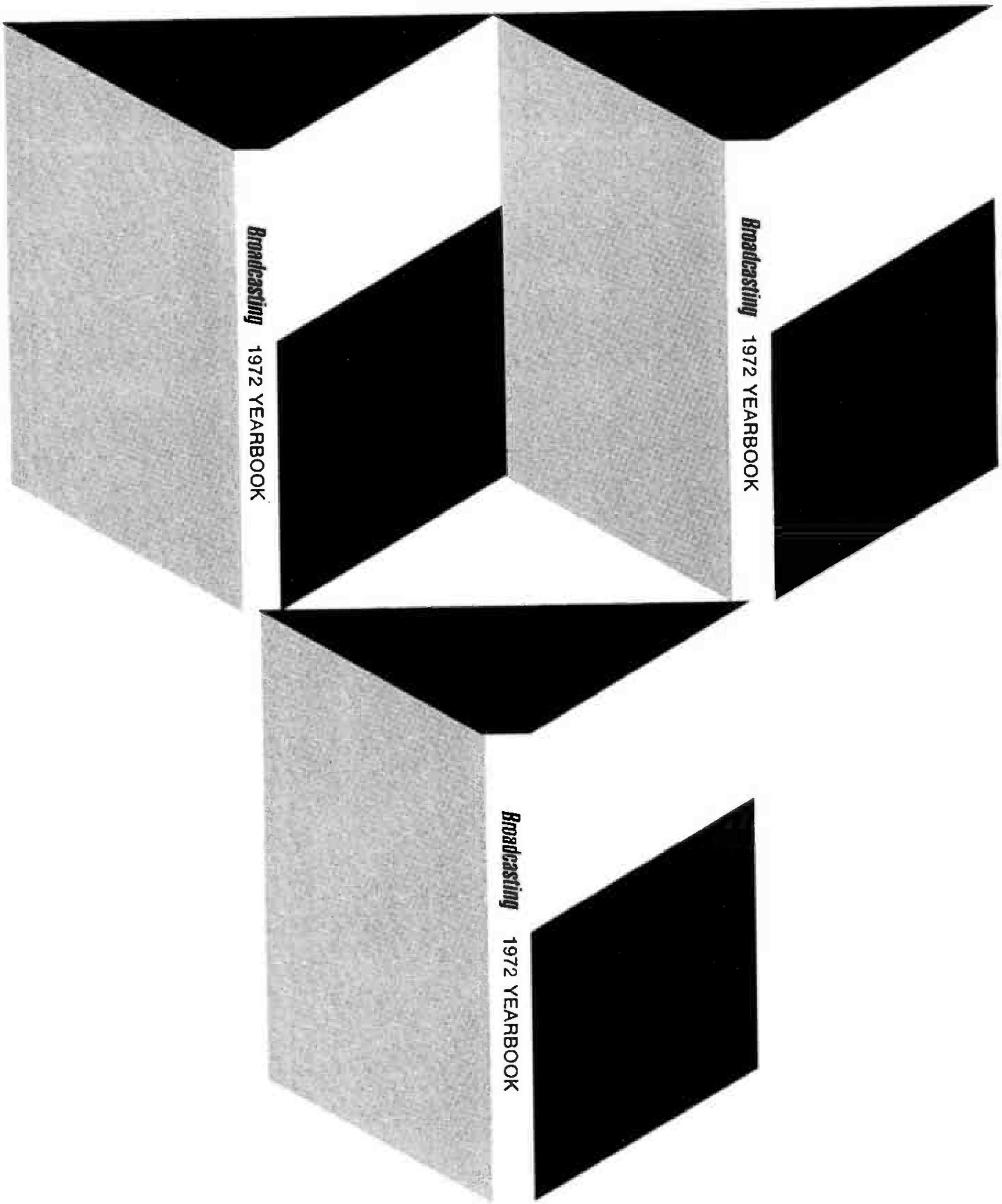
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Ripple of dissent to cable compromise

A call for coalition of small-market stations draws some support

A campaign to establish a special group of broadcasters to work for the revision of the CATV compromise plan as it affects small-market television stations is moving slowly. Bruce Hebenstreit, KGGM-TV Albuquerque, N.M., who sparked the movement, said last week that he expects—if all goes well—to have an announcement regarding a meeting of kindred broadcasters early next year.

Mr. Hebenstreit acknowledged that a number of broadcasters have told him it is futile to try to change the course of cable-TV events that culminated early last month in acceptance by broadcast, cable and copyright organizations of the CATV agreement drafted by Clay T. Whitehead and his Office of Telecommunications Policy (BROADCASTING, Nov. 15).

Meanwhile, to show his dissatisfaction with the position of the NAB, Mr. Hebenstreit has resigned from the association.

In his position papers, published as advertisements in BROADCASTING magazine Nov. 29 and Dec. 13, Mr. Hebenstreit called for the establishment of an ad hoc group to be called the "Committee for Survival of Local Television." Its purpose, he said, is to initiate congressional legislation that would impose on cable systems copyright liability and the same rules that apply to broadcasters, including Section 325 (a) of the Communications Act, which prohibits one broadcaster from picking up the signals of another without permission.

Privately, he has called for broadcasters to "take a one-year's leave of absence" from the NAB and apply the dues saved to the proposed committee's mission.

Earlier, Rex Howell, chairman of the XYZ Television stations in Colorado, wrote to Senator John O. Pastore (D-R.I.). chairman of the Senate Communications Subcommittee, asking that he hold hearings on the CATV compromise agreement in order to hear the needs of small-market broadcasters (BROADCASTING, Dec.6).

Meanwhile, other dissidents continue to work within the broadcast establishment.

The Rocky Mountain Broadcasters Association, for example, which has been active in solidifying Western opposition to some provisions, supplied the NAB with supporting documents itemizing their objections to specific provisions—principally the 35-mile protection zone (they want this to encompass 50 to 75 miles), and the lack of full-day protection, rather than simultaneous protection as specified in the compromise agreement. These were forwarded to the FCC by the association last week for consideration at the commission's meeting Friday (Dec. 17) on the prospective CATV rules.

Two Western broadcasters were named to the NAB's cable committee late last month. They are Robert E. Krueger, KTVB(TV) Boise, Idaho, and Robert E. Davis, KWIK(AM) Pocatello, Idaho. They are presidents respectively of the Rocky Mountain Broadcasters Association and the Idaho Broadcasters Association.

And the FCC is already beginning to hear from various television broadcasters on an individual basis. For example, two competing TV broadcasters in the Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill., market jointly asked the FCC to consider the special needs of secondary markets.

The letter, written by James Fred Paxton of WPSD-TV Paducah, and Oscar C. Hirsch of KFVS-TV Cape Girardeau, contends that this market is being discriminated against on (1) variation on copyright protection between the major markets and the smaller markets, (2) 35-mile market zone, (3) importation differences between major markets and secondary markets, (4) exclusion from controls of cable systems with fewer than 3,500 subscribers, and (5) terms of the "significant viewing" test.

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be used to increase the diversity of control of media content and thereby to increase the range of views which can be expressed," the "evaluation" paper says.

Speaking last month in Dallas at a National Association of Broadcasters regional conference, Mr. Whitehead said that government should not concern itself with manipulating the content of programing provided by broadcast stations and cable systems but with "how can we encourage program diversity and choice so we won't have to manipulate content." And two weeks ago, in a speech to the Hollywood Radio and Television Society, he spoke of the need to provide the economic incentives that would help fill CATV systems' channels—not only with mass-appeal programing but with programing for specialized audiences (BROADCASTING, Dec. 13).

The committee's second working paper, suggesting five optional approaches to CATV policy, says—under Option 3—that cable's potentials for easing access to the media for First Amendment purposes, and for decreasing the need for government regulation of program content, as well as for providing important social services (like education, medical care, cultural opportunities) "can be realized only if the natural monopoly over cable transmission is not vertically extended to control of program content."

It also says cable's potential for widening the choices available to the public should be realized "in a framework that permits cable to grow by natural means within limits imposed by the need to prevent drastic changes in the viability of broadcast services." However, it does not elaborate.

Under Option 3, program originators and channel lessees would be subject to full copyright liability. The "evaluation" paper says this would permit copyright owners to engage in any licensing arrangement they find advantageous. It also says that compulsory licensing should be limited to signals the cable operator is required to carry.

The papers are silent on the question of distant-signal importation, which is a matter of paramount importance to broadcasters and which the commission treats in detail in its proposed rules. The FCC would permit systems to import whatever signals they need to provide the programing of three network and three independent stations if they were in the top-50 markets, three network and two independent stations if in markets 51 through 100 and three network and one independent in the remaining markets. In addition, systems in the top-100 markets would be allowed to import two distant signals regardless of local availablities.

A source familiar with the work of the White House committee says it was "always in the back of its mind" that there would be "no limit" on distant signals. And the "evaluation" paper indicates a rather hard-boiled approach to the question of broadcaster survival. Discussing CATV's potential impact on existing stations, it says: "There may be markets in which one television station can survive only if there is no competition from cable. We must decide whether the advantages which come from local programing are sufficiently great to justify limiting viewer choice and to justify maintaining highly concentrated control over the media."

(The paper also says that available evidence indicates that major-market network affiliates will be hurt by the


"Three cheers for Make A Wish."
THE NATIONAL OBSERVER

"The program that I find most fresh and striking is ABC's 'Make A Wish'. Using film, animation, graphics and music in a splendidly imaginative mix, the show is particularly notable for its brisk, hip visuality."
WASHINGTON POST

"'Make A Wish'... a hit on Sunday morning."
CHICAGO TODAY

"But what distinguishes 'Make A Wish' from kiddie Pablum is its fun and intelligent approach to learning."
LOS ANGELES TIMES

"If I could make a wish, I'd wish that there were more programs like this on the air..."
BOSTON GLOBE

"Its visual effects are the best of any of the junior programs: fast cuts, flashy graphics and clever manipulation of sight and sound."
TIME MAGAZINE

"One of the freshest methods of learning since 'The Book of Knowledge,' new series 'Make A Wish' makes education appealing and sticks to its points."
VARIETY

"I'd like to commend ABC-TV and all others involved for televising such an enjoyable and educational program."
VICE PRINCIPAL, ELEMENTARY SCHOOL, KANSAS CITY, KANSAS

Every Sunday morning, ABC's "Make A Wish" is making parents', teachers' and children's wishes come true. This unique new children's series, created by ABC News, is earning the praises of critics and educators across the country. What's more, children like it. Its consistently strong audience performance since its premiere in September is ample proof of this. In a year when television networks are concentrating on more meaningful children's programming, ABC has taken the lead with a children's program that both teaches and delights. And that's our wish come true.

Created by ABC News
for the ABC Television Network

importation of distant signals, with the greatest impact in those markets with a small number of stations. (It says CATV systems may actually help UHF stations and large-market independents by carrying their signals.)

Under Option 3, all local signals would be made available to subscribers at no cost; additional programing or special services (including distant signals) would be provided on leased channels, with the subscribers' fees determined and collected by the program suppliers. The lessees would also be permitted to sell advertising time. The cable system's revenue would come solely from channel-lease charges and installation fees.

Option 3 also says that fees and advertising rates charged by channel lessees would not be regulated. However, local governments would be free to regulate the system's charges, although the "evaluation" paper expresses the hope that competition from other media rather than rate-base regulation would be the means for assuring reasonable rates. In any event, Option 3 also says that cable service for those unable to afford it—a prime issue in the debate over "free" television versus CATV—"would be subsidized."

Somewhat surprisingly, in the view of the known interest of government departments represented on the committee—Housing and Urban Development and Health Education and Welfare—to see some of CATV's capacity used for social purposes, Option 3 says no channels shall be dedicated to such purposes or to special leasing arrangements.

The "evaluation" paper may provide a clue. It says that "the provision of access to special services or 'public' users at less than cost may be at the expense of lower-cost access to other users or subscribers." The committee presumably would expect CATV channels to be used for social purposes on a leased basis.

The FCC's proposed rules would require systems to provide free access channels for members of the public, for government use and for educational use. And one of the other options described in the White House working paper—Option 4—would stress "the social, educational, health and 'public' uses of cable" and would accept the commission's basic proposals. The option calls for a government program to develop the necessary software and to guarantee loans to CATV systems for equipment to handle such public-service requirements.

However, the "evaluation" paper would appear to rule out such a program. It says that since there is still considerable uncertainty as to cable's long-range social effects, "a policy which is either strongly supportive of the new technology, or one which is highly restrictive, seems likely to be unwise in retrospect."

Broadcasters and newspaper owners would be permitted to own cable systems under Option 3. The FCC has banned television-CATV crossownership in the same market, and is considering the same ban as to newspapers. However, the "evaluation" paper says the crossownership and multiple ownership involves problems basically antitrust in nature and that barring broadcasters from owning cable systems prevents them "from hedging against the new technology and stiffens their opposition [to cable TV]".

(A broadcaster who owned a cable system under Option 3 would be required to carry the signal of his own as well as other local stations on the cable. A publisher who owned a system would be permitted to use it for the electronic distribution of his newspaper—which is regarded as a future technological possibility.)

The "evaluation" paper says the same is true with respect to a ban on telephone company ownership if cable develops as an important medium for two-way communication. The commission has banned telephone companies from owning systems in their franchise areas. But under Option 3 they would be permitted to compete on a nonexclusive basis for the right to operate cable systems providing two-way services.

The three other options in the paper suggest widely varying approaches. Under Option 1, cable television would develop on an "essentially laissez-faire basis, i.e., in ways directed by the profit considerations with only minimal service requirements." Option 2 would go in the opposite direction: It would provide for the "encouragement of free broadcast television service" and "further careful study and experimentation with cable, leading to cable as a comlementary service to TV broadcasting." And under Option 5, "a broad commitment" would be made "to the 'wired nation' concept, with federal support and promotion on a large scale. Cable would replace broadcast television in most areas."

As with Option 4, these three would appear to be "either strongly supportive" or "highly restrictive" of the new technology and therefore "likely to be unwise in retrospect," in the words of the "evaluation" paper. "The alternative" to such an either-or approach, the paper adds, "is to allow a 'natural' development but one which is 'corrected' by public policy in ways and at times which are critical, when particular desirable or undesirable effects become apparent."

This, presumably, is what the policy outlined in Option 3 would do.

Another study of TV starts

Aspen Institute to examine cable, public broadcasting and Communications Act

The first conference of a long-term project to study television and other communications media—the Aspen Program on Communications and Society—will be held in February by the Aspen Institute for Humanistic Studies in cooperation with the Academy for Educational Development. The initial conference will deal with "Television and Social Behavior."

Conferences on public broadcasting, on government and the media, and on cable television will follow in March and next summer, according to the program's director, Douglass Cater, former special assistant to President Johnson. Mr. Cater will be assisted by a 20-member advisory council.

"The communications media in America carry on an enterprise as basic as formal education to a free and open society," Mr. Cater said. "Though dominantly private and commercial, the media are commonly acknowledged to be affected with the public interest. Increasingly, there is need to define that public interest if the media are to serve their vital role."

The project has initial funding of half a million dollars—$267,000 from the John and Mary Markle Foundation over four years (see story page 26), $100,000 from the William Benton Foundation over three years, and the rest, from the Aspen Institute. The Benton Foundation was established by former Senator William Benton, head of Encyclopaedia Britannica and long-time advocate of citizen committees to guide broadcasting.

Joseph E. Slater, president of the Aspen Institute, said that the new program will have "no axe to grind," but will seek to identify issues for examination and public attention, and develop policies and actions to deal with those issues. He referred to the program as "a continuing study that will result in effective action."

The conference on "Television and Social Behavior" will be held at Stanford University, Palo Alto, Calif. Dr. Meredith Wilson, director of the Center for Advanced Study of Behavioral Sciences at Stanford, will be the chairman.

The conference on public broadcasting is tentatively set for March in Palo Alto. It will include a fresh look at the cost and structural problems of public broadcasting and a cost analysis of a decentralized public-television system.

The conference on government and

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the media is currently planned for next summer at Aspen, Colo. Among other subjects, it will examine the Communications Act of 1934 to provide clarification of the First Amendment rights and responsibilities of licensed media, public access and the question of political advertising.

The cable-television conference, which will include an analysis of the recent Sloan commission report (BROADCASTING, Dec. 13), is also scheduled for Aspen sometime next summer.

New money tree for TV studies

It's Markle Foundation, whose president sees diversity in cable TV

The John and Mary R. Markle Foundation, a contributor to the $500,000 fund underwriting the start of the new Aspen study of television (see page 24), has become a major source of money for that sort of enterprise.

In an annual report issued last week the foundation reported a total appropriation of $1,687,082 during the fiscal year ending last June 30—mostly to projects associated with communications, especially television.

Among the organizations sharing in the Markle appropriations for that year were the Boston-based Action for Children's Television, which is opposing commercial programing for children (see page 45) ($171,000); Educational Broadcasting Corp., for a TV program reviewing media ($295,000); the National Association of Educational Broadcasters for support of its Office of Minority Affairs ($100,000); New York University, for support of an Alternate Media Center ($260,000); the Mitre Corp., for a study on broadband communications potential in Washington ($250,000); Columbia University, for support of the *Columbia Journalism Review* ($204,000), and the United Church of Christ, for preparation of a "Guide to Citizen Action in Radio and Television" ($21,632).

The income of the Markle Foundation in the fiscal year ending last June 30 was $1,744,832.

As part of the annual report Lloyd N. Morrisett, president of the foundation, predicted that cable television of the future would play to "the special-interest audience," as radio and magazines do today. The prospect of diversity, however, does not guarantee better quality, he said, "and it must be recognized that any increase of choice is likely to be accompanied by added trivia and trash as well as by programs of real value." However, he added, diversity would expose more people to education, art and culture without the high cost or inconvenience that now restrict such exposure.

Television, he noted, was based on the concept of the "average man" and his needs—a concept inapplicable to cable because of the latter's different characteristics. Radio used to be based on that same theory, but began to wither until it began to appeal to local and special audiences; now the medium has music, talk, and ethnic programing for every audience—and in the past 25 years has multiplied five times over.

The same process has been at work in magazine publishing, Mr. Morrisett said; while truly "mass" magazines have shrunk or died, special-interest publications have flourished. Cable, Mr. Morrisett said, will follow this pattern of diversity.

To help finance this diversified programing, Mr. Morrisett suggests three principal sources of income in addition to advertising revenue: direct payments by customers for service; local, state or federal subsidy and payment for access to cable television by groups or individuals who wish to reach special interests.

Mr. Morrisett said there may be immediate dangers to go with the benefits of cable. Its widespread introduction will lead to "greater fragmentation of the television audience," he says, which in turn "will challenge the advertisers, threaten the quality of television news and call into question television's ability to give the nation a common experience."

Mr. Morrisett added, however, that in the long run the problem "should be overcome by the growth of specialized news services over cable television, perhaps in the form of all news channels." He also said that the broadcasting and advertising industries will adapt to the new environment by tailoring their entertainment programs and ads to fit the growing specialized audiences.

How KQED(TV), WETA-TV answer money problems

Faced with a deficit of some $300,000 from original projections for the current fiscal year, noncommercial KQED-(TV) San Francisco is being forced to lay off 19 staff members and to reduce and revise its most ambitious programs.

In addition to the personnel reductions, KQED also is going to reduce the *Newsroom* program—probably the station's most popular regular presentation —from an hour to a half hour each evening. *Scan*, a recent local production that KQED was programing twice a week for an hour, will be drastically revised. An attempt will be made to take certain portions of the program's format and develop them into a half-hour strip.

Another public broadcast center, WETA-FM-TV Washington, announced last week the securing of an $820,000 grant from the Ford Foundation, principally to stabilize its financial situation. Of the total amount, $340,000 is to be used for the elimination of debts, and $280,000 to sustain monthly cash flow. The remaining $200,000 is for local television and radio programing, with the stipulation that it is to be matched by a comparable increase in private contributions.

Moss introduces NAB-type bill

Senate gets own version of renewal measure—without five-year license

The license-renewal bill authored by the National Association of Broadcasters—and introduced, to NAB's surprise, in the House by Representative James Broyhill (R-N.C.) earlier this month ("Closed Circuit," Dec. 13), has appeared in altered form in the Senate.

The version introduced Dec. 10 by Senator Frank Moss (D-Utah) does not provide for five-year license renewal terms as the NAB-Broyhill bill does. But otherwise the language is identical.

It provides that, in a renewal hearing, the applicant who is "legally, financially, and technically qualified" will obtain the renewal if he can show that his service in the previous license period "has reflected a good-faith effort" to serve community needs and if he "has not demonstrated a callous disregard for law or the commission's regulations." If the renewal applicant fails to make such a showing, it would be "weighed" against him.

Senator Moss told BROADCASTING last week that, prior to introducing the measure, he had talked with Mark Evans, chairman of the NAB task force on renewals, and R. William Habel, a member of NAB's government relations staff. But, he added, he had been thinking about offering a renewal bill "for some time."

He said he did not include provision for five-year license renewals because "I don't go along with it." The measure does not rule out the broadcaster's obligation to serve the public, he pointed out, and at the same time it gives licensees a fair deal at renewal time "if they do their level best." Chances for hearings on the legislation next session are "good," he added.

Senator Moss is a member of the Senate Communications Subcommittee and its parent Commerce Committee.

Last tributes to David Sarnoff

A lifetime of honors for electronics pioneer is ended with eulogies from the nation's famous

Brigadier General David Sarnoff, a dominant force in electronic communications for more than 50 years, was hailed in funeral services in New York last Wednesday (Dec. 15) as "a brilliant, creative genius."

The former president and chairman of RCA and honorary chairman of the company since his retirement Dec. 31, 1969, died Dec. 12 at his home in New York at the age of 80. He had been seriously ill, in and out of hospitals, since he underwent the first of a series of mastoid operations in September 1968.

New York Governor Nelson A. Rockefeller delivered the eulogy at the funeral services at Temple Emanu-El, praising General Sarnoff as the man who "had given America its voice through radio," "the father of television in this country," a visionary with "a capacity to see into tomorrow and to make it work."

"In a very real sense," Governor Rockefeller said, "David Sarnoff was one of the builders of this country—as much as our founding fathers. For while they gave us political freedom, General Sarnoff's genius gave us unprecedented freedom to look and to listen—a 'freedom to know'—so essential to the preservation of our political freedom itself."

General Sarnoff also was praised for his courage, "nobility of heart" and achievements that "altered the way of life for the whole world" by Dr. Nathan A. Perilman, senior rabbi of Temple Emanu-El, who presided at the services, and Rabbi Bernard Mandelbaum, president of the Jewish Theological Seminary of America. Richard Tucker, Metropolitan Opera tenor, was cantorial soloist at the services.

The service brought leaders from all branches of communications and American life to pay tribute before the flag-draped coffin in the huge vaulted temple. Eleven close associates and friends —and one prime competitor from the earliest days of network radio, William S. Paley, chairman of CBS—were the active pallbearers. The others were Dr. Elmer W. Engstrom, former president of RCA; Dr. Louis Finkelstein of the Jewish Theological Seminary of America; Harry C. Hagerty of W. R. Grace & Co., a member of the RCA board, and three former RCA directors, Major General Harry C. Ingles, Paul M. Mazur and Andre Meyer; Senator Jacob K. Javits (R-N.Y.); U.S. Circuit Court Judge Irving R. Kaufman and former U.S. Judge Simon H. Rifkind; Bernard Segal, a Philadelphia attorney, and DeWitt Wallace, publisher of *Reader's Digest*.

President Nixon, in the Azores to meet with French President Georges Pompidou, issued this statement: "The death of General David Sarnoff is an immense loss not only for America but for the world. A monumental figure in electronic communications, history will record him as a man of pioneering vision and indomitable action. General Sarnoff had those qualities of spirit that embody the highest tradition of our nation—imagination, daring, patriotism and generosity. Mrs. Nixon and I join his family and the nation at large in mourning the passing of this gifted American."

Tributes came from many sources, among them:

Governor Rockefeller: "I came to know David Sarnoff during father's development of Rockefeller Center. Father [John D. Rockefeller Jr.] had launched the project just before the great Depression, and David Sarnoff was to make it the headquarters of his rapidly expanding communications enterprises. . . . It was out of their combined genius and great friendship that Radio City was born. . . .

"When the economy came crashing down, the reaction of many people was to start thinking small. But no one could ever accuse David Sarnoff of thinking small, and no Depression could deter him. . . . He had already scaled unbelievable peaks that would have satisfied lesser men. He had given America its voice through radio. But now he would go on to scale new heights. And we fittingly regard him as the father of television in this country."

FCC resolution: ". . . a prophet and a guide, a dreamer and a doer, and a major contributor to communications technology whose influence is felt everywhere on a globe where electronic communications have eliminated all distance barriers. The significance of David Sarnoff's career lies in the fact that in the brief space of one man's working lifetime, radio communications developed from a telegrapher's feeble spark to the key element in a world revolution in information transmission. We need not list his contributions to that revolution here. We need only note that without his imagination, without his innovative concepts, without his determination in carrying out what other men might consider visionary proposals, our world would be a lesser place."

CBS Chairman William S. Paley: "From his earliest days, his vision, his energy and his determination were major factors in a communications revolution that has touched every aspect of modern life. He was courageous in innovation, indefatigable in action and determined in competition. In expressing the profoundest sorrow at his death, I must express also profound appreciation of his long, gifted and accomplished life."

ABC President Leonard Goldenson: "David Sarnoff was a truly great American. . . . An immigrant youngster from a poor family, Mr. Sarnoff, through his matchless ability and foresight, became a leading citizen of our nation and served the country with dedication and devotion in war and peace. Through his leadership in electronic communications, he did much personally to broaden the knowledge of the people of the United States in the world around them. He will be greatly missed by the many thousands of his friends who knew and respected him so much.

New York Times: "It is rare that the story of an industry can be personified in one man. But the development of broadcasting and the life of David Sarnoff were intertwined. . . . The Tower of Babel he helped to construct has not yet achieved its potential for greatness as an instrument of wisdom in communications. In his 80 years of life David Sarnoff wrote a mightly record of change in the leisure hours of millions the world over. It was his vision, more than that of any other man, which led to the practical achievements of the broadcasting industry. Now other visionaries will have to come forward to guide broadcasting into its full potential for human enlightenment."

Los Angeles Times: "He was extraordinary among the self-made men of the nation. . . . The 'radio music box' changed history . . . an instrument of unprecedented power for good and evil, a legacy the world is still sorting out."

Vincent T. Wasilewski, president of the National Association of Broadcasters: "His genius has touched the life of every person in the world and his influence will be felt for generations to come.

"The NAB, in behalf of broadcasters throughout the world, wishes to recognize our debt to this brilliant man."

V. J. Adduci, president of the Electronic Industries Association: ". . . a dynamic and fearless leader in the early days of radio and television and it is probably fair to say that the television industry would not have gotten off the starting line when it did were it not for his driving force."

Washington Daily News: "David Sarnoff was one of the true geniuses of all time."

General Sarnoff could claim an unequaled array of achievements in broadcasting and related fields, and in unrelated fields as well.

In a now-famous memo in 1916 he envisioned radio as a service in the home, and in subsequent years he played a prime role in getting it established. In 1926 he formed NBC, an RCA subsidiary and the country's first radio network. Even before that, in 1923, he envisioned the eventual emergence of television as a home service. He helped launch black-and-white television in 1939, and less than a decade later he was in the forefront of a fight for a compatible system of color television—a fight lost at first, when the FCC in 1950 approved an incompatible system developed by CBS, but finally won in December 1953 when the commission reversed itself and approved compatible standards proposed by RCA and other companies.

Earlier in his career he foresaw many new developments that later became commonplace, such as automobile radios, transoceanic broadcasting and personal radio sets, which he called "radiolettes." In later years his insights covered a diverse range of interests, from a plan for satellite television to management of environmental forces, military applications of science, communications and national security, opportunities in space, increasing the world's purchasing power, proposals for economic recovery, education and a world patent system.

With RCA from the beginning, he presided over its growth to a complex of 64 manufacturing plants producing more than 12,000 products, plus expanding interests in servicing electronic equipment, international communications, publishing, education and training, car, truck and equipment rentals and space-satellite development and construction, adding up to more than $3 billion in gross annual sales at the time of his retirement at the end of 1969.

He retained a close interest in NBC throughout this period. In the early years he brought in Dr. Walter Damrosch to conduct a weekly *Music Appreciation Hour* that was widely received in schools. In 1931 he arranged for the presentation of the Metropolitan Opera from coast to coast. And in 1937 he retained Dr. James Rowland Angell, Yale University president, as an educational counselor for NBC and invited Arturo Toscanini to return to America from Italy to conduct the newly formed NBC Symphony Orchestra, whose performances remained an NBC highlight until the maestro retired in 1954.

In addition to heading RCA, General Sarnoff was board chairman of NBC from 1934 to 1949 and again in 1952-55, and on occasion took over as acting NBC president as well.

In the early years of television, when many broadcasters were reluctant to commit the money needed to get a TV station on the air and going, he constantly prodded NBC Radio affiliates to stop hesitating and move into TV.

He was neither a scientist nor really an inventor (although two RCA patents

Final tribute to the man many consider broadcasting's pre-eminent pioneer was paid last Wednesday (Dec. 15) at New York's Temple Emanu-El. The principal eulogy to David Sarnoff was delivered by New York Governor Nelson Rockefeller (above), who termed him "one of the builders of this country." Among the mourners were (at left) David C. Adams, chairman-elect of NBC; Julian Goodman, NBC president, and Walter Scott, the present NBC chairman who retires Jan. 1, and (below) William S. Paley, chairman of CBS, whose company has been General Sarnoff's prime broadcast adversary for four decades.

bear his name: one in 1948 for a secret signaling system and one in 1951 for an "early warning relay system"). His genius lay, rather, in his capacity to envision new services and find practical applications for new developments, and in either case to drive the scientists and inventors to achieve the goals he set.

A prime example occurred in 1951 when the RCA Laboratories at Princeton, N.J., was renamed the David Sarnoff Research Center. General Sarnoff called upon RCA scientists to produce and present to him five years later, on his 50th anniversary in communications, three gifts: an electronic amplifier of light, a magnetic tape recorder for both black-and-white and color TV, and an electronic air conditioner.

When those RCA scientists presented laboratory models at General Sarnoff's golden anniversary celebration in New York, he told an assembly of more than a thousand friends and associates that "a few of the scientists and research men who heard me make these specific challenges to their ingenuity wondered if I quite grasped the toughness of the problems involved. If I did, they said, I might not have had the gall to set a five-year time limit on their solution. But I have often had more faith in these men than they have had in themselves. I had no doubts that they could solve these problems, and I even thanked them in advance for the presents I confidently expected to receive tonight."

David Sarnoff was born Feb. 27, 1891, in Uzlian, a village near Minsk, Russia. He was brought to the U.S. by his parents in 1900 and, on the death of his father shortly afterward, he became the main support of his family, selling newspapers, working as a delivery boy and, at the age of 15, getting a job as a messenger for the Commercial Cable Co. when he mistakenly took the wrong door and walked into that company's offices instead of the *New York Herald* next door, where he had planned to apply for a job as a copy boy.

Fascinated by reports of the new communications medium called "wireless," he bought a telegraph key, learned the Morse code and, when the chance came, took a job as office boy for the Marconi Wireless Telegraph Co. of America at $5.50 a week. That led six years later to his role in relaying single-handedly, for 72 unbroken hours, news of the sinking of the Titanic in 1912.

From that point his rise was rapid, taking him to the post of assistant traffic manager of Marconi in 1915. A year later came his memo proposing a "radio music box" that would "bring music into the home by wireless." He estimated sales would reach $75 million in the first three years (after RCA started

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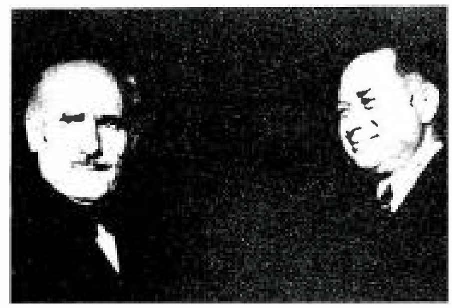

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1. *Before he learned Morse code and went to work for the Marconi Co., young David Sarnoff was a bicycle-riding messenger boy.* **2.** *By 1933 Mr. Sarnoff was president of RCA and in that capacity showed an old boss, Guglielmo Marconi, around RCA's overseas transmitter center at Riverhead, L.I.* **3.** *Arturo Toscanini (l) was a prize catch. To get him, Mr. Sarnoff hired Samuel Chotzinoff, music critic and personal friend of the conductor, who talked the maestro into conducting 10 concerts with an NBC orchestra recruited for the occasion. The deal started with a performance on Christmas night 1937, was extended year by year until Toscanini retired at the age of 87 in 1954.* **4.** *Not every miracle General Sarnoff*

production of the radio music boxes in 1922, sales in the first three years totaled $83 million). In 1917 he was made commercial manager of the Marconi Co., and in 1919, when RCA was formed at the request of the U.S. government, it acquired the Marconi firm and Mr. Sarnoff became commercial manager of the new company, rising to general manager in 1921 and vice president and general manager in 1922.

One of his accomplishments in the late 1920's was resolution of the radio-vs.-phonograph debate of the period. Many people feared radio's growing popularity would put the phonograph out of business; it was already going downhill. General Sarnoff saw the two as compatible, however. In 1929, RCA acquired the Victor Talking Machine Co., including the rights to its famous "His Master's Voice" and "Victrola" trademarks, and General Sarnoff instructed his engineers to design radio-phonograph combinations.

He was elected president in 1930, at the onset of the Depression, but instead of retrenching he went ahead, as Governor Rockefeller noted in his eulogy, with "huge research investments in the development of television." Later it was estimated that RCA spent more than $50 million on TV research and development before it realized any financial return, and by 1960 it was estimated that its expenditures in developing and promoting compatible color TV and in providing facilities and color programing had exceeded $130 million.

Along with economic problems, RCA had legal troubles in the Depression. In 1930 the Department of Justice sued to break up agreements made at the time of RCA's formation, under which General Electric and Westinghouse Electric owned the majority of RCA stock and RCA sold GE and Westinghouse radio products. The suit was settled by a consent decree in 1932 and RCA became an independent organization with facilities for radio manufacturing as well as marketing.

General Sarnoff was also a key figure, along with John D. Rockefeller, Jr., in developing New York's Rockefeller Center complex, where RCA and NBC have had their headquarters in the RCA building since 1933.

General Sarnoff attained his military rank in 1944 as special consultant on communications to General of the Army Dwight D. Eisenhower at SHAEF

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ordered came to pass. In 1954 the RCA Laboratories demonstrated what was said to be the amplification of light which would lead to thin television sets that could be hung on a wall. It never left the lab. **5.** *In 1961, on the general's 55th anniversary in electronics, Vice President Lyndon Johnson and 32 senators turned out for a luncheon. With the general and Mr. Johnson in photo were (l-r) Senators Warren G. Magnuson (D-Wash.), Jacob Javits (R-N.Y.), John O. Pastore (D-R.I.) and Kenneth B. Keating (R-N.Y.).* **6.** *At the RCA stockholders meeting in 1964, a young mother, lacking a baby sitter, brought her 6-month-old daughter along. General Sarnoff gave the baby a share of stock and a big smile for the photographers.*

headquarters in Europe, after service in the office of the chief signal officer in Washington. He received the Legion of Merit for military services overseas from President Roosevelt and the Medal of Merit from President Truman for services of "inestimable value to the war effort."

General Sarnoff was elected chairman and chief executive of RCA in 1947. He gave up the post of chief executive in 1966 but continued as chairman until illness forced his retirement as of Dec. 31, 1969. At that time he was named RCA's first honorary chairman.

Over the years, General Sarnoff received almost countless awards and other honors. His official RCA biography devotes more than nine single-spaced pages to a listing of the principal awards alone. These include the title of "Father of American Television," conferred by the Television Broadcasters Association in 1944; The first Medal of Honor of the Radio-Television Manufacturers Association (now Electronic Industries Association) in 1952; the first Founders Award of the Institute of Radio Engineers in 1953 and the first annual Keynoter Award of the National Association of Broadcasters, also in 1953.

A tribute without parallel came on Sept. 30, 1966, when more than 1,500 industry leaders and other prominent Americans gathered to mark General Sarnoff's 60th anniversary in communications at a "Salute to David Sarnoff" dinner sponsored jointly by the EIA, the Institute of Electrical and Electronics Engineers and the NAB. Among the evening's accolades was a filmed message from President Eisenhower telling General Sarnoff that American preeminence in electronics and communications was "increasingly the result of your imagination and your sound planning."

General Sarnoff was married to Lizette Hermant on July 4, 1917. She survives, with three sons, Robert W., now chairman of RCA; Edward, chairman of Fleet Services Inc., New York, and Thomas W., NBC staff executive vice president, West Coast. Also surviving are two brothers, Morris, of Hollywood, Fla., and Lew, of New York; a sister, Mrs. Herbert (Ede) Baer, of Beverly Hills, Calif., and nine grandchildren.

Burial was in Kensico cemetery, Valhalla, N.Y.

Too much concession to citizen group?

FCC approves purchase but says settlement ceded responsibility

In negotiating agreements to head off citizen-group petitions to deny his license-renewal applications, a broadcaster will frequently object to a demand on the ground it would require him to delegate his responsibility for operating the station. Last week, the FCC indicated that companies headed by Robert W. Sudbrink, of Fort Lauderdale, Fla., did not object often enough in negotiations in Atlanta.

The agreement reached with the Community Coalition on Broadcasting, cleared the way for the commission to renew the licenses of WAVO-AM-FM Decatur, Ga., and to approve the assignment of the licenses from Bob Jones University Inc. to the Sudbrink companies. The coalition had petitioned the commission to deny the renewal applications. The sale price was $682,750.

But the commission said that the settlement, which dealt with hiring practices and broadcasts service to the black community, contained language that "would appear to improperly curtail the licensee's flexibility and discretion in matters of programing and program selection." The commission referred to language requiring that all available network programing of special interest to the black community must be aired at the regularly scheduled time and may not be pre-empted without advance consultation with the community group.

The commission also found ambiguous a provision committing the licensee to the view that, "in deciding what constitutes the tastes, needs, desires and interests of the various publics served, the views, opinions and leaders which are representative of the members, and the authenticity of portrayals of minority life, culture and values, the ultimate judge must be the minority community itself."

The commission satisfied itself that the language meant only that the licensee would "consult with and seek the views and opinions of" the leaders of representative minority groups.

As a result of the action approving the sale of WAVO-AM-FM, Mr. Sudbrink controls five AM and seven FM stations. The others are WZIP(AM) and WWEZ-FM Cincinnati; WRMS(AM) Beardstown, Ill.; WRIZ(AM) Coral Gables, Fla.; KYND-FM Pasadena, Tex.; WLYF-FM Miami; WTOW(AM) Towson, Md.; WLIF-FM Baltimore; WEZW-FM Wauwatosa, Wis.; and WWEL(FM) Chicago.

Is 'superior performance' out of reach?

Storer turns around FCC figures to show one percent of TV stations are presently living up to that proposal

The FCC's efforts to find a working definition of "superior performance" for incumbent television licensees faced with comparative hearings took an ironic turn last week. Storer Broadcasting Co. brought up the possibly embarrassing fact that, based on the commission's own tabulation, only one percent of all TV stations affected by the FCC's proposed standards are now operating in compliance with them.

That disclosure comes as yet another blow to the commission's efforts to bring some form of stability to a renewal situation grown shaky with the increased volume of denial petitions and competing applications. It might also add wind to the sails of those who argue that only Congress can provide broadcasters with extended protection against challengers at renewal time.

The prospect of FCC success in this area suffered a setback last June, when the U.S. Court of Appeals overturned the commission's policy of favoring incumbents who can demonstrate "substantial service" over challengers in comparative hearings (BROADCASTING, June 14). It faltered even more last month when a horde of broadcasters (and others) told the agency that its revised renewal criteria were unacceptable because they overlook significant issues other than quantitative programing (BROADCASTING, Nov. 15).

The proposal currently under consideration at the commission is the offspring of the "substantial service" standard the court rejected. Subsequent to the court's mandate, the commission restructured the proceeding and broadened its goals to define "superior" rather than "substantial" performance. The commission, however, retained the quantitative programing criteria from the former proceeding.

But the bitter truth, Storer said last week, is this: No independent VHF station, no network affiliated UHF with revenues over $1 million annually, only one UHF affiliate taking in less than that figure yearly, and only four affiliated VHF's presently meet the percentage guidelines the commission is proposing.

That proposal states that licensees who can demonstrate in hearing that 10-15% of their past programing was locally originated (both in prime time and total hours) 8-10% (for network affiliates) and 5% (for independents) was devoted to news and 3-5% for public affairs would receive "a plus of major significance" over competing applicants.

Storer made its disclosure in reply comments on the "superior performance" inquiry. It was joined by only three other parties—two of them nonbroadcasters. Attached to Storer's brief was a table (see below) based on information furnished by the commission, breaking down into percentages the number of stations currently complying with the guidelines set up in the four program categories. In light of these figures, Storer said, the stability the FCC hoped for in proposing the guidelines "is defeated by a statement which says, in effect, that only five stations in the entire country merit renewal." And it added that "it is no answer" to state that the guidelines are meant only to insure the stability of stations facing competing applications. "At these times when competitive applications are being encouraged from all sides . . . every prudent licensee must *assume* the possibility of competition at renewal time" and therefore try to comply with the guidelines, it said.

Storer's remarks, however, ran into opposition from Black Efforts for Soul in Television, which last month suggested that the quantitative percentages be increased rather than disposed of. While it repeated its support for this form of judging criteria last week, BEST emphasized that such a policy would be only a "starting point". Incumbent licensees must also be judged by the quality of their past programing, their ability to ascertain and respond to the needs of their communities, and to adequately re-invest profits in programing, BEST said. "It is absurd," BEST complained, to clarify one relevant criterion while leaving the others "muddled in their present confusion."

CBS, meanwhile, re-emphasized its opposition to the commission's proposal and its belief that past performance should be the central factor in comparative hearings. It also expressed support for those broadcasters who last month suggested that the filing date for competing applications be made the same as that for renewal applications. And it passed off BEST's request for more rigid program percentages as "unrealistic for general application to the television industry."

The brief filed by the American Newspaper Publishers Association along with Storer's comments, contained an argument directed at a different adversary—the antitrust division of the Justice Department. Justice last month had urged the commission not to overlook the concentration of media control issue in formulating its comparative-hearing policy. ANPA's response was summarized in the statement: "Except for the fact that it seeks to use this proceeding as a podium for yet another expression of its bias against newspaper ownership of local broadcast stations, the relevance of the antitrust division's comments . . . is unclear."

		VHF Network Affiliates			UHF Affiliates		VHF Independents
Percentage of stations meeting FCC's proposed standards:	*stations Total, all*	*With revenues of over $5 million* %	*With revenues over million* %	*With revenues under $1 million* %	*With revenues over $1 million* %	*With revenues under $1 million* %	*All revenue classes* %
In at least one category	55	79	55	47	47	36	89
At least two	27	54	26	19	20	9	61
At least three	8	20	6	5	0	2	39
In all four*	1	1	1	1	0	2	0
Total number of stations affected	494	67	225	110	30	44	18

Note: Independent UHF stations are not affected by the proposal.

* Storer treated the standards for prime time local programing and total local hours as two separate categories.

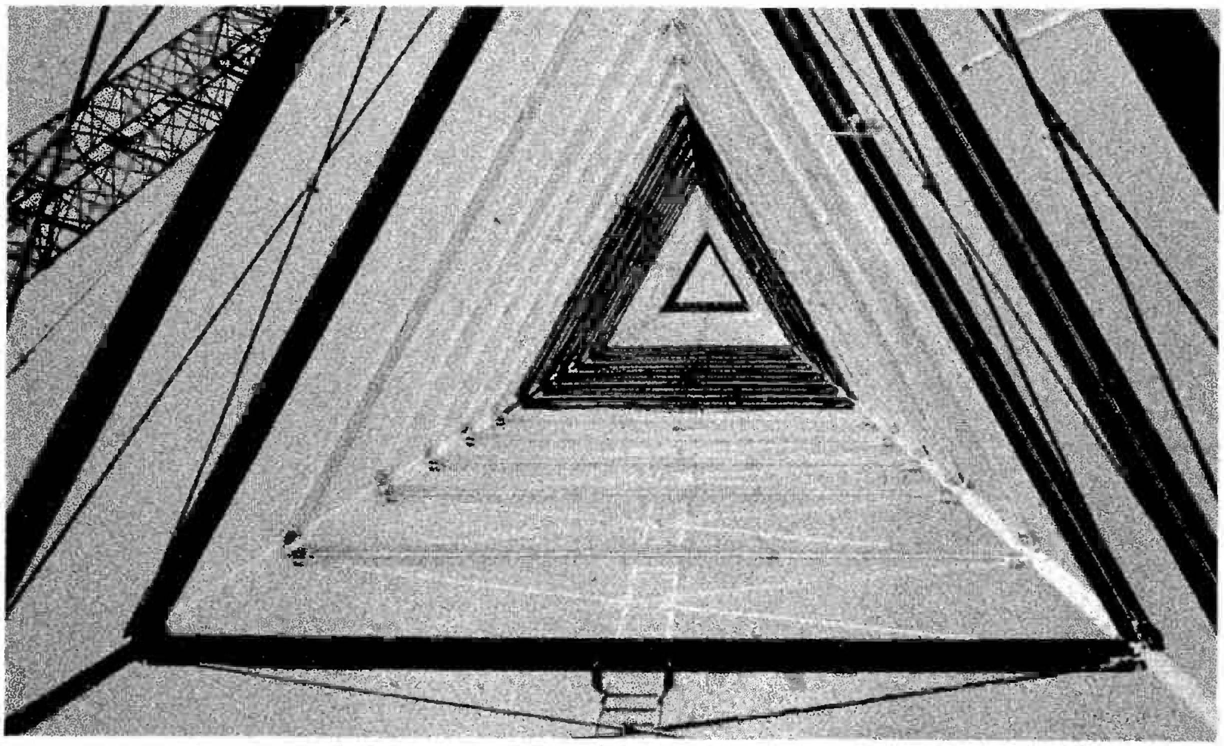
The licensees respond to late denial petitions

CBS last week told the FCC that if it were to accept a late-filed petition to deny the license renewal of its KCBS-(AM) San Francisco (BROADCASTING, Dec. 6), it would be making a mockery of its own procedures.

The network asked that the commission throw out a request by a coalition of Bay Area minority groups for acceptance of the late-filed petition. Adequate time had elapsed, CBS said, for negotiations between station officials and the petitioners prior to the Nov. 1 deadline for filing renewal challenges in California.

CBS also rebutted the accusations made in the KCBS petition to deny, claiming that the station had made a good-faith effort to meet with and respond to minority groups in the community. At most, it claimed, the petitioners "appear mainly to disagree with KCBS news judgment. That is not sufficient basis for commission action." It added that claims made in the petition concerning KCBS's minority-employment practices were false, and that several of the station's 15 minority employes directly contribute to on-air delivery and preparation.

In another pleading at the commission last week, Time-Life Broadcast



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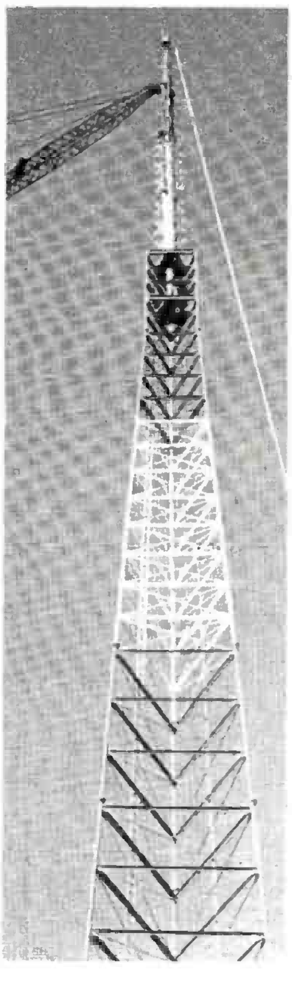

The Highest Tower in Southern Nevada.
The Strongest Signal in All Nevada.
24 Hours a Day — 7 Days a Week.

What is Picture Power?

When we turned on our new transmitter December 16, 1971, it meant the best picture and the best reception for our viewers, 24 hours a day, 7 days a week.

Picture Power is a new transmitter and tower, 4,606 feet atop the highest peaks surrounding the Las Vegas Valley. The highest tower in all Southern Nevada.

Picture Power is increased power — from 200,000 watts to 316,000 watts. The strongest signal in the entire state.

Picture Power is more people in more places watching Channel 8 — many of them seeing a Las Vegas station for the first time.

We've increased our coverage area to encompass nearly **20,000 SQUARE MILES,** more than four times what we had before. In fact, our horizons have expanded to include portions of California, Utah and Arizona!

You'll be seeing us!

8

KLAS-TV

A CBS Affiliate

HUGHES TOOL COMPANY 250 E. Desert Inn Road Las Vegas, Nevada 89109 Phone (702) 735-7511 questioned the validity of arguments made by citizen groups that filed a late petition to deny against its KERO-TV Bakersfield, Calif. Responding to the petitioners' complaint that their efforts to procure station documents at the FCC had been impeded by red tape, Time-Life contended that the petitioners should have made an effort to examine the briefs at KERO-TV's studias and that they should have alerted officials to their problems in Washington.

WPIX hearing closes, but decision is far off

More than two years and some 13,000 pages of transcript ago, the comparative hearing involving WPIX Inc. and Forum Communications Inc. was designated in an FCC order. Last week, Hearing Examiner James Tierney ordered the WPIX record closed as of Jan. 31, amid indications that a final commission decision in the case is at least a year off.

WPIX, part of the Tribune Co. complex of broadcast and newspaper properties, is seeking a renewal of its license to operate on New York's ch. 11. Its challenger is headed by Lawrence K. Grossman, former NBC advertising vice president, who operates an advertising agency in New York, and numbers among its principals broadcast executives, performers and local leaders.

Mr. Tierney set Jan. 31 as the record-closing date to permit time for hearing objections to depositions of WPIX witnesses that have been taken but not yet submitted for the record. Mr. Tierney ordered the parties to file proposed findings by May 31, and replies by July 14. Then Mr. Tierney will write his initial decision, a project likely to require several months in view of the length of the record. Exceptions will be filed by the parties and, in time, the commission will issue its decision—which is bound to be appealed to the courts, whoever wins.

The final three days of hearing featured three witnesses—two of them appearing anonymously—who indicated Forum would earn less than the $10.1 million it expects to spend in its first year of operation.

A "Mr. A," who had originally provided Forum with information it used in estimating revenue and who was testifying under cross-examination by WPIX witnesses, said Forum's first-year revenue potential was about $7.6 million. A "Miss B" said it was slightly more than $5 million. "Mr. A" who is a researcher and "Miss B" who is a timebuyer had asked not to be identified out of concern for the possible effect on their careers.

The third witness was Joseph J. Sullivan, director of daytime sales for CBS. He estimated Forum's first-year revenue at $5,787,000.

Mr. Sullivan said he was paid $1,000 by WPIX to do the study on which his estimate was based. The other witnesses last week were paid $400 each. Forum had also paid "Mr. A" $400 for his services.

FCC inches back from ID position

Amid a rush of pleadings from broadcasters, the FCC last week rephrased its public notice concerning the degree of identification a station can require from persons wishing to examine its records. The FCC's November decision said that licensees cannot require such persons to fully identify themselves (BROADCASTING, Nov. 15), and broadcasters in turn felt this put an unjustified burden on them.

In its statement, the commission said it would permit stations to require record seekers to give their names and addresses before the files are open to them. It refused, however, to abandon its ruling of last month that such persons need not disclose organization affiliation.

Since the commission adopted its November notice, several licensees as well as the National Association of Broadcasters have complained that unless stations are allowed to require some form of identification they would be unable to prove that the files were actually made available for inspection, should they later be charged with denying them access.

ChangingHands

Announced

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

- WAAA-AM-FM Winston-Salem, N.C.: Sold by Seymour Schneidman and others to Robert B. Brown and others for $483,000. Mr. Brown owns WORD(AM) Spartanburg, S.C. WAAA is a daytimer on 980 khz with 1 kw. WAAA-FM operates on 107.5 mhz with 40 kw and an antenna 290 feet above average terrain. Broker: Chapman Associates.
- WLOE(AM)-WEAF(FM) Eden, N.C.: Sold by D. L. Craddock to David Clark, W. Jack Brown and David Boliek for $250,000. Mr. Craddock, who has owned stations since 1949, also has an interest in WOBR(AM) Wanchese, N.C. Messrs. Clark and Brown have interests in WLON(AM) Lincolnton, N.C. WLOE operates full time on 1040 khz with 1

kw day and 250 w night. WEAF is on 94.5 mhz with 27 kw and an antenna 96 feet above average terrain. 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 57).

- KLIF(AM) Dallas: Sold by the McLendon Corp. to Fairchild Industries Inc. for $10.5 million (see page 39).
- KWBB(AM) Wichita, Kan.: Sold by Richard C. Schmoker to William D. Schueler and others for $425,000. Buyers own KTOK(AM) Oklahoma City. KWBB is on 1410 khz full time with 5 kw day and 1 kw night.
- WJMR-FM New Orleans: Sold by George A. Mayoral to Arthur Keller and others for $300,000. Mr. Mayoral is the permittee for WJMR-TV New Orleans. Buyers own WEEL(AM)-WEZR(FM) Fairfax and WEZS(FM) Richmond, all Virginia. WJMR-FM operates on 97.1 mhz with 50 kw and an antenna 320 feet above average terrain.
- WJMR(AM) New Orleans: Sold by George A. Mayoral (see above) to Ben D. Bridgeman, Michael J. O'Keefe and Wilfred E. Youngblood for $350,000. Mr. Bridgeman is a New Orleans attorney. Mr. O'Keefe is a Louisiana state legislator. Mr. Youngblood is involved in accounting and construction businesses. WJMR is a daytimer on 990 khz with 1 kw.

Shaw heads new group for better black radio

First general membership meeting of the Association for Black Broadcasting will take place early next year. ABB was organized this month at a meeting in Chicago that saw Curtis Shaw (WABQ[AM] Cleveland operations manager), now president of the National Association of Television and Radio Announcers, elected as chairman, and Dr. William V. Banks, president and general manager of WGPR(FM) Detroit, chosen president.

The organization, aimed at enrolling black and white supervisory personnel of black-oriented radio, elected a 10-man board of directors. In addition to Messrs Shaw and Banks, others are Paul Yates, WILD(AM) Boston, Al Gilmore, KOWH-FM Omaha; James Panagos, WGPR; Norman McCarthy, WAMM(AM) Flint, Mich.; William A. Manney, WBEE(AM) Chicago; Lucky Cordell, WVON(AM) Chicago; Charles Pinkert Sr., WMPP(AM) Chicago; and Les Brown, WVKO(AM) Columbus, Ohio.

Wage-price exemption: boon or bane?

Broadcasters find it hard to get together over desirability of a ban on economic controls of the news media

Moves to gain exemptions from price-wage guidelines for broadcasting and other news media are under way but, as in so many other problems, broadcasters are divided in their judgment whether it is better to be covered or not.

A blanket exemption for all news media (but not applying to motion pictures and entertainers) that had been in the Senate bill extending President Nixon's economic stability program to Phase II was deleted last week after conferees voted to eliminate it. The stripped bill was passed by both houses of Congress last Tuesday (Dec. 4).

Senator Alan Cranston (D-Calif.), who had sponsored the media-exemption amendment, said last week that a White House aide had told him that the administration plans to exempt the media from Phase II controls.

But James Smith, special assistant for congressional relations to Secretary of the Treasury John B. Connally Jr., denied that the administration has made any such pledge. He said the matter of granting exemptions is up to the Cost of Living Council, of which Mr. Connally is chairman, and the price and wage boards.

At the National Association of Broadcasters, officials are weighing the pros and cons of appealing for an exemption. Other broadcasters, including networks and major group stations, are also pondering the question—and there's the rub.

Some broadcasters reportedly are inclined to accept controls, believing it is the only way to restrain union demands they anticipate may be excessive.

Others are understood to feel they would like to be covered on wages, but not on prices—as broadcasting and the news media were in World War II and the Korean War.

On the other hand, whether or not to press for exemptions may be academic. There are reports that the CLC is considering a blanket exemption for small businesses. This would, it is assumed, cover small-market TV and radio stations, and, if the cut-off level is high enough, even medium-market broadcasters.

Some major newspapers have been editorializing against the news-media

A word to film buyers
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Relax.

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Gigi, Operation Crossbow

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MGM Television

exemption completely. Most notable have been the *New York Times*, the *Washington Post*, the *Milwaukee Journal* and the Knight newspapers (*Miami Herald*, *Philadelphia Inquirer* and *Detroit Free Press*).

The gist of their arguments is that newspapers must not ask for special treatment in the area of economic controls, since they apply to all businesses, just like taxes, and controls are not a First Amendment issue. There is suspicion, however, that the newspapers have in mind coming negotiations with their employes, particularly those in the typographical unions, and they would like to have reason to resist major wage demands.

The *Post*, for example, has contracts with typographers, mailers, pressmen and stereotypers that expire Oct. 1 next year. The *Times* has 16 union contracts that expire March 31, 1972.

WRC women win at EEOC, now come back to FCC

In an apparently unprecedented action, women employes at NBC-owned WRC-AM-FM-TV Washington last week asked the FCC to require the network to reimburse them all back pay of which they claim to have been deprived due to sex discrimination.

Gladys Kessler, attorney for the 27-member WRC/NBC Women's Rights Committee, wrote FCC Complaints and Compliance Division Chief William B. Ray that the commission's intervention is justified in light of the issuance of findings by the Washington office of the Equal Employment Opportunity Commission last month (BROADCASTING, Nov. 15). Those findings implied that WRC had discriminated against its women employes. The commission had deferred action on the women's case until EEOC ruled on the matter.

Financial compensation is one of several "remedial actions [needed] to combat the sex discrimination documented in those [EEOC] findings," Miss Kessler wrote. She also asked that the commission require WRC to "set up time tables and goals" for the hiring of women in all job categories and to implement training programs.

Miss Kessler said the women's committee will submit to the commission an "affirmative action program" to accomplish its demands "in the near future," but meanwhile asked the commission to formally adopt the EEOC findings.

In addition to the FCC and EEOC, the women have also lodged a complaint against WRC and NBC with the Department of Labor, because RCA, NBC's parent firm, is a government contractor. Labor, reportedly, is conducting an investigation of the complaint. Its findings have not yet been disclosed.

CBS looks hard at its manpower policies

New emphasis on problem hastened by study showing areas of employe dissatisfaction

Findings of widespread dissatisfaction with CBS manpower management policies among its executives have led the company to set itself a goal, for the next five years, of becoming "a recognized leader in manpower management."

The new emphasis on manpower and personnel relations has already been started, with Drew Brinckerhoff named to the new post of CBS vice president for manpower management and James F. Sirmons designated corporate vice president for personnel and labor relations (BROADCASTING, Dec. 6). In addition, Harvey J. Struthers has been named vice president for management development for the CBS/Broadcast Group (BROADCASTING, Dec. 13), and similar assignments are planned in the other CBS groups.

Behind it all, at least in part, is a report by McKinsey & Co., management consultants, based on a 19-page questionnaire distributed to all "exempt" employes—those above grades entitled to overtime—last March (BROADCASTING, March 29). The report—circulated to "exempt" employes in recent weeks with a memo from Frank Stanton, vice chairman of the board, outlining the new policies and programs—showed among other things that 34% of the respondents did not think CBS uses its manpower efficiently as compared with other companies and another 48% were neutral on the question, leaving only 18% who considered CBS's use efficient.

The McKinsey report noted that 29% of CBS "exempt" employes chose not to return their questionnaires, a rate "quite low when compared to our experience with other major corporations."

Analysis suggested that in some divisions with higher response rates, such as the broadcast divisions, the higher rates reflected strong interest in and feelings of close identity with CBS, while in other areas higher rates indicated higher levels of dissatisfaction. On the whole, however, executives generally felt CBS was interested in them, not just as employes but also as people and as members of the management team.

But over half (52%) felt their opportunities for promotion were limited to the departments in which they worked, as against 27% who disagreed with that belief, and more than four out of 10 (43%) thought they did not have all the opportunity they needed to expand and develop their skills, as compared with 37% who felt they do have adequate development opportunity.

Two-thirds of the respondents did not reject the statement that success depends more on whom you know than on what you know (33% agreed with the statement, 34% did not dispute it). Over half indicated they have little idea of how their performance is evaluated (53%); feel they get infrequent feedback on how they are doing and what they need to do to improve (56%); need a more effective way of evaluating managerial performance (73%), and think communications are so inadequate that they "learn more through the grapevine" than in any other way (54%).

Of 11 major topics covered by the questionnaire, McKinsey reported, communications drew the most unfavorable rating—and working conditions the most favorable.

Some CBS sources feel the levels of dissatisfaction were inflated somewhat by the mood that prevailed when the questionnaires were distributed—shortly after massive personnel cutbacks (BROADCASTING, Feb. 15, et seq.). But Dr. Stanton said in his memo that management was convinced "it is essential to move ahead with these programs [for improvement in manpower management and also in communications] despite current economic pressures on the corporation." He said "senior corporate management has agreed to give these plans foremost attention and serious implementation."

Improvements, he said, will encompass the manner in which men and women are moved through the company to fill vacancies and make promotions; the opportunities CBS gives its employes to develop management skills; the procedures for evaluating individual performance and keeping each individual informed; the effectiveness of CBS efforts to attract people of high talent, and the extent to which CBS informs employes what it is doing.

Program-profit issue prompts Johnson dissent

A familiar dissenting voice was heard last week in connection with the FCC staff's renewal of 221 radio and 45 TV stations in California. Commissioner Nicholas Johnson said the records of a number of the stations merited closer scrutiny by the commission.

Commissioner Johnson used to join

with Kenneth A. Cox before he left the commission last year in dissenting almost automatically to staff actions granting renewal applications.

One basis for the dissent was the one he and Mr. Cox customarily used —the failure of some stations to program up to the commissioners' suggested standard of 5% news, 1% public affairs and 5% public affairs and other nonentertainment programing. Eight AM stations and eight television outlets failed to meet the first standard: eight AM stations and one of the television, the second, and 40 AM outlets and one television, the third. He did not indicate whether any stations fell into more than one category.

Commissioner Johnson also cited two other reasons for checking further into the performance of the stations—promise versus performance and amount of profit stations reinvest in programing. He listed five radio and three television stations that did not provide as much news programing as they had promised.

And he produced an analysis of the financial data of 27 television stations. which he did not identify, for two years, which he did not specify, all selected at random. He said 10 of the stations deserve special attention because of "a relatively low ratio of programing expense to total expense," and because more resources are channeled into income before taxes than into programing.

The idea of using reinvestment of profit as a standard in license-renewal matters has taken on considerable significance as a result of a decision of the U.S. Court of Appeals suggesting it. The decision in June, overturned a commission policy statement governing comparative hearings involving renewal applicants (BROADCASTING, June 14).

McLendon-to-Fairchild sale of KLIF is OK'd

Gordon McLendon relinquishes ownership of his 50-kw radio facility in Dallas, and Fairchild Industries Inc. acquires it in the firm's first media buy, following the FCC approval of the sale of KLIF(AM) for $10.5 million.

The McLendon Corp.'s sale of KABL-AM-FM Oakland-San Francisco to Starr Broadcasting Group is still pending commission approval. Those stations together would also go for $10.5 million.

With the sale of KLIF, and subject to an FCC grant of the KABL transfer, McLendon's station holdings would consist of KNUS(FM) Dallas; WYSL-AM-FM Buffalo, N.Y.; WNUS-AM-FM Chicago; WWWW(AM) Detroit; KOST(FM) Los Angeles, and KCND-TV Pembina, N.D. Mr. McLendon and his family also have holdings in real estate, theaters and oil.

When the KLIF sale was announced last May (BROADCASTING, May 31), Fairchild was said to have other station acquisitions under consideration, but no further announcements have been made to date. With headquarters in Germantown, Md., a Washington suburb, its predominant business interests lie in the aerospace industry. It is one of eight applicants before the FCC to construct and operate a domestic communications satellite system, and is involved in real-estate and transportation.

Fairchild Industries (formerly Fairchild-Hiller Corp.) is acquiring KLIF through a new subsidiary, Fairchild KLIF Inc., which was formed for the acquisition of the station. Included in the McLendon deal was a covenant by the seller not to compete in AM broadcasting within a 150-mile radius of Dallas for the next 10 years.

In granting the transfer last week, the commission stipulated that it is giving its approval subject to the outcome of a current rulemaking proceeding in which the American Bankers Association is seeking to relax current FCC restrictions on bank ownership of the stock of broadcast licensees. William Moore, a director of Fairchild Industries, is chairman of Bankers Trust Co., New York.

KLIF operates on 1190 khz with 50 kw day and 5 kw night.

Miami blackout battle prompts Rogers bill

Congressman's measure would prevent such pro-college conflicts

Legislation to clamp down on television sports blackouts showed up in the House last week.

The bill, introduced last Tuesday (Dec. 14) by Representative Paul G. Rogers (D-Fla.), would prohibit blackouts of professional sports contests when the stadium is sold out. A similar bill sponsored by Senator William Proxmire (D-Wis.) will be the subject of hearings next year by the Senate Judiciary Subcommittee on Antitrust and Monopoly Legislation (BROADCASTING, Dec. 13).

But the Rogers bill (H.R. 12309) contains an added provision: It would allow lifting blackouts when the start of one game, either college or professional, was five hours before the start of another game.

"This would allow for a normal three-hour game and time for travel either from the home TV game to the stadium or vice versa," Mr. Rogers said. "And once the law is passed, schedules could be worked out so there would be no conflict."

A spokesman for the congressman said blackouts have always posed a problem in the Miami area, and the situation "really came to a head" when the Miami Dolphins-Baltimore Colts football game was shown on closed-circuit TV in Miami. An attempt by WCKT(TV) Miami to obtain a court injunction against the CCTV showing was unsuccessful (BROADCASTING, Dec. 13).

"The blackout law was intended to protect college football," Mr. Rogers said. "Yet the NFL [National Football League] allowed a promoter to sell closed-circuit viewing of the game, which in essence penetrated the college market, not for public viewing, but for $6 a head." He added: "If this does not violate the letter of the law, I am sure that it violates the intent of protecting the college game."

The law permits local teams to black-out home games in a 75-mile radius.

The congressman's spokesman said Mr. Rogers has written to the Justice Department and the FCC, asking if the paid CCTV coverage of the Miami-Baltimore football game was in violation of the blackout law. He said the congressman believes the 75-mile radius provision should be re-evaluated and should reflect the area in which most ticket-holders live.

KRLD for Rangers, WSB for Braves

Major-league baseball's Texas Rangers —ne Washington Senators—have selected KRLD(AM) Dallas as originating station of the team's four-state, 20-station radio network for the 1972 season. The contract calls for broadcast of all 162 regular season games in addition to the team's 10 preseason contests. All games will be preceded by a 10-minute pregame show, followed by a 15-minute wrap-up.

In another baseball action, the Atlanta Braves announced that WSB-AM-FM Atlanta will carry its full 1972 schedule of games for the seventh consecutive season. Returning for radio play-by-play duties will be Milo Hamilton, assisted by Ernie Johnson.

A big ratings week for the big shows

Four network shows registered formidable share-of-audience figures in the Nielsen Fast Nationals for the week ended Dec. 5: CBS's *All in the Family*, first in the rankings, had a 59; ABC's *Movie of the Week*, which ranked second, had a 48 share: NBC's *Flip Wilson* ranked third with a 49 share, and ABC's *Marcus Welby*, fourth and a 49.

Ratings averages for the networks in prime time were CBS 20.9, NBC 19.5 and ABC 18.5. CBS won Monday, Wednesday and Saturday nights, NBC Thursday and Sunday, and ABC Tuesday and Friday.

Other shows in the top-15 Nielsen list were two specials, ABC's *Santa Claus—Coming to Town* and CBS's *Frosty the Snowman*, followed by CBS's *Mannix*, *Medical Center*, *Funny Face* and *Gunsmoke*, the latter in a tie with NBC's special, *Winnie the Pooh—Blustery Day*. In the 12th spot was NBC's *Bonanza*, followed by CBS's *Here's Lucy*, NBC's *Bold Ones* and *Ironside*.

Fox consolidates film operation in L.A.

Twentieth Century-Fox Film Corp. board of directors announced last Thursday (Dec. 16) that it has "reacted favorably" to a management proposal to consolidate certain of the company's New York-based operations in Los Angeles, but said it has deferred any decision until after the first of the year.

If the proposal is approved, it would be implemented by next summer, according to Dennis C. Stanfill, Fox board chairman, and Gordon Stulberg, president. Involved in the shift to Fox's Los Angeles studio would be the company's motion-picture marketing and financial operations, including domestic and international distribution, advertising and public relations and the office of the treasurer and controller.

A Fox spokesman in New York said the board made no reference to the company's New York-based television activities.

The board said it has also "reacted favorably" to another management pro-

NCAA: overprotective?

Texas Association of Broadcasters President Tom Whitehead Jr. has charged the National Collegiate Athletic Association with infringing freedom of the press and freedom of speech.

Mr. Whitehead, general manager of KWHI-AM-FM Brenham, said a little-publicized rule passed at the last NCAA convention bars news media from giving adequate coverage to the signing of high-school athletes by colleges.

"Under this gag rule the reporter can do little more than accept a prepared news release. He cannot interview the college coach who is signing the boy or have the boy pose for pictures with the coach," Mr. Whitehead said.

He added, "This is clearly a violation of the freedom of the press and a violation of the individual coaches' freedom of speech."

The NCAA rules reads: "No member institution shall publicize or arrange publicity of the commitment of a prospective student athlete to attend the institution or accept its tender of financial assistance other than by means of a written press release distributed to its normal media outlets."

NCAA officials said sanctions against the school or the athlete could result from violations of the rule.

posal to close the New York branch of its film processing subsidiary, DeLuxe General Inc. but also delayed its decision.

The company said it would also dispose of its home office building in New York, which is adjacent to the DeLuxe plant, and would lease office space in mid-Manhattan for its remaining New York operations.

Company activities that would continue in New York even if a decision to consolidate is made are the New York sales branch, and certain legal, advertising, publicity and public relations functions.

Features financed by advance sales

The Vidtronics Co., Hollywood and New York, is broadening its production of low-budget features for television through a formula of committing stations to buy the movies in advance of actual filming.

Jerry Kurtz, executive vice president, said the company had experimented with this approach over the past three years with a limited number of films and is now expanding this technique with a group of 13 action-adventure features and 12 science-fiction movies. He stressed that stations need only commit for a particular group of movies, and arrange for payment on a traditional pay-out plan.

The action-adventure group, called "13 For '71-'72," is in production in Europe with Vidtronics co-producing with various overseas companies. Mr. Kurtz said 67 stations have committed for the package, including outlets of such group owners as RKO General, Storer and Cox Broadcasting. Four features have been completed and will be delivered to stations in early 1972. The budget ranges from $250,000 to $400,000 per picture.

The 12 science-fiction features are also being co-produced overseas with producers there, and, according to Mr. Kurtz, Vidtronics is in the process of lining up commitments from stations. These features will be released initially in theaters and subsequently will be made available to TV.

Money for science shows

Noncommercial KCET(TV) Los Angeles has been awarded a first-time grant of $64,900 from the American Institute of Physics, Washington, for the production of two science documentary films. The initial source of the funding was the National Science Foundation, which turned the money over to the AIP for administering. The two productions are scheduled for broadcast in late 1972 and will be carried on the Public Broadcasting Service network.

At day's end: Mrs. Nixon and daughter Tricia join the President to talk with NBC News correspondent John Chancellor in the West Hall of the White House.

What did Nixon do all day Dec. 6?

Ambitious film report condensed into 60 minutes for NBC-TV special

A 22-year quest by NBC-TV to record an entire day in the life of an American President will be capped tomorrow (Dec. 21) when the network presents a 60-minute filmed program, *Dec. 6, 1971: A Day in the Presidency*. The program will be telecast at 7:30-8:30 p.m. EST without commercial sponsorship. Reuven Frank, NBC News president, said he believed this would be the first such presentation on TV.

Mr. Frank last week said that eight hours of the President's 15-hour workday were filmed, and the White House will be able to review the NBC-edited version for possible breaches of national security. He added that on several occasions NBC News camera crews were asked to leave certain meetings when it was deemed that matters of security were likely to develop.

The filming began at 7:45 a.m. with a breakfast for congressional leaders and ended shortly before 11 p.m., following a dinner for Prime Minister Pierre E. Trudeau of Canada and an interview with NBC News correspondent John Chancellor.

The filming included the first part of a session of the Washington Special Action Group of the National Security Council: a Domestic Council meeting, led by Vice President Agnew: a conference with the President's four major economic advisors; a meeting on drug abuse and a diplomatic credentials presentation of ambassadors from Indonesia, Morocco, Pakistan and Portugal.

Mr. Chancellor, asked if he felt that "the real Nixon" emerges in the programing, replied: "I think a real Nixon emerges, but I wouldn't say it's the real Nixon. To me, in this film, the President comes off more informal, less wordy and taking stronger, definitive positions than he does in speeches and planned interviews."

Mr. Frank acknowledged that certain sequences reveal that Mr. Nixon was aware of the presence of cameras and in others his involvement in the discussion seemed to eliminate all traces of self-consciousness. Mr. Frank said he does not consider cameras to be intrusive but "long strings of lights are." NBC News, he reported, tried to minimize this distraction by installing the lights in regular fixtures in the various meeting rooms.

MPC busy on series

Metromedia Producers Corp. and Stonehenge Productions, both Hollywood, are developing a half-hour comedy-drama series, *McNamara's Band* for possible prime-time network presentation in the 1972-73 season. The series is being developed specifically for actor Eddie Albert, formerly of CBS-TV's "Green Acres." Among other Metromedia Producers Corp. projects in development: *Second Time Around*, half-hour situation-comedy pilot for ABC-TV; *Fitzgerald and Pride*, 90-minute motion picture for the *CBS Friday Night Movie*, as well as a pilot for a possible series for the 1972-73 season. The last-named project was to include Barbra Stanwyck as star but illness has forced her from the cast. She has been replaced by Susan Hayward.

Sterling CATV shows 'adult' films

Eight are to be presented; some have erotic themes, but none is salacious

A New York cable system started showing last week the first of eight feature films aimed specifically at adult audiences.

Spokesmen for Sterling Manhattan Cable Television, which operates the New York City-franchised CATV operation in the southern portion of Manhattan, said the films had been considered unacceptable for commercial television. They said the films are mature, and while "one or two" of them have "erotic themes," the films are "not erotic in their presentation, nor are any of the films salacious."

The motion pictures were to be put on the cable system only at 10 p.m. "in keeping with Sterling Manhattan's policy regarding films of this subject matter."

It was noted that the films are being run in agreement with Grove Press. Kent E. Carroll, director of the book publishing company's film division, said the selection of the films marked a new maturity in TV.

"Most commercial and even educational stations are surprisingly timid when confronted with quality films that are subtitled or deal with subject matter that might be more demanding of an audience than the usual violence or situation comedy," according to Mr. Carroll.

Five of the movies had their initial showings in the U.S. at the New York film festival. "Weekend," the first film to be shown last week, was one of those five. It represents Jean-Luc Godard's revolutionary view of society, in French with English subtitles.

Other films include Susan Sontag's "Erotic, Enigmatic"; "Duet for Cannibals"; "The Queen," described as a documentary about a transvestite beauty contest; "Boy," said to be an "evocative" portrait of modern Japan; "Mandabi," a film made in Africa entirely by Africans; Allan King's "Warrendale," a documentary study of emotionally disturbed children; "Finnegan's Wake," and "Mister Freedom," a cartoon-like spoof of "America's compulsion to save the world from Communism."

'Brian's Song' scores

The highest-rated made-for-TV movie ever presented on any of the three networks—that's the claim Screen Gems is making for its production of "Brian's Song" as an outcome of the findings of the latest A. C. Nielsen report. According to the national Nielsen for the week ending Dec. 5, "Brian's Song," shown as an ABC-TV *Movie of the Week* on Nov. 30, received a 32.9 rating with a 48% share of audience, reaching an estimated 20,430,000 U.S. homes.

Previously, says Screen Gems, the highest rated TV-designed movie was "The Feminist and the Fuzz," with Barbara Eden and David Hartman, also shown as an ABC-TV *Movie of the Week*, this one last Jan. 26. It came in with a 31.6 rating and a 46% share.

ProgramNotes

Fiesta Bowl network ▪ KOOL(AM) Phoenix, which previously announced acquisition of radio rights to the new Fiesta Bowl college football game (BROADCASTING, Nov. 29), has since signed 105 stations to carry the exclusive broadcast throughout the U.S. By game time the station hopes to have more than 150 outlets on its network, including coverage in the top-30 markets in the country. In addition, 400 stations on the American Forces Radio service network throughout the world will be fed the game broadcast and are scheduled to carry it. Toyota Motor Sales Inc., Torrance, Calif., through Clinton E. Frank Inc., Los Angeles; and Valley National Bank, Phoenix, through Jennings & Thompson Advertising there, have agreed to sponsor the broadcast, but only on the Arizona lineup of stations. The game, between Arizona State and Florida State, will originate in Tempe, Ariz., on Dec. 27.

East-West game to Wold ▪ Robert Wold Co., Los Angeles, has been granted exclusive radio coverage of the 47th annual Shrine East-West College All-Star football game in San Francisco and will feed it to an independent network of stations throughout the U.S., as well as to some 400 American Forces Radio service stations throughout the world. To date the Wold Co. has signed 65 U.S. stations to carry the Dec. 21 broadcast.

Kicking in the new year ▪ Hughes Sports Network will feed the collegiate Astro-Bluebonnet Bowl from the Houston Astrodome to 151 television stations across the U.S. on Dec. 31 (7:30-11 p.m. EST). Coverage of the game, pitting University of Houston against the University of Colorado, will be sponsored by Chevrolet through Campbell-Ewald and Texaco through Benton & Bowles.

Music from abroad ▪ The Broadcasting Foundation of America, New York, is offering under special arrangement live audio recordings of outstanding musical events from the Soviet Union, Austria, Belgium and France for broadcast on U.S. and Canadian radio stations. BFA, an independent, nonprofit organization, distributes musical, cultural, and educational programs from 40 countries.

ASCAP plans enticing tune for BMI writers

The American Society of Composers, Authors and Publishers intensified its drive last week to win music writers away from Broadcast Music Inc.: It said it would allow its members to receive performance credit on new compositions they write in collaboration with BMI writers.

Performance credits help determine the amount of royalties writers receive. ASCAP said that "figures have demonstrated that ASCAP pays more per performance than BMI, and it is felt that when ASCAP writers compare their checks with those of their BMI collaborators, the result is bound to be a substantial movement of writers from BMI to ASCAP."

Asking ASCAP for the fee

The All-Industry Radio Music License Committee, meeting to plan strategy for forthcoming negotiations with the American Society of Composers, Authors and Publishers, has agreed to start by asking ASCAP to quote what it thought a "reasonable" fee should be Under an ASCAP consent decree, the committee could accept an ASCAP offer or, if it thought the quoted fee too high, ask the U.S. Southern District Court in New York to set a "reasonable" fee. The committee, headed by Elliott Sanger of WQXR-AM-FM New York, has made plain it wants one lower than the current rate, which is 2% of time sales, plus a sustaining fee ("Closed Circuit," Nov. 8). The current ASCAP radio-station licenses expire Feb. 29.

Here's Lucy again

Lucille Ball, who completed her 20th year as a star on CBS-TV last September, signed an agreement last week continuing the *Here's Lucy* series through the 1972-73 season. In announcing the renewal, CBS-TV President Robert D. Wood noted that the comedy series has ranked during the season among the top 10 in network television. The series, which is produced by Lucille Ball Productions Inc., with Gary Morton as executive producer, is presented on CBS-TV on Monday, 9-9:30 p.m. EST.

BroadcastJournalism

Healey fairness case in appeals court

Attorney for Communist says social position is itself controversial

Attorneys for a Communist Los Angeles housewife and Metromedia's KTTV(TV) there last week locked horns before the U.S. Court of Appeals in Washington. At issue was the FCC's refusal last year to rule that KTTV had violated the fairness doctrine in declining to give Mrs. Dorothy Healey time to reply to a station news commentary critical of a *Los Angeles Times* article concerning her.

The three-judge panel heard presentations from Thomas Asher of the Media Access Project, Washington, who acted as counsel for Mrs. Healey; Thomas Dougherty, attorney for Metromedia, and Richard Zaragoza, an FCC attorney.

The oral argument was the result of an appeal by Mrs. Healey of the commission's June 1970 ruling that a 1969 broadcast of KTTV's *One Man's Opinion*, in which commentator George Putnam attacked the *Times* story, did not raise a controversial issue subject to fairness review. Mr. Putnam had questioned the wisdom of the newspaper article, entitled "Patriot-Marxist," which stated that despite her status as an officer in the Communist Party of Southern California. Mrs. Healey led a relatively normal life. Mr. Putnam asserted in his commentary that Mrs. Healey's supposed dual ideology was contradictory, and questioned its authenticity.

Mr. Asher, however, said that he would not pursue a personal-attack argument because the record did not contain sufficient evidence to support this charge.

Mr. Asher instead based his argument on two grounds: First, he contended, the FCC had not explained why it had ruled against Mrs. Healey. He pointed to the dissenting statements of Commissioner Nicholas Johnson and then-Commissioner Kenneth Cox, both of whom chided the majority for reaching what they said was an unsubstantiated decision. Second, he said, the commission had failed to rule on the real issue. The commission had reached its decision, he claimed, on the narrow issue of whether Mrs. Healey's personal role as both a Communist and an American citizen raised a controversy. But what makes the case controversial, he said, are the underlying ramifications: the assertion that American Communists are continually at odds with society—"a major fundamental cultural issue which has been written throughout our history."

The presentations of Mr. Dougherty and Mr. Zaragoza hinged on the fact that the broader issue cited by Mr. Asher had not been brought before the FCC, and that the commission's decision was not based on that issue because evidence had not been introduced in support of it. (Mr. Asher responded that Mrs. Healey's local counsel made reference to the broad issue in correspondence with the FCC). Responding to Mr. Asher's claim that there was no evidence that KTTV had presented a balanced view of the broader issue in other programing, Mr. Zaragoza said that Mrs. Healey had never made such an accusation. "The issue," he said, "has now become one of guilt by association."

Mr. Dougherty contended that Mrs. Healey has apparently elected to change the issue at hand, enlarging it from the narrow one considered by the FCC to the far-ranging argument. In light of this, he asserted, Mrs. Healey should have again taken her case to the FCC, as well as the station.

Newsmen's privilege strengthened in California

California Governor Ronald Reagan last week signed a bill that protects newsmen from disclosing sources of information even after they have changed to occupations outside the news media. The bill, A.B. 3022, also makes a change in the previous protection afforded newsmen by eliminating a requirement that information gathered must be published or broadcast before immunity is granted to the newsman.

Beverly Hills Assemblyman Alan Sieroty, a Democrat, introduced the bill as the result of a recent decision by a Los Angeles judge to sentence a newspaper reporter to jail in a contempt-of-court case for refusing to disclose the source of his information after the reporter left his paper to take another non-news job. The judge had ruled that the reporter's immunity no longer applied when he left the newspaper.

Assemblyman Sieroty's bill was designed to cover what was an apparent loophole in Section 1070 of the California Evidence Code, which essentially grants immunity to newspaper and broadcast reporters from disclosing the source of information they have published or aired. The measure received support from the California Broadcasters Association as well as the California Newspaper Publishers Association.

Last week he had the craziest dream

NBC general counsel peers into fairness's future, finds rampant weirdness

What happens when a communications attorney who feels broadcasters have lost one or two too many fairness-doctrine decisions in court and at the FCC turns his imagination loose on what is likely to happen next in that area? Lawyers and commission officials found out last week, when they heard NBC's vice president and general counsel, Corydon B. Dunham, discuss the fairness doctrine in an appearance at a Federal Communications Bar Association luncheon in Washington.

In response to a complaint from a political candidate who "is drawing crowds of 12 and 14 at mass rallies in New Hampshire," Mr. Dunham foresaw, the U.S. Court of Appeals "will provide a new right, Equal Cameras for Equal Candidates. Any broadcaster who covers one candidate with a film crew will have to cover all candidates the same number of times with the same number of film crews on the same day.

"Later, one commissioner will issue a separate statement arguing that the right of equal cameras should not be limited to announced candidates, but should apply to all persons who feel they should be President. A committee of the NAB will suggest that the ruling be amended so that stations adhering to it will be guaranteed license renewal without challenge."

Mr. Dunham attributed the forecast to NBC News Vice President Richard Wald. Another source, he said, foresees a complaint being filed with the FCC seeking to stop the Democrats' convention and charging that the Democrats' unpaid phone bills are adversely affecting the AT&T rate structure. "The Democrats will ask the FCC to stop all television coverage of the Republican convention," Mr. Dunham said.

And while the commission is studying the complaints, "the court will hold that the Republican convention may be televised but that the fair convention corollary requires that whenever the Republican candidate appears at the convention, Larry O'Brien gets to stand next to him."

There was more along that line. And the cause of the real problems that gave rise to such fevered imaginings, Mr. Dunham said, is that the fairness doctrine "focuses on minutiae. It creates a tendency . . . to fragmentation of issues and subjective determination of the fact and significance of an alleged controversy."

He suggested a new approach—one that recognizes that the doctrine "is first and foremost the statement of an objective and [that] we cannot attempt to enforce it or pass it off as an objective legal standard."

Since the licensee is charged with the responsibility for meeting the objective of fairness, he said, the commission should accept the licensee's judgment on fairness matters. He said that the commission should do more than pay lip service to the concept of "licensee discretion," that it should "act only on a showing of substantial and persistent unfairness in leaving the public uninformed."

Some commission officials indicated later that Mr. Dunham's prescription for change could cause *them* some nightmares.

Milder-mannered Agnew still after the media

Vice President Spiro T. Agnew last week returned to one of his favorite targets for criticism—the nation's news media. His subject, in a speech to the Association of Life Insurance Counsel, in New York, was what's right with America, and in the course of his remarks, he lumped "certain segments of the news media" with some Democratic senators and "Utopian leftists" who he said concentrate on what's wrong with the country and ignore its accomplishments.

He noted that Senator Edward M. Kennedy (D-Mass.) in a speech last summer referred to U.S. foreign policy as dragging "us down into the abyss of death and immorality into which we have been descending for so long," and added: "How's that for masochistic rhetoric? You can be sure, however, that it played well on all the newscasts that night, with nods of approbation for the speaker."

He cited ABC newsman Howard K. Smith to prove his point, quoting him as saying, "As reporters, we have always been falsifying issues by reporting on what goes wrong in a nation where, historically, most has gone right."

"And in these days of instantaneous mass communications—of wars and riots brought into the home on television screens—negative emphasis on the subject matter has a devastating impact," Mr. Agnew said. "The ability of television to inform the public rapidly is one of the marvels of our lifetime. It is a blessing when it informs accurately and wholly; but it does the country and the people a disservice when it distorts and misinforms, whether intentional or accidental."

Another day in court for documentary film

Texas construction firm seeks permanent injunction after first attempt fails

A Texas judge last week issued a restraining order to stop the broadcast of a television news documentary. The program had already started and so was completed as scheduled, but the matter will go back to court this week.

At issue is a series of three short news features and a 30-minute documentary, produced at KGBT-TV Harlingen, Tex., dealing with complaints about the quality of construction of medium-priced homes in a federal housing project for low-income families. The series included interviews with unhappy home owners, pictures of their homes, and claims of favoritism in awarding contracts.

Custom Designed Homes Inc. sought the injunction after the three-part series had been broadcast, with the intention of stopping the 30-minute piece. In effect, it asked for prior restraint in anticipation of what it regarded as libelous remarks.

Texas District Judge William Scanlan of Brownsville issued the restraining order as requested. The order, however, was delivered halfway through the 30-minute broadcast, which continued to its conclusion.

Today (Dec. 20), the case is back before the same judge. The construction company is seeking a permanent injunction against references to the story, to a principal company executive and to the company itself. It is also suing KGBT-TV and others for $2.4 million.

However, the U.S. Justice Department may conduct its own investigation of the case unless the Farmers Home Administration—under whose program the housing project was carried out—makes its own check of the TV station's charges, according to a federal attorney in Houston who heard of the broadcast and checked into the situation.

ACT goes back to the FTC

Having already asked agency for ban of drug commercials on children's shows, it now wants toy ads forbidden

Action for Children's Television has stepped up its campaign against advertising on children's TV programing.

ACT was in New York last week, where the Boston-based organization announced that it has submitted a second petition to the Federal Trade Commission. ACT's new petition asks the FTC to prohibit toy advertising in children's television programs.

In a filing with the FTC one month earlier ACT sought to bar all advertising of vitamins and other drugs on children's television programs as well as on family shows. It contends that such advertising is unfair and misleading (BROADCASTING, Nov. 15).

During testimony a month ago before the FTC in its hearings on modern advertising practices, Evelyn Sarson, president of ACT, said the organization was preparing the toy-ad petition. Last week, she projected a "third phase": a petition seeking rules to prohibit advertising of edibles on children's TV shows. She said that filing with FTC may be expected in about a month.

ACT is the organization that has asked the FCC to prohibit advertising on children's TV programing and also to require TV broadcasters to program at least 14 weekly hours of children's shows. The FCC decided early in 1971 to treat ACT's petition for restrictions in children's shows in a rulemaking inquiry for which comments have been submitted (BROADCASTING, Oct. 11).

Last week, Mrs. Sarson released a summary of new findings by Dr. F. Earle Barcus, professor of communication research, Boston University, who also testified at the FTC hearings. The substance of his findings was that, in a second study of Saturday-morning programs in Boston, commercials had increased. His first examination was in June 1971; his second in November 1971.

According to Professor Barcus, the total number of Saturday-morning commercials went from 406 in June to 461 in November; toy commercials in November accounted for 50% of all commercials, "a total of 189 on all networks"; the number of vitamin commercials increased from two in June to 22 in November, and "on the average there was a commercial interruption every 2.1 minutes compared with 2.8 minutes [in June]—almost once every two minutes."

ACT quoted Professor Barcus as saying that the increase of "time devoted to selling to children and in the number of commercials to children on TV" had come about "in spite of the tremendous amount of public concern and press coverage given our study earlier this year."

Mrs. Sarson said ACT was "unhappy and disappointed" over what she said was a "lack of responsibility" shown in this area by the networks.

ACT spokesmen said that their bid for an FTC crackdown on toy advertising was related only to children's programing. If such advertising is placed in other programing, "that is the adult's responsibility" they said, noting that children were not equipped to make an adult judgment or decision on advertising as to apparent misleading or deceptive approaches.

ACT contended in its petition that children do not have the maturity or experience to analyze what its spokeswomen called "normal puffery" claims of commercials."

The petition said children have little money and thus it is virtually impossible for them to buy most of the toys advertised and therefore they pressure parents into buying for them, creating a strain on the parent-child relationship.

Mrs. Sarson had asserted in the past and reiterated last week—as does the petition—that children were being exploited through TV by the toy manufactures to act as a "surrogate salesman."

The petition also criticized the toy-advertising guidelines of the National Association of Broadcasters as adequate only "on the surface" in that children have thought processes different from adults and children "lack the experience and the judgment necessary to deal with advertising pressures." The petition said that "the very existence of the toy code is misleading since it gives people the "illusion that they are being protected."

ACT said the law "has traditionally

Action for Children's Television's Carol Liebman (l) and Evelyn Sarson present ACT's anti-toy-advertising petition to John F. O'Brien, Federal Trade Commission assistant regional director for New York.

recognized that children require special attention" as in forbidding them the purchase of alcohol or cigarettes; prohibiting them from entering into contracts, driving automobiles, voting or owning a credit card till they are of age—"yet in the world of television, a child is treated as an adult from the day he begins watching television as an infant."

The petition also contained this: "In the past few years, the amount of TV advertising directed to children has increased. Earlier, ads to children were for child-oriented products—such as toys and cereals. Today vitamin pills, frozen dinners, bread, gasoline, shoes, and snack foods are all being advertised directly to children, with the clear implication that they should pressure their parents into buying the adult-oriented products.

"In the next decade we may see advertising directed to children used to promote an even wider and less child-oriented range of products as a growing number of advertisers realize that you can sell anything to a child through television."

First retail buy on network TV

And it's a major one: Penney pays $1.5 million for NBC election night

A retailer broke through to the network-TV ranks last week. NBC said the J. C. Penney Co., a national retail chain with headquarters in New York, would sponsor all of NBC's election night coverage next year (Nov. 7, 1972). Cost of that sponsorship is estimated at $1.5 million.

NBC announced Penney's buy with a statement by John M. Otter, NBC vice president, sales. He said the entry of "this prominent name in the retail department store field has long been awaited by the industry."

It was reported also that the Penney national campaign, starting late next summer and placed through LaRoche, McCaffrey & McCall, New York, would use the other networks, CBS-TV and ABC-TV, as well, concentrating on women's sports and news programs.

Penney's expanded ad schedule also calls for increased use of national magazines.

The Television Bureau of Advertising late last summer ranked J. C. Penney as among the top five department-store chains and store groups with local television investments in 1970 (BROADCASTING, Sept. 26). TVB in its report, "Local Retail Advertisers," said the Penney chain spent $3,219,100 last year on TV.

Suggested: change in ACT's hard line

Ideas broached by Ambrosino, Cox at AWRT seminar; Danish cites ill effects of ad ban

A hint appeared last week of possible softening of demands by Action for Children's Television, which has asked the FCC to prohibit all advertising on children's programs as well as to require all broadcasters to produce 14 hours weekly of special kiddie programing.

The occasion was a seminar on children and television sponsored by the Washington (D.C.) chapter of American Women in Radio and Television..

On advertising, Kenneth A. Cox, Washington lawyer and former FCC commissioner, suggested that the ban be placed on all programing aimed at children 5 and under, with "some" advertising permitted in other such programing. On program hours, Mrs. Lilian Ambrosino, one of the founders of ACT and a consultant to the Office of Child Development of the Department of Health, Education and Welfare, referred at one point to a mandatory eight-hour week of children's programs instead of the 14 hours requested by ACT.

Both Mr. Cox and Mrs. Ambrosino maintained that broadcasters could afford the expense of originating a specified number of hours of children's programing with reduced or no income from advertising in those programs. Both noted what they said were "high" profits made by broadcasters, with Mr. Cox referring to broadcasters' "maximizing" their profits.

ACT last week filed a petition with the Federal Trade Commission asking that agency to ban all toy advertising in children's TV programs (see page 45).

A reduction in revenues from the sale of advertising to children would mean that the quality of such programs would suffer, Roy Danish, director of the Television Information Office, stressed. The better children's programs are supported by the profits made from the so-called poorer programs, like cartoons, he noted. "If you think children's programs are trash," he said, "they'll be worse without advertising revenues."

He also warned that special treatment for children could set a precedent for imposing special treatment for other programs, leading ultimately, he said, to government subsidies and controls.

Ray Hubbard, vice president for programing of Post-Newsweek stations, told of new children's programs on his TV stations and reported that commercial time is limited to clusters at the beginning and end of the program. He also said that advertising time in Post-Newsweek children's programs are limited to eight minutes per hour (as against 16 minutes for non-prime time permitted by the National Association of Broadcasters' TV code). He stressed also that the advertising revenues help pay for quality programs for children.

Poets they're not

Action for Children's Television injected a bit of showmanship into its news conference in New York last Wednesday. Its anti-toy-advertising petition was presented to John F. O'Brien of the New York office of the Federal Trade Commission (see page 45) wrapped in Christmas gift paper; ACT's 15-minute color film "But First—This Message" was shown, and this verse was distributed to newsmen:

"'Twas 10 days before Christmas and all through the land,
the toy ads on TV were quite out of hand.
The selling and yelling, the razzle and dazzle,
had driven kids crazy and parents to frazzle.
So ACT prepared a quiet solution,
a simple petition to stop the pollution.
It only needs the FTC
to stop all the toy ads on kids TV."

R. E. Lee disfavors ACT ad-ban proposal

Action for Children's Television can cross FCC Commissioner Robert E. Lee off any list it might have of potential supporters of its proposal to ban commercials from children's programing. The commissioner feels the proposal, which has led to a wide-ranging commission inquiry into children's programing, asks "too much."

Commissioner Lee, who spoke last week before Our Lady of Peace Church Home School Association, in Mt. Olivet-Wheeling, W.Va., said that "profits are really not that great" and that costs of producing programing that will attract an audience are substantial.

Although he could not justify the elimination of advertising from children's programs, he could, he said, "support a move, preferably on a volunteer basis," to reduce the length of commercials and the number of program interruptions. He also feels the question of the type of advertising suitable for children should be examined.

In-house feedback on agency creative efforts

At ANA workshop, Dancer-Fitzgerald-Sample demonstrates its Adlab concept of researching commercial effectiveness

A brief insight into what a major advertising agency can accomplish with the TV commercial in its creative research laboratory lightened an otherwise ponderous one-day workshop held last week in New York by the Association of National Advertisers.

Dancer-Fitzgerald-Sample provided the workshop with a trio of executives and a reel of commercial film for the session, which explored "Research on Copy Effectiveness and Consumer Response."

DFS's creative research laboratory, called Adlab, was designed to provide feedback to the creative department after having given some test exposure to a commercial idea. Group interviews of consumer representatives are also conducted in an attempt to determine or identify the directions the advertising should take.

In one commercial—for Procter & Gamble's Bounty paper towels—feedback from Adlab indicated that believability in demonstrations of the product's absorbent power was all-important. Subsequently, strategy was changed so as to provide a natural, believable situation without cuts or other photographic devices.

With a new product, Life-Savers gum (currently in test markets), Adlab tests stressed the need for product recognition. The commercial then produced did so on two counts: It noted the "flavor of candy" in the gum and the absence of the Life-Savers "hole" in the gum.

In the TV workshop studio at DFS, a group of agency employes staged a "spontaneous" commercial, taping the action almost as an amateur production. Shown was a kind of kinescope of the rough, and immediately after, the finished commercial filmed in color. It was noted that by this process, Adlab was able to point the direction toward spontaneity and lyrics, while eliminating or tightening certain sequences depending also on the copy points to be made.

Conducting this portion of the ANA session were DFS's Babette Jackson, vice president, director of research: John Keil, senior vice president and creative director, and William Weilbacher, senior vice president and management supervisor.

In reporting on changing attitudes in an "age of consumerism," Thomas Benham, president, Opinion Research Corp., asserted that "puffery in advertising and half-selling must go." Advertisers of course will continue to emphasize sales points, he said, but they should do so "in the area in which the product delivers."

Also on the program, Peter Stewart, president of Technovus Marketing Corp. research organization, asserted that what consumers say they want may not be what they actually buy. He explained what his company does to research a problem on consumer wants before a product is introduced or a new advertising campaign launched.

A group of marketing-research executives expressed an interest in communicating with consumers and taking action on their complaints and suggestions. The three-member panel discussed "The Consumer Play-Back: How to Get It—How to Use It."

The central aspect of General Mills' advertising strategy, according to Lawrence Gibson, director, marketing research, is to "outlisten consumerists." He said that General Mills has developed a wide variety of tools—surveys, group interviews, controlled experiments, life-style research, commercial response—to help it "compete" with consumerists for the confidence of the consumer.

The Goodyear Tire & Rubber Co. uses a continuous panel of 20,000 families to help it evaluate consumers' buying habits, dissatisfactions, preferences, etc. Lee MacDonald, manager, consumer market planning for Goodyear, outlined other tools used by the company, including placing the product in selected homes for evaluation, content analysis of commercials, and analysis of letters received from the public.

American Telephone & Telegraph Co.'s Gary Schmermund, public-relations supervisor-research, said the very nature of the telephone system offers consumer contact every four hours of every day. A more formal measurement, however, comes under the service attitude measurement program which offers customers the opportunity to voice their attitudes through questionnaires or telephone interviews. Currently, AT&T is also conducting studies of their television commercials and specials as well as print campaigns.

Three L&N operations sold to employes

Lennen & Newell's sell-off operation was in full swing last week with the announcement of employe purchases in San Francisco, Puerto Rico and Oklahoma City. Officials hoped that the purchases will help solve the agency's financial difficulties (BROADCASTING, Dec. 6).

The largest operation, Lennen & Newell/Pacific, San Francisco, which bills some $18 million, will be renamed Richardson, Seigle, Rolfs & McCoy, reflecting the new ownership of George B. Richardson, president.

Sixteen employes of the Ackerman Advertising division in Oklahoma City purchased 80% of L&N's share in that agency. The division, billing $4 million, will be known as Ackerman Inc., and will be under the direction of Ray Ackerman. The third sell-off, at Lennen & Newell of Puerto Rico, involves $2.5 million in billing. The new agency under president Jaime J. Cordova, formerly general manager, has not been named.

Getting together for radio ratings

Broadcaster-research teams aim to work with ARB and Pulse on improvements

Two task forces, one of leading broadcast management executives and another of research executives, are being set up to work with the American Research Bureau and the Pulse Inc. in a project organized to improve radio research.

The undertaking is being launched under the auspices of the Radio Advertising Bureau, which is calling this effort the "GOALS plan for continuing rapid improvement of radio measurement" (GOALS being an acronym for goals for operations, administration, logistics and stability of radio-rating services).

Under the plan, one task force will meet regularly with ARB and the other with Pulse, working with them toward specific "goals for improvement" in their respective radio-measurement services. The services would agree on specific timetables to implement the improvements.

There is provision under the plan for methodology studies if a task force and its respective rating service agree there is need for such research to validate any proposed change in the method of operation. In this eventuality the task force would work with the rating service on the methodology study plan.

Under GOALS, the Broadcast Rating

Council will audit all methodology studies planned as a basis for significant changes in the rating services. Leaders among advertisers and advertising agencies will be solicited for their suggestions.

Miles David, RAB president, said "we want to accelerate the improvement in radio-audience measurement which already has taken place, and stimulate continuing improvement by drawing on the brainpower of industry specialists as well as the researchers in the rating services."

Mr. David observed that GOALS differs in concept from ARMS [all-radio methodology study] methodology research conducted by an independent company, Audits & Surveys, in the mid-1960's. GOALS, he said, is a plan for "the contribution of time and counsel of the industry, with any necessary methodology research studies to be done by the rating services."

RAB said the co-chairmen of the ARB task force will be Pierre Megroz, vice president, Christal Co., and Kathy Lenard, director of research, Metro Radio Sales. The co-chairmen of the Pulse task force will be William Kelley, director of national sales, Storer Broadcasting, and Robert Galen, vice president and director of research, Blair Radio. Members of the committees are to be announced at a later date.

BusinessBriefly

Kraft Foods Co., Chicago, through J. Walter Thompson Co., New York, will sponsor a one-hour musical-comedy special *I'm a Fan* on CBS-TV Tuesday, Jan. 25 (9:30-10:30 p.m. EST). Special, starring Dick Van Dyke and Carol Channing, will pre-empt *Cannon*.

Minute Maid frozen products and **Hi-C** drinks departments of the Coca-Cola Company Foods Division, Houston, will sponsor the Tournament of Roses parade for the 18th consecutive year. According to company spokesman, sponsorship time will be equally divided between the NBC and CBS network coverage of the event. The New Year's Day broadcast will launch major promotion activity for both product lines. Agencies for the Coca-Cola Company Foods Division are The Marschalk Co., New York and Tatham-Laird & Kudner, Chicago.

Physicians Mutual Insurance Co., Omaha, through Albert Frank-Guenther Law, New York, and **Terminix Termite Control**, Memphis, a division of E. L. Bruce Co., through Doyle Dane Bernbach, New York, have made their first network-TV buys. Physicians has purchased a spot on the *Today* program Wednesday, Dec. 29 and Terminix begins its schedule the week of April 3 on the NBC *Nightly News*.

Western Electric, through Foote, Cone and Belding, New York, will sponsor two one-hour end-of-the-year specials on CBS-TV. *CBS News Correspondents Report: Part I—The Nation* will be broadcast Dec. 23 at 9-10 p.m. EST, with Walter Cronkite as moderator; Eric Sevareid will moderate *CBS News Correspondents Report: Part II—America and the World*, to be seen Dec. 30 at 9-10 p.m. EST.

Bonne Bell, Cleveland, is breaking in January with a new Ten-O-Six lotion campaign that will feature concentrated use of spot (television and radio) and network radio. Cosmetic maker also has announced an extensive magazine schedule as part of the campaign. The broadcast portion alone (though figures were not made available) is estimated at about $400,000. Broadcast will run eight weeks. Chirug & Cairns, New York, is agency.

International

Television in Parliament?

An old controversy heads for yet another showdown in Britain

The British populace may become the recipients of a belated, perhaps even begrudged, Christmas gift when Parliament meets late this month to decide whether or not it will allow its proceedings to be televised.

The showdown comes almost 200 years after a similar fight was waged to allow print coverage of its debates.

The campaign to open Parliament's doors to the television camera began nearly 12 years ago and has as its spearhead Robin Day, prominent political reporter and interviewer with the British Broadcasting Corp. In a letter to the London Times, Mr. Day summed up his crusade by saying: "Parliament should not be as blind and stubborn towards television as it was in its unhappy struggle with the press."

Then, as now, the proponents of a televised Parliament believe that television is the most effective means of mass communication, hence the ideal instrument of democracy. And since debate on the floor of Parliament takes on a far greater importance than on the floor of the U.S. Senate and House of Representatives — where most of the confrontations come in committee — the need for television coverage of its proceedings is correspondingly greater.

This need is also buttressed by what the proponents of this plan feel is increased interest on the part of the British people during highly controversial issues such as those over the Profumo scandal in 1963 and the more recent Common Market debates.

The prospective system, if approved, would provide for a pool of television cameras to cover the full-day session. Then editors and producers of the BBC and Independent Television Authority would develop a program of flexible length covering the day's happenings for broadcast later that evening.

On days of particular importance, the pool team would broadcast live as debate took place.

However, freer television access to Parliament is still meeting considerable opposition. Five years ago, a committee voted unanimously to experiment with Parliamentary coverage, but the move was defeated by a narrow margin on the floor of the House of Commons.

The main arguments against coverage have been heard for years. Opponents argue that the selectivity of producers and editors will lead misrepresentation and sensationalizing. Some also fear that principals in floor debate would direct their comments to the viewing public rather than to their parliamentary adversaries, with unhappy effect on the quality and integrity of debate.

Beyond mere speculation, however, it is impossible at this point to tell whether the new year will bring with it a new role for television in Britain. Only time will tell.

French government TV charged with censorship

A writer walked off a live French government television network show last week, charging government censorship of statements he had made about President Pompidou.

Maurice Clavel objected to cutting of the word "aversion" from a filmed statement of his, shown during a debate on morals in France. His statement in full was: "At a time when the President of the republic confides to a very important American newspaper the aversion and annoyance that the French Resistance inspires in him, it's a good thing that the people think about it and get shaken up about it."

The American publication that Mr. Clavel referred to is the *New York Times* magazine, which last August carried an interview with President Pompidou in which he said, "As for the romanticism of the Resistance, the heroes both real and self-proclaimed . . . I hate all that business."

The government network claimed Mr. Clavel distorted the President's remarks and asked him to "respect the exact terms of the President." A network spokesman said Mr. Clavel refused.

A deputy in the French National Assembly, David Rousset, said it would have been better for the network to have shown the film intact, then to have made a statement detailing their objections. He added, "What's worrisome here is the visible degradation of respect for freedom of speech."

Needham Univas looks to grow even larger

The newest member of Needham Univas, an international network of advertising agencies, may be KMPH. Discussions are currently under way between the London-based agency and member agencies Needham Harper & Steers, New York, and Havas Conseil, Paris. Talks are expected to culminate in an agreement within the next three to four months, according to a NH&S spokesman.

KMPH advertising agencies placed about $12.2 million or 45% of their $27 million worth of billings in broadcast in 1971. Agencies are KMP Partnership Ltd., Bloxhams Partnership Ltd., Lippa Newton Ltd., and Bartletts-Publicity Ltd., all London, and KMP/GGA, Manchester, England. Accounts include Cadbury Schweppes Ltd., Johnson & Johnson (Great Britain) Ltd., Johnson's Wax Ltd., The Rank Organization, Air India, Post Office Telecommunications, the Salvation Army, Formica Ltd., Ciba/Geigy (UK) Ltd., and the Oil Appliance Manufacturer's Association.

The Needham Univas world network is located in 29 cities in the U.S., Europe, Africa, and Australia.

'Whiteoaks' planted in U.S.

The Canadian Broadcasting Corp.'s long-heralded *Whiteoaks of Jalna* TV series, based on the 19th-century novels of Mazo de la Roche, has now been completed and CBC drama chief Fletcher Markle journeyed to New York Dec. 6 with a pilot of the package for showing to the three major U.S. networks.

Considered to be the CBC's most ambitious single project to date, the 13 complete episodes were filmed in the Ontario countryside and feature actress Kate Reid. Termed a Canadian *Forsyte Saga* by early reviewers, the series is tentatively scheduled for CBC-TV network distribution next month. Production of future episodes depend heavily on a U.S. sale due to the series' price tag.

No fairness doctrine for Chilean radio

For the second time this month, the government of Chile has suspended operation of the opposition Christian Democratic party radio station.

Radio Balmaceda was taken off the air on Dec. 11 for 48 hours, as a result of the station's "serious offenses against the President and the armed forces," according to a government announcement. "Offenses" was not defined.

A week before, the station—along with the other two opposition radio outlets, Radio Agricultura and Radio Cooperativa—was taken off the air for 24 hours during violent street disorders stemming from a women's protest march.

All three opposition radio stations are located in Santiago, and reach wide national audiences through regional or provincial station affiliations.

Quebec gets compromise

The long-standing attempts by the Province of Quebec to assume its own regulatory powers over radio, television and cable have resulted in a compromise proposal by the Canadian government. Secretary of State Gerard Pelletier announced Dec. 8 that he would present a proposal to the cabinet which would allow provincial agencies to own and operate radio or TV stations for purely educational purposes if maintained under the regulatory powers of the Canadian Radio Television Commission.

While there remains the question of the province's acceptance of the conditions set forth, the move may heal a rift which developed earlier this year when Quebec's minister of cultural affairs presented a bill in the provincial legislature that sought to give Quebec full authority over all communications in the province.

The government in the past has maintained a firm control over all broadcast licensing and operation, forbidding the provinces to directly own or operate any stations.

Promotion

Al Petker returns with station promotion club

After an absence of some six years, direct salesman Al Petker, self-styled as "the contest man," and a one-time instigator of a $16-million antitrust suit against a large number of advertising and broadcast industry firms, is back in business with a plan to furnish gifts and services directly to radio stations in return for commercial time to be sold directly to advertisers. Mr. Petker's new plan, promoted as "Homemakers Market League of American Radio Stations," bears a strong resemblance to "Gifts for Time," which he operated from 1947 to 1965.

This newest Petker plan calls for stations to establish local Homemakers Market League clubs. Listener-members receive club cards identified with station call letters and a so-called "broadcast bonus book." These books contain coupons redeemable at local retail stores.

The new plan also calls for member stations to establish and conduct charity drive programs three times each year, each drive for a duration of 30 days. Club members collect and send in labels and boxtops from selected products, with station members promised a 15% fee from the Homemakers Market League as a handling charge. Finally, member stations are offered monthly copies of "HML Radio Grapevine," a newsletter meant to serve as a forum for an exchange of ideas.

In exchange, member stations would broadcast a series of commercial transcriptions supplied by HML. The commercials, for HML clients, are to be rotated and played a minimum of six times each day during morning and afternoon time periods. Mr. Petker claims to be working with Dial Soap and Texaco as advertisers supporting his Homemakers Market League, and says that 400 radio stations have enlisted in the campaign so far.

Mr. Petker was forced to curtail his business activities for several years to recover from a severe heart attack. In 1962 he brought a $16,171,500 antitrust action against Young & Rubicam and 15 station-representation firms (22 radio stations were named as co-conspirators but not defendants), complaining that they conspired to destroy his sale firm's business. The final judgment in the antitrust suit called for, among other things, a permanent injunction against Y&R and nine of the rep firms not to interfere with Mr. Petker's type of operation again (BROADCASTING, Jan. 22, May 14, 1962).

Ready for Radio Month

Theme of National Radio Month in May next year will be "Radio . . . the Sound of Service," the National Association of Broadcasters announced last week. The theme reflects, according to James H. Hulbert, NAB public relations chief, "the continuing relationship between the nation's radio stations and the people they serve."

Promotion kits, including a series of jingles stressing the community-service angle, are due to be sent to radio stations early in April 1972.

Innovators encouraged

WBAL-TV Baltimore is conducting a creative television-writing contest to discover local talent and to provide the station with new and more imaginative forms of TV entertainment. First-prize winner in the script competition will receive $3,000 and a minimum of $6,000 in prize money will be awarded.

There are no restrictions on entries with regard to length, subject matter or form. Deadline for entries is March 31, 1972, and winners will be announced June 16. WBAL-TV plans to produce and televise as many of the winning entries as possible during the 1972-73 season.

Equipment&Engineering

Audicom digs at IDC in FCC comments

International Digisonics Corp. last week was the object of a two-pronged attack before the FCC. On one front, Audicom Corp.—its competitor in aural-encoded monitoring—submitted comments and an accompanying engineering study in which it claimed that IDC's proposed aural monitoring system is inferior to its own and that IDC's system will not work without significant degradation of a broadcast signal. From another direction, the Association of Maximum Service Telecasters claimed that aural coding would make visual coding (the only present system, which belongs to IDC) unnecessary.

Both parties made their comments in an FCC rulemaking proceeding that proposes an authorization of coded information into the aural transmission process of television and radio stations for program-identification purposes. Only visual encoding is presently permitted. The commission is also conducting an inquiry on standards for visual systems, comments for which are due next month.

Audicom told the commission that IDC, in field tests IDC filed several months ago, had supplied "only fragmentary information" and had offered no data to attest to the reliability of its proposed aural system. "The deficiencies of IDC's test procedures," Audicom said, "are especially significant" in light of the problems IDC has faced in perfecting its visual-encoding system.

In the technical study filed as an appendix to its comments, Audicom proposed standards for aural encoding which would limit modulation of the aural carrier to a signal with an occupied bandwidth no greater than 200 hz. The quiescent level of the aural signal, Audicom suggested, should be minus 50 db with respect to the level of 100% modulation.

AMST noted that it has opposed any type of encoding in the past, but in light of the FCC's intention to authorize some form of coding, AMST opted for an aural system rather than a visual system. It did not support either Audicom or IDC as to which aural systems should be authorized, suggesting only that the system authorized be granted on a two-year trial basis to assure that it will not cause signal degradation.

And in a third brief filed last week, the National Association of Broadcasters claimed that further field tests would be necessary to determine which system would be appropriate. NAB said that the tests conducted by both IDC and Audicom thus far have been insufficient. IDC's tests were not extensive enough to prove the system's reliability and Audicom did not utilize enough stations in its survey, NAB said.

'71 color-set sales way ahead of last year

The sale of color TV sets including imports will hit 7-million units this year, up by over 31% from last year, with dollar volume amounting to $2.375 billion, compared with 4.8 million color sets in 1970 valued at $1.69 billion.

Monochrome set sales for the year were also estimated at 7-million units, worth $750 million, compared to 4.5 million units worth $518 million in 1970.

The estimates for the year were issued last week by Jack Wayman, staff vice president of the Consumer Electronics Group of the Electronic Industries Association. Dollar values were extrapolated from comparable figures last year.

Total estimated volume for the 14-million TV sets that will have been sold by the end of this year was estimated at $3 billion—a gain of $800 million over the $2.2-billion value for 1970 TV set sales, and well over half the total volume of all consumer electronics products this year.

Radio set sales will reach 45-million units, worth $660 million, compared to 44.4-million worth $651 million in 1970. More than 45% of this year's radio sets have FM, the EIA noted. Auto radio sales will be up over 30% this year, it predicted.

Overall, consumer electronics sales, including TV, radio, phonographs and tape equipment, as well as electronic musical instruments, transceivers, hearing aids and home intercom systems, will exceed $5 billion at the manufacturing level, worth $8 billion at the retail level.

Video-tape duplicator is put on the market

Ampex Corp., Redwood City, Calif., which nearly two years ago announced development of a video-tape duplicating process more economical and at least 10 times faster than then current duplicating technology, has made its first physical installation and nonexperimental use of the system. The high-speed, color broadcast video-tape duplication system, designated ADR-150, was installed at NET Television Inc., Ann Arbor, Mich., and demonstrated during a two-day technical seminar Dec. 6-7 held at Chrysler Center, University of Michigan, Ann Arbor.

The system has one master-slave module and two dual slave modules reportedly capable of producing five one-hour video-tape copies in about six minutes. According to Charles A. Steinberg, vice president and general manager, Ampex Video Systems Division, the ADR-150 system is capable of duplicating video-tape recordings at a rate up to 50 times faster than present machine-to-machine techniques.

Until development of the new Ampex system, video-tape duplication normally was achieved by using two or more video-tape recorders to duplicate copies in real time, with a single copy of a 60-minute program, for example, duplicated in 60 minutes by the use of two video-tape recorders. Additional copies were possible only by linking additional video-tape recorders to the master recorder. The new system, described "as the first automatic high-speed duplicator for quadruplex high-band video tapes," uses a magnetic transfer system with the specially treated, high-energy master tape in contact with an unrecorder, or slave, tape. During contact magnetic energies from the master tape are transferred to the slave tape.

NET Television Inc. is a video-tape duplication and distribution outlet, processing an estimated 300 hours a week of programs and advertising material. In addition to the NET system, Ampex has delivered its ADR-150 to Hughes Sports Network, New York. Ampex also plans to deliver ADR-150 systems to EUE/Screen Gems, New York, and Byron Motion Pictures, Washington.

Technical Topics

CCTV tape duplicator ▪ Vidicopy Co., Sunnyvale, Calif., has taken delivery of a high-speed video-tape duplicating unit produced by Consolidated Video Systems Inc., Santa Clara, Calif., and is offering service for closed-circuit television systems. The duplicating unit, CVS 200, uses thermal techniques and reportedly permits high-speed production of duplicates from video-tape masters, regardless of their format, at costs to be "substantially lower" than film processing. Vidicopy is offering format-to-format conversion service on all major-brand closed-circuit video-tape recorders, as well as conversion from broadcast tape masters or film for duplication on any popular CCTV tape format.

CMX out commercially ▪ Consolidated Film Industries, Hollywood, last week installed and made available to TV commercial and program producers a CMX 600 edit and assembly unit, reportedly the first commercial availability of this instant image-access system since it was first announced by CBS and Memorex Corp. last March. Installation also is being readied at Teletronics Corp., New York, and at Consolidated Film, an independent commercial processing lab.

Patent assigned ▪ Laser Link Corp., Woodbury, L.I., reports it has been assigned a 10-claim patent (No. 3,623,-105) for its Airlink millimeter microwave system. Laser Link said the ten claims of the patent describe the methods by which one transmitter carrier can piggy-back many television channels of information.

Phaselocking efforts

Maclean-Hunter Cable TV Ltd., Rexdale, Ont., has acquired a 50% interest in Phasecom Corp., a Santa Monica, Calif., CATV hardware manufacturer. Price and conditions of the transaction were not disclosed.

Phasecom and Maclean-Hunter are jointly developing further applications of "phaselock" technology, a system involving the use of automatic circuits to match the television frequency of one carrier to another. The system works to reduce interference effects on cable-TV systems.

Phasecom's principal line of business is the manufacture of electronic equipment for CATV headends.

RCA also gives up tapes

RCA is phasing out its magnetic-products business, including computer tapes and disk packs, and audio and video recording tape. RCA said this move is being taken as part of the company's withdrawal from the general computer field (BROADCASTING, Oct. 4).

Cox Cable is bullish on Cox Cable

CATV firm with solid growth sets to move farther and faster with franchises in and near several major markets

Cox Cable Communications Inc.'s revenues and subscribers have increased "more than two-and-a-half times" in the last three years and the company plans to spend at least $60 million over the next five years for development and "might have the opportunity" to spend more than three times that amount, depending on how many franchises it gets, President Henry W. Harris told the New York Society of Security Analysts last Thursday (Dec. 16).

"Even if we get no more product than is presently contained in the compromise [between cable companies, broadcasters and program copyright owners]. we believe the door has now been opened wide enough to make CATV the most dynamic growth industry in the nation over the next decade," he said.

He also said Cox "plans to pursue the use of movies and sports as a potential source of additional income," declaring that "our surveys indicate that people are willing to pay $2 to watch a movie in the privacy of their own homes when they want it and when they order it."

He also reported that Cox is working with "a major Los Angeles research firm" in testing motion pictures for audience reaction and acceptance prior to their release to TV, and in January will begin testing viewer reaction to network pilot films.

Cox Cable has focused its franchise development efforts on cities close to metropolitan areas with good independent TV programing, the Cox president said, and will emphasize this type of franchise activity over "the next several years."

Cox is now actively seeking franchises in over 15 markets.

The company's most important current project, Mr. Harris said, is to complete construction of its San Diego system, Mission Cable, currently serving over 50,000 customers. The company expects to be under full construction there by March 1 on a development effort that is expected to take up to three years to complete and cost between $8 and $10 million, involving an additional 1,300 miles of plant passing 175,000 homes.

"Even if our yield is no more than the present $5.50," he said, "gross revenues will exceed the revenues of all of the television stations in that market combined."

Cox will also develop the quint-cities of Iowa and Illinois, encompassing Davenport, Bettendorf, Moline, East Moline and Silvis—all close to Chicago. "Under the new FCC rules." Mr. Harris said, "we will be allowed to import two independent stations providing potential customers with the Chicago Cubs, White Sox, Bulls and Black Hawks games." The project will cost between $4.5 and $5 million, including initial operating losses.

Mr. Harris also discussed development efforts in Saginaw, Mich., near Detroit, and said plans for development were still under study in the case of a number of other major franchises including Lakewood and Rocky River, Ohio, both near Cleveland.

As for Atlanta, Cox's home base, he thought it would be "an excellent long-range CATV market" but said that since the FCC's ban on common ownership of TV stations and CATV systems in the same market is under reconsideration in Washington, "we have come to no decision with regard to divestiture of Atlanta."

The St. Louis market, he said, will "ultimately be a great cable market" and will be developed by Cox, beginning in 1972, under a recently negotiated agreement with Melhar Corp. (BROADCASTING, Dec. 13).

To hedge against equipment delays in its expansion program, Cox has ordered 2,000 miles of equipment and been guaranteed delivery on a timetable that should not slow its construction efforts, Mr. Harris said. Cox estimates the cost of construction in newer markets at $6,200 per mile.

The cable-television company has obtained $20 million in new financing under revolving credit to begin its development projects (see below). Mr. Harris said Cox will continue this type of borrowing and plans to maintain a minimum target debt-to-equity ratio of two-to-one on an on-going basis.

Mr. Harris said the company has created a new division solely responsible for developing new markets. "These people will be freed of all other responsibiltiies so that their complete time and attention can be placed on developing new systems."

He noted that the fourth quarter of 1971 will be the best in the history of Cox Cable and operating earnings for the year 1971 will be 20% ahead of those for 1970.

$20-million credit obtained by Cox Cable

Cox Cable Communications Inc. has obtained a $20-million revolving-credit agreement from a group of banks led by Chase Manhattan Bank in New York ("Closed Circuit," Nov. 15), it was announced last week.

The agreement provides revolving credit for a period of two years, after which the loan may be converted into a five-year term loan.

Cox Cable President Henry W. Harris said his company will immediately draw $14.25 million of the credit to retire all debt except a long-term note of $3.1 million owed Cox Broadcasting Corp.

The remaining credit, coupled with the company's internal cash flow, will make approximately $16 million available for CATV system construction over the next two years.

Heavy write-offs in Blair finances

A statement of earnings for John Blair & Co. for the year ending Dec. 31 will reflect write-offs of about $2.5 million before taxes and $1.75 million after taxes, equal to 96 cents per share and 67 cents per share, respectively, the firm reports.

Blair said following its quarterly meeting of its board of directors on Dec. 9 that these extraordinary charges are primarily good-will that arose from the acquisition in 1968 of Stevens Direct Mail Marketing Inc. by City News Printing Corp., which, in turn, was bought by Blair in 1969. Other items include the unamortized portion of a plant relocation and start-up expenses capitalized by City News Printing prior to acquisition by Blair and expense incurred in 1971 by another Blair subsidiary, Alden Press, in connection with relocation of its main production activities.

The board also declared a regular quarterly dividend of 12 cents per share, payable on Feb. 15, 1972, to stockholders of record on Jan. 14.

CompanyReports

▪ Four Star International Inc., Beverly Hills, Calif., TV and film producer and syndicator, reported a sharp upturn in fiscal first-quarter gross sales and net earnings.

For the first quarter ended Sept. 25, 1971:

	1971	*1970*
Earned (loss) per share	$ 0.08	$ (0.30)
Revenues	967,335	757,152
Net earnings (loss)	59,799	(222,076)

▪ Westinghouse Electric Corp. reported record sales and earnings for the third quarter and the first nine months of 1971. Net income in the third quarter was $44.4 million, equal to $1.06 per common share, up 50.9% from the third quarter recorded last year.

For the nine months ended Sept. 30:

	1971	*1970**
Earned per share	$ 2.96	$ 2.41
Revenues	3,340,992,000	3,162,582,000
Net income	124,054,000	99,928,000

* The 1970 figures have been recast to reflect the consolidation of majority owned subsidiaries and the effect of poolings-of-interest combinations.

▪ The Outlet Co., Providence, R.I., reported an 8.4% increase in sales and revenue for its broadcast and merchandise divisions and a 49.1% decline in over-all earnings for the nine-month period ended Oct. 30.

A further earnings decline in the third quarter was attributed to a decrease in broadcasting revenue and a disappointing fall season in retailing.

For the nine-month period ended Oct. 30:

	1971	*1970*
Earned per share	$ 0.34	$ 0.74
Revenues	49,687,389	45,832,357
Net income	549,082	1,079,009

FinancialNotes

▪ ABC Inc. and Resorts International Inc. have agreed in principle to the acquisition of ABC Marine World by Resorts International. Terms of the proposal were not disclosed. Marine World is located on San Francisco Bay at Redwood City, Calif.

BroadcastingStockIndex

A weekly summary of market activity in the shares of 115 companies associated with broadcasting.

	Stock symbol	Exchange	Closing Dec. 15	Closing Dec. 8	Net change in week	1971 High	1971 Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting									
ABC	ABC	N	52¾	51⅞	+ ⅞	52¾	25	7,095	$362,696
ASI Communications	ASIC	O	4	3⅛	+ ⅞	4⅛	2⅛	1,815	4,755
Capital Cities	CCB	N	47¼	46⅞	+ ⅜	49¾	29	6,236	280,620
CBS	CBS	N	49⅜	45¾	+ 3⅝	49⅞	30⅛	27,858	1,260,575
Cox	COX	N	38	37	+ 1	37¼	17¾	5,802	203,070
Gross Telecasting	GGG	A	12¼	11⅞	+ ⅜	16	10⅝	800	9,096
LIN	LINB	O	14⅞	14⅜	+ ½	15½	6¼	2,294	29,249
Mooney	MOON	O	8⅜	7⅜	+ 1	9¼	4	250	1,875
Pacific & Southern	PSOU	O	11¼	10⅛	+ 1⅛	17½	8	1,930	15,440
Rahall Communications	RAHL	O	9⅜	10¼	— ⅞	29	8⅜	1,037	9,976
Scripps-Howard	SCRP	O	21	20	+ 1	25	18	2,589	53,075
Sonderling	SDB	A	21⅞	21¾	+ ⅛	34	17	997	21,685
Starr	SBG	M	14	15⅛	— 1⅛	20½	8⅞	691	11,229
Taft	TFB	N	41⅛	41¼	— ⅛	44⅞	23⅝	3,707	141,793
							Total	63,101	$2,405,134
Broadcasting with other major interests									
Avco	AV	N	14⅞	15	— ⅛	18¾	12⅛	11,476	$164,910
Bartell Media	BMC	A	3⅛	3¼	— ⅛	8	2⅞	2,254	7,596
Boston Herald-Traveler	BHLD	O	20	20	—	28	19	577	11,540
Chris-Craft	CCN	N	5⅜	8	— ⅝	9⅞	5¼	3,901	26,710
Combined Communications	CCOM	O	25	22¾	+ 2¼	25	10½	2,206	47,981
Cowles Communications	CWL	N	10¼	11¼	— 1	13½	8	3,969	42,151
Dun & Bradstreet	DNB	N	66	63¼	+ 2¾	66	52⅛	12,838	786,328
Fuqua	FQA	N	21½	19½	+ 2	26½	13¼	7,524	140,097
Gable Industries	GBI	N	24	21½	+ 2½	24⅞	9½	1,872	38,376
Gannett	GCI	N	56	56	—	60	32⅞	9,090	495,405
General Tire	GY	N	26	26	—	28¼	21⅛	18,713	456,036
Gray Communications		O	—*	—*	—	8	5¼	475	2,850**
ISC Industries	ISC	A	5½	6	— ½	8	4⅝	1,646	9,876
Kansas State Network Inc.	KSN	O	7½	6½	+ 1	7½	6½	1,471	9,929
Lamb Communications		O	2⅞	2¾	+ ⅛	2⅞	2	475	1,425
Lee Enterprises	LNT	A	16⅞	16⅞	—	20	16¼	2,936	47,710
Liberty Corp.	LC	N	17⅝	17	+ ⅝	24	16⅛	6,744	111,276
Meredith Corp.	MDP	N	24½	24⅝	— ⅛	29⅛	19¾	2,772	63,063
Metromedia	MET	N	26⅞	27	— ⅛	30⅞	17⅜	5,764	157,761
Multimedia Inc.		O	33 †	32½	+ ½	34¾	25	2,407	77,024
Outlet Co.	OTU	N	13½	15¼	— 1¾	22	13½	1,334	19,343
Post Corp.	POST	O	20	18¼	+ 1¾	20	9¼	925	15,263
Publishers Broadcasting Corp.	PUBB	O	3	2⅝	+ ⅜	4⅞	1⅝	919	2,408
Reeves Telecom	RBT	A	2¼	2⅛	+ ⅛	3⅞	2	2,292	51,570
Rollins	ROL	N	46¾	45	+ 1¾	47½	25⅛	8,087	352,755
Rust Craft	RUS	A	23¾	23	+ ¾	23¾	18½	2,318	48,377

(continued on page 54)

(Continued from page 53)

	Stock symbol	Exchange	Closing Dec. 15	Closing Dec. 8	Net change in week	1971 High	1971 Low	Approx. shares out (000)	Total market capitalization (000)
Schering-Plough	PLO	N	87½	85½	+ 2	87⅝	60½	25,174	2,171,258
Storer	SBK	N	27½	25¾	+ 1¾	33¾	19	4,223	106,631
Time Inc.	TL	N	52⅞	52	+ ⅞	62¾	40⅝	7,258	362,900
Trans-National Communications		O	¼	¼	—	1¼	⅛	1,000	120
Turner Communications		O	2⅜	2⅛	+ ¼	4	2	1,328	3,147
Wometco	WOM	N	17¼	15¼	+ 2	23⅞	14⅞	6,037	92,789
							Total	148,405	$5,924,605
CATV									
Ameco	ACO	O	3⅞	2⅛	+ 1¾	12¾	1½	1,200	$ 2,700
American Electronic Labs	AELBA	O	5¼	4¾	+ ½	10	3	1,668	7,506
American TV & Communications	AMTV	O	24⅜	21¾	+ 2⅝	26⅝	19½	2,434	50,799
Burnup & Sims	BSIM	O	24⅝	22⅝	+ 2	37¾	20½	3,061	68,873
Cablecom-General	CCG	A	13¼	12¼	+ 1	17¾	9⅝	2,485	26,714
Cable Information Systems		O	2½	2	+ ½	4¾	1¾	955	1,910
Citizens Financial Corp.	CPN	A	12	12¼	— ¼	15½	11	1,590	17,888
Columbia Cable	CCAB	O	13⅜	11¼	+ 2⅛	15½	9⅞	900	10,125
Communications Properties	COMU	O	9⅜	8⅞	+ ½	11½	7⅜	1,906	15,953
Cox Cable Communications	CXC	A	22½	22	+ ½	25¾	15⅜	3,552	69,264
Cypress Communications	CYPR	O	10½	9⅜	+ 1⅛	10¼	7	2,384	19,072
Entron	ENT	A	4⅜	2⅞	+ 1½	7¾	2½	1,320	3,458
General Instrument Corp.	GRL	N	22	18⅞	+ 3⅛	29⅝	13½	6,370	111,475
LVO Cable Inc.	LVOC	O	9¼	8½	+ ¾	10½	7	1,466	11,537
Sterling Communications	STER	O	5⅜	4⅞	+ ½	6¾	3½	2,162	8,108
Tele-Communications	TCOM	O	20⅝	19⅞	+ ¾	22¾	12	2,856	46,410
Teleprompter	TP	A	109	100⅝	+ 8⅜	100⅝	56½	3,077	256,160
Television Communications	TVCM	O	9⅝	9½	+ ⅛	10⅝	5⅞	3,804	33,285
Viacom	VIA	N	15¾	14¾	+ 1	21	9⅞	3,791	52,581
Vikoa	VIK	A	8¼	7⅞	+ ⅜	14¼	4⅝	2,344	14,064
							Total	49,325	$827,882
Programing									
Columbia Pictures	CPS	N	8⅞	8	+ ⅞	17⅜	6⅝	6,342	$ 57,078
Disney	DIS	N	123⅛	127	— 3⅞	128⅞	77	13,111	1,524,154
Filmways	FWY	A	5⅞	7	— 1⅛	11⅞	4⅛	1,829	8,231
Four Star International		O	⅞	¾	+ ⅛	1⅝	¾	666	579
Gulf & Western	GW	N	26¼	26⅝	— ⅜	31	19	15,549	388,725
Kinney Services	KNS	N	31	29½	+ 1½	39⅜	25⅞	12,716	360,753
MCA	MCA	N	22½	23	— ½	30	17¾	8,165	166,321
MGM	MGM	N	17¼	17	+ ¼	26⅞	15½	5,895	102,396
Music Makers	MUSC	O	1½	1⅜	+ ⅛	3⅜	1¼	534	534
Tele-Tape Productions		O	1½	1½	—	2⅞	1	2,190	3,285
Transamerica	TA	N	18⅛	18½	— ⅜	20½	14⅜	63,841	1,172,759
20th Century Fox	TF	N	10¾	9⅝	+ 1⅛	15⅞	7⅝	8,562	78,085
Walter Reade Organization	WALT	O	2⅛	1⅞	+ ¼	5⅝	1⅝	2,414	4,514
Wrather Corp.	WCO	A	8½	9	— ½	8⅞	5¼	2,164	12,703
							Total	143,978	$3,880,117
Service									
John Blair	BJ	N	14	13	+ 1	24¾	13	2,597	$ 37,007
ComSat	CQ	N	59⅞	59¾	+ ⅛	84½	49⅛	10,000	56,250
Creative Management	CMA	A	9½	8¼	+ 1¼	17¾	7⅝	969	8,111
Doyle Dane Bernbach	DOYL	O	24	21½	+ 2½	26½	20	1,934	401,311
Elkins Institute	ELKN	O	3¾	4	— ¼	16⅜	3	1,664	4,992
Foote, Cone & Belding	FCB	N	9⅜	9⅞	— ½	13⅜	7⅜	2,196	21,411
Grey Advertising	GREY	O	14	13½	+ ½	16⅜	9¼	1,209	15,717
Interpublic Group	IPG	N	22½	22⅛	+ ⅜	27½	17⅛	1,673	31,988
Marvin Josephson Assocs.	MRVN	O	6⅝	6⅜	+ ¼	12	5⅞	825	8,869
LaRoche, McCaffrey & McCall		O	8½	7½	+ 1	16½	7½	585	6,289
Marketing Resources & Applications		O	8¼	9	— ¾	18¼	2⅞	505	4,293
Movielab	MOV	A	1⅝	1⅝	—	4	1¾	1,407	2,814
MPO Videotronics	MPO	A	4⅝	3½	+ 1⅛	8½	3½	557	2,016
Nielsen	NIELA	O	39½	38¼	+ 1¼	49¾	38¼	5,299	204,647
Ogilvy & Mather	OGIL	O	38¾	35⅞	+ 2⅞	36¼	24	1,096	36,716
PKL Co.	PKL	A	7⅝	8⅝	— 1	10⅛	3⅝	778	5,057
J. Walter Thompson	JWT	N	40	41¼	— 1¼	60	34½	2,703	106,769
Transmedia International		O	—*	1/16	—	3¾	1/16	535	134
Wells, Rich, Greene	WRG	N	18⅝	19½	— ⅞	25⅞	15¼	1,602	30,230
							Total	38,134	$984,621
Manufacturing									
Admiral	ADL	N	16⅜	15½	+ ⅞	21	8	5,163	$ 89,062
Ampex	APX	N	13	12	+ 1	25⅜	10⅝	10,875	130,500
CCA Electronics	CCAE	O	4¼	4⅜	— ⅛	5⅛	2¼	881	3,524
Collins Radio	CRI	N	15	14⅜	+ ⅞	20⅞	9¾	2,968	35,616
Computer Equipment	CEC	A	3⅞	3¼	+ ⅝	7¼	2½	2,434	7,594
Conrac	CAX	N	23½	21½	+ 2	29	15⅛	1,259	24,865
General Electric	GE	N	62⅝	61⅜	+ 1¼	65⅞	52⅞	181,626	11,100,981
Harris-Intertypa	HI	N	50⅝	50½	+ ⅛	69⅜	45	6,344	314,028
Magnavox	MAG	N	43⅛	43⅞	— ¾	55	37⅜	17,283	812,301
3M	MMM	N	126	125¾	+ ¼	126⅜	95⅛	56,186	7,009,204
Motorola	MOT	N	78½	78	+ ½	89¾	51½	13,370	1,024,409
RCA	RCA	N	36⅛	35	+ 1⅛	40¾	26	74,437	2,577,090
RSC Indutries	RSC	A	2½	2⅝	— ⅛	6⅜	2⅛	3,500	9,170
Telemation	TIMT	O	7¾**	6¾	+ 1	13¾	6	14,040	94,770
Westinghouse	WX	N	87½	86	+ 1½	97¾	65⅜	41,555	3,594,508
Zenith	ZE	N	41⅜	38⅛	+ 3¼	54⅞	36⅜	19,025	791,821
							Total	450,946	$27,619,353
							Grand Total	893,889	$41,680,088
Standard & Poor Industrial Average			108.99	107.11	+ 1.88				

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 Dec. 14.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

* Prices not available.
** Price as of Dec. 16.
† Price as of Dec. 14.

Fates&Fortunes

Broadcast Advertising

Abbot Jones, Ken Roman, H. Lee Smith and **William Whitney,** all VP's and management supervisors, Ogilvy & Mather, New York, elected senior VP's. **John Barnes, Richard Beatty, Julian Clopet** and **John Walker,** all O&M account supervisors, and **Stanley Smith,** art group head, elected agency VP's.

Paul McDonough, executive TV producer, Benton & Bowles, New York, named VP.

Michael Cohen, music director, and **Jerry Martin,** account supervisor, both Grey Advertising, New York, elected VP's.

Angela Kinnersly, former media research supervisor, Ogilvy & Mather, New York, joins ABC Radio there in newly created position of assistant to director of research.

Timothy C. Norton, former VP, client services, Erwin Wasey, New York, joins Doyle Dane Bernbach there as account supervisor.

Judi Titch, assistant media buyer, Lewis & Gilman, Philadelphia, joins J. M. Korn & Son, there as radio-TV timebuyer.

Edward Whitley, VP and general manager, Blair Radio, New York, appointed to additional duties as New York manager of Blair Radio. **Gerald Gibson** and **Robert Lobdell,** both with Blair Radio sales staff, New York, named VP's for sales.

J. Donald Cena, sales manager, KGBS(AM) Los Angeles, appointed general sales manager.

Harlan Conway, media planner, Tatham, Laird & Kudner, Chicago, joins Needham, Harper & Steers, there, as media supervisor.

Patrick J. Morin, formerly president and general manager of Interstate Division of Kentucky Roast Beef, joins Grey Advertising, Detroit, as VP and account supervisor.

David Watson, account supervisor, Cooke & Levitt, Los Angeles-based agency, named VP.

George Feldman, director of research, Tele-Rep Inc., New York, joins Television Advertising Representatives there as creative research director.

Yolan Toro, with Richard K. Manoff Advertising, New York, joins Media Communications there as media director.

Dan Miller, local sales manager, KCOP(TV) Los Angeles, appointed national sales manager. **Gerry Velona,** assistant Western sales manager, succeeds Mr. Miller as local sales manager.

James B. Lohr, with Northlich, Stolley Inc., Cincinnati agency, joins Reeves & Pritchard there as account supervisor.

Robert D. Crothers, principal, Olsten, Smith & Gould, which later became Schwab, Beatty & Porter, New York, joins Kenyon & Eckhardt there as account supervisor.

Larry Rubinstein, manager of consumer media services, Creamer-Colarossi, consumer advertising subsidiary of Coordinated Communications Inc., New York, appointed media director for CCI.

Jack Sander, with sales staff, WTOL-TV Toledo, Ohio, appointed local sales manager.

A. H. Hammond, with sales staff, WXVW(AM) Jeffersonville, Ind., appointed sales manager.

Eugene I. Harrington, chairman of board, Honig-Cooper & Harrington, San Francisco, agency, retires Jan. 1, 1972.

Denman F. Jacobson, Avery-Knodel, elected president of Detroit chapter of Station Representatives Association. **Ted Pearse** of Blair TV named VP and **John J. Danahy** of H-R/Stone, named secretary-treasurer.

Frank Moore, general sales manager, WLWI-TV Indianapolis, joins WELI(AM) New Haven, Conn. in same capacity.

David F. Poltrack, manager of marketing services, CBS Television Stations National Sales, New York, appointed company's director of sales research and promotion.

NAB engineering award

Mr. Sherman

John M. Sherman, director of engineering, WCCO-AM-FM-TV Minneapolis, named recipient of engineering achievement award, to be presented at National Association of Broadcasters convention in Chicago, April 9-12. Mr. Sherman was chosen for his long and meritorious service.

He has been engineering director of Minneapolis stations since 1936, following seven years as radio inspector and district supervisor for Federal Radio Commission. He is 1928 graduate of Carnegie Institute of Technology (now Carnegie-Mellon University).

The Media

Walter H. McCroba, VP and general manager, WRDW-TV Augusta, Ga., moves to WRCB-TV Chattanooga, in same position. Both stations are owned by Rust Craft Broadcasting. Mr. McCroba succeeds **Harry Burke,** who relocates in Florida as company adviser. **James N. Armistead,** WRDW-TV sales manager, succeeds Mr. McCorba as general manager.

Daniel T. Pecaro, VP of WGN Continental Broadcasting and general manager of its WGN-TV Chicago, named executive VP of WGN-TV. **Marvin H. Astrin,** VP of WGN Continental and general manager of WGN(AM) named executive VP of WGN(AM).

William G. Barker Jr., director of corporate planning, Sun Oil Co., Philadelphia, since 1969, appointed CBS VP, planning. Mr. Barker, who earlier had served in marketing, administrative and financial posts, fills position that has been vacant at CBS for one year since resignation of Ray Klemmer.

Sheldon Perry and **Arnost Horlik,** both associate directors, CBS-TV network business affairs, New York, appointed to newly created positions of director of talent and program negotiations and director of contract negotiations, respectively.

John Arbenz, with CBS FM Radio Sales, New York, appointed station manager, WEEI-FM Boston, CBS-owned station.

Redmond J. Dwyer, VP, treasurer and controller, Asset Development Corp., Corona Del Mar, Calif., joins Cablecom General, Denver, as VP of finance and attorney.

Louis J. Rocke, general manager, WSTV-TV Wheeling, W. Va.-Steubenville. Ohio, elected VP and general manager.

Patrick J. Conley, general manager, Continental Cablevision of Michigan, Jackson, Mich., elected VP.

Donald O. Williams, VP and general manager, Trans-Video, San Diego-based division of Cox Cable Communications, Atlanta, elected VP. **Arthur G. Hansen,** president of Purdue University, Lafayette, Ind., and **Henry W. Harris,** president of Cox Cable, Atlanta, elected to parent firm's board of directors.

Gene Harris, director of cablecasting, Eastern region, Storer Cable TV, Miami Beach, Fla., appointed resident manager of firm's Thousand Oaks, Calif., system.

Jose A. Puras, chief of engineering, WSVI(TV) Christiansted, St. Croix, Virgin Islands, appointed station manager.

John Bonnet, operations manager, KPHO(AM) Phoenix, appointed station manager. He succeeds **John Crowley** who died Nov. 22 (BROADCASTING, Dec. 6).

Jeff Jacobs, with WINF(AM) Manchester, Conn., appointed to position as station manager.

Programing

Edward J. Montagne, VP for Universal Television, North Hollywood, Calif., appointed to supervise development and production of nonnetwork TV programing for company.

Roderick M. Hills, attorney with Munger, Tolles, Hills & Rickershauser, Los Angeles, appointed chairman of board of Republic Corp., Los Angeles-based diversified parent of Consolidated Film Corp., film processing laboratories. He succeeds **Sanford C. Sigoloff,** who continues as president and chief executive officer.

Roy E. Disney, producer-writer with Walt Disney Productions Inc., Burbank, Calif., elected VP for 16 mm production.

Steve Bell, program director, KBEA(AM)-KBEY(FM) Kansas City, Mo., named VP of Intermedia Inc., communications subsidiary of ISC Industries, diversified holding company. Mr. Bell will develop and supervise programing of Intermedia stations which include KBEA-KBEY, KGTV(FM) St. Louis and KLYX(FM) Houston.

Ron Dennington, with WOKY(AM) Milwaukee, joins WMAS(AM) and WHVY(FM) Springfield, Mass., as program director.

Broadcast Journalism

Ralph Paskman, assistant director of news, CBS News, New York, appointed chief deputy to **Sanford Socolow,** named VP, deputy director of news and executive editor, CBS News (BROADCASTING, Dec. 13). **Russell Bensley,** producer, *CBS News with Walter Cronkite* unit, appointed executive producer. Producers in Cronkite unit will include **John Lane,** Chicago bureau manager, CBS News, and **Ed Fouhy,** Washington producer, *CBS Evening News.* **Mr. Cronkite** continues as managing editor.

George Herman, CBS News, Washington, elected VP, National Press Club there. Bill Greenwood, Mutual Broadcasting System, elected to three-year term on club's board of governors. They are only broadcasters among club's elected officials.

Mellon Institute honors

Dr. Peter C. Goldmark, president and director of research, CBS Laboratories, Stamford, Conn., awarded 1972 Mellon Institute Award, which honors "individuals who have contributed outstandingly to science and its application to the progress of mankind." Presentation will be made in the Mellon Institute Auditorium, Pittsburgh, on April 14.

Mr. Clark

Robert E. Clark, ABC News, elected chairman, Radio and Television Correspondents Association. **Frank J. Jordan,** NBC News, elected vice chairman; **Marya McLaughlin,** CBS News, elected secretary, and **William Greenwood,** Mutual Broadcasting System, elected treasurer. Also elected: **Robert F. Foster,** WGN Continental Broadcasting, member at large; **Dean E. Norland,** Orion Broadcasting, member at large; **James R. Eury Jr.,** Cox Broadcasting, member at large, and **Joseph F. McCaffrey,** Evening Star Broadcasting, member ex-officio. All newly elected officers have their offices in Washington.

Jay Davis, with KEZY(AM) Anaheim, Calif., appointed to newly created position of director of news and public affairs, KGER(AM) Long Beach, Calif.

Equipment & engineering

James Moren, chief of inspections and measurement branch, FCC Field Engineering Bureau, Washington, who is retiring Jan. 1, appointed regional manager, mid-Atlantic area, station relations division, National Association of Broadcasters, Washington. He succeeds **Dan Valentine,** Tampa, Fla., who becomes Southern regional manager. **Richard Wartell,** who has been in training at NAB headquarters in Washington since fall, appointed Midwest regional manager, headquartering in Winfield, Kan. Mr. Valentine succeeds **Hamilton Woodle** of Sarasota, Fla., who is retiring; **Mr. Wartell** succeeds **Ernie Sanders** of Davenport, Iowa, who also is retiring.

Malcolm Reader, director of engineering, PRD Electronics, division of Harris Intertype, Syosset, N.Y., appointed director of engineering, Laser Link Corp., New York-based equipment manufacturer. **Cedris Maasik,** program manager, ITT Avionics, Nutley, N.J., joins Laser Link as director of systems engineering. **Peter Lubell,** projects manager, Laser Link, appointed manager of development laboratory. Laser Link manufactures multichannel microwave equipment used principally by CATV systems.

John T. Walsh, field engineer, Television Communications Corp., appointed manager of technical operations for TVC engineering department. He will co-rodinate engineering effort for all TVC cable-TV operations.

George R. Townsend, manager, Ampex Corp.'s RF department, producer of UHF TV broadcast transmitters, Westfield, Mass., leaves to form his own Spectrum Communications, CATV systems firm now holding three Massachusetts franchises.

Allied Fields

Norman Fischer, managing resident partner, Holt-Fischer, Austin, Tex., and Washington media consulting firm, former owner and manager, WEBB(AM) Baltimore, and KUKU(AM) San Antonio, Tex., joins R. Miller Hicks & Co., Austin, Tex., as head of newly formed communications department. With addition of Mr. Fischer, R. Miller Hicks expands into area of broadcast consulting.

International

Thomas B. J. Atkins, VP, Independent Communications Sales Ltd., Toronto sales and marketing firm, named president.

Deaths

William H. Weintraub, 74, pioneer radio advertising executive, died Dec. 8 at Memorial hospital, New York. Mr. Weintraub was head of his own agency, which in 1955 became Norman, Craig & Kummel. He remained with agency until 1956, serving as chairman and consultant. After that he was associated with Burnham & Co., New York investment firm. He is survived by his wife, Suzanne.

H. Vincent Drayne, 76, retired VP and group manager, Ketchum, MacLeod & Grove, New York, died Dec. 9 after brief illness. Mr. Drayne was with agency 43 years, leaving three years ago. He is survived by his wife, Mary, and two sons—Richard, press secretary to Senator Edward M. Kennedy (D-Mass.), and Vincent, VP with Ketchum, MacLeod & Grove.

Alfred Bruch, 52, president of Capital

Film Laboratories, Washington and Miami, died Dec. 13 of heart attack while on Miami business trip. Mr. Bruch was considered pioneer in field of TV and film laboratory services. He is survived by his wife, Patricia, one daughter and three sons.

Henrietta K. Harrison, 76, early radio worker and first woman program direction at WINS(AM) New York, died Dec. 7 at her home in Forked River, N.J. Mrs. Harrison was also charter member of Radio Pioneers and American Women in Radio and Television. Mrs. Harrison is survived by one daughter.

Arnold Perl, 58, writer and producer, died Dec. 11 at his home in New York. Mr. Perl had been executive producer and writer for TV series, *East Side, West Side*. He is survived by his wife, Nancy, two daughters, one daughter and two sons by previous marriage.

Fred Vandeventer, 68, former radio newsman and originator and panelist on *Twenty Questions* radio and TV quiz series, died on Dec. 3 in Petersburg, Va. He was newscaster with WJR(AM) Detroit and WOR(AM) New York before launching *Twenty Questions* on WOR and Mutual in 1946. Program was extended to WOR-TV New York in 1949 and later was on old DuMont Television Network and ABC-TV until 1955. Mr. Vandeventer is survived by his wife, Florence, one daughter and one son.

Sam Babcock, 42, sales manager, KRMG-(FM) Tulsa, Okla., died Dec. 11 of heart attack. Mr. Babcock joined station six years ago. He is survived by his wife, Grace, and four daughters.

ForTheRecord®

As compiled by BROADCASTING, Dec. 8 through Dec. 14, 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. HAAT—height of antenna above average terrain.

New TV stations

Action on motion

■ Chief, Office of Opinions and Review in Rapid City and Lead, both South Dakota (Heart of Black Hills Stations). TV proceeding, granted request by Broadcast Bureau and extended through Dec. 13, time to file response to petition to reopen and update record and to supplement to petition to reopen and update record filed by Heart of Black Hills Stations (Docs. 18358-9). Action Dec. 8.

Other action

■ Review board in Orlando, Fla., granted motion by Central Nine Corp., Florida Heartland Television Inc., Comint Corp., and TV 9 Inc., for extension of time through Dec. 6, to file responsive pleadings to petition for leave to amend filed by Mid-Florida Television Corp. (Docs. 11083, 17339, 17341-2, 17344). Action Dec. 7.

Existing TV stations

Final actions

■ *KCET(TV) Los Angeles—FCC granted request for Community Television of Southern California for waiver of rules, to permit KCET to present in its credit announcements in connection with program series underwritten by Great Western Savings and Loan Association, visual portrayal of letters "GW" as well as full company name. Action Dec. 8.

■ WCCO-TV Minneapolis — Broadcast Bureau granted mod. of CP to extend completion date to May 29, 1972. Action Nov. 29.

■ FCC extended time in response to requests by Westport TV Inc. (KBMA-TV), Metromedia Inc. (KMBC-TV), Meredith Corp. (KCMO-TV), Taft Broadcasting Co. (WDAF-TV), Kansas City, Mo., and Highwood Service Inc. (KTSB), Topeka, Kan., until Jan. 17, 1972, to file petitions to deny application of Intermedia Inc., for construction permit to make changes in facilities of station KQTV St. Joseph, Mo. Action Dec. 10.

■ WHEC-TV Rochester, N.Y.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 191 East Avenue, Rochester. Action Dec. 3.

■ WARD-TV Johnstown, Pa.—Broadcast Bureau granted license covering new commercial TV. Action Nov. 23.

■ WISN-TV Milwaukee—FCC denied request by Hearst Corp. (WISN-TV), for waiver of prime time access rule. Action Dec. 8.

■ WDSM-TV Superior, Wis.—Broadcast Bureau granted mod. of license covering decrease in aural ERP to 10 kw; specify type aural trans. Action Dec. 6.

Action on motion

■ Hearing Examiner Frederick W. Denniston in Dubuque, Iowa (Dubuque Communications Corp. [KDUB-TV]). TV proceeding, postponed prehearing conference now scheduled for Dec. 15, to commence on Dec. 17 (Doc. 19339). Action Dec. 6.

Rulemaking actions

■ FCC granted UHF stations time until April 30, 1974, to comply fully with recently adopted rules governing remote control operation of UHF and VHF stations (Doc. 18425). Action Dec. 8.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ WEAT-TV West Palm Beach, Fla.—(Gardens Broadcasting Co.) agreement dated July 16 to replace one dated Aug. 14, effective July 2 through Jan. 2. First call right. Program delivered to station. network rate $235; compensation paid at 30% prime time.

■ WLKY-TV Louisville, Ky.—(WLKY-TV Inc.) agreement dated Sept. 17 to replace one dated Aug. 19, 1969, effective Sept. 1 through Sept. 1, 1973. First call right. Programs delivered to station, network rate $711; compensation paid at 30% prime time.

■ WDHO-TV Toledo, Ohio—(D. H. Overmyer Telecasting Co.) agreement dated June 3 to replace one dated June 12, effective June 13 through June 13, 1973. First call right. Programs delivered to station. network rate $537; compensation paid at 30% prime time.

New AM stations

Starts authorized

■ WCUG(AM) Cuthbert, Ga.—Authorized program operation on 850 khz, 500 kw. Action Dec. 6.

■ WEGA(AM) Vega Baja, P.R.—Authorized program operation on 1350 khz, ERP 500 w. Action Nov. 29.

Action on motion

■ Hearing Examiner Millard F. French in Natick, Mass. (Home Service Broadcasting Corp., Natick Broadcast Associates Inc.), AM proceeding, reopened record, granted petitions by Natick for leave to amend its application to update legal considerations and other broadcast interests; accepted amendments, and again closed record (Docs. 18640-1). Action Dec. 3.

■ Hearing Examiner Isadore A. Honig in Stamford, Conn. (Western Connecticut Broadcasting Co.), AM and FM proceeding, on request of Broadcast Bureau scheduled further hearing for Dec. 21 (Doc. 19043). Action Dec. 8.

■ Hearing Examiner Ernest Nash in Mt. Pleasant and Chariton, both Iowa (Pleasant Broadcasting Co., et al), AM proceeding, on request of Broadcast Bureau, ordered that proposed findings of fact and conclusions be filed by Dec. 30 in lieu of Dec. 9, and replies, if any, be filed by Jan. 13, 1972 in lieu of Dec. 23 (Doc. 18594-6). Action Dec. 2.

■ Hearing Examiner Chester F. Naumowicz Jr. in Indianapolis, Ind. (Star Stations of Indiana Inc.), AM-FM proceeding, et al., granted petition by Indianapolis Broadcasting for leave to amend financial portion of its application (Docs. 19122-5). Action Dec. 3.

Other actions

■ Review board in Europa and Tupelo, Miss., AM proceeding, granted motion by Radio Tupelo for extension of time through Jan. 7, 1972, to file exceptions to the initial decision in proceeding involving applications for new standard broadcast facilities at Eupora and Tupelo, Miss. (Docs. 19026-7). Action Dec. 7.

■ Review Board in Lebanon, Pa. and Catonsville, Md., AM proceeding, oral argument has been scheduled for Jan. 11, 1972, before panel of Review Board in proceeding on applications of Lebanon Valley Radio, Inc., for new daytime AM to operate on 940 khz, with 1 kw power at Lebanon and Radio Catonsville Inc. for same facilities at Catonsville (Docs. 15835, 15839). Action Dec. 1.

■ Review Board in Charlottesville, Va., AM proceeding, granted request by United Community Enterprises Inc. for extension of time to Dec. 20 to file exceptions to initial decision released Oct. 19. Action Dec. 9.

■ Review Board in Charlottesville, Va., AM proceeding, granted request by WELK Inc., extending time to file exceptions to initial decision to Dec. 24 (Docs. 18585-7). Action Dec. 7.

Summary of broadcasting

Compiled by FCC Dec. 1, 1971

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,338	3	13	4,354	57	4,411[1]
Commercial FM	2,254	1	44	2,299[2]	114	2,413
Commercial TV-VHF	503	2	5	510[3]	17	527[2]
Commercial TV-UHF	176	0	13	189[3]	67	256[3]
Total commercial TV	679	2	18	699	84	773
Educational FM	472	1	15	478	78	556
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.

Existing AM stations

Final actions

■ KFSA Fort Smith, Ark.—Broadcast Bureau granted license covering aux. trans. Action Dec. 8.

■ KIEV Glendale, Calif. — Broadcast Bureau granted license covering use of former main ant. and trans. site for aux. purpose only. Action Dec. 3.

■ KRAK Sacramento, Calif.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location. Action Dec. 3.

■ KDAY Santa Monica, Calif.—Broadcast Bureau granted license covering installation of former main trans. at main trans. location for aux. purposes only; granted license covering changes. Action Dec. 1.

■ KUDU Ventura, Calif.—Broadcast Bureau granted license covering changes; transmitter-studio location redescribed as 3645 Ventura Road; granted license covering use of former main trans. for aux. purposes only. Action Dec. 1.

■ KGIW Alamosa, Colo.—Broadcast Bureau granted license covering aux. trans. Action Dec. 8.

■ WAPE Jacksonville, Fla.—Broadcast Bureau granted license covering alt. main nighttime trans. Action Dec. 8.

■ WACX Austell, Ga.—Broadcast Bureau granted CP to increase ant. height to 350 ft. Action Dec. 6.

■ WGRT Chicago—Broadcast Bureau granted license covering changes of main trans. and license covering use of former main trans. as alt.-main trans. Action Dec. 8.

■ WLIB Manhattan, New York—Broadcast Bureau granted license covering changes; trans. location redescribed as Valley Brook Road Ext. Action Dec. 8.

■ WNAX Yankton, S.D. — Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location during directional nighttime operation; conditions. Action Nov. 23.

■ KSET El Paso, Tex.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Dec. 3.

■ KBUY Fort Worth, Tex.—Broadcast Bureau granted CP to replace expired permit for alt. main-aux. trans. Action Dec. 9.

■ WNEU Wheeling, W. Va.—Broadcast Bureau granted license covering resumption of operation in accordance with BAL-7381. Action Dec. 3.

■ KEVA Evanston, Wyo.—Broadcast Bureau granted license covering resumption of operation in accordance with BTC-6568. Action Dec. 3.

Actions on motions

■ Chief Office of Opinions and Review in Perry, Fla. (WPRY Radio Broadcasters Inc.), for renewal of license of WPRY, granted petition by applicant, and extended through Dec. 13, time to file exceptions to initial decision (Doc. 18885). Action Dec. 6.

■ Chief Hearing Examiner Arthur A. Gladstone in Key West, Fla. (John M. Spottswood), for renewal of license of station WKWF, granted motion by Broadcast Bureau to compel answers to interrogatories propounded to Spottswood and ordered that responses shall be served and filed in person by Dec. 9 provided that supporting affidavits may be furnished at later date (Doc. 19290). Action Dec. 6.

■ Hearing Examiner Chester F. Naumowicz Jr. in Indianapolis, Ind. (Star Stations of Indiana, Inc.), AM-FM proceeding, et al., granted petition by Indianapolis Broadcasting for leave to amend financial portion of its application (Docs. 19122-5). Action Dec. 3.

Fines

■ WINF Manchester, Conn.—FCC notified National Media Corp., licensee of WINF, that it has incurred apparent liability for forfeiture in the amount of $1,100 for willful or repeated operation of station by unlicensed person in violation of Communications Act and rules; over power operation and failure to make logging entries.

■ KACT Andrews, Tex.—Broadcast Bureau by letter, notified licensee that it has incurred apparent forfeiture liability of $100 for failure to file its license renewal application within specified time in violation of rules. Licensee has 30 days to pay or contest forfeiture. Action Dec. 1.

■ KEES Gladewater, Tex.—Broadcast Bureau by letter, notified licensee has incurred apparent forfeiture liability of $25.00 for failure to file its license renewal application within specified time in violation of rules. Licensee has 30 days to pay or contest forfeiture. Action Dec. 1.

■ KTFS Texarkana, Tex.—Broadcast Bureau by letter, notified licensee that it has incurred apparent forfeiture liability of $25.00 for failure to file its renewal application within specified time in violation of rules. Licensee has 30 days to pay or contest forfeiture. Action Dec. 1.

Designated for hearing

■ FCC designated for hearing, four mutually exclusive North Carolina applications for AM, three requesting changes in facilities and fourth CP for new station, in consolidated proceeding. Curtis and Associates Inc. (WPXY) Greenville, requested a change from 1550 kc, 1 kw, D, to 1590 kc, 5kw, D; Farmville Broadcasting Co. (WFAG) Farmville from 1250 kc, 500 w, D, to 1590 kc, 5 kw, D; Radio Washington Inc. (WEEW) Washington, from 1320 kc, 500 w, D, to 1590 kc, 1 kw, unlimited time, 5 kw to local sunrise; and Dr. John N. Denning and William R. Britt (Clayton Broadcasting Co.) Clayton, requested 1590 kc, 5 kw, D, for new facility. FCC designated primary service issue for Clayton Broadcasting Co., and issue covering areas and populations expected to gain or lose primary aural service from proposed operation of stations WPXY, WFAG, and WEEW, as well as availability of other primary aural service to the proposed areas. Action Dec. 8.

New FM stations

Applications

■ West Frankfort, Ill.—Pyramid Radio Broadcasting and Television Co. Broadcast Bureau granted 97.7 mhz, 3 kw. Ant. height above average terrain 165 ft. P.O. address Box 128, West Frankfort, Ill. 62896. Estimated construction cost $23,774.20; first-year operating cost $7,000; revenue $27,500. Principals: G. W. Lambert, president (16%), Leonard Goebel Patton Sr., vice president (15%), and John Edward Griffin, treasurer (10%), et al. Mr. Lambert is dentist in West Frankfort. Mr. Patton is superintendent of schools and owns 25% of Howell Insurance Agency in West Frankfort. Mr. Griffin is circuit clerk in Franklin County, Benton, Ill. Action Nov. 30.

■ *West Chester, Pa.—West Chester State College. Broadcast Bureau granted 91.7 mhz, 10 kw. Ant. height above average terrain 120 ft. P.O. address High and College Avenues, West Chester, Pa. 19380. Estimated construction cost $22,000; first-year operating cost $15,000; revenue none. Principals: Richard L. Strayer and David E. Hickman, et al. Mr. Strayer is director of educational media at West Chester State College. Mr. Hickman is assistant director of business affairs at college. Action Nov. 30.

■ *Spokane, Wash.—Spokane Public Broadcasting Association. Broadcast Bureau granted 91.1 mhz, Ant. height above average terrain 60 ft. P.O. address 24 West 27th Avenue, Spokane, Wash. 99203. Estimated construction cost $1,776.60; first-year operating cost $1,200; revenue none. Principals: George Cole and Larry Cali, et al. Mr. Cole is president of Spokane Public Broadcasting Association. Mr. Cali is director of Spokane Public Broadcasting Association. Action Nov. 30.

Starts authorized

■ WSUB-FM Groton, Conn.—Authorized program operation on 105.5 mhz, ERP 3 kw, HAAT 75 ft. Action Nov. 29.

■ WYEN(FM) Des Plaines, Ill.—Authorized program operation on 106.7 mhz, ERP 50 kw, HAAT 300 ft. Action Dec. 6.

■ WQWQ(FM) Muskegon, Mich. — Authorized program operation on 104.5 mhz, ERP 3 kw, HAAT 360 ft. Action Nov. 29.

■ KQAD-FM Luverne, Minn.—Authorized program operation on 100.9 mhz, ERP 3 kw, HAAT 240 ft. Action Nov. 29.

■ WLSN(FM) Connelsville, Pa.—Authorized program operation on 103.9 mhz, ERP 330 kw, HAAT 780 ft. Action Dec. 6.

■ KWYR-FM Winner, S.D.—Authorized program operation on 93.7 mhz, ERP 100 kw, HAAT 550 ft. Action Nov. 29.

■ WCUL(FM) Culpeper, Va.—Authorized program operation on 103.1 mhz, ERP 3 kw, HAAT 195 ft. Action Dec. 6.

■ WJMA-FM Orange, Va.—Authorized program operation on 96.7 mhz, ERP 3 kw, HAAT 171 ft. Action Nov. 29.

Final action

■ Rensselaer, N.Y.—FCC approved, in response to request by People Communication Corp. and WABY Inc., joint agreement providing for dismissal of WABY Inc. application for new FM in Albany, N.Y., in return for payment of expenses incurred in amount of $2,174.76, and granted application of People Communication Corp. for new FM to operation on ch. 280A in Rensselaer. Action Dec. 8.

Actions on motions

■ Hearing Examiner Charles J. Frederick in Portland, Ind. (Glenn West and Soundvision Broadcasting Inc.). FM proceeding, on examiner's own motion, modified supplemental initial decision released Nov. 3, in certain respects (Docs. 17916-7). Action Dec. 3.

■ Hearing Examiner Jay A. Kyle in Mobile, Ala. (Trio Broadcasters Inc.). FM proceeding, granted request by applicant and rescheduled hearing for Dec. 21, in lieu of Dec. 14 (Doc. 19228). Action Dec. 6.

■ Hearing Examiner James F. Tierney in Easton, Md. (Community Broadcasters Inc., Easton Broadcasting Co.). FM proceeding, denied petition by Community Broadcasters Inc., for reconsideration of ruling released Oct. 27, denying its motion for leave to amend (Docs. 19303-4). Action Dec. 2.

Other actions

■ Review board in Birmingham, Ala., FM proceeding, granted request by Voice of Dixie Inc. for extension of time to Dec. 20, to file reply briefs to exceptions and briefs to initial decision Sept. 17. Action Dec. 10.

■ Review board in Picayune, Miss., FM proceeding, granted petition by Andres Calandria for extension of time to Dec. 15 to file responsive plead-

ings to petition for enlargement of issues, filed by Tung Broadcasting Co. Action Dec. 10.

Rulemaking action

■ FCC proposed assignment of class C FM channel to Rumford, by substituting ch. 242 for ch. 292A, presently assigned to Rumford. Action would amend rules, FM table of assignments, and would require agreement by Canadian government, because Rumford is within 250 miles of U.S.-Canadian border. Action Dec. 8.

Existing FM stations

Final actions

■ *KFCA(FM) Phoenix—Broadcast Bureau dismissed mod. of CP to change trans. location; change studio and remote control location to 524 West Washington Street, Phoenix; change trans. and ant.; make changes in ant. system; ant. height 1,546 ft. Action Dec. 7.

■ KXEW-FM Tucson, Ariz.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. ant. height minus 38 ft. Action Nov. 23.

■ KKDJ(FM) Los Angeles—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Dec. 3.

■ WATR-FM Waterbury, Conn.—Broadcast Bureau granted mod. of license covering change of main studio location to TV studio site at Peach Orchard Road, Prospect, Conn. Action Dec. 3.

■ WRYZ-FM Jupiter, Fla.—Broadcast Bureau granted request for waiver of rules to identify as Jupiter-Tequesta, Fla. Action Dec. 8.

■ WBIE-FM Marietta, Ga.—Broadcast Bureau granted request for waiver of rules to identify as Marietta and Atlanta, both Georgia. Action Dec. 1.

■ KFMG(FM) Des Moines, Iowa—Broadcast Bureau granted CP to change trans. location to 440 Northeast 23rd Street, near Des Moines, Des Moines; install new trans. and ant.; make changes in ant. system, ERP 100 kw, ant. height 310 ft.; remote control permitted. Action Dec. 3.

■ KIWA-FM Sheldon, Iowa—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 97 ft. Action Dec. 3.

■ WUAZ(FM) Henderson, Ky.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 300 ft. Action Dec. 3.

■ WXTC(FM) Annapolis, Md.—Broadcast Bureau granted CP to change trans. location to Mt. Tabor Road, 0.8 mile east of Davidsonville Road, 4 miles east of Belair, Md.; change studio site; operate by remote control from proposed studio site; install trans. and ant.; make changes in ant. system; ERP 20 kw; ant. height 500 ft. Action Dec. 3.

■ KWIL-FM Albany, Ore.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Dec. 3.

■ KRAV(FM) Tulsa, Okla.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Dec. 3.

■ *WLIU(FM) Lincoln University, Pa.—Broadcast Bureau granted CP to replace expired permit. Action Dec. 3.

■ WSFM(FM) Harrisburg, Pa.—Broadcast Bureau granted CP to construct new tower and change ant., increase ant. height to 235 ft., remote control permitted. Action Dec. 6.

■ KVGM(FM) Bellingham, Wash.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 2,440 ft. Action Dec. 3.

■ *KOLU(FM) Pasco, Wash.—Broadcast Bureau rescinded Nov. 30 grant of license covering new station. Action Dec. 6.

■ WEZW(FM) Wauwatosa, Wis.—Broadcast Bureau granted waiver of rules, and permitted station identification as Wauwatosa-Milwaukee, Wis. Action Dec. 3.

Fine

■ WRSJ-FM Bayamon, P.R.—FCC ordered Radio San Juan, Inc., licensee of WRSJ-FM, to forfeit $1,000 for repeated violations of rules by failing to maintain center frequency of station within 2,000 cycles per second of assigned center frequency. Action Dec. 8.

Action on motion

■ Hearing Examiner James F. Tierney in Easton, Md. (Community Broadcasters Inc., Easton Broadcasting Co.), FM proceeding, denied petition by Community Broadcasters Inc., for reconsideration of ruling released Oct. 27, denying its motion for leave to amend (Docs. 19303-4). Action Dec. 2.

Other action

■ Review Board in Portland, Ind., FM proceeding, granted motion by Soundvision Broadcasting Inc. for extension of time through Dec. 13 to file exceptions to supplemental initial decision in Portland, Ind., FM channel 265A proceeding (Docs. 17916-7). Action Dec. 7.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of license for KDES-AM-FM Palm Springs, Calif. Action Nov. 8.

■ Broadcast Bureau granted renewal of license for VHF translator station W08AJ Corbin and Woodbine, both Kentucky. Action Nov. 29.

Translator actions

■ K04DL Gastineau Channel, Airport area, Auke Bay and Mendenhall Glacier, all Alaska—Broadcast Bureau granted CP for VHF translator station to change type trans. and change output power to three 1-w outputs and one 10-w output. Action Nov. 30.

■ Chinle, Ariz.—Broadcast Bureau granted CP for new VHF translator to serve Chinle, operating on ch. 6 by rebroadcasting programs of KNME-TV ch. 5, Albuquerque, N.M. Action Nov. 19.

■ Nutrioso, Ariz.—Broadcast Bureau granted CP's for VHF translators to serve Nutrioso, operating on ch. 2 by rebroadcasting programs of KOLD-TV ch. 13, Tucson, Ariz., ch. 6 by rebroadcasting programs of KGUN-TV ch. 9, Tucson and ch. 7 by rebroadcasting programs of KVOA-TV ch. 4, Tucson. Action Nov. 26.

■ K04EQ, K13HU Fort Jones, Greenview, Etna and Callahan, all California—Broadcast Bureau granted CP's for VHF translator to replace expired CP's for changes. Action Dec. 3.

■ K11KA South Lake Tahoe and Meyers, both California—Broadcast Bureau granted license covering new VHF translator. Action Dec. 6.

■ K81BI Leadville, Buena Vista, Salida and Alamosa, all Colorado—Broadcast Bureau granted license covering changes in UHF translator station. Action Dec. 6.

■ K04GO Grand Valley, Colo.—Broadcast Bureau granted CP to replace expired permit for new VHF translator. Action Dec. 3.

■ Fort Lauderdale, Fla. — Broadcast Bureau granted CP for new UHF translator to serve Fort Lauderdale, operating on ch. 61 by rebroadcasting programs of WCIX-TV ch. 6, Miami. Action Nov. 19.

■ Fort Lauderdale, Fla. — Broadcast Bureau granted CP for new UHF translator to serve Fort Lauderdale operating on ch. 64 by rebroadcasting programs of WCIX-TV, ch. 6, Miami. Action Nov. 19.

■ Hollywood, Fla.—Broadcast Bureau granted CP for new UHF translator to serve Hollywood, operating on ch. 69 by rebroadcasting programs of WCIX-TV, ch. 6, Miami. Action Nov. 9.

■ WDDD(FM) Marion, Ill.—Broadcast Bureau granted CP to change trans. location to 2 miles north of city on Route 37, Marion; operate by remote control from studio site at 300 Public Square, Marion; ERP 3 kw; ant. height 270 ft. Action Nov. 22.

■ Waterloo, Iowa—Broadcast Bureau granted CP for new UHF translator to serve Waterloo, operating on ch. 32 by rebroadcasting programs of KIIN-TV ch. 12 Iowa City. Action Nov. 19.

■ Baltimore—Broadcast Bureau granted CP for new UHF translator to serve Baltimore operating on ch. 73 by rebroadcasting programs of WMPB-(TV) ch. 67 Baltimore. Action Nov. 22.

■ Appleton, Minn.—Broadcast Bureau granted CP's for new UHF translators to serve Appleton, operating on ch. 55, by rebroadcasting programs of KMSP-TV ch. 9, Minneapolis; and ch. 60, by rebroadcasting programs of WTCN-TV ch. 11, Minneapolis. Action Dec. 2.

■ K12HY Beowawe and Crescent Valley, Nev.—Broadcast Bureau granted mod. of CP for VHF translator station to extend completion date to June 3, 1972. Action Dec. 3.

■ Shiprock, N.M.—Broadcast Bureau granted CP for new UHF translator to serve Shiprock operating on ch. 69 by rebroadcasting programs of KOB-TV ch. 4 Albuquerque, N.M. Action Dec. 7.

■ Tierra Amarilla, N.M.—Broadcast Bureau granted CP for new VHF translator to serve Tierra Amarilla, N.M., operating on ch. 9 by rebroadcasting programs of KOB-TV ch. 4, Albuquerque, N.M. Action Nov. 19.

■ Morris and Laurens, both New York—FCC waived rules (power limitation) and Board of Cooperative Educational Services, Second Supervisory District, Green, Del., Scholarie and Otsego Counties, has been authorized to construct new 10-w VHF translator station to serve Morris and Laurens site, both New York, on ch. 4. Action Dec. 8.

■ Pine Ridge, S.D.—Broadcast Bureau granted CP for new VHF translator to serve Pine Ridge, operating on ch. 13 by rebroadcasting programs of KHSD-TV, ch. 11, Lead, S.D. Action Nov. 17.

■ K13JC Whitewood, S.D.—Broadcast Bureau granted mod. of license covering VHF translator to change name to Meade Independent School District #101. Action Dec. 3.

■ Roanoke, Va.—Broadcast Bureau granted CP for new UHF translator to serve Sugar Loaf area and Garden City area, both Virginia, operating on ch. 67 by rebroadcasting programs of WBRA-TV ch. 15 Roanoke. Action Nov. 23.

■ K73AR The Dalles, Ore., and Goldendale, Wash.—Broadcast Bureau granted CP to change type trans. and increase output power of UHF translator. Action Nov. 23.

■ Conover, Wis.—Broadcast Bureau granted CP for new VHF translator to serve Eagle River, Phelps, Land O'Lakes and Conover, all Wisconsin, operating on ch. 4 by rebroadcasting programs of WSAU-TV ch. 7, Wausau, Wis. Action Nov. 19.

■ Laramie, Wyo.—Broadcast Bureau granted CP for new UHF translator to serve Laramie, operating on ch. 77 by rebroadcasting programs of KRMA-TV ch. 6, Denver. Action Dec. 8.

■ K12AE Powell, Wyo. — Broadcast Bureau granted CP to change type trans.; change trans. power and make changes in ant. system of VHF translator; include rural area east and south of Powell and community of Garland, Wyo., in principal community. Action Dec. 6.

Modification of CP's, all stations

■ K55AB Ridgecrest and China Lake, both California—Broadcast Bureau granted mod. of CP for UHF translator to extend completion date to June 3, 1972. Action Dec. 3.

■ WKLS(FM) Atlanta—Broadcast Bureau granted mod. of CP to change height of ant. on tower; ant. height 950 ft.; condition. Action Nov. 23.

■ WRTL-FM Rantoul, Ill.—Broadcast Bureau granted mod. of CP to change trans. and ant; make changes in ant. system; ERP 3 kw; ant. height 275 ft.

■ WTCN-TV Minneapolis — Broadcast Bureau granted mod. of CP to extend completion date to May 29, 1972. Action Nov. 20.

■ KSTP-TV St. Paul—Broadcast Bureau granted mod. of CP to extend completion date to June 6, 1972. Action Dec. 6.

■ WOTT Watertown, N.Y.—Broadcast Bureau granted mod. of CP to operate trans. from 0.35 mile north of intersection of Gifford and Gotham Roads, Watertown, N.Y.; remote control permitted. Action Dec. 6.

■ *WMOT(FM) Murfreesboro, Tenn.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action Dec. 7.

Ownership changes

Actions

■ KCAC(AM) Phoenix—Broadcast Bureau granted assignment of license from W. L. Farringer, trustee, Champe Raftery and Leland C. Makemson, co-trustees, to Prairie Avenue Gospel Center for $175,000. Sellers: Champe Raftery, et al. Buyers: Carl Pike, president (33⅓%), James Victor Pike, vice president (33⅓%) and Daniel Steven Pike, secretary-treasurer (33⅓%). Messrs. Pike are officers of Prairie Avenue Gospel Center, which operates Hawthorne Christian Schools, private elementary schools in Hawthorne, Fountain Valley, Rancho Mirage, Harbor City, Mira Loma, San Diego and Fresno, all California, and Golden West Christian School, Phoenix. The company also operates Fiestacoach tourist and charter bus tours in Hawthorne and Fiesta Air airplane service, also in Hawthorne. Action Nov. 18.

■ KOGO(AM) San Diego—Broadcast Bureau granted assignment of license from Time Life Broadcast Inc. to Retlaw Enterprises Inc. for $2,900,000. Sellers: Curtis C. Messinger, vice president, et al. Buyers: Jon S. Kelly, president (50%) and Robert E. Kelly, vice president (50%) Mr. J. Kelly is partner in and one-third owner of Kelly Broadcasting Co., licensee of KCRA-AM-FM-TV in Sacramento, Calif. He is also secretary-treasurer and one-third owner of Kelly Television Corp. in Sacramento, joint real estate venture and film syndication, and chairman of board and 45% owner of California Television Corp., distributor of Zenith, Amana, Lear Jet Stereo, in Sacramento. Mr. R. Kelly is also partner and one-third owner of Kelly Broadcasting Co., president and one-third owner of Kelly Television Corp. and vice president and 45% owner of California Television Corp. Action Nov. 24.

■ WGRK(AM) Greensburg, Ky.—Broadcast Bureau granted transfer of control of Veer Broadcasting Co. from E. J. Milby, Virgil A. Price and Edwin R. Cundiff (24.5% before, 50% after) (together 75.5% of common stock subscribed for) to Robert L. Towers and James M. Hay (none before, 50% after). Consideration: $1,000. Principals: Mr. Towers has been chief engineer of WBKY licensee of

(Continued on page 66)

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Display ads. Situations Wanted (Personal ads)—$25.00 per inch. All others—$40.00 per inch. 5" or over billed at run-of-book rate.—**Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity** advertising require display space. **Agency commission** only on display space.

Applicants: If tapes or films are submitted, please send $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO Help Wanted

Management

Fairfield County, Connecticut AM and FM seeking experienced manager capable of taking full charge. Must know all FCC rules and regulations, be strong on sales and programing. Send complete resume, references, salary requirements, and when available for interview. Box M-13, BROADCASTING.

A major station in a major mid-western market seeks an experienced capable sales manager. The successful applicant for this position will be a man who can effectively organize and direct the station's sales effort. Income will range from 20M to 30M per year during the first 2 years with appropriate increases thereafter. Reply in confidence to Box M-56, BROADCASTING.

Full-charge management opportunity, midwest metro, AM/FM. Successful stations under present ownership for over 20 years. Can you follow policies and bring in fresh ideas? The name of the game is sales. Are you ready for your final move? Subsequent stock participation possible. May we please have complete information in your first letter? It will be answered promptly. Box M-100, BROADCASTING.

Sales heavyweight to manage Rocky Mountain fulltimer. Fine city and beautiful area. $12,000 plus override. Equal opportunity employer. Box M-104, BROADCASTING.

5 KW C&W station in one of North Carolina's top ten markets, needs manager who is a working salesman with a track record. Good salary plus percentage. Apply to Box M-111, BROADCASTING.

Sales

Experience proven salesman seeking opportunity for new horizons in radio sales. Midwestern medium market, full time AM radio station. Opportunity is guaranteed at this currently very successful station. All replies will be kept in strict confidence. Send resume to Box M-93, BROADCASTING.

Salesman. Carrier minded. Established station. Salary, commission. Send resume, billing record. KFRO, Longview, Texas 75601.

Country Western station in heart of corn belt KKUZ, Burlington, Iowa needs sales pro. If you have been billing $60,000 per year, or more, you can earn $15,000 commissions per year plus additional up to $5,000 per year bonuses. Contact Jim Smith, General Manager 319-754-7565.

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.

Sales manager and salesman. Professional full time. Adult station, small market near Pittsburgh. Fine staff and facilities, fine opportunity. Bill Ellis, WCVI, Connellsville, Pa. (412) 628-8619.

Florida coastal station offers tremendous opportunity for advancement, delightful living to person age 28-40 with proven sales record to take over as Sales Manager of WOVV. Salary, draw and car expense $10,000. Commission over-ride and bonus plan above base. Will take over #1 account list. Send complete resume of jobs since school, listing sales by years, to Hudson Millar, WIRA, Box 3032, Ft. Pierce, Florida 33450. An Airmedia Station, equal opportunity employer.

Announcers

If you've got something to say, can entertain, aren't afraid to work, and like modern country, get tape and resume now to Box M-40, BROADCASTING.

Announcers Continued

Immediate opening for first phone pro at regional Michigan MOR. Experience only apply. Send tape, resume and checkable references to Box M-101, BROADCASTING.

Gal for daily interview-womens program, traffic & general office operations at small market midwestern daytimer. Send details. Box M-139, BROADCASTING.

Two soul jocks morning man and mid morning man must be pros no rappers or floaters. Must understand the new Black sound, tape, resume and salary requirements. Box M-149, BROADCASTING.

Bright personable announcer with some experience in southeastern MOR small market. Modern facilities, fringe benefits. . .send resume (including reference) tape, and availability to Box M-150, BROADCASTING.

Staff announcer—C/W format, modern country, good salary, fringe benefits. No collect calls. Send tape. KCIA, Box 149, Humble City, New Mexico 88240.

Colorful Colorado resort area, college town. Top station needs first phone pro. Young adult format. KIIX, Fort Collins.

Need a pro—personality morning man. Good voice—tight production for MOR. Complete resume, tape and salary requirements first letter. KODE, Joplin, Missouri 64801.

Opening January 1 for experienced "soul" DJ with first phone. Must know transmitter and studio equipment maintenance. 5KW daytimer. No beginners, please. Rush tape, complete resume and recent photo to Cy Newman, KVOV Radio, 301 S. Highland, Las Vegas, Nevada. An equal opportunity employer.

If you have a first—would like to work a drive shift and are great in production. WAAY. . .Huntsville, Alabama. Program Director going off air. . .if you're great call me collect, Glenn Buxton. . .534-8471.

First phone, established MOR ABC AM/FM/TV seeks dependable announcer, no floaters. Rush tape, resume. WBRD, Bradenton, Florida. Phone 813/746-9173.

Wanted: Mature cooker for mature country operation. No beginners, please. Send tape and resume to Bill Gibson, Program Director, WCZN, Main P.O. Box 1570, Flint, Michigan 48501.

First phone announcer with good voice wanted by MOR 50 miles from Detroit. WTHM, Lapeer (313) 664-8556.

Need aggressive C&W man for 10,000 watt daytime regional, Capital City, new studios, also MOR full power FM. Excellent opportunity advance, call Mr. Anderson, 701-255-1234 or send tape and resume, Box 123, Bismarck, N. Dak. 58501.

Technical

AM station in Aberdeen, South Dakota seeks chief engineer—announcer with responsibility for equipment operation and maintenance. Station directional nighttime, 1000 watts. Write General Manager, KSDN, Aberdeen, South Dakota 57401.

News

Newsman with experience for regional Michigan station. First phone desirable, but not necessary. Send tape, resume and checkable references to Box M-102, BROADCASTING.

Newsman. . .single station market with good community relations. Must be self starter, experienced, good personality, ready for N.D. position. Send references, tape, photo, salary requirement. Robert Wright, WTTF, Tiffin, Ohio.

News Continued

Top flight on-the-air newsman needed now by the nation's oldest and most respected regional news network and is top rated flag-ship station. Texas State Network, serving 125 radio stations with potential audience of 15 million. Applicants must have extensive experience and authoritative delivery. This could be the last change you ever make if you have creative talent, can dig, write, and deliver a believable newscast. Send resume with photo, references, air check, and examples of writing style to: News Director, Texas State Network, Box 1317 Fort Worth, Texas 76101.

Programing, Production, Others

Traffic gal. Sharp with figures. Likes radio. Immediately available. 1 hour from New York. Box M-147, BROADCASTING.

Situations Wanted

Management

Red ink? You've been sitting on one or more FM stations, or have neglected AM while TV was knee-deep in money. But now you can't afford money-losing radio properties. I can solve that problem. Highly qualified young station manager. Proven record includes sales, programing, and management in 20 station metro market. Expert in ratings and profits. Eleven years AM/TV/-FM. Dedicated professional. Age 27, B.A., MBA. Top references. Seeking larger station and market. Box M-16, BROADCASTING.

One of best, all-around general managers in radio, interested in move with solid people. Equally at home in large or small market. Box M-86, BROADCASTING.

Renaissance man. Engineer, programer, sales. Ready for management. Box M-119, BROADCASTING.

Christian broadcaster now managing AM/FM must relocate. Valid reason. Now selling Christian format. Prefer midwest or west. Box M-121, BROADCASTING.

Experienced manager! Emphasis: Sales, programing, administration. Want to settle family in small/medium market. Box M-129, BROADCASTING.

Manager-SM, dedicated professional, family-man, desires challenge. Box M-135, BROADCASTING.

Experienced manager, with 11 years experience in all phases radio. Good solid sales background. Married, sober and good references. Write D. Mitchell, 333 North Detroit Street, Kenton, Ohio 43326 or phone 419-675-2147.

Sales

Ambitious, 30, married—P.D., 12 years experience, 1st phone, desire sales opportunity, S.E. preferred. Box M-54, BROADCASTING.

Experienced time salesman. Single, sober, forty. First phone. Prefer medium to large market. Salary plus commission. Prefer New York State. Box M-106, BROADCASTING.

Sports announcer-salesman seeks better position. Exciting, accurate play-by-play. Football, basketball, baseball, hockey. Good salesman. Box M-122, BROADCASTING.

Announcers

Young, dynamic D.J. Tight board authoritative news. Sales. Will relocate. Third endorsed. Box L-241, BROADCASTING.

First phone—pro seeking medium/major market contemp or rocker. Married/college grad/top references. Box M-47, BROADCASTING.

Situations Wanted Announcers Continued

Experienced jock, will sell, professionally trained, tight board, mature and dependable, 3rd endorsed, looking for C/W spot. Box M-77, BROADCASTING.

20 year professional announcer, DJ, mimmick. Seeks good position, good salary. Box M-105. BROADCASTING.

First phone salesman. Salary plus commission. Prefer large to medium market. Mature adult. Prefer California, Florida. Box M-107, BROADCASTING.

Unique copy from this serious broadcast college graduate, presently employed, young, aggressive take charge type. Put my resume on file for future opening. I prefer Connecticut. Box M-112, BROADCASTING.

Young groovy Englishman, two years experience, N.Y.C. school grad, any format, no ticket, will travel. Knows music. Box M-114, BROADCASTING.

First phone D.J., 15 years radio-tv experience. Prefer mid-west area. Box M-117, BROADCASTING.

Although I have no radio experience, I do have—two college degrees, newspaper experience, television production and five years teaching, vet, plus recent broadcast school graduation and third phone endorsed—are there any MOR stations out there interested in a creative rookie with these credentials? Money no object. Box M-118, BROADCASTING.

First phone 2 yrs. experience with LA FM also AM just outside. Box M-120, BROADCASTING.

If you are truly a major market station looking for a problem free professional with well developed communicative skills, I have the credentials. Box M-123, BROADCASTING.

First phone, surburban N.Y.C. AM/FM cooker/rapper, relocatable. Box M-127, BROADCASTING.

First phone: Conscientious worker, dedicated seeks first break. Box M-128, BROADCASTING.

Seek significant serious music and/or news-talk opening. Effective, correct non-stilted delivery. Convincing ad lib or straight pitch. B.A. music. Experienced, mature, dependable, family. Box M-130, BROADCASTING.

Hey Indiana-Ohio radio. How does a top 40 personality/music director (21) with 1st and a sincere love of rock music and radio sound? Maybe like he really loves his job. Seeking stable position. References. Box M-131, BROADCASTING.

Up your numbers—personality jock—top references—5 proven years. Box M-132, BROADCASTING.

Announcer/newsman beginner looking for a start. 3rd endorsed. Commercial copywriting. Graduate New York City broadcasting school. Will relocate! Box M-134, BROADCASTING.

Young and dynamic is back—and playing for keeps this time! First phone, 2 years, tight pro sound, MOR, C&W, or contemporary. Young and dynamic. Box M-143. BROADCASTING.

Disc jockey newscaster & salesman. 1. Experienced. 2. Dependable. 3. Versatile. 4. Tight board. 5. Third endorsed. Box M-145, BROADCASTING.

Competent announcer looking for a progressive—rock station. 313-663-3743. Robert Young.

Announcer 23, with experience in MOR, R&R and Progressive format. Seeking steady job. 2 yrs. college, broadcast major, 3rd endorsed. Have resume, tape & photo. Will interview at own expense. Available after Dec. 20th. Dan Von Jenef, 1240 Burr Oak, Barrington, Ill. 60010.

DJ, newscaster, announcer, salesman, experienced, dependable, creative, versatile, tight board, third endorsed. James Wyche, 1884 Arthur Ave., Bronx, N.Y. 10457 (212) 299-2961.

Announcer-DJ limited experience, willing to work hard. Any hours, 3rd phone, trained voice, married, will relocate. Bill Williams, 1545 Beatrice. Detroit, Michigan 48217 (313) 843-0710.

Mr. Manager! Fed up with the jumpy parvenues? Hire a believable, deep-voiced veteran of the Golden Age of radio. Bud. 817-387-7275, the Timbers, 243, 1920 Ruddell, Denton, Texas 76201.

Announcers Continued

Ohio, mid-west. Young, married, first phone with experience. Minimum $125. No large markets. Randy Swingle, 614-596-5093.

11 years in the biz. Great production, dramatic news, crack copy, sparkling dj/talk shows—and first phone! Dial a winner! 205-536-4032.

Experienced country jock. Super tight board, 3rd endorsed. Production, news, copy. Prefer country or contemporary in midwest. Phone (715) 842-1470.

Young man with first desires position as combo man. Would like work in Midwest progressive rock station. Any small station. Contact Ron Clark, 5512 Ralston, Raytown, Missouri 64133, Phone (816) 353-8171.

Ambitious young announcer looking for station to grow with: Call Bill (516) 731-6168.

Technical

Maintenance engineer—15 years experience—first phone—responsible. Box M-46, BROADCASTING.

Engineer announcer experienced all powers AMFM remote engineering degree plus teachers college, interested AM FM TV or teaching south only. White, mature male. Box M-116, BROADCASTING.

1st class technician experienced transmitter or studio. Available now anywhere. Call (513) 398-2338.

First phone chief engineer available. $55 per week. Call Sutton, (919) 763-2296 after 7:00 P.M.

News

Jerusalem based reporter/photographer seeks staff correspondent or stringer position with guarantee. Box M-61, BROADCASTING.

Fantastic, dynamic sportscaster and play-by-play man, recent coll. grad. looking for radio position, single, will relocate. Box M-62, BROADCASTING.

Sports is my way of life—have radio experience in basketball and football play-by-play, color, and as newsman with daily shift at top Northeast medium market station. College graduate; married but willing to relocate, if offer is worthwhile. Box M-146, BROADCASTING.

Newsman seeking employment. Conscientious young man willing to relocate and work any hours. 3rd class license; resume and tape on request. Joe Pergola, 1917 Ryder Street, Brooklyn, New York 11234. 212-377-6553.

People-oriented creative newsman. Recent broadcast school plus B.A. speech. 3rd phone. Nick Isenberg (303) 322-2356, 2890 Elm Street, Denver, Colorado 80207.

Programing, Production, Others

Major market jock looking for a programing position. Salary open. Box L-262, BROADCASTING.

TELEVISION

Help Wanted Management

Promotion manager—Genius in publicity, audience and sales promotion. Join creative team in top ten eastern market. Send resume to Box M-141, BROADCASTING.

Two professionals with radio and/or television general or sales management background to sell annual renewable service program to broadcast management. Will be at least 35+ to have necessary background. Considerable travel first year; no relocation for midwest or eastern applicants. First year potential $36,000+ with continuing renewal income and equity option. Not a gimmick: proven, accepted sales development program being utilized by stations in 16 major groups including CBS, Hubbard, Corinthian. Letter or resume in confidence: Broadcast Marketing, 440 Davis Court, Suite 1710, San Francisco, Calif. 94111 or leave message, 415-982-0440.

Technical

Maintenance supervisor for a top five major market all color television station located in midwest. Send resume to Box M-9, BROADCASTING.

Technical Continued

Engineering supervisor: Northeast Metropolitan VHF TV station, and equal opportunity employer, needs an experienced supervisor with engineering degree. Box M-126, BROADCASTING.

Chief operation's engineer. New CATV local production unit. Must know compact VTR and camera operation. Minimum maintenance and no system duties. $7,800.00. Box M-136, BROADCASTING.

News

Group owned station in SE seeks anchorman, bright, ambitious, for late news strip. Some outside assignment work. Send resume, VTR to Box M-81, BROADCASTING.

Midwest. . .reporter with mature delivery. . .we need a "double threat man", who can field report, deliver on the air, shoot silent and sof. . .process and edit. Send complete resume including salary requirement, VTR or audio tape and recent picture to Box M-94, BROADCASTING.

Experienced newsman who can operate 16mm, get all the facts, write and edit his story, will find a home in our operation. Salary above average for this size market. Job is open now. Send resume, references and photo to, Mr. Ralph Johnson, News Director, P.O. Box 957, Tyler, Texas.

Imaginative energetic young reporter seeks professional, aggressive operation. Recent political science grad. Good film man. Light on experience, strong potential. Enthusiastic references. Call Greg Brumley (314) 334-6120.

Programing, Production, Others

On-air weatherman/booth announcer wanted for top ten "V" network affiliate in Midwest. Box M-79, BROADCASTING.

Producer/director for wide variety of studio and remote CATV production. Great opportunity for multi-talented, creative, and ambitious director who likes community contact. Southeast $7,800. Box M-137, BROADCASTING.

TELEVISION

Situations Wanted Announcers

Experienced announcer, available immediately. Recent speciality, weather, but, am versatile. Box M-91, BROADCASTING.

Technical

Maintenance engineer—15 years experience—first phone—responsible. Box M-45, BROADCASTING.

Progressive chief engineer with major market experience seeks new challenge. Box M-65, BROADCASTING.

News

Solid state—local government reporter seeks new challenge. Box M-44, BROADCASTING.

Exp. top-50 reporter/airman, 31, college grad, ex-Marine capt., seeks pos emphasizing organizing and leadership. Sincere; conscientious; dedicated. Box M-72, BROADCASTING.

Dedicated, hard-working newsman looking for dedicated news operation. Network and wire service experience. B.A. in Pol. Sci., top references, 23. Top 50 markets, please. Box M-75, BROADCASTING.

Television newsman. 8 years photography, know all SOF/SIL/still equiptment. Now in top 25 markets. Experienced on beat and desk as assignment director. Now employed same station 5 years. Box M-103, BROADCASTING.

Programing, Production, Others

Producer/production man, 24, B.A., single, draft exempt. Two years experience in all phases studio work plus scriptwriting, producing in medium market. Seeks producer-director or writing position. Will relocate. Box M-53, BROADCASTING.

Programing, Production, Others Continued

Art director, advertising artist. TV, print and photo for all media. Will consider promo mgr. position also. Medium market, south. Box M-99, BROADCASTING.

Promotion/community service/public relations man seeks to move from commercial station to public TV. Box M-109, BROADCASTING.

Experienced serious young man in executive position wants to return to television in news producer-director assignment. Box M-124, BROADCASTING.

Producer-director-announcer with management experience in AM/TV. Cumulative 12 years of broadcasting experience. Prefer West, consider others. Seeking directing challenge. Box M-133, BROADCASTING.

Recent B.A. graduate in television and film, 23, seeks beginning position to gain experience. Trained in most areas of writing, direction, production, etc. Draft deferred, willing to re-locate. David Michelinie, 3113 Klonway Drive, Louisville, Kentucky 502-451-2566.

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.

Used black and white equipment in operating condition. Microwaves, cameras, both studio and film chains, switchers, zoom lenses, etc. Send list of your surplus and sale price to Bladwin, 1819 South 2500 East, Salt Lake City, 801-466-1246.

184' **tower** and all equipment for new 1,000/250 watt AM station. Wendell Hansen, Rt. 4, Noblesville, Ind. 46060. 317-773-0030.

For Sale Equipment

Heliax-styroflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

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.

1⅝"-50 OHM Gas Filled Line. Complete w/"N" connectors; equipped for pressurization Brand new. Phelps Dodge #STA 158-50 One length @ 1000 ft. one length @ 400 ft. $1.60 per foot for all. Action Electric Sales 312-235-2830. Need Coax, bare copper, power cable?

Excellent used Schafer Model 800 stereo automation system complete. 9 Ampex AG440 tape decks, two spotters, one backfill, one Criterion playback for ID's. Information, Box M-51, BROADCASTING.

Auricon Cine-Voice II outfit. Ready to go. Perfect condition. Box M-115, BROADCASTING.

For sale: three 405 A playback Spotmasters, $195.00 each one 400 a record playback, $295.00 Box M-148, BROADCASTING.

FM Antenna - ten bay circularly polarized CCA FM antenna type 6811. Antenna matching transformer included. Only 18 months use and part of present system producing excellent stereo separation. Can be tuned from present frequency 100.7. Available now. Make offer. KASE, 705 N. Lamar, Austin, Texas 78703. (512) 478-8521. Contact John Kreiger.

10 KW Westinghouse transmitter HV-10 ready to operate. Will deliver Laredo, Texas area reasonable. Best offer takes all, will operate on 5KW. KBMR, Andy Anderson, 701-255-1234, P.O. Box 123, Bismarck, N. Dak. 58501.

For Sale: Ampex 403 F.T. unmounted 7½-15 ips in working condition with record electronics and new Nortronics heads-$450. Gates M6095 10 watt exciters-two available, one with stereo—good condition. Will trade McCarta 581A time announce in like new condition for used carousel or Scully 270. WREK Box 32743, Atlanta, Ga. 30332. (404) 892-2468.

For Sale Equipment Continued

G.E. TY-106 6 bay helical UHF antenna on channel 17. Good condition. Make offer. Contact D.H. Spindle, WTCG-TV, 1018 W. Peachtree St., Atlanta, Georgia, 30309. 404-873-2242.

Mike Boom, Mole Richardson Type 103-B with perambulator. Mint condition. Used only twice. Kluge Films, 5350 W. Clinton Av. Milwaukee, Wi. (414) 354-9490.

Capstan idlers for Ampex 300, 350, 440 series, self aligning with replaceable ball bearings. $22.50 net. VIF International, Box 1555, Mtn. View, Cal. 94040. (408) 739-9740.

35 mm RCA Telecine Motion Picture Projector, remote, sound, like new $1895.00 I6 mm JAN projector set up with TV chain shutter, has magnetic/optical. Good condition $1195.00. JAN projector for preview purposes optical/mag $895.00. Rebuilt, straight optical $495.00. Brand new rewinds 16 or 35mm $37.50 pair. Griswald 16mm splicers brand new $25.00. Harwald Hot Splicers Model B used $99.50. Free list. SK Film Equipment Co., Inc., 254 Giralda Avenue, Coral Gables, Florida.

Spotmaster 505 Playback unit $195.00. R. Foley, Box 1004, Rockville, Maryland 20850. 301-762-7626.

Complete broadcast mobile unit with 2 - RCA TK-30 cameras, zoom lens, 2 sync gen., audio, etc. Ready to roll. Call (312) 738-1022.

Special—1 yr. old—mint condition. (2) Scully 280-2 SP/14 14" Stereo Rec/play. 2,100.00 each. (2) Spotmaster 505 BRS Stereo Rackmount Cart. Playback w/ 150Hz Detector. 555.00 each. (1) Spotmaster 500 CR Mono Rackmount Cart. Rec/play w/150Hz generator and dector. 600.00 each. (1) Spotmaster 405A Compact Mono Cart playback w/150Hz detector. 300.00 each. (8) Spotmaster 505 playback—AS IS. 100.00 each. Test Equipment. (1) Tektronix 541 Scope 30 Mhz dual trace 400.00 (1) Tektronix 535 Scope 15 Mhz dual trace delayed sweep 375.00. (1) Data Inst. 555 Scope 7Mhz. 175.00 (1) Dartex 1020 Digital Tape Transport with read/write electronics. 875.00 (1) SCM 44 Copier 375.00. Broadcast Products, Inc. 660 Lofstrand Lane, Rockville, Md. 20850. (301) 424-2700.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. $10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Two broadcasters who sincerely believe in FM and that success is derived from honesty and hard work. Presently working professionals who don't claim to be magic; offering dedication and effort. Own a struggling FM station? Let's talk honestly and confidentially about our mutual objectives. One year from today, let's be proud of the station you own, we operate. Thank you. Box M-140, BROADCASTING.

$1,000 a week comedy writer for $15 a month! Exclusive! One client per market! Rush $15 to Box M-151, BROADCASTING.

INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas***, 2603 Inwood Rd. 357-4001.

INSTRUCTIONS Continued

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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 Chesterdale.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Nashville***, 2106-A 8th Ave. S.

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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) OX 5-9245.

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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.

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See our display ad under instruction on page 65 Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HO 2-3281.

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Marketing manager for major manufacturer of AM and FM transmitters. Must know industry, people and be technically sharp and up-to-date. Must know how to plan and implement marketing programs. Will require extensive nationwide traveling for contact with customers and reps. To discuss in detail this salaried position, submit resume to:

BOX M-110, BROADCASTING
An Equal Opportunity Employer

Programing, Production, Others

JOIN A LEADER

ABC owned FM seeks help. KAUM, Houston needs air talent, production director, newsman (strong journalist background a must) and salesman for progressive formatted operation. RUSH tapes, resume, etc. as soon as possible.

Situations Wanted Announcers

TALENTED TALKMASTER
Adroit polemicist now conducting highly successful talk show in medium market seeks major market telephone talk opportunity. 37, stable, top voice. Dynamic, controversial and totally dedicated. 18 years experience all phases, 5 years telephone talk. Prefer East or Northeast majors but all others considered. Personal interview desired.
BOX M-108, BROADCASTING

Broadcast pro who can think and act and has the record to prove it. Seeks major position now with NYC single station or group in management, staff or line post. Outstanding performance in regional and major suburban radio. References are the best. Ready for right move.

BOX M-113, BROADCASTING

Television Help Wanted

News

TOP 40 MARKET
Wanted—T.V. weather reporter, male or female, for WRGB, Schenectady, member of General Electric Broadcasting Company, and equal opportunity employer. Send video tape and resume to:
Donald J. Decker, News Manager
1400 Balltown Road
Schenectady, New York 12309

Television Help Wanted

Programing, Production, Others

PRODUCER-DIRECTOR
ETV
AMERICAN SAMOA

BOX M-138, BROADCASTING

Wanted To Buy Equipment

Billboard's top 100 records for every year after 1955. Interested in both country and popular. No tapes. Records only. Will buy as a package.

KOJO RADIO, LARAMIE, WYOMING
No collect calls.

Miscellaneous

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"WHAT'S IN A NAME"

Fresh new series of 65 two and a half minute programs about "the sweetest sound in all the world"—your name. Offers great local promotional tie-in opportunity. Write:

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Lathrup Village, Mich. 48076

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KORD, TRI-CITIES, WASHINGTON

Rated #1 in May-June Pulse over-all with 41% share. Programed by the "Better Music" specialists. Demo tape and brochure on request. Contact Jerry Dennon at . . .

WALLY NELSKOG & ASSOCIATES, INC.
1200 Stewart Street
Seattle, Washington 98101

206—623-5934

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Miscellaneous continued

CREATED FOR YOUR STATION

Shel Singer devised the programing and station image of Whistler (WSLR) in Akron, Ring (WRNG) in Atlanta and others. He offers consultation in AM and FM program decisions, design and execution.

SINGER MANAGEMENT SERVICES
202 East 35th Street
New York, N.Y. 10016
(212) 532-3522

I am using this space to send Seasons Greetings to all those people who didn't get my Christmas cards last year that I just found in my other suit.

Fred W. Sample
WLCY, St. Petersburg, Fla.

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Instructions continued

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A Ω THE ALPHA OMEGA COMPANY
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918-224-7455

Wanted to Buy—Stations

Aggressive young company (OTC) seeks to acquire several stations in midwest. Others considered. Replies kept absolutely confidential.

BOX M-63, BROADCASTING

For Sale Stations

Odd how the magic and warmth of the holiday season makes the busiest of us come out of our facades.
Often to pause and self reflect. Sometimes to try relating to some old philosophies . . .
Nothing truly great was ever achieved without enthusiasm.
Success is the result of mental attitude, and the right mental attitude will bring success in everything you undertake.
May enthusiasm and success be yours in abundance in 1972.

SOVRAN
INCORPORATED
BROKERS & CONSULTANTS
PARK CITIES BANK BLDG.
DALLAS, TEXAS 75205 (214) 526-8427

SMALL MARKET DAYTIMER IN NORTHEAST

Grossing $100,000. Good profits for absentee owner. Owner-operator should do better. Price: $200,000.

BOX M-142, BROADCASTING

LaRue Media Brokers Inc.
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NEW YORK, N.Y.
EAST COAST (212) 265-3430
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For Sale Stations continued

FOR SALE
Two CATV Systems

Jointly operated systems in Seattle and Bellevue, Washington with good growth potential. Presently serving 3,100 full rate subscribers with plant in front of 16,000 homes.
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Century City, Suite 501
213/277-1567

Wash., D.C. 20006
1725 Eye St., N.W.
Suite 714
202/223-1553

FOR SALE
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BOX M-144, BROADCASTING

STATIONS FOR SALE

1. CALIFORNIA. Full time. Major market. $325,000. Terms.
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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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(Continued from page 60)

University of Kentucky, Lexington. He is president and 49% owner of Engineering Associates Inc., communications and consulting engineering firm in Versailles, Ky. Mr. Hay is manager of Intermountain Broadcasting Co., licensee of WKIC-AM-FM Hazard, Ky. Action Nov. 12.

■ WMKR-AM Millinocket, Me.—Broadcast Bureau granted assignment of license from WMKE Inc. to John M. Keyes for $90,000. Sellers: Robert E. Smith, president, et al. Buyers: John M. Keys (100%). Mr. Keys is vice president of WKNE Corp. in Keene, N.H. Action Nov. 11.

■ KDAZ Albuquerque, N.M.—Broadcast Bureau granted assignment of license from John B. Walton. owner. Buyers: Belarmino R. Gonzales, treasurer (30%), George A. Gonzales, president (30%), Carlos A. Espinosa, vice president (30%) and Carlos L. Jaramillo, secretary (10%). Mr. B. Gonzales was formerly owner and general manager of KAFE(AM) Santa Fe, N.M. Mr. G. Gonzales was formerly manager of KDCE(AM) Espanola, N.M. Mr. Espinosa was formerly general manager of Espinosa Motor Co. in Espanola. Mr. Jaramillo was formerly director of Alcoholic Beverage Control license control organization in Santa Fe. Action Nov. 12.

■ WSWW-AM-FM Platteville, Wis.—Broadcast Bureau granted transfer of control from Mrs. John F. Monroe, Margaret M. Zunick, John F. Monroe Jr. and estate of Mary E. Schmitz (425 shares jointly before, none after) to Robert J. Bodden (none before. 425 shares after). Consideration: $234.425.20. Mr. Bodden is 15% owner and general manager of Southwest Wisconsin Co., licensee of WSWW-AM-FM. Action Nov. 30.

CATV

Final actions

■ Winchester, Ky.—FCC directed Tele-Ception of Winchester Inc., owner and operator of CATV system at Winchester to show cause why it should not be ordered to cease and desist from further violation of rules. Action Nov. 24.

■ Austin, Tex.—FCC authorized Capital Cable Co. to carry second distant independent television signal on its cable system in Austin, television market. Action Dec. 1.

Actions on motions

■ Hearing Examiner David I. Kraushaar in Winchester, Ky. (Tele-Ception of Winchester Inc.), CATV proceeding, rescheduled prehearing conference from Jan. 11 to Jan. 18, 1972 (Doc. 19358). Action Dec. 2.

■ Hearing Examiner Ernest Nash in Allentown and Bethlehem, Pa. (Service Electric Cable TV Inc.) CATV proceeding, set certain procedural dates, scheduled hearing to be convened Feb. 1 (Doc. 19321).

Rulemaking action

■ FCC amended rules to provide for continued use of FCC form 326-A (computation of cable television annual fee) to accompany payment of cable television annual fee, effective Jan. 21, 1972. Action Dec. 8.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Dec. 14. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ *Atascadero, Calif.* — Atascadero Cablevision Corp. has been awarded franchise by county government. System will serve Atascadero and Baywood-Los Osos market.

■ *Seymour, Ind.*—Tri-County Television Inc. of Jeffersonville has been awarded franchise.

■ Oberlin, Ohio—WOBL Oberlin and Continental Cablevision of Norwalk have applied to city council for CATV franchise.

■ Sapulpa, Okla.—Sapulpa Cable Television has applied to city commission for franchise.

■ *Glen Rock, Pa.*—Regional Cable Corp. of Silver Spring, Md., operating as Glen Rock Cable Television Corp. has been awarded non-exclusive franchise by borough council.

■ Seven Valleys, Pa.—Garden Spot Cable TV has applied to borough council for franchise.

■ *Minocqua, Wis.*—Pinetree Communications Inc. has been granted non-exclusive franchise by town board. Franchise states that town will receive two per cent of gross revenue after first three-year period. (Item incomplete in Dec. 13 issue.)

New man for new era at CBS

Piles of reports and studies were stacked neatly on a sofa in a small office Charles T. Ireland Jr., president of CBS Inc., was occupying last Monday (Dec. 13), his 74th day on the job.

"And there are lots of other books, reports and studies in these cabinets," Mr. Ireland remarked, motioning to the furniture behind his desk. "I've managed to digest virtually all of them, all dealing with the various facets of CBS operations and with the businesses in which we're engaged. I'm glad to say I'll be in a larger office tomorrow and will be able to file it all away.

File it away he might have, but forget it he's not likely to. If there's one reason Chick Ireland is president of CBS today, it's because he knows numbers. Not as a financial expert—which he is but for which he has no specific accounting credentials—but as a management expert who is more apt to reach for a P&L statement than a ratings book when he wants to know what's going on. To CBS, Mr. Ireland represents a reality few in that company ever expected: conglomeration come true.

Understandably, Mr. Ireland has been on a whirlwind pace since assuming his post on Oct. 1. A novice in the broadcasting business and the heir apparent to the formidable Frank Stanton, who became CBS vice chairman to make room for him, Mr. Ireland has been undergoing rigorous basic training, arriving at CBS headquarters in New York at about 8:30 a.m. and leaving most evenings at 10 or 11. Without indicating what 100% is, he estimates that he's "about 60% to 75% operational now" and intends to assume a more active role early in 1972.

Mr. Ireland's dedication to the work ethic began early in life. He describes his family circumstances as "minus-modest" and had to support himself through Bowdoin College with such jobs as waiting on tables and serving as a student librarian. At the same time, he participated in a full complement of extra-curricular activities, editing the college newspaper and playing on the school basketball and tennis teams. Nevertheless he made Phi Beta Kappa and earned a BA degree *summa cum laude* in 1942.

He enlisted in the Marines upon college graduation and fought in the Central Pacific (Iwo Jima, Saipan, Tinian). He received several combat decorations, including the Silver Star, the Bronze Star and the Purple Heart. He was discharged as a captain at war's end, still undecided on a career.

"I thought of journalism, if you'll pardon the expression," he says, "and I also considered college teaching as I had been offered several scholarships. I finally decided on law because I felt I had lost four years along the way and wanted a profession in which I might move ahead quickly."

He entered Yale Law School in 1946 and emerged two years later with a JD, with distinction. He practiced law for three years with the New York firm of White & Case before launching his corporate career at the Alleghany Corp.

In ensuing years, Mr. Ireland combined the law with corporate management at Alleghany and the New York Central Railroad Co. He was elected president of Alleghany in 1961 and left in 1967 to join International Telephone and Telegraph Corp., where he was named senior vice president in 1969.

Mr. Ireland says he was perfectly content at ITT and had no inkling until this past summer that CBS had engaged an executive-recruitment firm to find a new presdent and that he was a leading contender. On Aug. 3 he had a two-and-a-half-hour meeting with Dr. Stanton and, shortly thereafter, conferred with William S. Paley, CBS chairman, over a period of two days. The courtship extended until Sept. 8.

Mr. Ireland, who is of Irish descent and looks it, is stockily built and above average in height. He has red hair and a ruddy complexion and retains remnants of a New England accent. He is a friendly, down-to-earth person who might be gregarious if he had more time.

"We don't have a busy social life because of all the time I spend on my work," he confides. "But we go occasionally to a dinner-dance and have friends in for dinner once in a while."

He watches television more often now than he did in the past and has a multiple-receiver rig in his new office suite (a legacy from the CBS executive vice presidency of John A. Schneider, now president of the CBS/Broadcast Group). But his schedule is still too tight to permit extensive watching.

Mr. Ireland's principal pastime is tennis or paddle tennis, depending on the season. He also enjoys reading, especially in the social sciences, and remarks wryly he has "a library of unfinished books." Among them is Lyndon B. Johnson's "Vantage Point," published by CBS's Holt, Rinehart & Winston.

He maintains an affinity for Maine, where he owns a 100-acre farm between Brunswick and Bath and where his family spends the entire summer vacation and occasional weekends. His father, a chiropodist, is still in active practice in Portland at age 77.

Mr. Ireland is aware that he was chosen for the presidency of CBS because of his broad management background relevant to a corporation that has expanded from broadcasting into diverse sectors. He is pleased CBS has provided him with an opportunity for "an orderly transition" into areas with which he was unfamiliar. "In the past it was more typical for companies to throw me off the dock and tell me to get in and swim," he says with a smile.

Whether Mr. Ireland has yet discovered that CBS is far from the typical company with which he's been associated will not be disclosed this early in his tenure. That CBS knows it has a different kind of executive on its hands is apparent throughout the Black Rock edifice that represents externally what Mr. Paley and Dr. Stanton have made of that company internally: a dedication to excellence, style and a consummate attention to detail as well as financial performance, not necessarily in that order. With Chick Ireland it would be in character for the order of priorities to be more certain—with the bottom line always on top.

Week'sProfile

Charles Thomas Ireland Jr.—president, CBS Inc.; b. April 14, 1921, Boston; BA in history, Bowdoin College, Brunswick, Me., 1942; Marine Corps, 1942-46, leaving as captain; JD, Yale Law School, 1948; attorney, White & Case, New York, 1948-51; secretary and general counsel, Alleghany Corp., New York, 1951-54; secretary, New York Central Railroad Co., 1954-59; executive VP, Alleghany Corp., 1959-61, president, 1961-67; VP and special assistant to chairman-president, International Telephone & Telegraph Corp., 1967-69, and senior VP, ITT, 1969-71; elected president, CBS Inc., Oct. 1, 1971; m. Dorothy Schwebel, 1951; children—Stephen, 27; Alan, 24 (by Mrs. Ireland's former marriage); Anne, 17; Claire, 14.

Editorials

David Sarnoff

Two years ago word quietly was passed around from RCA-NBC headquarters that the life of David Sarnoff, then 78, was ebbing. Because his doctors concluded that he could not recover from complications following a series of mastoid operations, the family authorized release of an update of his biography coincident with the announcement of his resignation as chairman of RCA, effective Dec. 31, 1969.

But David Sarnoff again defied the odds. He clung to life until Dec. 12, 1971.

Few men have been accorded the recognition given David Sarnoff during his active and often tumultuous lifetime. He was the recipient of every worthwhile award identified with the evolution of broadcasting and electronics.

The saga of David Sarnoff has few equals in fiction. He combined business acumen with the remarkable vision that led to the fulfillment of both audio and video broadcasting, although he was inventor of neither. He was the guiding genius in his areas of influence because he had the capacity to stimulate scientists to implement his ideas.

David Sarnoff was succeeded at the helm of RCA by his oldest son, Robert, who had advanced through the various chairs at NBC and the parent company. Another capable son, Thomas, is senior vice president in charge of NBC's West Coast operations. That is the way David Sarnoff and his devoted wife hoped it would be.

He lived a full and rewarding life. In the leadership annals of broadcasting he is number one.

Bottomless trough

The in thing these days, if you are a foundation or have access to one, is to underwrite or be underwritten for a study of television and its problems and then, after a suitable period of reflection, usually coinciding with the time the money runs out, publish solutions for the problems and blueprints for restructuring television.

Last week we had the report of the Alfred P. Sloan Foundation's commission on cable television. A while back we had the 20th Century Fund commission on campaign costs. A variety of studies are under way on such questions as the effects and the potential uses of TV and CATV. And next month we are supposed to get the results of a million-dollar study underwritten by the best-heeled foundation of them all, the U.S. government, when the National Institute of Mental Health delivers its report on children and television.

We do not wish to belittle the motives behind these studies or the integrity with which they are usually conducted. It does seem safe to suggest, based on history, that they don't really accomplish much. The second most influential one we can recall was the Carnegie Commission's report on public television—and now, five years later, there is dispute over whether public TV is or is not following the Carnegie concept, and in any case it still has not obtained the permanent financing that the Carnegie Commission considered essential. By all odds the most influential study affecting broadcasting, was also probably the least scientific: the study that produced the surgeon general's report on smoking and health and led, ultimately, to the banning of cigarette advertising on TV and radio.

We were brought to these baleful meditations by last week's news that yet another communications study, actually an on-going series, is being planned by the Aspen Institute for Humanistic Studies in cooperation with the Academy for Educational Development. As reported elsewhere in this issue, the centerpiece for the first one will be a conference on "television and social behavior." Douglass Cater, who will direct the program, and his associates hope that by maintaining a continuing study they can produce results where others who have ventured into this area have for the most part produced only reports. Well, good luck. We're beginning to wonder, though, whether the ideal study, worthy of a few thousands of some foundation's money, might not be an investigation and report on the true effectiveness of all such investigations and reports.

Worst yet

The political-spending bill that almost got through the Congress last week would enslave the broadcaster to every political candidate in his area. In its discrimination against radio and television this bill consolidates the worst features of the different measures that earlier went through the Senate and the House. It is a humiliating rebuff to the broadcast representation in Washington.

During campaigns the broadcaster would be required by law to give all candidates the lowest unit rate for purchased time. Newspapers and magazines could charge rates "comparable" to those applied to regular advertisers.

The FCC would be empowered to revoke the license of any station for refusing a candidate for federal office "reasonable access" to the air or rejecting any such candidate's purchase of broadcast commercials. Other media would be left to their own editorial and advertising judgments.

No one candidate could spend more than six cents per eligible voter on radio and television time, combined. The limit for total media spending would be a dime per voter—all of which could be spent on newspapers, magazines, outdoor advertising, telephone solicitations or any combination of them.

The equal-time law would remain intact—and indeed made more restrictive by the new provision requiring "reasonable access."

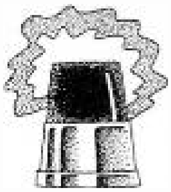
Having been passed by the Senate, the bill is marked for early action in the House after its return from recess next month. It ought to be marked for extinction.

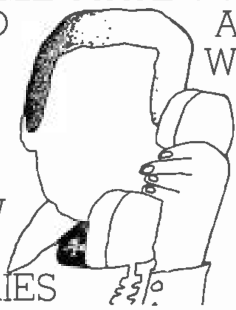
Drawn for BROADCASTING by Sidney Harris

"According to our weather satellite, which is just now reaching its apogee of 2,500 miles in its variable orbit, it looks like rain."

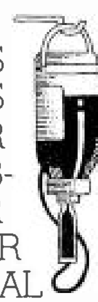
THE FOURTH QUARTER WAS A TYPICAL ONE IN PUBLIC AFFAIRS FOR WSB-TV. (WE PROVIDED LIVE COVERAGE OF MAYOR SAM MASSELL'S PROVOCATIVE "THINK WHITE" ADDRESS TO THE BLACK COMMUNITY, CONDUCTED A "DRIVE-2-LIVE" SAFETY CAMPAIGN IN-CLUDING A PRIME-TIME HIGHWAY SAFETY QUIZ, BROADCAST A FIVE-PART SERIES

ON EMERGENCY AMBULANCE SERVICE, INFORMED OUR CITIZENS IN A PRIME-TIME SPECIAL ABOUT A CENTER FOR TEEN-AGE DRUG ADDICTS, DEVOTED A PRIME-TIME SPECIAL TO THE GOVERNOR'S PLAN TO REORGANIZE STATE GOVERN-MENT, OFFERED A $3,000 REWARD TO WSB-TV'S "SECRET WITNESS" FOR INFORMATION ABOUT THE SLAYING OF AN ATLANTA POLICEMAN, LET PEOPLE KNOW MORE ABOUT THE BLACK COMMUNITY THROUGH A SERIES HALF-HOUR SPECIALS,





INTERVIEWED PEOPLE LIKE WILBUR MILLS ON OUR MONDAY NEWS CONFERENCE, INVESTIGATED AND REPORTED ON DUBIOUS PRACTICES OF LOCAL BLOOD BANKS (A REPORT WHICH WON SIGMA DELTA CHI'S QUILL AWARD), GAVE PEOPLE—IN A FOUR PART SERIES—INSIGHT INTO THE PROB-LEM OF ALCOHOL-ISM, HAD A HALF-HOUR SPECIAL ON THE JOB SITUATION FOR VETERANS, OFFERED NU-MEROUS WRY EDITORIAL CARTOONS, BROADCAST SPECIAL PROGRAMS, EDITORIALS AND LIVE COVERAGE OF THE RAPID TRANSIT REFERENDUM, AND WE'RE WINDING UP THE QUARTER BY GIVING LIVE COVERAGE TO CHRISTMAS EVE SERVICES AND A PRESENTATION OF HANDEL'S *MESSIAH.)* WHEW!



WSB Television Atlanta

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