

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

Bates for Broadcasting: Media spending analysis shows TV down, efficiency up
 FTC to FCC: Make room for the counterclaims to broadcast advertising
 NAB code board to TV: Cut down on commercials in children's programing
 Special report: late but not better report on 1970 radio profits

Screen Gems Vol. VI Movies Increased WNEW-TV's Prime Time Wednesday Audiences by 150%.

Of the 12 features telecast to date on WNEW-TV's prime-time movie showcase, five features from Screen Gems Volume VI boosted the station's time period rating by more than 150% over the previously scheduled programming. "Castle Keep," "Casino Royale," "The Mad Room," "Heroes of Telemark" and "Advise and Consent" delivered

an average of 625,000 homes, a 10.5 rating and a 17% share of audience against the programming of the three networks and two other independents in the highly competitive New York market. Screen Gems Volume VI: the winning combination of never-before-shown-on-TV and first-run, off-network features.

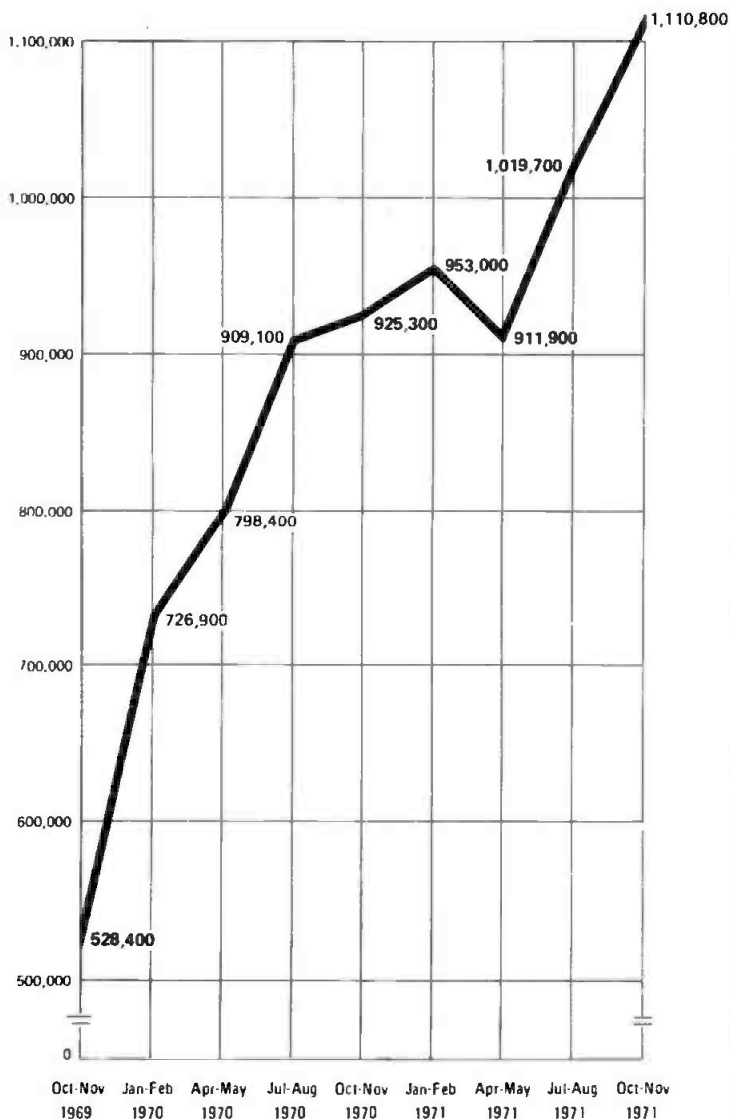
 **Screen Gems**



Source: N.Y. Arbitron—Oct. 6, 1971—Dec. 22, 1971. Prior programming—Sept. 8, 1971—Sept. 29, 1971.

Audience data are based on estimates provided by the rating services indicated and are subject to qualifications available on request.

WCBS/FM AMERICA'S Fastest Growing Rock Station (AM or FM)



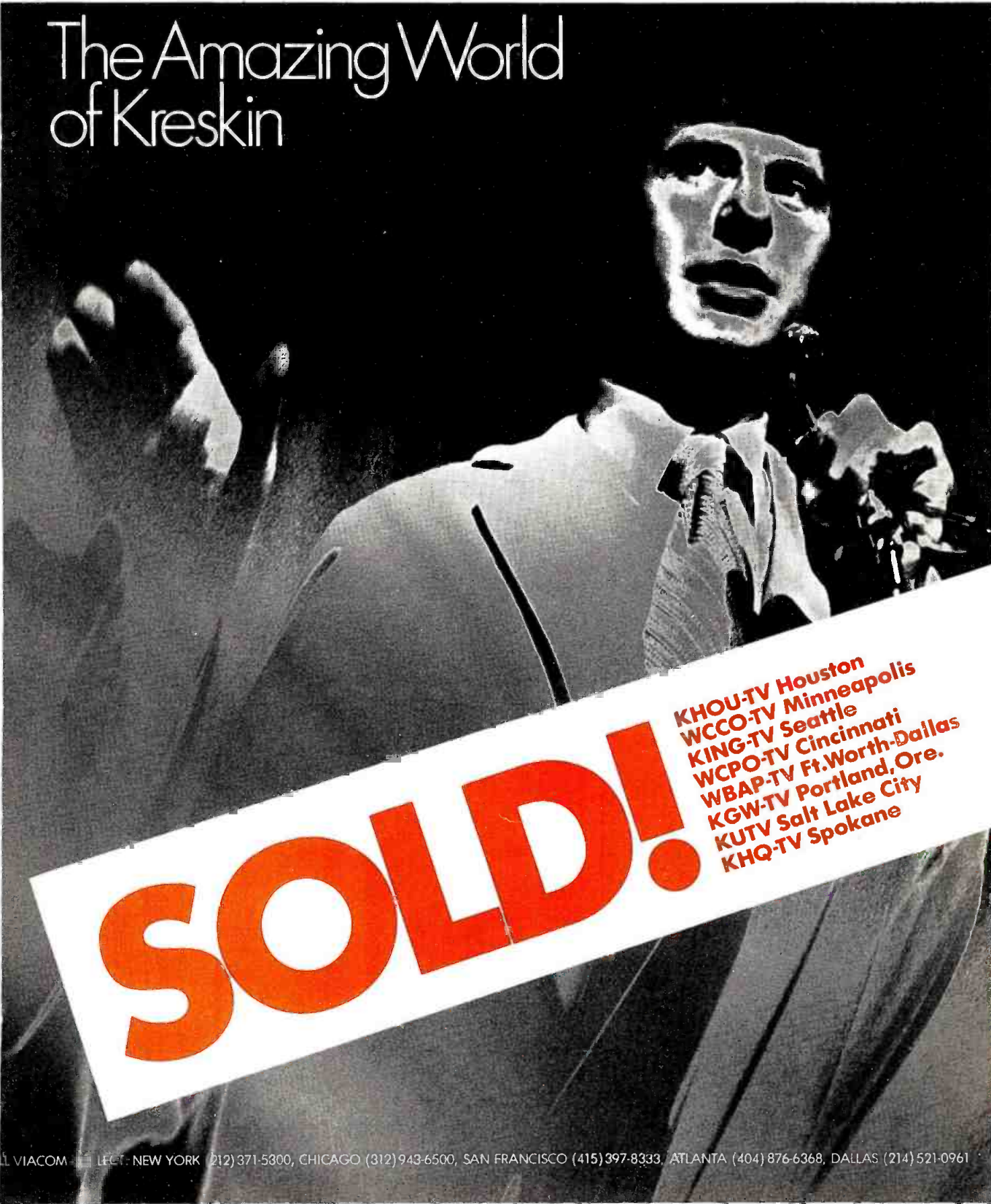
Since WCBS/FM went live two years ago the station has added more than a half million new listeners. (582,400 12+ ARB TSA persons, Oct/Nov '69 vs Oct/Nov '71.)

This is more listeners than has been added by any other AM or FM contemporary music station in the nation over the same period of time.

These data estimates subject to qualifications which WCBS/FM RESEARCH will supply on request.

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KUTV Salt Lake City
KHQ-TV Spokane

“We get more than just good spots at good prices from WCCO-TV.

We get excellent, high rated programming---plus franchise showcase network spots.

And that’s what our clients are looking for!”

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on Air Force Base, Air
PROPERTY U. S. AIR FORCE



Bill Barker
Vice President,
Associate Media Director
D'Arcy MacManus
Intermarco
Chicago

If you listen to a few opinions, it's easy to decide on who to buy in Minneapolis/St. Paul.

4 WCCO TV

TV was the only medium to lose national billings in 1971 (although it's gaining in cost efficiency), according to a study prepared by Ted Bates. One major, obvious contributing factor: the loss of cigarette advertising. See . . .

How much that cigarette loss hurt TV . . . 16

The Federal Trade Commission wants an FCC extension of the fairness doctrine to cover product advertising, with wide-open access for paid and free spots on every side of every commercial issue. See . . .

'Cigarette' fairness for everything? . . . 26

The Food and Drug Administration is launching a three-year study of the effectiveness of more than 100,000 nonprescription drugs. Some \$300 million in broadcast advertising may be profoundly affected by the results. See . . .

Non-Rx drugs in FDA spotlight . . . 28

The National Association of Broadcasters is moving to derail that political-spending bill as it nears passage in Congress—over objections of those who say NAB should do nothing that might hurt its renewal bill. See . . .

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CBS Vice Chairman Frank Stanton tells four key legislators that the pending FCC cable package, particularly as modified by the OTP compromise, needs a congressional repair job. His biggest concern: copyright. See . . .

Stanton throws a block at cable deal . . . 45

Now that the U.S. Court of Appeals for the District of Columbia has said, in effect, that the WHDH decision is final, the Boston station may soon be replaced—and its parent newspaper may go down with it. See . . .

End of the road for WHDH? . . . 46

Even so experienced a correspondent as CBS's Dan Rather had to do some extra homework, weather some uncharacteristic nervousness and rely on a measure of teamwork in preparing for a televised talk with President Nixon. See . . .

The making of a 'Conversation' . . . 56

More and more major-market rock stations, principally FM's, are interrupting their recorded programming to broadcast live concert music that wins high audiences and sponsors with low production costs. See . . .

Live music revival wins radio fans . . . 62

The FCC's overdue but official look at radio in 1970 shows the continuation of a trend: expenses are growing faster than revenues. Total revenues were up 4.9%, but profits before federal income taxes fell by 7.9%. See . . .

Trend goes on: radio gross up, net down... 71

Jerry Moss runs a record company that not only ranks among the nation's most successful, but stands as one of the last independents in its field—and it's only 10 years old. A profile of the president of A&M Records. See . . .

The business half of a winning team . . . 93

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Broadcasting

Jan. 10, 1972; Vol. 82 No. 2

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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WGN Continental Broadcasting Company

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- **Duluth-Superior:** KDAL Radio and KDAL Television
- **Denver:** KWGN Television
- **Michigan and California:** WGN Electronic Systems Company
- **New York, Chicago, Los Angeles, San Francisco and Tokyo:**
WGN Continental Sales Company

Gut questions

New study of advertising-agency compensation practices is being prepared by Association of National Advertisers, prompted by changes—such as increase in agency commission from 15% to 17.65% in most contracts, and number of services no longer covered by commission—that have taken place under continuing pressures on agency profits. Several questions relating to broadcast advertising, on subjects as diverse as charges for storyboards and payment of hair-dressers and home economists in connection with commercial production, are due to be included. Detailed questionnaire is just about ready for pre-testing on group of ANA members, then will go to full membership with target date for report on results at ANA financial management workshop in May. In independent undertaking on related subject, accounting firm of Price, Waterhouse & Co. reportedly is preparing report on how agencies price their services.

Joining the feds

Two veteran broadcasters are putting their major-market experience at disposal of FCC, where they have started work as consultants. They are Neal J. Edwards, who left WMAL-TV Washington on Oct. 1, after 17 years, last six as general manager, and James J. (Steve) Crane, who has been general manager of Avco Broadcasting's WLW(AM) and WLWT(TV) as well as (most recently) of WUBE-AM-FM, all Cincinnati.

Both expect to fill in where needed, but Mr. Edwards expects to work on such projects as fairness-doctrine inquiry, children's-programming study, license-renewal rulemaking. And Mr. Crane is starting off with assignment on radio de-regulation. Consultancy basis of employment means both men are on temporary assignments. But it is one way commission is taking on help at time administration has freeze on new employment.

Price of 'progress'

Big audience swing from TV network affiliates to independent stations in periods programed locally under FCC's prime-time access rule is evident in analysis currently circulating among agencies. Study is based on Nielsen Station Index (NSI) data for Monday-Friday 7:30-8 p.m. EST periods in October 1971 versus October 1970, when same periods were programed by net-

works. It shows that in what are basically top-20 markets, affiliates' household ratings for that half-hour dropped by average of 20% (from average 49 rating to 30), while those of independent stations increased by average 78% (from 5.9 to 10.5). Also, confirming earlier studies, analysis shows decline of about 7% in total viewing in those markets in that half-hour. Total homes-using-TV (HUT) ratings matched year-ago levels in New York, St. Louis, Miami-Fort Lauderdale, declined in 17 others.

In only one of 20 markets did affiliates increase their own HUT ratings for prime-access periods (Miami-Fort Lauderdale, by 2%). In others, affiliates' HUT's slipped, in most extreme cases by 26% (Washington), 28% (Boston and Houston), and 34% (Chicago). Among women, affiliates' ratings declined average of 21% while independents' added 80%; among men it was down 17% for affiliates, up 72% for independents. But biggest switchers were children (aged 2-11), whose ratings dropped average of 35% on network stations and rose 110% on independents. More children were watching independents than affiliates in prime-access periods in four markets: New York, Chicago, Washington, Houston. Swings presumably would have looked even more dramatic except that on Tuesday nights, included in study, networks still program 7:30-8 p.m.

Getting ready

When full board of National Association of Broadcasters meets at Marco Island, Fla., next week (Jan. 17-21), President Vincent T. Wasilewski will be key man with concrete plan. At meeting last week (see page 8) NAB's executive committee got inkling of his ideas, which look toward recasting of functions in manner that will free president for more vigorous legislative and regulatory liaison and appearances in field. Plan itself is subject to board okay.

Bartley to bitter end

No matter what his colleagues may think, Robert T. Bartley, dean of FCC commissioners, has no intention of leaving prior to expiration of his term on June 30. View in administration circles as well as FCC had been that 63-year-old Texas Democrat would leave in spring, paving way for appointment of black to fill Democratic vacancy which White House clearly intends to do and for which Chairman John O. Pastore (D-R.I.) of Senate Communications

Subcommittee has in effect bargained. Mr. Bartley, who recently built retirement home on Chesapeake Bay, about 50 miles from Washington, plans to take year lease on small apartment in Washington suburb to carry him beyond midyear expiration of term.

Endless movies?

Universal Television, which pushed long-form TV product with 90-minute series and two-hour movies, has some even longer forms in work. Some time in mid-February, production company will start filming in Europe four-hour "Dr. Frankenstein" movie for NBC-TV. Universal also has rights to Irwin Shaw's long novel, "Rich Man, Poor Man," and will produce it for ABC-TV movie, maybe in six 90-minute sequences. Recently, Universal did "Vanished" for NBC-TV as two-part movie.

Five percenters

If FCC staff recommendation is followed, American Bankers Association will get half what it asked for in relaxation of commission's multiple-ownership restrictions as they apply to bank holdings. ABA had asked that banks be permitted to acquire up to 10% of publicly owned broadcast companies without being subject to multiple-ownership rules. (Limit is now 1% for everyone except mutual funds, whose limit was raised to 3% in 1968). Bankers, according to some reports, would be content with 7½% limit. But commission staff, reportedly, is recommending limit be raised only to 5%. This would require banks to sell off \$85-million worth of properties.

Mild rebuke

Signs are that FCC is about to issue letter criticizing CBS News for loose control over crews assigned to cover invasion of Haiti that never came off (*Project Nassau*) but saying there is no appropriate action for government to take since program was never broadcast. Letter will be addressed to Chairman Harley O. Staggers (D-W. Va.), of House Investigations Subcommittee, whose staff issued critical report on CBS *Nassau* project.

FCC may also note that *Nassau* occurred before commission rapped CBS's WBBM-TV Chicago for its "deficient policies" in producing *Pot Party at a University* (BROADCASTING, May 19, 1969) and before CBS laid down new guidelines for newsmen after flap over still later *Selling of the Pentagon*.

Network man on NAB executive committee?

Executive committee of National Association of Broadcasters decided last week to expand its membership to include one additional member, representing networks. Action, subject to joint board approval at meeting next week in Florida, came after proposal by Peter B. Kenney, NBC Washington vice president, who is member of TV board.

Purpose, according to Richard Chapin (Stuart Enterprises, Lincoln, Neb.), NAB chairman, is to insure closer liaison between association's government-relations department and network vice presidents in Washington. Network representative will be TV or radio board member, with position expected to be rotated among networks for one- or two-year periods. Networks, including MBS, each appoint own directors to NAB boards. Executive committee was formally organized in 1965, consists of chairmen and vice chairmen of both boards, plus board-elected joint chairman.

In preparation for board meeting Jan. 17-21 at Marco Island, Fla., executive committee worked on agenda which, according to Mr. Chapin, is still in process of final formulation. Question of continuance as president of Vincent T. Wasilewski is not on agenda. Nor is, Mr. Chapin said, question of new study of NAB structure, which Mr. Wasilewski offered to initiate if directed to do so. Mr. Chapin stressed that executive committee was making no recommendation on this subject "at this time." Suggested study was offered by Mr. Wasilewski two months ago when dissatisfaction with his leadership was expressed by some members of radio board (see page 40).

Executive committee spent virtually all of one day (of day-and-a-half session Jan. 6 and 7) on association's 1972-73 budget which begins April 1 for submission to full boards. New budget will be little more than last year, Mr. Chapin said, but will be in balance.

Last year, NAB estimated expenses at \$3.7 million and income of \$3.3 million. Staff, through economies including no raises, have ended year with \$150,000 surplus, Mr. Chapin noted. New budget, Mr. Chapin said, includes salary increases. Income anticipates \$250,000 from convention as well as about \$125,000 extra from increase in code fees, effective April 1, if approved by board.

Among extra expenses will be jump of \$12,500 yearly—to \$87,500—to support Television Information Office, as well as continuance of \$25,000 to help support Broadcast Rating Council.

Among other actions by executive committee:

- Recommended that 1975 convention be held in Las Vegas and 1976 in New Orleans. This year convention is in Chicago April 9-12; next year it is scheduled for Washington, and year later in Houston. Previously, NAB convention had been held in Chicago for three years, with Washington every fourth year. Also voted to hold 1973 winter board meeting in Palm Springs, Calif.

- Agreed, subject to radio board approval, to hold special, radio-management seminar during fall conferences. Seminars, to be led by Professor Richard D. Cupka of Purdue University day before official fall conference for fee, will be limited to 45.

- Also set dates and sites for fall conferences this year, also subject to board approval: Denver, Oct. 31, Brown Palace hotel; Las Vegas, Nov. 2, Sands; Boston, Nov. 9, hotel to be announced; San Antonio, Tex., Nov. 13, Hilton Palacio del Rio; St. Louis, Nov. 16, Chase Park Plaza; Atlanta, Nov. 21, Regency Hyatt House. Each meeting starts with reception evening before.

Approval for KDSO sale

Firestone Communications Inc. has been given FCC go-ahead to purchase its first radio station, KSDO(AM) San Diego. Commission staff authorized \$2.5-million transfer to year-old company from Sherwood R. Gordan.

Firestone's principals include Bertram R. Firestone, chairman of executive committee, William N. Farlie Jr., board chairman, and James R. Lightfoot, president. Mr. Firestone has interests in real-estate and development companies. Mr. Farlie was formerly

Certainly is Super Bowl

More than 500 stations in various parts of world will carry television coverage of Super Bowl VI football game between Dallas Cowboys and Miami Dolphins on Sunday (Jan. 16). CBS-TV will originate coverage to 212 stations in U.S. and will feed presentation to 295 stations in Canada and to outlets in Puerto Rico and Mexico. CBS-TV said about \$4-million worth of equipment will be used in New Orleans for pickup.

vice president of RKO General. Mr. Lightfoot is former general manager of Group W's KFWB(AM) Los Angeles and WBZ(AM) Boston.

Firestone will acquire KSDO through Generation II Radio San Diego Inc., wholly owned subsidiary. Station is full time on 1130 khz with 5 kw day and 1 kw night.

DNC vows to carry on fairness struggle

Democratic National Committee Chairman Lawrence F. O'Brien had vitriolic reaction Friday (Jan. 7) to CBS's and NBC's denials of DNC equal-time requests (see page 57). He vowed to take case to Supreme Court if necessary.

DNC had requested time to respond to CBS's Jan. 3 program featuring interview with President by correspondent Dan Rather. It also asked for equal time to answer *A Day in the Presidency*, broadcast by NBC on Dec. 21, 1971.

NBC turned down DNC's request because it said program was "documentary"—not discussion of controversial issues—and therefore not covered by fairness doctrine.

In telegram to DNC last Wednesday (Jan. 5), CBS said fairness doctrine does not mandate equal time for every presidential appearance. "We believe that CBS coverage" of issues discussed on program "has been fair and has included extensive appearances of those opposed to the administration's policies," CBS added. Network pointed to extensive hard-news coverage of candidates, Jan. 4 paid appearance by Senator Edmund Muskie (D-Me.) and fact that CBS has agreed to give time to Democrats to respond to President's Jan. 20 State of Union address (see page 57).

By denying DNC's requests, CBS and NBC "have simply defaulted on their public trust to insure a full, vigorous, and fair national discussion—by both major political parties—of the critical issues in this election year," Mr. O'Brien said in statement. He charged that networks "have capitulated to President Nixon and the Republican majority" on FCC.

"No number of hard-news spots, little-watched Sunday afternoon quiz shows, and quickie interviews on the evening news programs" can balance presidential appearances in prime time, he added.

Stating that DNC would appeal to FCC, Mr. O'Brien warned that if com-

mission "continues to follow its policy of automatically delaying and denying all Democratic petitions, we shall pursue these cases in the U.S. Court of Appeals, and, if necessary, the Supreme Court of the United States."

Representative Paul N. McCloskey Jr. (R-Calif.) has not yet received reply from CBS on his request for time to respond to presidential interview program. But CBS said Friday that it will deny request.

Court favors UHF in upholding FCC

U.S. Court of Appeals in Washington has upheld FCC order granting without hearing application of WRFT-TV (ch. 27) Roanoke, Va., for authorization to improve its facilities. Commission order had been appealed by Washington Evening Star's WLVA-TV (ch. 13) Lynchburg, Va. which competes with Roanoke stations and which is seeking improvement in own facilities.

WLVA-TV had argued commission should have held consolidated hearing on WRFT-TV and WLVA-TV applications. It said it was entitled to hearing on question of economic impact as well as on ground that two applications are mutually exclusive.

Court, in unanimous opinion, said, as to first contention, that WLVA-TV had not supplied sufficient data to warrant hearing on whether grant of WRFT-TV's application would result in deterioration on WLVA-TV's public-service programming.

"Fatal flaw" in petitioner's second argument, court said, was its failure to consider "overriding impact" of commission's long-standing policy of protecting UHF television. Ultimate fate of WLVA-TV's application, court said, does not depend on whether WRFT-TV is permitted to improve its facilities but on threat that expansion of WLVA-TV's facilities would pose to UHF development in Roanoke-Lynchburg market.

However, court also said situation would be different if WLVA-TV had succeeded in raising economic-hardship issue. For UHF-preference doctrine, court said, is meant to shield UHF against VHF expansion, not permit "UHF broadcasters to destroy VHF stations" where result would be over-all loss of service.

Judge J. Skelly Wright wrote opinion in which Judges Edward A. Tamm and Frank M. Johnson (chief judge of U.S. District Court for middle district of Alabama) joined.

Damned if you do . . .

There is "real question" whether national, federally funded public television should be involved in public affairs and news commentary at all, accord-

ing to Clay T. Whitehead, director of Office of Telecommunications Policy. His remark is contained in *Politics and Public Broadcasting*, public-affairs special to be heard this week on national, federally funded public radio.

OTP director gave two reasons for raising question. He said public television should complement commercial medium, not compete with it in areas such as news where it already does "quite a good job." Another consideration, he added, is that U.S. funded journalism activity contradicts "very strong tradition in this country" that press and government should be kept separate.

Special program is public broadcasting's first attempt to deal on air with its own political problems. Interviewed by reporter Josh Darsa were Mr. Whitehead; House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.); John W. Macy, president of Corporation for Public Broadcasting, and William G. Harley, president of National Association of Educational Broadcasters. Program will be fed to member stations Wednesday (Jan. 12) at 7 p.m. by National Public Radio.

Whitehead view of news and public affairs was challenged by CPB President Macy, who said that curtailment of such programs "would be a circumspection that would nullify the purpose of the Public Broadcasting Act. . . . A part of public responsibility is to inform the public more fully about the issues that exist in our society at the present time."

Mr. Macy also noted that other critics of public television lament what they consider to be too little emphasis on news and public affairs. "If we're being criticized on both sides," he said, "perhaps we have just about the right position."

Banking on 'Bangladesh'

Capitol Records Inc., New York, has paid \$3,750,000 to Apple Records as advance payment on sales of *The Concert for Bangladesh* album. Three-record set is recording of charity concert produced by George Harrison with such artists as Ringo Starr, Ravi Shankar and Bob Dylan for benefit of East Pakistani refugees. Agency to receive proceeds from album sales has yet to be determined.

Week's Headliners



Mr. Little



Mr. Goldmark



Mr. Lessler



Mr. Tankersley

C. Edward Little Sr., former president and general manager, WGMA(AM) Hollywood, Fla., named president of Mutual Broadcasting System, New York, succeeding Victor C. Diehm, who resigns effective Jan. 31 to pursue broadcast and other business interests in Hazleton, Pa. (see page 48).

Dr. Peter C. Goldmark, retired president of CBS Laboratories, Stamford, Conn., named president of new firm, Goldmark Communications Corp., Norwalk, Conn., under agreement in principle with Kinney Services Inc., which will be majority owner (see page 55).

Richard S. Lessler, chairman, Grey Advertising, New York, named vice chairman of McCann-Erickson, New York. John Powers, president of M-E, named chief operating officer of agency, new

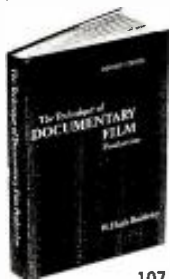
position. Eugene Kummel, who continues as chairman of McCann-Erickson International, will also serve as vice chairman of domestic agency. Robert S. Marker continues as M-E's chairman and chief executive officer.

William H. Tankersley, VP, program practices, CBS-TV, New York, resigns at end of month to join Council of Better Business Bureaus, Washington, as executive VP. He succeeds John L. O'Brien, named at same time senior VP of CBBB.

J. William Grimes, director of sales for CBS-owned WCAU(AM) Philadelphia, named VP, CBS Radio division, New York, and general manager of CBS Radio Spot Sales, effective Jan. 17. He succeeds Charles H. Warner, who resigned last November.

For other industry developments see "Fates & Fortunes," page 67

Books for Broadcasters



The Technique of Documentary Film Production

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by W. Hugh Baddeley

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

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Datebook

© A calendar of important meetings and events in communications

This week

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.

Also in January

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

Jan. 17-21—Seminar conducted by *Easman Kodak's* Motion picture and education markets division focusing on techniques of producing color film specifically for use in commercial, public and cable television. The "Videofilm Seminar" is designed for television management, cameramen and those dealing with film. Registration fee is \$150 and each seminar is restricted to 12 participants. Kodak's Marketing Education Center, Rochester, N.Y.

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. Theme of the meeting is "Communicating Christ to Every Creature." Participating in the program will be FCC Chairman Dean Burch, Commissioner Charlotte Reid, Commissioner Richard Wiley and Vincent Wasilewski, president, *National Association of Broadcasters*. 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. 27-28—Annual National Foreign Policy Conference for Editors and Broadcasters, sponsored by *Department of State*, New Department of State building, Washington. For invitation: Director, Office of Media Services, Department of State, Washington 20520.

Jan. 28—Annual Golden Globe Awards, sponsored by *Hollywood Foreign Press Association*. International Ballroom, Beverly Hilton hotel, Beverly Hills.

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

February

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

Feb. 1—Newsmaker Luncheon, sponsored by *International Radio and Television Society*. Speaker, Dr. Peter T. Goldmark, former president, CBS Laboratories. Waldorf-Astoria, New York.

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. 3-4—Annual winter meeting, *Virginia Association of Broadcasters*. Featured will be Howard Hayes, WPIK(AM) and WYRA(FM) Alexandria, Va.; John Summers, general counsel of National Association of Broadcasters, and Henry Howell, state lieutenant governor. Marriott Twin Bridges hotel, Arlington.

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 on FCC's proposed rule amendment concerning inclusion of program identification patterns in visual TV transmissions (Doc. 19314).

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—Third annual *Abe Lincoln Awards* honoring broadcasters chosen nationally for outstanding community service. Awards are presented by Southern Baptist Radio and Television Commission. Speaker at awards dinner will be Elmer Lower, president of ABC News. Fort Worth club, Fort Worth.

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. 16-18—Faculty-industry seminar, sponsored by *International Radio and Television Society*. Subject will be "The Business of Broadcasting." Harrison House, Glen Cove, Long Island, N.Y.

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

Feb. 17-19—Winter meeting, *Colorado Broadcasters Association*. Cherry Creek inn, Denver.

Feb. 18—13th 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. 24—Joint luncheon meeting of *Federal Communications Bar Association* and *Association of Federal Communications Consulting Engineers*. Speaker: FCC Commissioner Charlotte T. Reid. Army-Navy Club, Washington.

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

Major meeting dates in 1972

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

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

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

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

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

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

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

Nov. 12-16—Annual seminar, sponsored by *Broadcasters Promotion Association*. Statler Hilton hotel, Boston.

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Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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Executive and publication headquarters
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D.C. 20036. Phone: 202-638-1022.

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BROADCASTING*
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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.

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Real radio

EDITOR: I've just listened to a special program put together by my staff and aired to celebrate the Christmas holiday. I'm so proud of their effort I wanted to tell other broadcasters about it. WGON chief announcer Dan Rozman read a 16th century poem; public affairs director Joanne Swanson read a Helen Steiner Rice poem; my office manager, Dolores Salmi, read an original piece and backed it with production music using "Yesterday." It was dedicated to and written as a tribute to her mother. Music Director Ken Chaltry read two works including "The Night Before Christmas." I read a piece by my favorite, James Whitcomb Riley, called "Little John's Chris-mus."

The day before, members of the Munising area (pop. less than 4,000) had joined in their own Christmas program put together by my staff people, Joanne and Dan. That program included State Police Lieutenant Robert Small and his daughter, Lori, reading "Yes, Virginia, There is a Santa Claus," City Manager Royce Downey reading Christmas scripture, Methodist minister Norm Kohns reading a piece playing the innkeeper at the time of The Birth, Jennie Usimaki reading a piece in Finnish, state trooper Jake Broderson and Mirian Fink reading appropriate poems and Baptist minister Marshall Reed delivering a benediction.

These two programs reminded me of the reasons I wanted to own a radio station when I got the idea as a 16-year-old doing a high school public service program on WKBN in my hometown of Youngstown, Ohio. It's been a rewarding 23 years since.—George A. Freeman, WGON(AM) Munising, Mich.

Vote of confidence

EDITOR: From the home state of Vince Wasilewski, president of the National Association of Broadcasters, this word in support of his stewardship and the performance of Paul Comstock, executive vice president in charge of government relations at the NAB. They know the job to be done and are working hard at it. Unfortunately the membership often fails to do its essential job of communication with Congress and the public.

It's appropriate for members and necessary for board members to ask if the staff is performing. It's even more essential that the members be as diligent as the staff, and we have an excellent NAB staff.—A. F. (Fritz) Sorenson, WKRS(AM) Waukegan, Ill., president, Illinois Broadcasters Association.

Is seeing believing?

EDITOR: Enclosed is a picture that Springfield, Mo., broadcasters thought might be of interest. Every station in Springfield was represented when broadcasters met with their congressman, Durward G. Hall, during the Christmas recess to discuss the industry's health and proposed legislation.

Three stations brought along their last license renewals showing the evolution over the past 10 years to the present jungle of forms and detailed answers required.

We are very concerned about the license-renewal legislation, and Congressman Hall indicated he will support the industry-sponsored bill as well as the others already introduced.—Don C. Dailey, VP, KGBX(AM) Springfield, Mo.



Seated (l-r): Ralph D. Foster, KWTO(AM); Representative Durward G. Hall (R-Mo.); Donald S. Moeller, KYTV(TV); G. Pearson Ward, KOLR(TV); Robert Vinyard, KICK(AM); standing (l-r): John Mahaffey, KWTO-FM; Ken Meyer, KMTC(TV); Curtis Brown, KTTS-AM-FM; Bill Askew, KWFC(FM); Don Dailey, KGBX(AM); Jerry Sweeney, KOLR.

All together now for an ad campaign

The apparel business group of Monsanto Textiles Co. last year launched a combination print/syndicated-television program package closely integrated with our mill customers, their garment-manufacturer customers and, in turn, their retail customers.

We like to think of this total effort as partnership promotion. The focal point of our thrust is Monsanto's "wear-dated" program that guarantees for one year's normal wear a broad range of apparel items made with Monsanto fibers (nylon, polyester and Acrilan acrylic) that meet or surpass established quality standards. Conceived 10 years ago, this concept falls so ideally within the consumer's increasing concern with product quality as to warrant the widest possible exposure. And television has become the cornerstone of our promotional efforts.

With eight years of *Monsanto Night* network-television specials (a total Monsanto company endeavor) behind us, it is not surprising that we elected to place strong, but not exclusive, emphasis on television. Our switch to syndicated programing, however, was not dictated solely by monetary considerations.

Objectives were markedly different, for one thing. Reflecting the business interests of several divisions, including the then textiles division, the prime consideration of *Monsanto Nights* was addressing ourselves to communication objectives. Such factors as rating points, commercial registration, recognition levels and favorable attitudes were of primary concern.

In the wake of the company's move in the fourth quarter of 1969 to establish strongly market-oriented business groups, which placed primary emphasis upon the accountability of advertising expenditures, merchandising objectives transcended communications objectives and sheer numbers became of secondary importance. Of greater importance were the poundage or yardage of our fiber products sold to and through our direct mill customers, the dozens of garments sold by apparel manufacturers and the retail traffic and sales generated by this effort. In short, the activation of buying, selling and promotion through various levels of distribution to the ulti-

mate consumer became the benchmark by which advertising and promotion expenditures would be measured.

The common denominator of this program, of course, is "wear-dated" and its inclusion as an identification element in print and broadcast commercial messages. In many respects, this promotional pattern resembles the target promotion concept first popularized in the late forties. There is one important distinction, however: the opportunity for manufacturer and retailer to convey his commercial message as he sees fit. It is this distinction that has prompted us at Monsanto to consider this program one of partnership promotion.

Basically, this is how our partnership promotion program shaped up in 1971:

Three "Monsanto Presents Mancini" specials were produced for airing in 30 major markets prior to the pivotal spring, back-to-school and holiday selling seasons. Henry Mancini, one of America's foremost contributors to the musical scene, filled the hour segments with his memorable music performed by leading vocal stars and musical groups, glimpses of films made memorable by his musical scores, plus his personal renditions of the works of other composers.

Commercial time was dominated by manufacturer commercial for "wear-dated" apparel for men, women and children carrying a strong commercial message and appropriate retail credits. Generic Monsanto "wear-dated" commercials enforced the consumerism message.

Additional exposure was provided via local spot-TV and spot-radio advertising during a two-week saturation period surrounding the Mancini program, newspaper advertising produced and placed by participating retail stores, point-of-sale and window displays devoted to featured merchandise. Through this program, Monsanto Textiles continued the tradition of *Monsanto Nights*, increasing on-the-air identification with quality programing in the general entertainment field.

No matter how firmly based upon business objectives, however, we know that over the long haul we cannot perpetrate an esthetic fraud upon the trade or the consumer. Over and above the encouraging merchandising results, we are particularly pleased with the high viewer (and reviewer) ratings the programs have achieved in their own right.

In measuring the effectiveness of the program, we know we have engendered and underscored favorable relationships with 93 of the top-100 department stores in the country. We also know that manufacturers featuring "wear-dated" merchandise have, in a number of instances, been able to open major retail accounts.

One such manufacturer not only opened an account with one of New York's major retailers, but did so with an opening order of 950 dozen. By the same token, retailers have urged manufacturers to adopt "wear-dated" to become eligible for the promotion. Tangible evidence of a productive partnership!



M. James Robertson is director of apparel advertising, promotion and retail services for Monsanto Textiles Co., New York. Mr. Robertson joined Monsanto in 1968 as advertising manager for what was then the textiles division and was named to his present position in 1970. Prior to joining Monsanto, he was vice president and account director at McCann-Erickson, New York. He also has held executive posts with retail organizations. A native of East Grand Forks, Minn., Mr. Robertson graduated from the University of North Dakota and has an MA from the New York University School of Retailing.



**Let's make
one thing
perfectly
clear**

The CBS Laboratories Mark III Image Enhancer makes everything perfectly clear . . . automatically. Because this solid state device brings all elements into focus so that your viewers have a perfect picture every time. It adjusts vertical and horizontal components, eliminating color softness. It produces highest stability and lowest drift. And it sharpens contrasts by rearranging all ingredients of the picture so that even the smallest details are etched in sharp relief. With the new CBS Laboratories Mark III

Automatic Image Enhancer, your station will take a giant technological step forward to insure the highest viewer ratings and advertising revenue.

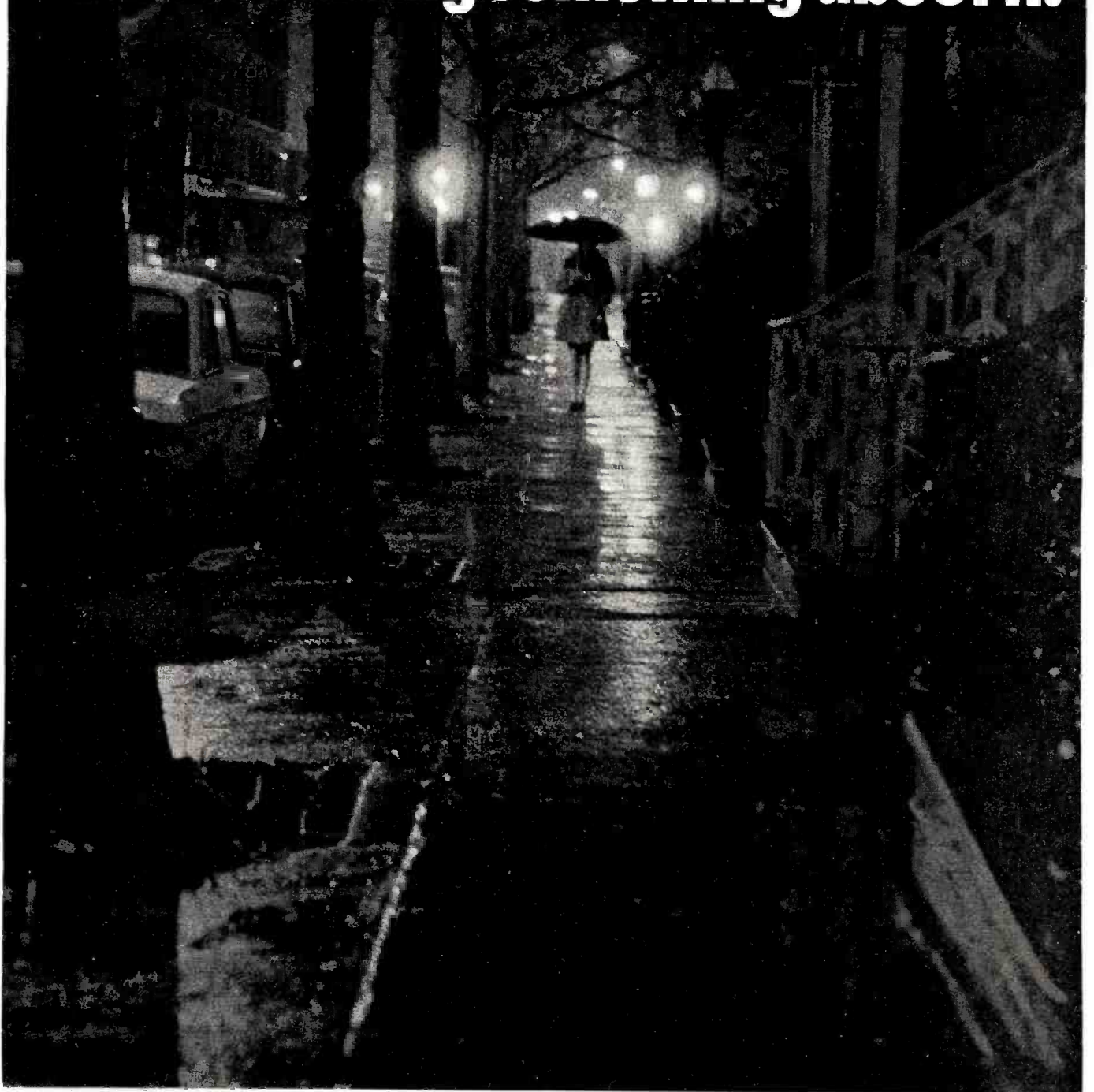


CBS LABORATORIES

A Division of Columbia Broadcasting System, Inc.
227 High Ridge Road, Stamford, Connecticut 06905

**IN OUR CITIES, 1 PERSON IN 29
IS EITHER MURDERED,
MUGGED, ROBBED OR RAPED.**

**Broadcasters are concerned
and are doing something about it.**



The most up-to-date crime reports, recently released by the FBI, give the shocking facts: major crimes up 11% in the nation last year, with the odds of being a victim of a serious crime almost 2½ times greater than a decade ago.

Estimates show that private individuals spend over \$2-billion a year on efforts to deter crime—on burglar alarms, locks, karate lessons and the like—a figure that *exceeds* by over \$½-billion the entire amount appropriated in the 1971 Federal Budget to reduce crime!

With crime so serious a fact of life for every man, woman, and child in the nation, the country's broadcasters—along with the other communications media—are making every effort to arouse the public and the authorities.

Storer-owned television and radio stations are in the forefront of this effort.

Detroit's WJBK-TV promotes better police-community relations.

WJBK-TV believes that mutual confidence between the public and the police is vital if crime is to be reduced. On Monday nights, from 9-10 PM, viewers are invited to "Buzz the Fuzz"! On hand are officials of the Police Department—including the Commissioner—to answer questions viewers phone in. The show is aired simultaneously over radio—on a competing station—the first time in Detroit history that competitive stations have joined forces in a community effort.

In Cleveland, WJW-TV explores crime prevention on many fronts. TV8 airs a steady diet of hard-hitting specials and editorials on crime fighting. Outstanding recently were "The Cop"—a documentary that followed two officers through a normal day's work; "City Camera"—a panel show on violence in the schools, featuring the President of Cleveland's Public Schools; and "Cleveland Caucus"—a review of the pros and cons of gun control laws, and the organizations on each side of the issue.

Milwaukee's WITI-TV pushes unique volunteer counselling program for probationers.

How do you keep ex-convicts and first offenders on probation from "repeat-

ing"? TV6 aired a special on a unique program in which citizen volunteers are trained to become counsellors for probationers. They are assigned on a one-to-one basis, to help those on probation re-establish a life for themselves in society. Editorials urging participation in the program have received strong viewer support.

WSPD-TV took Toledo's crime fighting efforts to task.

The need for prison reform throughout Ohio, the inadequacies of the county jail in rehabilitating criminals, courtroom log jams, and the need for judicial reform to better fight crime—these are just a few of the key issues on which the Storer-owned station in Toledo continually focused programming and editorials.

To help balance the picture, they have also come out strongly in support of constitutional guarantees for policemen accused of wrongdoing. The public has voiced loud approval of the position that accused lawmen deserve the same protections criminals receive.

WJW-Radio urges Clevelanders to "Turn on a light—turn off a thief."

The Storer radio outlet in Cleveland mounted a month-long special campaign to discourage theft and burglary by urging home-owners and merchants to leave a light burning all night. Many participated in this program that not only deters crime, but makes the task of the police a little lighter.

Miami's WGBS-Radio turns a strong searchlight on fraud.

WGBS "Inquiry" program regularly spotlights issues of vital public concern. Three of last year's most revealing shows dealt with various forms of fraud that cost South Floridians millions each year.

Two officers from the Ft. Lauderdale police auto theft bureau discussed the critical rise in auto thefts, and examined possible measures to curb them.

Two local store detectives and a police detective assigned to the problem looked into the prevalence of shoplifting—a form of larceny that isn't always petty.

And the chief security officer of a major credit card company discussed some of the frauds that "charge cards" engender.

WSPD-Radio Toledo focusses on violence.

Editorially, WSPD has long campaigned for tougher laws against armed criminals. Station programming, too, reflects the same concern with violence.

A recent special "The Cop: target of our times," looked into recurring shootings of police officers in our major cities. Psychiatrists, sociologists and law enforcement officers sought



an answer to this serious problem that is increasingly polarizing policemen away from the people they serve.

In Los Angeles, KGBS-Radio probes the reasons behind the crimes.

KGBS believes that understanding the reasons for crime—and the social forces that give rise to crime—may help in preventing it.

One recent show that literally searched the criminal mind told listeners how to avoid crime in the streets, and how to protect their homes while away—by anticipating known patterns of criminal behavior.

Subsequent programs examined the breakdown of communication between schools, teachers and students as a possible link to rising crime rates.

Concerned stations—talking to concerned citizens.

All Storer stations get involved in the vital affairs of the communities they serve. It's a matter of policy with us, and a matter of pride for the people who staff our stations.

That's why our stations often do as routine, things that community leaders consider rather special.

We look at it this way. The more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE **STORER STATIONS**
STORER BROADCASTING COMPANY

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

How much that cigarette loss hurt TV

It's only medium to lose national billings in 1971, but it's gaining in cost efficiency, Bates finds

A noticeable shift in national advertising weight from television toward other media was tracked last week by the Ted Bates agency in an analysis of national advertising expenditures, costs and costs-per-thousand. The analysis was prepared for BROADCASTING.

All other media gained in national advertising volume in 1971, despite a decline in total national spending for the year. The total was down about 1% from \$5.9 billion in 1970 to \$5.84 billion in 1971. Network television was down 7% and spot television down 8%. Spot radio gained 7% and network radio gained 9%. (For dollar estimates of all see page 21.)

The Bates study found at least three conditions in 1971 as contributing to TV's slippage: a sluggish general economy, the withdrawal of cigarette advertising from the medium and the FCC-mandated release of network prime-time periods to local stations.

Of the last—the FCC's prime-time

access rule—Bates said the additional hours have not compensated for the loss in spot revenue during the soft year.

The percentage changes, upward or downward, in costs and audiences in 1971 did not follow a pattern, according to the report.

While 1971 spot-TV costs were up, network television costs fell. All 1971 audience levels increased in television, with the exception of evening network television. Similarly in costs-per-thousand, the result was erratic: a lower C-P-M in television, in network radio and in newspaper supplements, but higher C-P-M's in spot radio, in newspapers, in magazines and in outdoor.

The study put 1971 C-P-M's 4% lower in daytime network TV, 8% lower in evening network TV, 1% lower in daytime spot TV and 6% lower in evening spot TV and 2% lower in network radio. Higher C-P-M's were seen in spot radio (up 2%), magazines (1% gain), newspapers (up 6%), and

outdoor (4%). A 3% decline in C-P-M was forecast for newspaper supplements.

For 1972, depending on additional Phase II wage-price developments, Bates anticipates a rise in all media costs; 5% minute-cost increase in day and evening network TV, 4.5% advance in day and evening spot TV, 6% in spot radio and 5% in network radio, 4% in magazines, 6% in newspapers, 3% in supplements and 8% in outdoor.

Audience increases were forecast for all media, with the exception of magazines, offsetting to some extent the cost increases. Bates estimates C-P-M's to rise 1% and 2% respectively for daytime TV (network and spot) in 1972 and evening TV (network and spot), to go up 2% for radio (network and spot), up 6% in magazines, 5% for newspapers (1% for supplements) and 5% for outdoor.

Bates noted that its projections were for marginal increases in C-P-M's for broadcast but greater rises in print.

	Television				Print			Outdoor (100 show. nat'l)
	Day ntwk. (60'')	Eve. ntwk. (60'')	Day spot (60'')	Eve. spot (60'')	Mags. (1PBW)	Nsppr. (1000Li)	Supp. (1PBW)	
Expenditure trends								
1960	100		100		100	100	100	100
1961	113		104		98	96	100	99
1962	125		119		103	93	105	106
1963	131		132		110	91	110	131
1964	145		153		118	100	116	136
1965	158		169		127	104	124	139
1966	178		188		137	117	139	147
1967	186		188		136	112	141	148
1968	195		215		140	118	162	146
1969	214		238		146	126	167	151
1970	219		238		140	124	160	135
1971 (Est.)	204		220		147	129	171	147

	Television				Print			Outdoor (100 show. nat'l)
	Day ntwk. (60'')	Eve. ntwk. (60'')	Day spot (60'')	Eve. spot (60'')	Mags. (1PBW)	Nsppr. (1000Li)	Supp. (1PBW)	
Cost trends								
1960	100	100	100	100	100	100	100	100
1961	85	111	94	107	110	103	102	101
1962	89	114	94	115	119	108	99	105
1963	85	121	87	114	123	108	99	107
1964	93	124	96	119	125	110	94	112
1965	100	126	87	116	130	112	91	117
1966	128	139	108	147	135	120	94	122
1967	143	149	110	133	139	121	96	127
1968	136	141	111	172	146	126	98	140
1969	146	153	130	189	153	133	83	151
1970	161	162	146	207	158	141	95	159
1971	160	142	158	212	158	149	96	169
1972 (Est.)	168	149	165	221	164	158	99	179

	Television				Print			Outdoor (100 show. nat'l)
	Day ntwk. (60'')	Eve. ntwk. (60'')	Day spot (60'')	Eve. spot (60'')	Mags. (1PBW)	Nsppr. (1000Li)	Supp. (1PBW)	
Audience trends								
1960	100	100	100	100	100	100	100	100
1961	107	112	112	98	105	101	102	101
1962	106	112	107	106	111	102	95	104
1963	112	107	76	102	115	101	96	106
1964	138	108	93	106	118	103	91	108
1965	148	114	83	102	123	103	90	110
1966	147	121	98	120	132	105	92	112
1967	153	126	95	110	138	105	91	112
1968	150	122	100	153	137	106	91	115
1969	167	126	102	145	140	106	75	123
1970	162	123	105	141	142	106	86	122
1971	167	119	114	153	141	106	89	127
1972 (Est.)	174	123	117	157	139	107	91	132

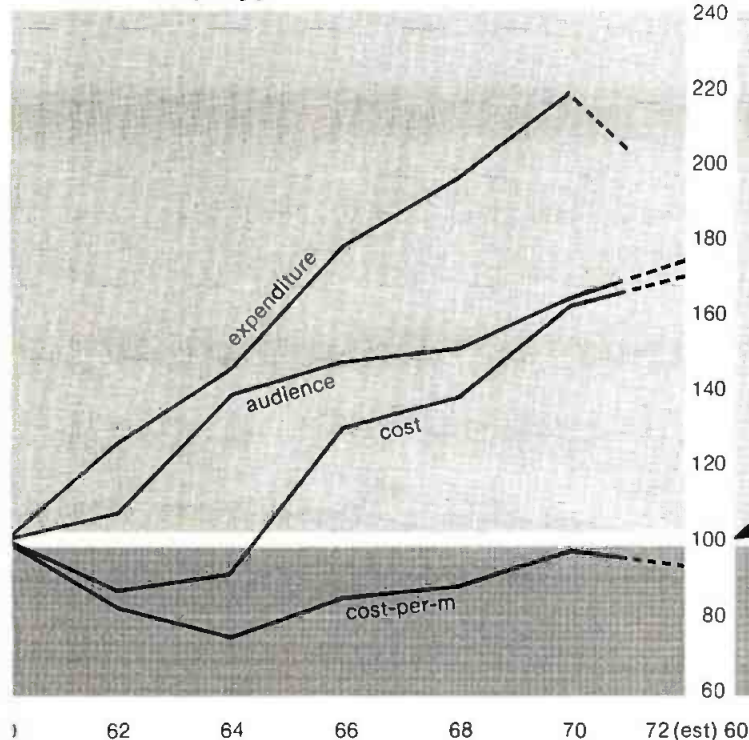
	Television				Print			Outdoor (100 show. nat'l)
	Day ntwk. (60'')	Eve. ntwk. (60'')	Day spot (60'')	Eve. spot (60'')	Mags. (1PBW)	Nsppr. (1000Li)	Supp. (1PBW)	
Cost-per-M-trends								
1960	100	100	100	100	100	100	100	100
1961	79	99	85	108	105	102	101	101
1962	84	102	88	108	107	106	104	101
1963	77	113	114	112	106	107	102	101
1964	67	115	103	113	106	107	102	104
1965	68	111	105	114	105	108	102	106
1966	87	116	112	118	105	115	101	109
1967	93	119	116	121	105	115	105	113
1968	91	116	110	113	106	119	107	122
1969	88	121	125	130	109	126	111	123
1970	99	130	141	147	111	132	110	130
1971	95	120	139	138	112	140	107	133
1972 (Est.)	96	122	141	141	118	147	108	136

Tables on facing page and charts below and on pages 18 and 21 show how each medium has performed—and is predicted to perform—against the base year of 1960. The index is 100 for each curve for the base year. All figures are from the Ted Bates media-program department.

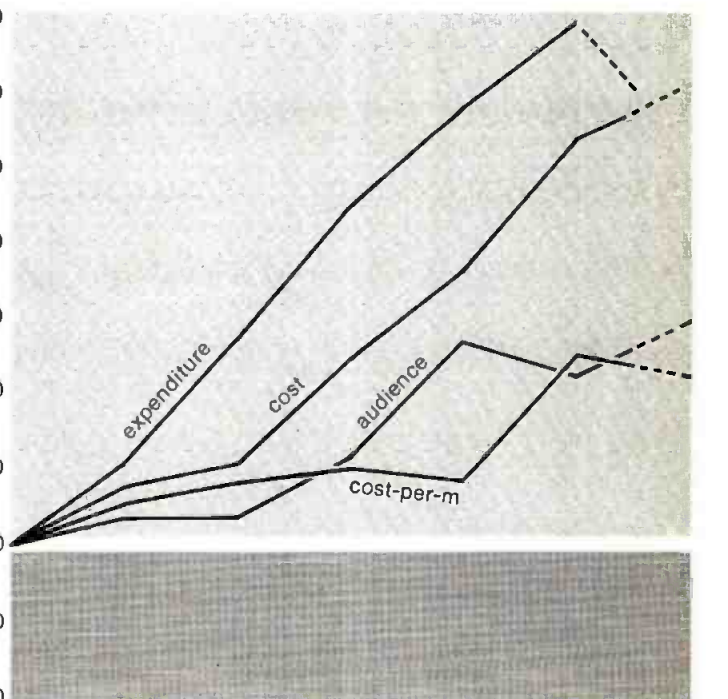
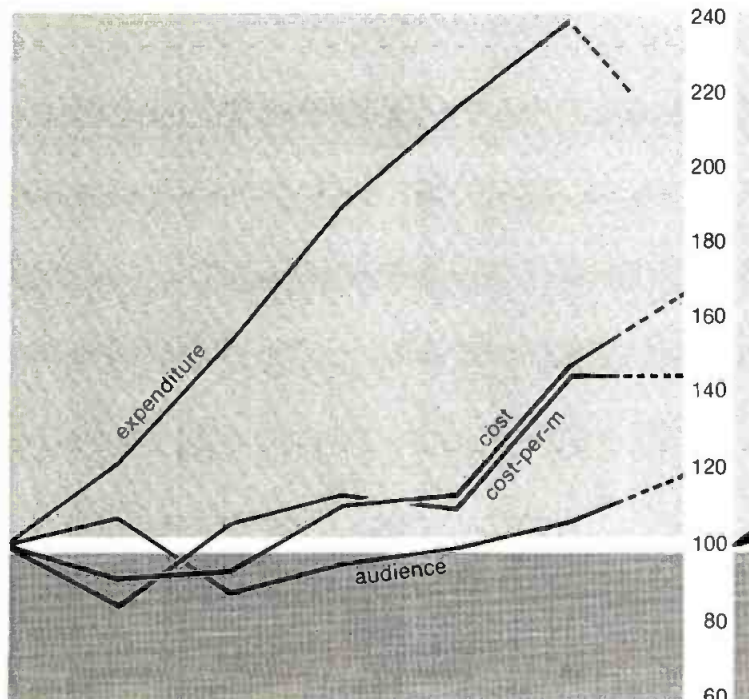
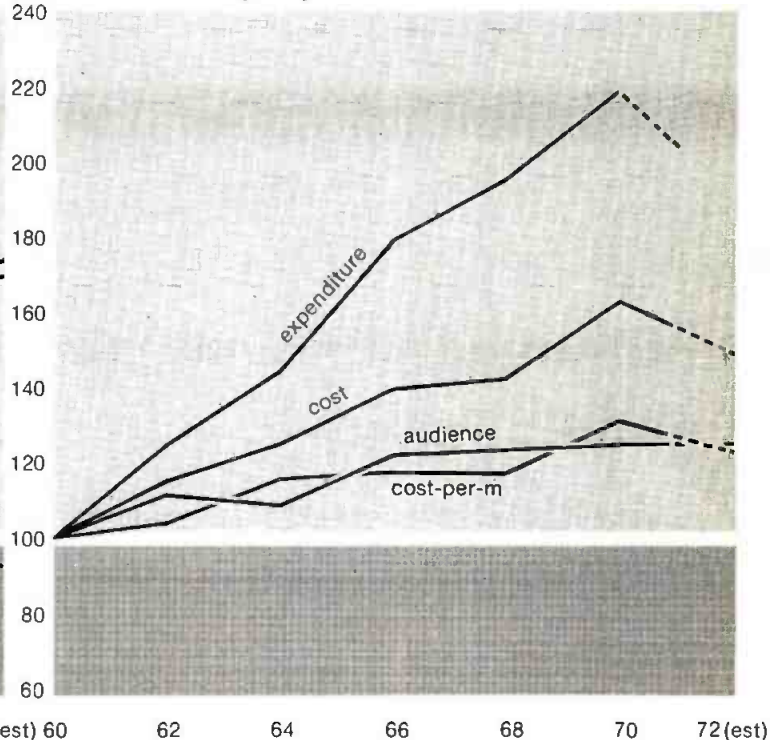
Trends are shown for national advertising expenditures, audience size, cost-per-thousand and cost-of-unit purchases: e.g., minutes for radio and television, black-and-white pages for magazines, 1,000 lines (black and white) for newspapers, 100 showings for outdoor.

Continued on page 18.

Network TV (day)



Network TV (eve)



Spot TV (day)

Spot TV (eve)

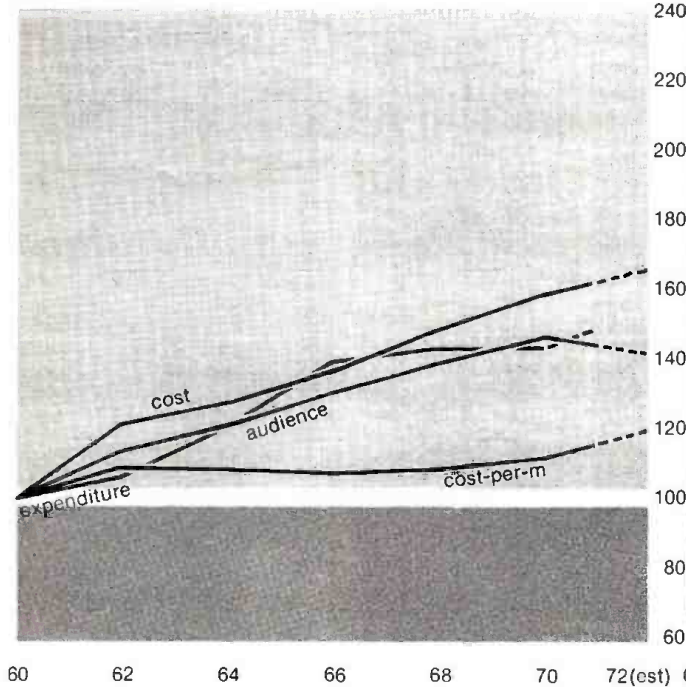
Continued from page 17.

Unlike television expenditures, which declined in 1971 (see pages 17 and 21), advertising in all other media rose, as charts on these pages show. Costs of advertising on the television networks fell in 1971, stayed even in magazines, rose in all other media. For 1972 Bates sees costs rising everywhere.

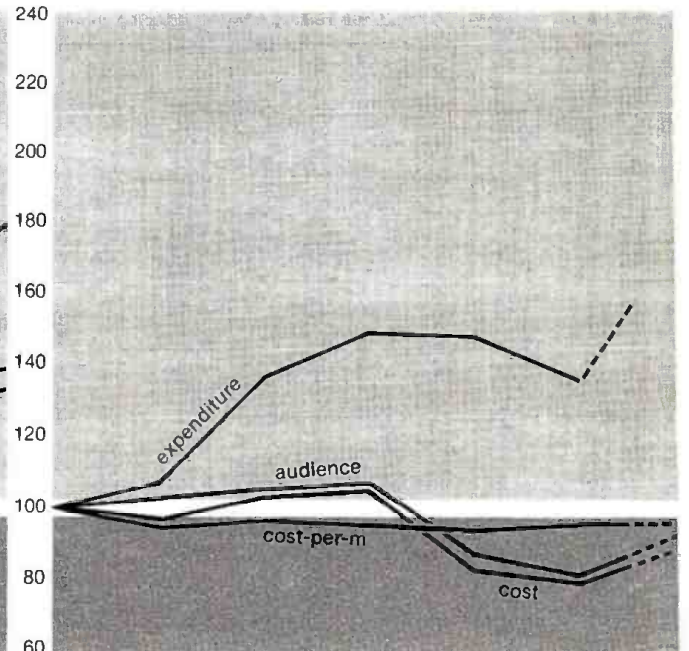
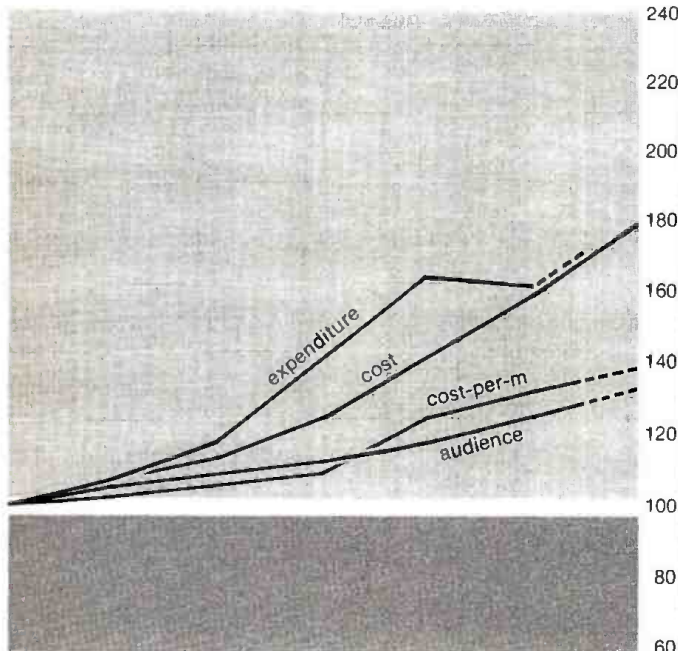
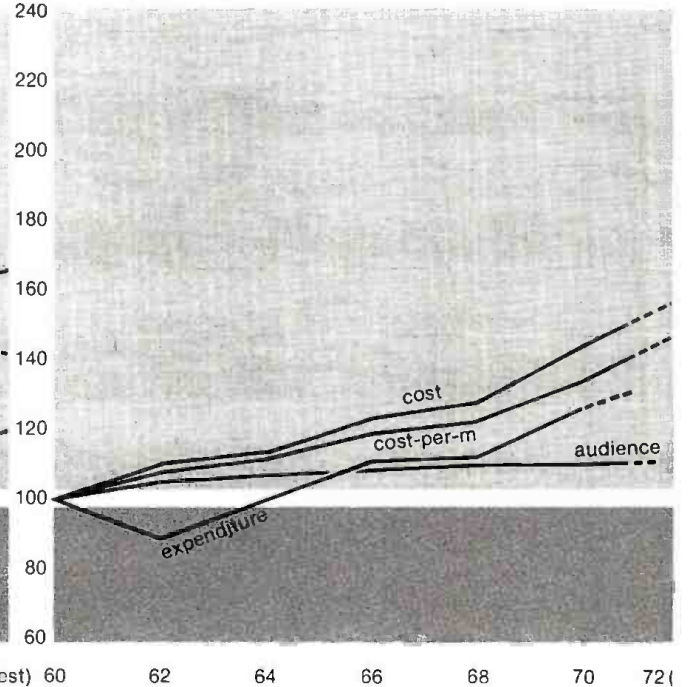
What's happening to media audiences? Bates forecasts gains in 1972 for all media but magazines. In 1971, according to the agency, evening TV network and magazine audiences fell from levels of 1970, but the draw of all other media increased.

Continued on page 21.

Magazines



Newspapers



Spot radio

Network radio

How does WDCA-TV deliver a super power UHF signal to Washington, D.C. viewers?

To bombard a 70-mile radius with total strength, Milton Grant, Vice President and General Manager, and Don Doughty, Director of Engineering, had to be innovators. And now WDCA-TV has the world's most powerful transmitter. A 220 kW Gates UHF television transmitter . . . super power with IF modulation.

Today, WDCA-TV delivers a greater intensity of signal strength than any other TV station in the world, let alone in Washington, D.C.

HARRIS
INTERTYPE
CORPORATION **GATES**
A DIVISION OF HARRIS-INTERTYPE

Quincy, Illinois 62301



Don Doughty, Director of Engineering



Milton Grant, Vice President and General Manager

With the most powerful TV transmitter in the world, that's how. The Gates 220 kW.

When the holidays are over, where does everyone go?

Fly at holiday time and the world seems to fly with you. Holidays. Summer vacation. Mornings and evenings. Mondays and Fridays. That's when you—and most other people—fly. But even when you don't fly, we stand ready to serve you, because that's our commitment as scheduled airlines.

Peaks and valleys

In mid-day, mid-week, off-season—when you're less likely to come our way—things are slower for us. That's just a fact of life for the airlines. We're a peak-and-valley kind of business.

To provide the service you've come to expect, we gear our planes, our people and our ground facilities close to your peak travel needs. We rarely have to say no when you call for a reservation. Of course, this means that most of our costs go on whether you're flying with us or not.

To even things out—and hopefully to build business for the future—we offer discount fares and special promotions at times when traffic is relatively sparse. But most people still fly at peak times.

Sensitive to the economy

Compounding the whole problem, we're also highly susceptible to the peaks and valleys of the national economy. The recent recession serves as a good example.

When the big new jets were ordered, about four years ago, our business was growing at an annual rate of about 15 percent.

Then the economy went slack. And now the new planes are going into service at a time when domestic passenger traffic has almost stopped growing.

Lead time for new planes

Even the most careful planning hasn't been able to solve this kind of problem. It takes three to four years from the time new-type planes are ordered until they're delivered, and changes in the economy can't be forecast precisely that far ahead.

What can we do? Reduce the heavy capital costs incurred in buying these airplanes? Not if we're to keep our service commitment to you. We're doing everything we can to improve our earnings. But many of our major costs—labor, fuel, landing fees, to name a few—are not fully in our control.

Problems must be understood

In fact, since the airlines are highly regulated, there are lags and limits in much of what we can do to help ourselves. But your understanding of these problems will help pave the way to solutions.

We want to keep flying you—at holiday time, or any time you need us.

You can help by getting airline economics into perspective. Write for the illustrated booklet, "Economics of Air Transport: An Overview," to Air Transport Association of America, Dept. D, 1000 Connecticut Avenue, N.W., Washington, D. C. 20036.

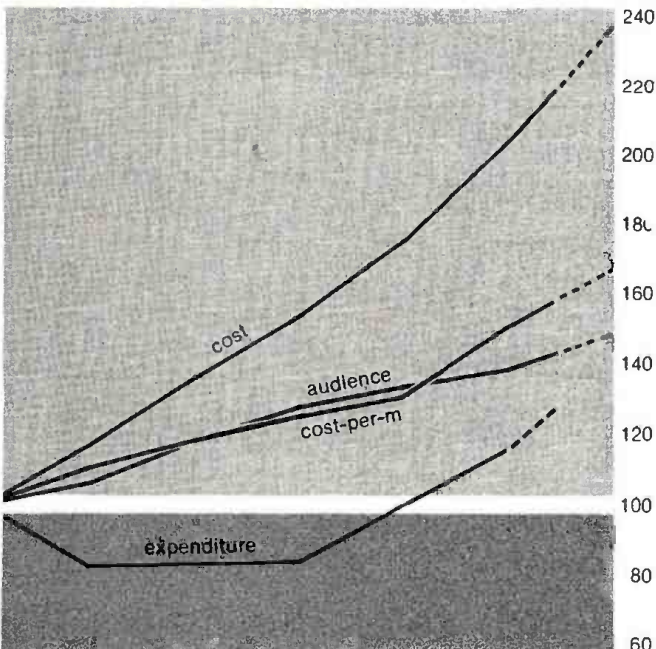
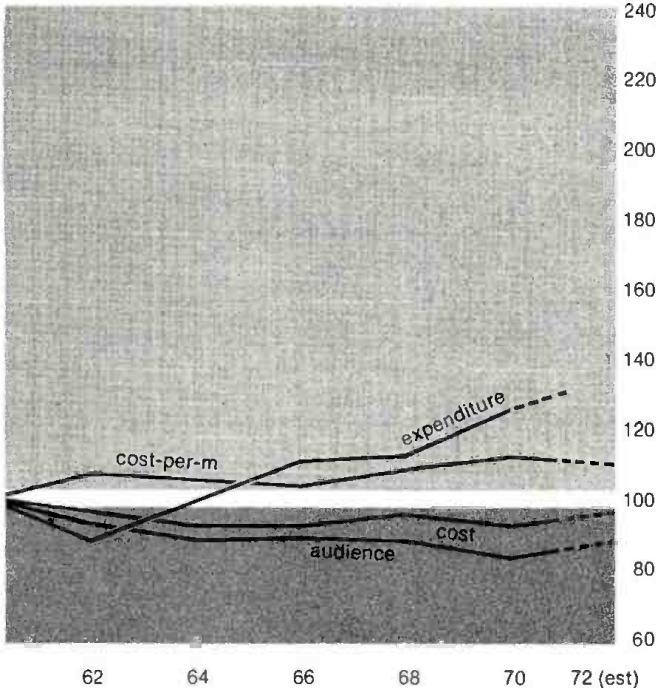
The Airlines of America
The Shortest Distance Between People

Continued from page 18.

The efficiency of media, as measured by cost-per-thousand, will decline in 1972, if Bates turns out to be right. By comparison, 1971 was a buyer's year, with C-P-M down in all broadcast media except spot radio, up in print and outdoor.

The chart below compares estimates of national advertising as compiled for 1970 by McCann-Erickson in Marketing Communications with similar estimates as calculated for 1971 by Ted Bates & Co. The decline was all in television—which lost a quarter-billion dollars of cigarette business in calendar 1971.

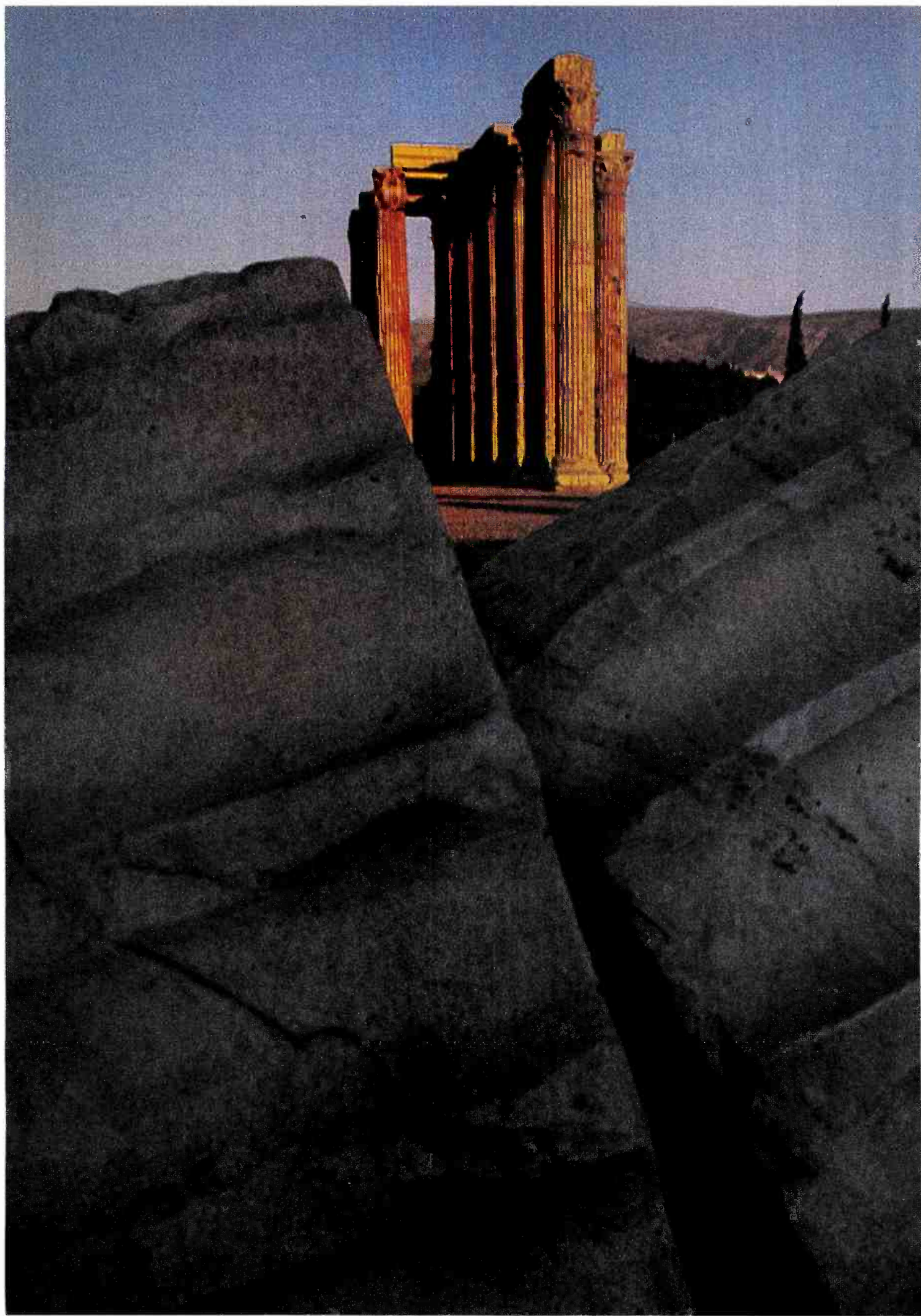
newspaper supplements



Total national advertising

1970 \$5.900 billion		1971 \$5.840 billion	
29%	\$1.715 billion	TV network	27% \$1.600 billion
21%	\$1.255 billion	TV spot	20% \$1.155 billion
1%	\$ 58 million	Radio network	1% \$ 65 million
6%	\$ 355 million	Radio spot	6% \$ 380 million
22%	\$1.321 billion	Magazines	24% \$1.385 billion
18%	\$1.040 billion	Newspapers & supplements	19% \$1.080 billion
3%	\$ 156 million	Outdoor	3% \$ 175 million

outdoor



History has confirmed Pericles' prophecy.

Today, a civilization that landed men on the moon still wonders at the incredible artistic, intellectual and political achievements of the Golden Age of ancient Greece — achievements of the world's first democracy.

The Greeks freed men to think and grow, to seek knowledge and exercise opinion. Dialogue and debate were the order of the day and no public issue was settled until all were heard.

The issues are larger today, the need to know, to understand, to communicate far greater.

Fortunately, there is a medium which fills this need as nothing before it could: television, man's window on the world.

To provide a meaningful picture of that world — to offer viewers the ideas, the information, the entertainment from which to draw a perspective on their times — is the basic commitment of the Corinthian Stations.

“FUTURE AGES WILL WONDER AT US AS THE PRESENT AGE WONDERS AT US NOW.”

Pericles/500-429 BC

The Temple of Zeus in Athens is among the finest existing examples of the Corinthian order. Though it was begun in the late 6th century BC, it was not finally completed until 132 AD, under the Roman emperor Hadrian. The Corinthian capital at the top of each column is distinguished by the gracefully voluted acanthus leaf design, a design so beautiful that it has endured for almost 2,500 years, and graces many of the world's most impressive buildings.



A Member of the
Dun & Bradstreet Group.

THE CORINTHIAN STATIONS

RESPONSIBILITY
IN BROADCASTING

- ① KHOU-TV
Houston
- ① KOTV
Tulsa
- ① KXTV
Sacramento
- ① WANE-TV
Fort Wayne
- ① WISH-TV
Indianapolis

CBS Affiliates

Loser is radio-TV, tobacco men agree

Cigarette sales increased last year despite broadcast-advertising ban

Cigarette-industry officials, looking back on the past year absent broadcast advertising, agreed last week on one thing: Cigarette unit sales had increased in 1971—emphasizing their long-standing contention that broadcasting's role had been to get smokers to try different brands, not to induce nonsmokers to light up.

With advertising, an official of Brown & Williamson Tobacco said, "we seek to persuade a smoker to take a favorable viewpoint toward a particular brand."

Similar sentiment was expressed by tobacco people before the FCC and Congress in 1970. And, though worded differently, this approach was essentially the same in a memorandum six months ago from the Television Bureau of Advertising's research department to TVB staffers. It said in part: "Have you been asked, 'If TV's such a great sales medium, how come cigarette sales keep going up even without television advertising?'"

"When you are asked, you might point out that cigarette brands used television to sell their individual brands, each against the other, and their emphasis was on getting larger shares of the market, each against the other. There was no known effort to increase the total cigarette market.

"That's why TV was so important in new-brand introductions. TV was used to switch the already-smoker, not to create new smokers.

"So when cigarette sales keep going up, it has nothing to do with any advertising on any medium. Incidentally, sales aren't going up as fast as the population of smoking age."

The issue rebounded last week as cigarette-advertising people and their critics were informed of the apparent sales increase in the Dec. 25, 1971, issue of *Business Week*. According to the publication's annual estimate of industry sales and brand rankings, 529-billion cigarettes were sold in 1971, an eight-billion unit or 1.5% increase over 1970 sales. Industry officials said that other estimates placed the rise at an even higher level, closer to 2.5%.

There were differences, however, among tobacco-company spokesmen as to how the approximately \$230 million in cigarette advertising withdrawn from broadcast was allocated last year. At the time of withdrawal, TV accounted for

the bulk of advertising expenditures at tobacco companies. Brown & Williamson said TV represented some 80% of its ad spending, Philip Morris estimated that TV took an approximate 75% of its ad budget. The major cigarette companies do agree that other measured media—magazines, newspapers, newspaper supplements and outdoor—received bigger chunks in 1971. As expressed by a Philip Morris spokesman: The pie was smaller without TV and radio, but slices for other media were larger.

Figures published thus far for 1971 show that in the first nine months, cigarette advertising totaled \$83,981,500 in magazines, a \$44.4-million increase over the total cigarette investment in magazines made the previous year. On that basis, according to industry estimates, magazines may well finish the year some \$61 million ahead of 1970.

Outdoor in the first six months of 1971 increased \$17.5 million, and newspaper supplements were up \$7 million. Comparable figures for newspapers are not available.

But not all of the funds lost to broadcast went into other media. And in this area, a particular sensitive one for the individual cigarette companies, there is hedging and a general reluctance to discuss dollars or even percentages.

Individually, company practices have



Ten years and \$39 million later, LaRoche, McCaffrey & McCall, New York, has changed its name to McCaffrey & McCall—recognizing the two main forces behind the agency's decade of growth. In 1962 C. J. LaRoche was billing some \$11 million under the direction of Chester J. LaRoche. James McCaffrey (l) and David McCall (r), then senior vice presidents at what is now Ogilvy & Mather, bought LaRoche under a five-year agreement and assumed active control. Under their management (Mr. McCaffrey now is chairman and Mr. McCall is president), annual billings of McCaffrey & McCall have broken the \$50-million mark, recording some \$20.8 million in broadcast spending in 1971.

varied. For example, Philip Morris officials say they have not "saved" TV-radio monies, but have spent more for promotion, merchandising and special events while also increasing budgets in other media. R. J. Reynolds Industries, whose spokesmen put its 1971 ad budget cut at about 25% from 1970's, spent "moderately" more for promotional activities, but the company declined to estimate how much, if any, TV-radio monies were "saved." Brown & Williamson Tobacco officials estimated a "10% to 20% decline" in that company's ad budget but with additional monies earmarked for "marketing support."

FCC reaffirms stand in pipeline fairness case

The FCC for a second time has held that NBC has met its fairness-doctrine obligations in connection with the Standard Oil of New Jersey commercials it ran concerning the proposed construction of an Alaskan oil pipeline.

The commission rejected a petition for reconsideration by Friends of the Earth and the Wilderness Society contending that the commission had held that two issues were involved but had ruled on NBC's performance with respect to only one.

The ecology groups asserted that the commission found that the controversy involved the need for developing oil reserves in Alaska and in addition the ecological effects of such a development, and that the commission must determine separately whether NBC had been fair in connection with the first of these "issues."

The commission disagreed. It said "the clear tenor" of its Sept. 23, 1971, order in the case was "that the basic controversial issue involved is the proposed construction of an Alaskan oil pipeline." And there is no indication, it added, that the pipeline opponents "have not been afforded a reasonable opportunity to make all arguments they regarded as significant."

The commission vote was 3-to-1. Commissioner Nicholas Johnson, the lone dissenter, had concurred in part and dissented in part to the original commission action. In dissenting to the commission's denial of reconsideration, he noted that in separate opinion accompanying the Sept. 23 opinion he had also dealt with only one of the issues. "If my own position on Sept. 23 must be interpreted as an acceptance of the majority's definition of the (narrowed) issue," he said, "then I was also in error."

The majority on the reconsideration question was composed of Chairman Dean Burch and Commissioners Robert E. Lee and Robert T. Bartley.

THE BIG VALLEY

Starring **BARBARA STANWYCK**

RICHARD LONG, PETER BRECK, LEE MAJORS, LINDA EVANS

Women are buyers... Big Valley pulls the women

PITTSBURGH

5:00 P.M. Mon. - Fri.

#1 in rating, share, homes,
total women, 18 - 49

Station	Program	ADI Rating	ADI Share	Metro Rating	Metro Share	TV Homes	Total Women	18 to 49
WTAE	Big Valley	17	40	17	40	198	118	81
(A)	Program A	10	23	11	26	119	104	38
(B)	Program B	8	19	9	21	95	80	44

ON THIRD RUN — Beats: David Frost, Money Movie.

BALTIMORE

5:00 P.M. Mon. - Fri.

#1 in rating, share, homes,
total women, 18 - 49

Station	Program	ADI Rating	ADI Share	Metro Rating	Metro Share	TV Homes	Total Women	18 to 49
WMAR	Big Valley	10	29	11	31	96	49	35
(A)	Program A	6	17	6	17	48	25	14
(B)	Program B	6	17	6	17	50	43	21

ON THIRD RUN — Beats: David Frost, Batman, News.

HARTFORD-NEW HAVEN

5:00 P.M. Mon. - Fri.

#1 in rating, share, homes,
total women, 18 - 49

Station	Program	ADI Rating	ADI Share	Metro Rating	Metro Share	TV Homes	Total Women	18 to 49
WTIC	Big Valley	15	35	17	134	97	45	
(A)	Program A	9	21	7	65	33	26	
(B)	Program B	5	12	10	34	8	6	

Beats: Dream of Jeannie, Merv Griffin, Mike Douglas, Lassie, Lost in Space.

GRAND RAPIDS

5:30 P.M. Mon. - Fri.

#1 in rating, share, homes,
total women, 18 - 49

Station	Program	ADI Rating	ADI Share	Metro Rating	Metro Share	TV Homes	Total Women	18 to 49
WKZO	Big Valley	19	45	19	46	89	52	31
(A)	Program A	11	26	14	34	48	40	11
(B)	Program B	5	12	5	12	24	13	8

ON THIRD RUN — Beats: Batman, News, Early Report.

FT. WAYNE

6:30 P.M. Mon. - Fri.

#1 in rating, share, homes,
total women, 18 - 49

Station	Program	ADI Rating	ADI Share	Metro Rating	Metro Share	TV Homes	Total Women	18 to 49
WPTA	Big Valley	20	37	21	40	41	29	20
(A)	Program A	18	33	16	31	36	24	9
(B)	Program B	15	28	15	29	28	21	7

ON THIRD RUN — Beats: NBC News, CBS News.

LANSING

5:00 P.M. Mon. - Fri.

#1 in rating, share, homes,
total women, 18 - 49

Station	Program	ADI Rating	ADI Share	Metro Rating	Metro Share	TV Homes	Total Women	18 to 49
WJIM	Big Valley	22	54	22	56	56	32	19
(A)	Program A	5	12	5	13	13	12	6
(B)	Program B	4	10	4	10	—	—	—

ON SECOND RUN — Beats: Phil Donahue, Daniel Boone.

Ratings shown are from:

ARB TELEVISION MARKET REPORTS OF
NOVEMBER 1971 (ADI & METRO)

Figures are estimates, subject to limitations listed in the reports.



PHONE:

(213) 277-7444

400 SO. BEVERLY DR.

BEVERLY HILLS, CALIF. 90212

Cigarette-type fairness for everything?

FTC wants air cleared for all 'counteradvertising' and prime time opened for free refutation of ads

The Federal Trade Commission last week urged the Federal Communications Commission to enlarge its fairness doctrine to cover product commercials. The FTC wants broadcast access given to counteradvertising that rebuts claims made in spots containing "controversial" messages.

The FTC's position was made known in a statement filed with the FCC Jan. 6 as a comment in the latter's fairness-doctrine inquiry. The FCC's deadline for such comments passed more than a month ago. The FTC said it had been given special dispensation to file now. Presumably the FCC will reopen its transom for comments to be filed in reply to the FTC's belated proposals.

The trade commission made no secret of its motives in asking the FCC to encourage counteradvertising. It said its own work would be simplified if a mechanism existed for broadcast refutation of broadcast advertising. The procedure would act to correct "some of the present failings of advertising which are now beyond the FTC's capacity," the FTC said.

At a special news conference called to announce the FTC's action, Robert Pitofsky, the FTC's director of consumer protection, said the filing of a statement by one federal agency in an inquiry being conducted by another is "unusual" but "appropriate." He said the FTC was concerned with advertising's impact on the marketplace. But he said the enforcement of a broadcast fairness rule must come from the FCC, which has primary authority over broadcasting.

As Mr. Pitofsky explained it, the FTC wants the FCC to establish rules creating "open availability" for paid advertising and paid counteradvertising. Beyond that it wants free access given, in prime time, for the discussion of controversial issues raised by commercial messages. Mr. Pitofsky suggested five minutes a week might be suitable for starters.

In its comments to the FCC, the FTC specified four types of advertising that might be considered susceptible to counteradvertising, although it stressed that licensees must be given "a substantial degree of discretion." The four:

- "Advertising asserting claims of product performance or characteristics that explicitly raise controversial issues of current public importance." Mr. Pitofsky gave as an example the advertising of gasoline or oil that states

or implies that the product will not pollute the environment.

- "Advertising stressing broad recurrent themes, affecting the purchase decision in a manner that implicitly raises controversial issues of current national importance." Cited as examples were food commercials that may be viewed as encouraging poor nutritional habits.

- "Advertising claims that rest upon or rely upon scientific premises which are currently subject to controversy within the scientific community." For example, Mr. Pitofsky said, a drug may be advertised as effective in curing or preventing an ailment. This claim is based on substantial scientific proof. But this proof may be disputed by other members of the scientific community. The difference of opinion should be aired so the public may make its purchasing decision in full knowledge of the difference of opinion.

- "Advertising that is silent about negative aspects of the advertised product." This might apply, Mr. Pitofsky said, to the advertising of small cars, if low cost and economy of operation were emphasized but safety comparisons with larger cars omitted.

In its statement, the FTC said it was acting as a pro-consumer force by proposing access for counteradvertising on the air.

Broadcast advertising, the FTC said, plays a "predominant" role in the mar-

keting process. And broadcast advertising is, in turn, dominated by relatively few advertisers, the trade commission asserted. In 1970, the agency said, fewer than 100 firms accounted for 75% of all broadcast advertising. Ten of them alone were responsible for more than 22% of the total. In television, the 10 biggest advertisers accounted for nearly 25% of all expenditures.

The FTC said that more than half of all TV advertising expenditures came from five product categories: food, toiletries, automobiles, drugs, and soaps and detergents.

"Significantly," the FTC said, "Sales presentations for these products often raise issues, directly or implicitly, that relate to some of the nation's most serious social problems—drug abuse, pollution, nutrition and highway safety."

At another point, the FTC commented: "Advertising today is largely a one-way street. Its usual technique is to provide only one carefully selected and presented aspect out of a multitude of relevant product characteristics. Advertising may well be the only important form of public discussion where there presently exists no concomitant public debate. At times, this may produce deception and distortion where the self-interest of sellers in disclosure does not coincide with the consumer's interest in information."

In discussing its proposal, the FTC stated that it is not essential that counteradvertising be presented in conventional commercial lengths of 30 or 60 seconds. "For instance," it said, "licensees might make available on a regular basis five-minute blocks of prime time for counteradvertisements directed at broad general issues raised by all advertising involving certain products as a way of fulfilling this aspect of their public-service responsibilities."

Mr. Pitofsky said at the news briefing that he did not think this approach would drive advertising off the air. He said it was not an antibusiness move.

Asked who would establish the validity of the counteradvertising, Mr. Pitofsky commented that perhaps the FTC might have to monitor the counteradvertisements to make sure they did not involve false or deceptive statements. He added, however, that this could become ticklish, since there might be a First Amendment problem involved.

He declined to agree that the pro-



Mr. Pitofsky

JACK BARRY'S JUVENILE JURY

A JACK BARRY-FOUR STAR PRODUCTION

THE PERFECT FAMILY PROGRAM!

PHILADELPHIA

7:30 P.M. Friday

#1 in rating, share, homes,
total women, 18-49

Station	Program	ADI Rating	ADI Share	Metro Rating	Metro Share	TV Homes	Total Women	18 to 49
WPVI	Juv. Jury	18	36	21	41	406	301	167
(A)	Program A	14	28	14	27	313	236	113
(B)	Program B	5	10	6	12	109	76	26

Beats: Circus, Hogan's Heroes, Daniel Boone, Get Smart, Norman Corwin.

CLEVELAND

7:30 P.M. Wednesday

#1 in rating, share, homes,
total women, 18-49

Station	Program	ADI Rating	ADI Share	Metro Rating	Metro Share	TV Homes	Total Women	18 to 49
WJW	Juv. Jury	19	33	20	33	254	197	81
(A)	Program A	13	22	17	28	168	117	53
(B)	Program B	12	21	11	18	154	56	39

Beats: Primus, Hogan's Heroes, I Spy, Get Smart, Quarterback Classic.

SEATTLE

7:00 P.M. Saturday

#1 in rating, share, homes,
total women, 18-49

Station	Program	ADI Rating	ADI Share	Metro Rating	Metro Share	TV Homes	Total Women	18 to 49
KING	Juv. Jury	16	34	15	33	114	81	55
(A)	Program A	12	26	12	27	90	71	39
(B)	Program B	9	19	9	20	70	53	6

Beats: It Takes a Thief, Viewpoint, Restless Gun.

HARTFORD-NEW HAVEN

7:30 P.M. Friday

#1 in rating, share, homes,
total women, 18-49

Station	Program	ADI Rating	ADI Share	Metro Rating	TV Homes	Total Women	18 to 49
WTNH	Juv. Jury	18	35	16	130	93	50
(A)	Program A	8	15	13	56	41	19
(B)	Program B	6	12	10	40	14	10

Beats: Circus, Hogan's Heroes, Movie Game, Hlywd. Squares, Game of Week, Twilight Zone, What's Happening.

CINCINNATI

7:30 P.M. Friday

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

Station	Program	ADI Rating	ADI Share	Metro Rating	Metro Share	Total Women	18 to 49
WLWT	Juv. Jury	14	25	15	25	74	41
(A)	Program A	19	34	19	32	90	59
(B)	Program B	12	21	15	25	68	26

Tied Dr. in House for #1 on 3rd Week; Increased Dream of Jeannie lead-in by 14%; Beats: What's My Line, Dragnet.

Ratings shown are from:

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posals should also apply to newspapers and magazines.

The FCC's fairness inquiry was initiated last June and followed FCC Chairman Dean Burch's characterization of the policy as a mess.

It contains four parts: the fairness doctrine generally, access to the broadcast media as a result of the carriage of product commercials, access generally to the broadcast media for the discussion of public issues, and the application of the fairness doctrine to political broadcasts.

The whole fairness issue was given a new urgency last August when a U.S. appeals court in Washington held that broadcasters may not impose a ban on the sale of time for the discussion of controversial issues. The court decision came on an appeal by Business Executives for Vietnam Peace and the Democratic National Committee, which claimed stations refused to sell them time to discuss "controversial" issues. This was followed within weeks by a second appeals-court decision holding that the fairness doctrine applied to a product commercial. This involved an organization, Friends of the Earth, that unsuccessfully sought time to counter advertising for high-powered automobiles and leaded gasolines which Friends of the Earth asserted cause pollution. The broadcasters' refusal to sell time was upheld by the FCC.

(The BEM-DNC case was taken last week to the Supreme Court [see page 37]).

The FOE controversy is related to the 1969 decision by the FCC that cigarette advertising was a controversial issue and required broadcasters to carry anti-smoking messages. Then and afterward the FCC repeatedly asserted that cigarettes were a unique case.

Agency Appointments

■ Ponderosa System Inc., Dayton, Ohio-based operator of Ponderosa Steak Houses, has named Doyle Dane Bernbach, New York, to handle its \$2-million account. Ponderosa spends about 80% (\$1.6 million) in spot TV and radio. Former agency, Willis/Case/Harwood, Dayton, will continue to handle Scotty's Hamburgers, a Ponderosa subsidiary, and special tasks.

■ The Toro Co., Minneapolis-based manufacturer of lawn and garden-care equipment, has chosen Ogilvy & Mather, New York, to handle its account, effective April 1. Although future advertising plans have not been finalized, Toro has been a television and print advertiser in the past, billing some \$2 million in 1970. Former agency was Campbell-Mithun, Minneapolis.

Non-Rx drugs in FDA spotlight

Proprietary Association approves plan as FDA launches three-year probe

A considerable amount of the more than \$300 million in over-the-counter drug advertising on TV and radio may be riding on the latest move by the Food and Drug Administration, which is initiating a three-year study of the safety and effectiveness of more than 100,000 nonprescription drugs.

Dr. Charles C. Edwards, FDA commissioner, announced last week that panels of scientists would be asked to review the drugs class by class, with the first being antacids, with a report due by July. This investigation will be followed by a study of 25 other classes of over-the-counter drugs, ranging from laxatives to sunburn products. Among the most important, according to other FDA officials, are cold preparations, pain killers and "mood" drugs (sedatives, stimulants and sleep aids).

As each study is completed, it was explained, makers of the drugs in that class will be given an opportunity to review the findings and file comments, after which a final report will be issued. This will be binding. Drug makers will then have the opportunity to manufacture their product in conformity to the criteria, submit evidence that their formulation is different and effective, or withdraw the product from the market.

Dr. John H. Moxley III, dean of the University of Maryland school of medicine, was named as liaison between the panels and the national drug advisory committee. Dr. Moxley announced that the chairman of the panel studying antacids would be Dr. Franz Ingelfiner, editor of the *New England Journal of Medicine*, who is a gastrointestinal specialist.

In 1966, the National Academy of Sciences studied the effectiveness of roughly 3,000 prescription drugs, finding a substantial number ineffective. Many of these have already been removed from the marketplace. In 1968, the FDA instituted a study of the safety of non-prescription drugs. About 400 were also studied to determine effectiveness, with only about 100 found to be capable of accomplishing the promised help. FDA has moved to remove these from drug counters through litigation, filing four or five suits a year, but this has proved to be inadequate, according to FDA's general counsel, Peter H. Hutt.

The FDA study has been approved by the Proprietary Association, whose 87 members account for 90% of all

nonprescription drug sales. Its only fear, an association spokesman said, is that membership on the panels will consist of medical doctors whose bias is more toward prescription drugs.

Retail sales of over-the-counter drugs are estimated at \$2.7 billion a year. Advertising of these drugs plus other health aids is estimated at \$382 million annually.

TV expenditures in the drug category are put at \$210.9 million for the first nine months of 1971, with \$142.7-million in network and \$68.15 million in spot. For the full year of 1970, drug advertising on TV was \$297.9 million, with \$211.5 million in network and \$86.4-million in spot. This does not include some products in the Television Bureau of Advertising's toiletries category that the FDA might classify as drugs.

In radio the Radio Advertising Bureau estimates that almost \$20 million was spent in 1971.

Suit gives Bayer a headache of sorts

Its claim to superiority prompts \$1.5-million case against parties involved

A \$1.5-million class-action suit was filed last week in U.S. District Court in Detroit charging Sterling Drug with conspiring to deceive the public in claiming its aspirin (Bayer) is superior to other brands. The suit, filed Jan. 3, named as defendants, in addition to Sterling Drug, the American Medical Association, ABC and its wxyz-tv Detroit and Sterling's agency, which the suit does not identify. (Sterling Drug's agency for Bayer is Dancer-Fitzgerald-Sample, New York.)

According to the court files, the suit was brought on behalf of all aspirin users by Ann Arbor, Mich., attorney John M. Toomey, on behalf of his wife, Margaret Toomey, and others. AMA was charged with publishing false claims that Bayer aspirin is superior to other, less expensive brands of aspirin, while Sterling, its agency, wxyz-tv and ABC were accused of publicizing the AMA claims, "knowing them to be untrue."

AMA in Chicago said its lawyers had yet to see the complaint, but did note that it had protested to Sterling Drug against the use of its name in the ads,

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- **first to report the increased audience for independent stations during prime time**
- **first to report Computer Cinema and Tele/Theater hotel pay-TV launchings**
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- **first to report closed circuiting of NCAA football**

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Name _____ (please print) Title _____

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and to ABC, objecting to the use of AMA's name in telecasting the commercials.

AMA's spokesman said that the only statement made by the association regarding the use of aspirin is that "aspirin is the drug of choice when a mild analgesic (pain-reducer) or an anti-pyretic (fever-reducer) is indicated."

According to the commercial audio as authorized for release by Sterling Drug through DFS, entertainer Ozzie Nelsen speaks about "a new study [which] shows that one aspirin is superior." He continues to discuss Bayer testing its product as against other brands, and then says (while holding up a booklet): "I also read about the latest report written by the American Medical Association Council on Drugs. This report prefers straight aspirin to other nonprescription pain relievers. And for those of us who are confused about the subject of strength, the report says there is no conclusive evidence that combining ingredients with straight aspirin leads to stronger relief."

Sterling had no comment on the suit, other than to attest to its Bayer advertising as "truthful and based on medical and scientific fact." ABC had no comment.

Sterling for all Bayer aspirin products spent more than \$10 million in television (network and spot) during the first six months of 1971.

Expanded BRI study contingent on support

Brand Rating Index, New York, has dropped its annual marketing and media study, and is proposing that a larger, more comprehensive report replace it.

BRI, a subsidiary of Arcata National Corp., Menlo Park, Calif., has published the reports since 1962. The study for 1971, which was released last November, will be BRI's final report.

Norton Garfinkle, BRI president, said he has sent letters to his more than 100 clients asking support for the new endeavor. So far, he said, he has received the go ahead from half of the top-20 agencies, but added that a final decision would depend on the tally in six months.

RepAppointments

■ KLTv(TV) Tyler and KTRE-TV Lufkin, both Texas: HR Television Inc., New York.

■ WELI(AM) New Haven, Conn.: Blair Radio, New York.

■ WCER-AM-FM Charlotte, Mich.: New England Spot Sales, Boston.

Cutback in commercials for young

Code board votes new limits on ad positions and time, ban on hard-sell by performers

A new time standard applying to commercials in children's TV programming was recommended by the Television Code Review Board of the National Association of Broadcasters last week.

The committee, meeting in special session in Washington on Jan. 6, voted to adopt a new time category that would apply to children's programming broadcast from 7 a.m. to 2 p.m. on Saturdays and Sundays. Only one vote was cast against the move. This was by William H. Tankersley, CBS, who had presented an alternative recommendation to the one initiated by ABC last month (BROADCASTING, Dec. 13).

The TV Code Review Board also unanimously adopted another provision that would forbid the hosts of children's programs, or the principal cartoon characters in those shows, from delivering "hard-sell" commercials.

The recommendations must be approved by the TV board at the NAB board meeting in Florida next week.

The proposed reduction in commercial time and interruptions would cut from 16 minutes to 11 minutes the amount of time devoted to nonprogram material during any given hour. It would also reduce by half the number of interruptions to not more than two within any 30-minute program and not more than four in any hour-long program. If approved by the TV board, the new code provisions would become effective Jan. 1, 1973.

In the original ABC proposal, announced by James E. Duffy, ABC-TV president, at the network's affiliates meeting last month, the new provisions would have applied initially only to new programs. ABC, however, revised its proposal to make it applicable to all such programs, effective at the beginning of the next year.

The CBS counterproposal would have reduced the time standards for all children's programs, not just the Saturday-Sunday shows, from 16 minutes to 12 minutes. This was voted down by board members.

The board's action on children's program hosts was a reminder of testimony by Dr. Earle Barcus of Boston University at the Federal Trade Commission advertising hearings last October and November. Dr. Barcus reported that a study of the *Romper Room* program in the Boston area showed that its "teacher" spent a considerable amount of time selling commercial products.

The TV Code Review Board tentatively accepted a report by a special sub-

committee studying premium offers in advertising on children's programs. This aims to impose restrictions on this type of advertising. This limitation is also expected to be submitted to the TV board at next week's meeting.

The review committee also heard a status report on a special study of advertising content in children's programming, being conducted by the Code Authority staff under the direction of outside consultant.

Code board members who attended the special Washington meeting: Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairman; Charles A. Batson, Cosmos Broadcasting Corp., Columbia, S.C.; Max Bice, KTNV-TV Tacoma, Wash.; Morton S. Cohn, WLOS-TV Asheville, N.C.; Roger D. Rice, KTVU(TV) San Francisco-Oakland, Calif.; Alfred R. Schneider, ABC; Herminio Traviesas, NBC, and Mr. Tankersley. Thad H. Sandstrom, WIBW-TV Topeka, Kan., was absent.

Congress end-runs paid Army ads

The U.S. Army is working on a \$22-million budget for recruitment advertising in the fiscal year ending June 30, but there is no allocation for the purchase of TV or radio time. In fact, Congress has forbidden this.

The Army's fiscal 1972 appropriation was passed by Congress late last month, following a conference report that disallowed an Army request for \$9 million for paid TV advertising and specified that no funds are to be used for paid television and radio advertising. No explanation was given, but unofficially it is understood that this was done on the assumption that the Army, like the other military services, receives free time for public-service announcements on TV and radio.

Actually, the conferees put back \$4.5 million of the \$9 million but added it to general recruiting activities.

Last year, the Army received permission for the first time to spend \$10.6 million on a special Army prime-time TV recruitment campaign that bought prime-time TV. The 13-week program resulted in no significant over-all increase in Army enlistments, but did produce a marked rise in enlistments for the combat arms (BROADCASTING, July 19, 1971).

Internally, the Army test resulted in objections from the Air Force and Navy which did not have permission to buy TV and radio time.

TRB

PRIME-TIME

If you want to know how good the new TK-44-B is, get a flashlight.

The new RCA TK-44-B can get full video level at only five footcandles. That's a pretty weak flashlight.



We designed our camera this way for some very good reasons.

One reason is the trend to more, and more profitable, off air production by TV stations.

Advertisers and agencies are looking to the local broadcaster. And that can make a versatile camera a good investment.

Another reason is the trend to more natural lighting situations.

The key to it all is working in low light. Scenes can be made much more natural with a camera that can shoot at monochrome light levels or less without objectionable smear and noise.

It takes you away from that "obviously done in a studio" look that many clients object to.

Also, low light levels are easier to control, easier to air condition around, and cheaper to work with. They save you money.

When you feed us information on trends like this, we try to respond with products that will help you. That makes sense, both for you, and for us.

So, this trend was a major factor in building our new color camera, the TK-44-B. It has the best signal/noise ratio ever.

We've built in other features, too. Like Bias Light to minimize lag in low light. And RGB Coring to reduce

high frequency noise so you can get superior pictures at only five footcandles.

Scene Contrast Compression helps, too. It stretches blacks without color shift, so you get detail in shadow like never before.

On top of all that, our customers tell us it's the easiest to set up and most stable camera they've ever worked with.

We're in business to help you get your job done more easily, and with more profits. And that's what our new TK-44-B is designed to do. Even with a flashlight.

INCIDENT LIGHT

FOOTCANDLES

250
125
65
30
15

S/N
db

48
42
36

x
x'
x''

APERTURE

f/2.
f/2.8
f/4.
f/5.6
f/8.

Guide to Chart

Sensitivity and S/N for TK-44-B is specified as follows:

When the camera is viewing a 60% reflectance Munsell under 125 footcandles incident light of 3200K and the iris aperture is f/4, output from the chain shall be 0.7V white and S/N ratio not less than 48dB, using an applied gamma correction of 0.5, no aperture correction, no RGB coring, chroma off, a typical set of PbO tubes and a bandwidth of 4.2 MHz.

Under normal conditions, just swing the line on the X axis. If video gain is increased so that 65 footcandles gives full level at f/4, then S/N will drop to 42dB.

It is quite apparent that the TK-44-B can operate satisfactorily at light levels normally associated with monochrome operation.

"Now that we've got it, there's no going back." That's how they feel about "The Cart."

The first TCR-100 video cartridge systems went to WBAY-TV, Green Bay, Wisc.; WWL-TV, New Orleans, La.; WBRE-TV, Wilkes Barre, Pa.; KSLA-TV, Shreveport, La.; WAFB-TV, Baton Rouge, La.; KSTP-TV, Minneapolis, Minn.; WBAL-TV, Balt., Md.; and WUTV, Buffalo, N.Y.

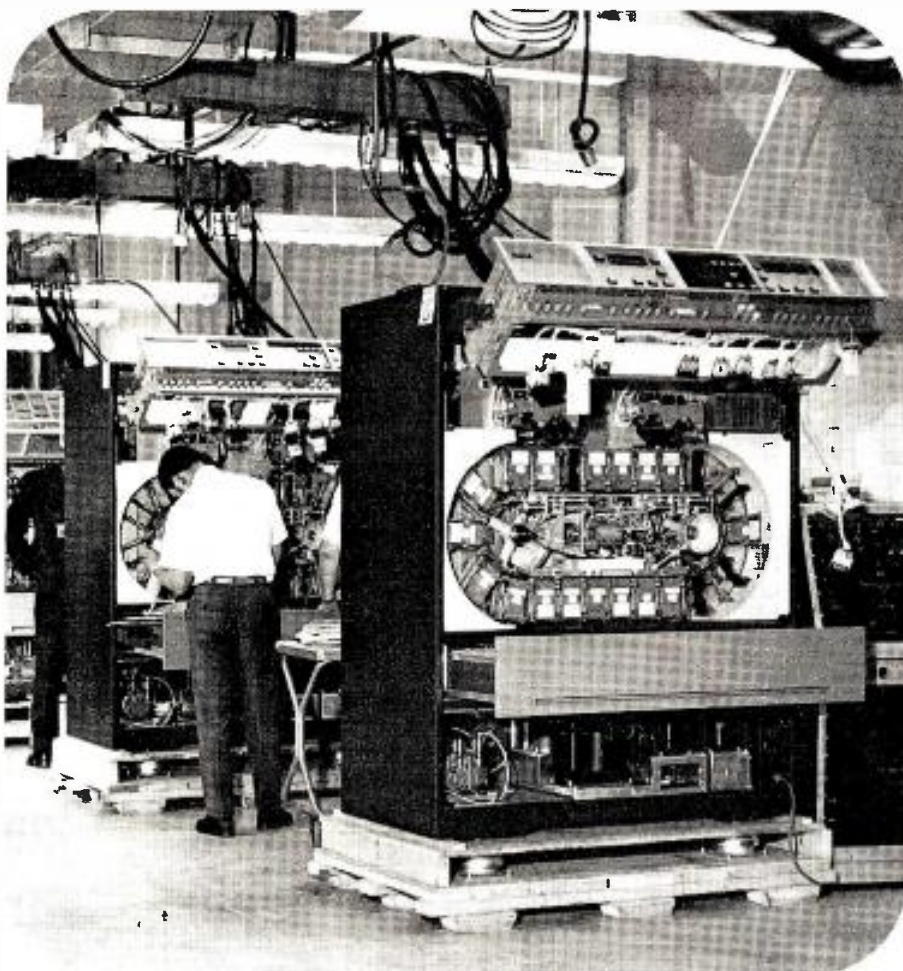
Here's what some of the station officials say about it.

Chief Engineer Gary Cooper of WUTV, the independent UHF station in Buffalo, N.Y. says, "It has eliminated mass confusion in our production room, cut 'make-goods' tremendously, eliminated black intervals, and given us a beautiful looking product. And we have freed a man for other duties."

In Louisiana, when 18 candidates entered the Democratic Primary for Governor, the flood of political announcements was enormous. Don Allen, Vice President, Engineering and Operations, of WAFB-TV in Baton Rouge said it would have been impossible to handle the campaign with previous equipment. He also said, "Now that we've had the TCR-100 for a while, we would not want to be without it. There were certain technical problems, in 'the Cart' machine upon installation, but now, after a reasonable shakedown period, it's doing very well."

At KSLA-TV in Shreveport, La., General Manager Winston Linam feels that being able to handle an initial surge of new business has gone a long way toward paying for the TCR-100. With the trend to clustering of short commercials units, he sees "the Cart" as tomorrow's answer. KSLA was able to go from 2 to 4 spots per break, with better quality, fewer errors, and better switching speed. Says Mr. Linam, "Now that we've got it, there's no going back."

RCA's Camden plant is working on a backlog of orders for the cartridge system and the second phase of production has been stepped up to meet customer demand.



Workers on the line at RCA Camden have stepped up the second phase of production, so more stations can use the TCR-100 Video Tape Cartridge Recorder to get good looking, efficient station breaks.

Earth Resources Satellite gets new RCA Video Recorder.

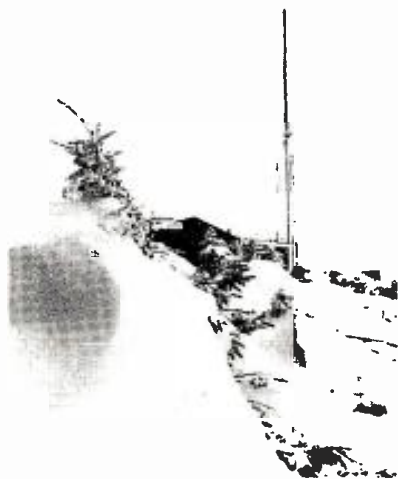
Video recorders have been delivered by RCA's Government Communications Systems, Camden, N. J., for a new NASA satellite which will test the feasibility of acquiring information on crops, water supplies, mineral sources and other natural resources from outer space.

The recorders, which use a 2-inch video tape, are designed to store information picked up by the satellite when out of range of ground stations. They are expected to have a life in space of 1,000 hours—about three times that possible with systems that

exist today.

The system will store information from return beam vidicon cameras (also built by RCA) through a range of DC to four megacycles as well as 15 megabit/sec digital data from a multi-spectral scanner. Integrated circuits and other advanced technical features will be employed in the recorder to produce high capability in a compact design. Where previous recorders required at least four regulated power supplies, the RCA system will work off a single 24-volt DC source.

Answers to four big questions about remote control transmitters.



Q. Should I go to remote transmitter operation?

A. Obviously there is no universal answer to this one. It depends on many factors, among which are:
...preference and operating procedure of the individual station
...how distant (and accessible) is the transmitter site
...age and reliability of the present transmitter
...demands on technical personnel.

Q. How far should I go in remote control?

A. The range of requirements for remote control of transmitters runs the gamut from basic metering and con-

trol to complex systems with capability for diagnostic measurements and identification of component and circuit failures. Since economics usually dictate the extent of the remote control operation, most broadcasters presently prefer a basic system which provides the operating controls and meter readings to meet FCC requirements. Remote operation of television transmitters also requires a complement of remote monitoring equipment, including an off-air visual demodulator and aural modulation monitor, waveform monitor and vectorscope. Vertical interval test signal generating equipment (VITS) must be installed at the transmitter for monitoring its performance at the remote control point. Many stations add automatic logging equipment to relieve operating personnel of some of the routine manual tasks involved in remote operation.

Q. Do we need a new transmitter to go to remote control—or can our present transmitter be adapted?

A. All RCA current model VHF and klystron UHF transmitters include the capability to be remote controlled. Generally, the age, reliability, maintenance cost and life expectancy of the present transmitter would determine whether it would be advantageous to make a further investment in remote control equipment and necessary modifications.

In planning for remote operation, a new transmitting system should be carefully considered. The new generation of parallel TV transmitters are designed for remote operation. With the parallel system, only once-a-week inspection is required at the transmitter site, with resultant savings in operating costs. Furthermore, since technology has progressed considerably in recent years, today's transmitter specifications are far superior—in terms of reliability and performance. New RCA transmitters, for example, show a 2:1 improvement in virtually every critical performance spec. This, plus the extra margin of safety afforded by parallel operation would make it desirable and economical in most cases to invest in a new parallel transmitting system when considering remote control.

Q. What would I save by going to remote control?

A. Better utilization of personnel is the obvious saving from remote operation. With a parallel transmitting system, only a once-a-week inspection and calibration visit is required at the transmitter site by FCC rules. New solid state transmitters now available offer greater reliability, reduced operating costs and easier maintenance, resulting in additional economies.

Unique switcher and chroma key help WBAP-TV, Ft. Worth, win news award.

WBAP-TV Fort Worth/Dallas credits its RCA TS-51 "super switcher" with helping it win a recent news award from the Texas Associated Press Broadcasters Assn. The judges wrote, "The program was extremely well produced with good use of visual material, particularly the chroma key."

The switcher operates with 26 inputs, excluding reentry, black and downstream inputs. And almost all of them are used daily. There are 3

color cameras and 2 black-and-white cameras in the studio, and 4 of the 6 color cameras in WBAP's mobile color unit are also wired to the switcher.

The TS-51 also has 3 chroma keyers, 3 TA60/TE60 mix effects amplifiers and effects pattern selectors of 6 mix rows and 2 key rows.

Working with the switchers is RCA's Com Sync, a sync distribution studio system which permits grouping of signal sources, in complete

isolation from all other station operations.

Rupert Bogan, Director of Engineering at WBAP, installed the switcher because, "We needed to increase our switching capabilities. The news comes on 5 times a day, and many times a newscast needs 11 signal sources. On our old switcher, that left only 3 inputs that weren't tied up in a simple news program."

RCA PRIME TIME

New approaches to product planning, service, and information created to fill your needs faster.

Recent changes in our marketing organization should bring you noticeable improvements in three areas: equipment, service, and information.



by Neil R. Vander Dussen
Division Vice President
Broadcast Systems
Communications System Division

New approach to product planning leading to equipment advances. Product planning is now set up to keep in closer touch with operating realities at your stations. We want to know your needs better, so we can fulfill them better. It'll be good for both of us.

Currently, we see a need for operating economies and increased versatility without sacrificing quality. So we're stressing cost-effective performance features. Two aspects are getting special attention—simplicity of operation and maintenance, and future compatibility with automation techniques.

Call **TECH-ALERT** for technical service. Now when you need emergency help on technical service, warranty questions, installation scheduling, or general product assistance, call **TECH-ALERT**, 609-963-8000. Ask for extension PC-3434. Specialists are there to give you the answers you need.

For off-hours, a machine will record your message for fast action the following morning, and give you a further number to call if you prefer not to wait.

We want to be there when you need us.

Getting you the information you need. As well as supplying you with bound catalogues unique in the industry, we're refining our catalogue sheets to reflect applications benefits more clearly.

Broadcast News will keep bringing you detailed information.

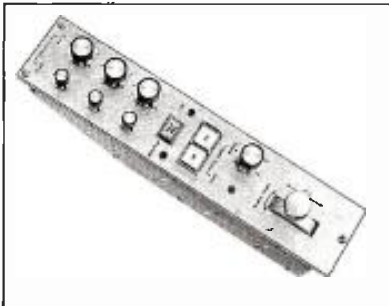
And, with this issue begins a new service, **RCA Prime Time**, designed to bring you a digest of news every month, that's slanted to your needs. I hope you enjoy it.

New approaches to product planning, **TECH-ALERT**, new channels of information—these are examples of the ways we try to make your job easier.

After all, that's RCA's business.

Products in the news.

Joystick control for RCA TK-44-A color spread lets one man operate iris and black-level on as many as six cameras at once. Six joystick units mount in a single console housing containing all controls necessary for operation during production.



TG-70 Chroma-Key Generator gives you a color-derived keying signal for use with Special Effects equipment. It accepts red, green and blue signals from a color camera, selects the desired signal and generates a signal which is used to "key out" that color-oriented portion of the picture.



Compact 1 kW AM Transmitter. The BTA-1S is a new design 1 kW AM transmitter featuring excellent sound and dependable performance. Partially transistorized, it combines the advantages of tubes and solid state devices to achieve greater reliability and stability with simple circuitry. Exciter and buffer stages are solid state, while the high-level stages employ modern, easy-to-service tetrodes that need no neutralization. Fully broadbanded, the BTA-1S requires only a single tuning control. Heavy-duty modulator components permit the transmitter to handle high modulation levels (115 to 120 percent) reliably, with low distortion.

Slim and trim (26" wide, 30"

deep), the BTA-1S fits almost anywhere. Remote control provisions permit unattended transmitter operation. And, where power reduction at night is required, a Power Cutback option can be added, reducing power to either 500 or 250 Watts at the press of a button.



RCA PRIME TIME

BEM decision goes before high court

Government appeals ruling that time must be sold for controversial issues

The question of whether broadcasters can be required to sell time to individuals and groups for the discussion of controversial issues of public importance has been placed before the Supreme Court.

It was taken there last week by the government, in asking the high court to review a ruling of the U.S. Court of Appeals in Washington that a "flat ban [by licensees] on paid public-issue announcements is in violation of the First Amendment, at least when other sorts of paid announcements are accepted" (BROADCASTING, Aug. 9, 1971).

The government at the same time asked the high court to stay the lower court's order pending disposition of the petition for review. The government said that until the legal obligations of broadcasters and the FCC are clarified, "there will be great uncertainty" as to licensees' duty in connection with requests to purchase time for the discussion of controversial issues.

The government noted that the commission is conducting a broad-ranging inquiry into fairness-doctrine questions, including the question of access. Last week, the commission postponed receipt of comments on the access issue pending disposition of the Supreme Court appeal.

The petition for review involves two cases in which the commission was reversed by the appeals court in a 2-to-1 decision. In one, the Business Executives' Move for Vietnam Peace had complained of the refusal of WTOP(AM) Washington to sell time for spot announcements concerning the war. In the other, the Democratic National Committee had requested a declaratory ruling that broadcasters may not, as a general policy, refuse to sell time to responsible entities, such as the DNC, for comment on public issues.

The commission had held that, in view of the fairness-doctrine requirement that broadcasters inform the public on controversial issues of public importance, licensees need not also sell time to individuals and groups wishing to express their particular views.

The government's petition for review, which was signed by Solicitor General Erwin N. Griswold and FCC General Counsel (now Commission) Richard E. Wiley, said the lower court's decision "substantially encroaches" on the responsibility Congress has given the commission for "accommodating the pub-

lic's interest in maintaining freedom of speech with the inherent physical limitations on access to the airways. . . . It in effect transfers the making of the basic policy judgment from the commission to the courts. . . ."

The lower court held that the right of access is not unlimited and that the commission should adopt guidelines governing broadcasters' acceptance of editorial advertisements. But the government petition said that "the First Amendment is not necessarily served by making a government agency the arbiter of who shall speak and who shall not."

In a related development last week, the commission asked the appeals court to remand a case in which the Communications Workers of America, AFL-CIO, is appealing a commission decision involving the same issues raised in the BEM-DNC case.

The commission last week told the appeals court the CWA case should be decided in light of the Supreme Court's disposition of the government's petition for review.

FCC seeks opinions in remanded Chevron case

The FCC has asked the parties in the fairness-doctrine controversy involving broadcast commercials for Chevron F-310 gasoline for aid in dealing with the issues raised in the proceeding.

The commission, which acted last week after the case was remanded by the U.S. Court of Appeals in Washington, asked the parties to comment on the fairness issue, on the question of deceptive advertising and on possible interim relief.

The case involves a complaint filed in September 1970 by Alan F. Neckritz and Lawrence B. Ordower, who were University of California Law School students at the time, against two Los Angeles and three San Francisco television stations.

The commission rejected their request that the stations be required either to stop carrying the ads or to alert the public to their alleged "deceptive nature." The commission said the fairness doctrine did not apply to the commercials.

The complainants then petitioned for reconsideration but asked the appeals court to grant interim relief in the form of an order directing the stations to present contrasting views on the issues said to have been raised by the ads. The ads promote the gasoline as a partial solution to the air-pollution problem.

The commission asked that the case be remanded after the court, in a similar case, ruled that commercials promoting automobiles and leaded gasoline raised fairness-doctrine issues.

Everyone's a boss at The Katz Agency

New trust established transferring ownership to all full-time employees

In 1888, Emanuel Katz formed the Katz Agency Inc. as a national advertising representative for newspapers, and for 83 years, as the company expanded to broadcast in 1935, ownership and control of the enterprise were held tightly by members of the Katz family.

In the waning days of 1971, the Katz dynastic grip on the company, now regarded as among the top television-radio station representatives, loosened considerably.

Eugene Katz, board chairman and grandson of the founder, confirmed last Thursday (Jan. 6) that arrangements were completed on Dec. 29, 1971, transferring ownership of the Katz Agency to all of its full-time employees, including himself.

Mr. Katz explained the financial mechanism for the employee acquisition. He said that since 1953 Katz has had a profit-sharing trust, under which approximately 30% of the company's pre-tax profits each year was invested in the stock market.

"The assets of the profit-sharing trust were converted into cash and were transferred to a new, qualified, tax-exempt trust called Employee Stock Ownership Plan (ESOP). ESOP will have the same vesting rules, the same trustee and the same steering committee as the old profit-sharing plan," Mr. Katz said.

He noted that as a preliminary move toward effecting employee ownership, the Katz family bought out a small interest in the firm held by a few key employees, so that the family held 100% of the stock.

The family stock, he continued, was exchanged for new issues of preferred and common stock equal in value to the old stock.

He stressed that the preferred represents 90% of the value of the company, will pay a 6% dividend and will have no voting power. The common shares, representing 10% of the worth of the company, will have a "very low" value but will have voting power, according to Mr. Katz.

He said the new employment stock ownership plan, with funds taken directly from profit-sharing and with those contributed directly to ESOP out of future profits will buy from the Katz family, over a period of years, 77.6% of the preferred and 49% of the common shares.

He elaborated that 41% of the fam-



Delta is an air line run by professionals. Like Dana Jones, 747 captain.

Captain Jones flew B-24s in the Air Force. His first airline Captaincy was a DC-3. He has been in command of every aircraft in the Delta fleet. When Delta put the first DC-8s in service he was at the controls.

Now, after 26 years and 23,000 hours in the air, he's piloting the world's biggest passenger jet. When you're flying, it's nice to know there's a Dana Jones up front!

Delta is ready when you are.



ily's common stock was sold directly to individual employees in key positions, while he retained 10% of the common and 10% of the preferred shares. (The remaining 12.4% of preferred stock accommodates retired employees.)

Mr. Katz, who is 64, said that he continues in his present role as chairman and as the company's largest shareholder.

"What this amounts to is that vested employees will own company stock instead of owning a portfolio of varied stocks," he said.

The Katz Agency has 360 employees located in 11 offices. All employees are eligible for ESOP and earn 50% vested interest after five years and 10% additional interest each year until 100% is achieved.

Mr. Katz said the company worked on the question of redistributing shares to employees for more than a year, with Tod Moore, Katz president, and Samuel T. Jones, Katz treasurer, assisting him in the transaction.

CBS ad coding ban trips defensive furor

CBS's announcement last month that it will no longer carry film commercials coded for monitoring purposes (BROADCASTING, Dec. 20, 1971) has prompted quick and severe opposition in pleadings before the FCC.

The most noteworthy correspondence was a filing by International Digisonics Corp., developer and sole entrepreneur of the visual encoding system authorized by the commission. But the commission also received a number of letters from advertisers, urging it to lessen the technical restrictions CBS claimed as the reason for its abandonment of visually-coded commercials.

IDC asked that the commission waive its existing rules to permit a one-second, non-degradation standard. It asked the commission to permit continuance of encoding signals in the vertical interval area of the television picture despite the fact that they do not meet the present standards.

And, in what was apparently a direct reaction to CBS's move, IDC further asked the commission to declare that the failure of a broadcaster to carry identified commercials would be contrary to the public interest and would affect his license renewal.

In a letter to CBS, IDC complained that the network's action constituted a "severe and irreparable injury" to the company and would have "an extremely harsh and injurious effect" on national advertisers.

The commission last week received 10 letters from various advertisers decrying the CBS action and asking the

commission to "eliminate the alleged need for this embargo." The wording of each letter, though different to some extent, was conspicuously uniform and repetitive in many cases. Most claimed that the CBS decision "will disrupt schedules and be costly." There was also general fear expressed of a need to either "reconvert" all existing commercials or avoid use of CBS, in light of the network's action.

The companies contacting the commission were: Ryder Truck Rental, Pepsi-Cola Co., Menley and James Laboratories, Olympia Brewing Co., Ford Motor Co., Block Drug Co., American Bakeries Co., A/Media Inc., Botsford Ketchum Inc. and the Pharmacraft Consumer Products division of Penwalt Corp.

BusinessBriefly

Mazda Motors of America Inc., Compton, Calif., through Foote, Cone & Belding Inc., Los Angeles, will open an estimated \$1.2-million promotional campaign on behalf of the rotary engine Mazda RX-2 automobile with a heavy concentration of spot TV to run from early January through early April in some 20 western markets.

American Gas Association, Arlington, Va., through J. Walter Thompson Co., New York, will sponsor its second special of the current season, *Bing Crosby's Biggest Little Show in Town* on NBC-TV Feb. 27 (Sunday), 10-11 p.m. NYT, pre-empting *The Bold Ones*.

Major advertisers for the Hughes Sports Network's *Game of the Week* collegiate basketball coverage include: **Chrysler** and **Western Air Lines** (both BBDO); **Pabst Beer** (Kenyon & Eckhardt); **Miles Laboratories** (C. A. Botway); **Colgate-Palmolive** (Ted Bates); **Yellow Pages** (Cunningham & Walsh); and **R. J. Reynolds** (Dancer-Fitzgerald-Sample). Telecasts of the Big Ten (on 54 stations in 10 midwestern states) and Pacific 8 Conference (on 18 stations in five western states), began last Saturday (Jan. 8), and will run for 10 weeks.

Chevrolet Motor Division of General Motors Corp., through Campbell-Ewald, both Detroit, has purchased an advertising schedule on ABC Radio's American Information and Entertainment networks' news broadcasts from January through March.

Chrysler Corp., Detroit, through BBDO, New York, and State Farm Mutual Insurance Cos., Bloomington, Ill., through Needham, Harper & Steers, Chicago, have purchased 52-week schedules on NBC Radio's *Joe Garagiola Sports Show*. State Farm has also bought spots in *Curt Gowdy's Inside Sports*.

NAB moves to alter spending bill

Wasilewski letters to House, licensees charge discrimination against broadcasters

The National Association of Broadcasters last week mounted a campaign to get the House of Representatives to revise the political spending bill. The move came after the association's staff and executive committee had struggled with adherents of a strategy to do nothing that might interfere with passage of a license-renewal bill.

The broadcasters' position on the political-spending bill was announced Jan. 5 by Vincent T. Wasilewski, NAB president. He called on TV and radio broadcasters to persuade their congressmen during the recess period to remedy two allegedly discriminatory provisions in the conference bill, already passed by the Senate, one requiring broadcasters to charge candidates no more than the lowest unit rate and the other forbidding candidates to spend more than six cents out of the maximum 10 cents per voter in the broadcast media.

He also urged recognition of the association's historic position in favor of the elimination of Section 315 of the Communications Act. This requires broadcasters to provide equal time to other candidates for the same post if they have allowed any candidate for that position to use their facilities.

The NAB move was in the form of two letters by Mr. Wasilewski. One was addressed to all licensees; the other was sent to all members of the House.

The proposed legislation was passed in different forms by each house of the Congress last year. Following conference, a compromise bill was recommended and passed by the Senate in December. The House is due to vote on the conference bill shortly after Congress resumes Jan. 18.

The measure contains no repeal of Section 315 and limits media spending by candidates for federal offices to 10 cents per eligible voter (or \$50,000, whichever is greater). It limits to six cents, however, the amount that can be spent in the broadcast media. The bill covers TV, radio, CATV, newspapers, magazines, periodicals and telephones when used in organizing campaigns. It does not cover postage expenses.

Candidates may not be charged more than the lowest unit rate in TV, radio

or CATV; newspapers and magazines may charge no more than comparable rates given regular advertisers. The lowest unit rate is defined as that charge that is made to a regular advertiser using that time who is paying the reduced frequency rate.

The bill empowers the FCC to revoke licenses for willful or repeated failure to allow reasonable access or permit purchase of reasonable amounts of time by candidates.

Other provisions relate to limits on personal contributions by candidates to their own campaign, prohibition on contributions from government contractors and the Office of Economic Opportunity and on mandatory checkoff of dues or fees by corporations, labor unions and national banks for political activity.

The NAB president's action came after a series of telephone consultations with the association's executive committee and after pressure for opposition from various state associations, primarily North Carolina and Pennsylvania. The reason for the debate on whether or not to take a position on the conference report had to do with the question whether opposition would affect the NAB's prime legislative thrust, a license-renewal bill (BROADCASTING, Dec. 27, 1971/Jan. 3, 1972).

Some broadcasters and staff members, principally in the government-relations department, feared that opposition to the political-spending bill, supported strongly by the Democratic majority in Congress, might dissipate the effectiveness of the industry's campaign for license-renewal legislation.

In his letter to broadcasters, Mr. Wasilewski noted: "Neither the House nor the Senate versions of the bill were totally acceptable, but the conference committee combined the worst features of both bills, and broadcasters have been discriminated against as a result."

In his letter to House members, including Speaker Carl Albert (D-Okla.), Mr. Wasilewski noted that two provisions of the proposed law are "clearly discriminatory." He cited the provision requiring broadcasters to charge the lowest unit rate for political advertising, while print media would be required to

charge candidates only comparable rates (a practice which, Mr. Wasilewski noted, broadcasters have been following for many years). The original House concept of comparable rates for all media is considered fair and equitable, he said.

He also asked the House to remove the six-cents-a-voter limitation on broadcast expenditures to permit a candidate to spend the full amount in whatever media he prefers "or, in the alternative, apply any limitations on a completely equitable basis."

On the Section 315 issue, which the Senate had included in its version but which had been struck in conference, Mr. Wasilewski explained:

"We continue to urge the elimination of the equal time provisions of Section 315. Unless this is done, broadcasters will be prevented from providing free time for personal appearances to the principal candidates for the offices of President and Vice President. Enactment of legislation to repeal this limitation would surely serve the public interest."

NAB plea results in FCC amendment

Broadcasters faced with the preparation of a renewal, transfer or new-station application for scrutiny by the FCC will find life a little easier, following the commission's decision last week that applicants may use a questionnaire as part of their community-needs ascertainment survey.

The commission's action amends its primer on ascertainment of community problems, adopted in February 1971. Originally, the primer stipulated that applicants may not use questionnaires because such voluntarily returned documents would not result in an "appropriate distribution" of community consensus.

The commission's change of heart follows a plea for reconsideration by the National Association of Broadcasters. NAB argued that there are follow-up methods by which applicants can improve responses from questionnaires

and avoid problems the FCC foresaw when it adopted the primer.

The commission said its goal in the community ascertainment process "is to assure that those members of the general public who are consulted are generally distributed throughout the city of license." If the applicant shows that he can do this through use of questionnaires, the FCC said, that method will be permissible—as long as follow-up measures are taken.

Rough weather faces NAB board meeting

Rift over Wasilewski, general discontent are topics to be on agenda

Preparations for the potentially touchy winter meeting of the National Association of Broadcasters' board in Florida Jan. 17-21 began to heat up last week.

Still number-one topic with some board members is the status of Vincent T. Wasilewski, president of the association, with a seeming tug-of-war between those directors who are urging that his tenure be put on the line, and others who are opposed to this move.

Part of the sensitivity about putting the president's continuance up for a vote stems from the NAB's by-laws that require a favorable vote by three-quarters of board members attending and voting to elect a president.

Whether continuance of Mr. Wasilewski in his present post falls under this provision depends on interpretation.

But aside from this, discontent with the way things have been going—in the area of broadcast regulation particularly—is still rife. Dissidents who up to last week were principally radio board members were publicly joined for the first time last week by a TV board member. He is Dale G. Moore, KGVO-TV Missoula, Mont., a director since 1970 and one-time chairman of the association's Future of Broadcasting Committee and Small Market TV Committee.

Mr. Moore last week sent to each of the 44 members of the joint boards what he called an analysis of NAB's problems and recommendations.

Last month, Jerry V. Lee, WDVR(FM) Philadelphia, one of the leaders of the radio board dissidents, spent a day and a half at NAB headquarters in Washington interviewing staff members. Mr. Lee, who at one time was associated with a management consulting firm, said he was preparing a presentation for his fellow radio directors at the special meeting that is scheduled for Monday, Jan. 17, in advance of the regular board meetings at Marco Island, Fla.

The special meeting was called after a number of radio board members had scheduled an informal gathering in Denver for Dec. 13, 1971.

Meanwhile, the NAB's executive committee met in Washington last Thursday and Friday to prepare a final agenda for next week's board meeting.

In his statement, Mr. Moore referred to the restructuring of the NAB two years ago when three executive vice presidents were added to the staff. He called for a continuation of this revamping by citing an additional five possibilities:

(1) Establishment of a strong lobbying force in Washington; (2) computerization of NAB's fiscal operations; (3) "positive orientation" of the association's public relations activities, making full use of the broadcast media; (4) modification or elimination of regional meetings and field personnel, and (5) installation of a broadcast studio, with modern equipment, at NAB headquarters, to "produce and disseminate" information advertisements and programs and to be used for interviews with congressmen and government leaders, particularly when NAB members are in Washington and wish to interview government officials.

Talking about the association's inter-

nal structure, Mr. Moore cautioned against "precipitous" action leading to separate radio and TV organizations, but suggested that the same end might be accomplished through two sets of dues: one, a general fee for each service, and two, a "tithe" from all broadcasters that would go into a single, lobbying fund that would, he said, be capable of hiring the best government relations man money can buy.

Part of Mr. Moore's document is a "scoreboard" of 30 major problems faced by broadcasters in the last two years. Mr. Moore indicated that broadcasters registered only two "wins" as opposed to 12 "undetermined" and 16 "losses."

The principal thing to do, Mr. Moore said, is to define the issues facing broadcasters and enunciate policies to meet those issues. "Then," he said, "we must find the people to win the issues."

Down to business: the GOALS project

New GOALS plan for improvement of radio audience research has survived its first meetings with radio research services and is due to move into work sessions by mid-January. In the project, under the auspices of the Radio Advertising Bureau, broadcast management and research task forces have been set up to work directly with American Research Bureau and Pulse, Inc. in defining and attaining "goals for improvement" in their respective radio rating services (BROADCASTING, Dec. 20, 1971).

RAB officials and task-force leaders met with top executives of ARB and Pulse in separate sessions just before the Christmas holidays, reporting afterward that the sessions started out with research executives skeptical and concerned about the whole idea, ended in their agreement to meet regularly with their respective task forces to "negotiate change." ARB and Pulse authorities confirmed later they were hopeful the project would prove productive—if only, as one said, "by establishing priorities so we can tackle problems in the proper order."

The business of considering priorities and setting up timetables is due to start Wednesday (Jan. 12), when the ARB task force meets with ARB executives, and Friday (Jan. 14), when the Pulse group meets with Pulse executives. Among the problems that RAB is concerned about is the way ratings often swing radically up or down from one rating report to another, and whether these variations reflect reality or stem from inconsistencies in the way research is done. Another thing RAB would like

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CPB again offers grants to uplift public radio

Nearly 80% of all public radio stations fail to meet the Corporation for Public Broadcasting's minimum requirements for general support. So, for the third year, CPB is offering grants to lift a few more stations above the line.

Under CPB's Public Radio Community Service Grant Competition, 10 grants of up to \$15,000 each will be awarded to stations able to demonstrate that the money will permit them to meet the minimum criteria by August 1972. Only 109 stations presently qualify under CPB standards; over 400 do not.

To qualify for support grants, a public radio station must be licensed as a noncommercial educational radio station; have adequate facilities for local

production and origination; have an effective radiated power of no less than 250 w and an antenna height of 500 feet above average terrain (or the equivalent); be on the air at least 12 hours per day, six days per week, 52 weeks a year; have at least two full-time and two part-time personnel; and have a broadcast schedule that serves demonstrated community needs of an educational, informational or cultural nature.

More time on fairness

The FCC has extended to an unspecified date the Jan. 10 deadline for filing comments in the final phase of its inquiry into the fairness doctrine. The final phase deals with access generally to the broadcast media for the discussion of controversial issues. The commission said that since the question of access is "closely tied to pending litigation," the inquiry should be conducted at a later date. It referred specifically to the Business Executives Move for Peace

case, in which the U.S. Court of Appeals has ruled that stations that sell time for commercials of an editorial nature cannot arbitrarily deny access to proponents of contrasting viewpoints. The commission has made clear its intention to appeal that decision before the Supreme Court.

Dillard retires, Lorentz reorganizes

Everett L. Dillard, veteran consulting engineer, under the name of Commercial Radio Equipment Co., Washington, retired Dec. 31, but will continue as consultant to the successor firm to be headed by his associate, Edward F. Lorentz. The new company, Edward F. Lorentz & Associates is at the same address, 1334 G Street, N.W., Washington 20005. Joining Mr. Lorentz is Charles I. Gallagher, from Gautney & Jones, Washington. Mr. Dillard continues as the principal owner of WDON- (AM) Wheaton, Md.

Putting on his commissioner's hat

The FCC was back to full strength last week, if only on paper. Former General Counsel Richard E. Wiley, 37, received his expected interim appointment to the commission from President Nixon on Tuesday, and was sworn in at 9:30 Wednesday morning, in time to participate in the commission's meeting that day. And he did participate, vot-

ing on virtually every item on which action was taken.

But although Commissioner Wiley fills the Republican vacancy created by the resignation on Nov. 1, 1971, of Robert Wells, the commission will continue to operate for about two months with only six members. Commissioner H. Rex Lee, 61, on Christmas day suffered what

his family says was a "mild coronary." He is said to be making "excellent" progress at Sibley hospital, in Washington, which is expected to discharge him next week. His family says he will be back in his office by mid-March.

Commissioner Wiley, who had served as general counsel since Sept. 29, 1970, had previously been nominated as Mr. Wells's successor by the President on Nov. 30, 1971. However, Congress recessed before the Senate could act on the nomination. As a result, the nomination will be resubmitted after Congress returns next week.

In brief remarks after taking the oath of office, the new commissioner, who has generally been tagged as moderate to conservative in his views, said he would be "free from any pre-existing commitments to any group" and would "try to be open to all viewpoints."

He also announced appointments to his personal staff. Werner Hartenberger, who has been with the commission for a year, first with the review board and then with the general counsel's office, will be Mr. Wiley's legal assistant. Mr. Hartenberger has a PhD in communications and a law degree from the University of Detroit, and taught broadcasting there for five years.

Daniel Jacobson, whose service with the FCC and its predecessor agency, the Federal Radio Commission, dates back to 1930, will be the new commissioner's engineering assistant. And Dorothy Baso, who was his secretary in the general counsel's office, will be Mr. Wiley's confidential assistant.



The FCC's newest commissioner, Richard E. Wiley (center) accepts congratulations from Commissioner Robert T. Bartley, who is scheduled to be the next member to leave the commission. He will retire June 30, after 20 years service on the FCC. Also seen is Chief Hearing Examiner Arthur Gladstone, who administered the oath to Mr. Wiley.

Indiana high school joins broadcast age

Clay T. Whitehead attends opening with assistant, Brian Lamb, an alumnus

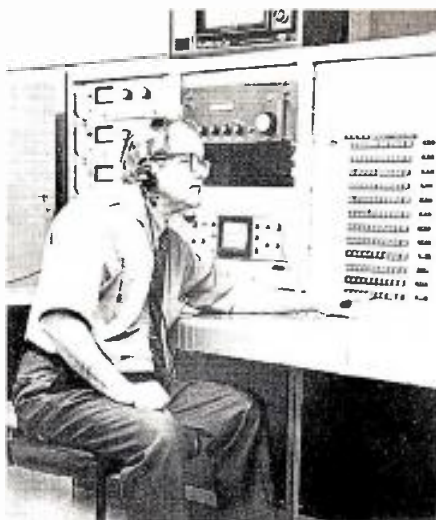
An Indiana high school made an impressive entry in the broadcast communications field last week when it dedicated its new closed-circuit facilities. Attending the ceremonies held last Friday (Jan. 7) were Clay T. Whitehead, director of the Office of Telecommunications Policy, and his assistant, Brian Lamb, an alumnus of the school.

The operation, which boasts more than \$166,000 worth of video equipment and is housed in facilities specially built into the plans of the \$12-million Jefferson High School in Lafayette, is the "dream turned reality" of William Fraser, the school's radio-TV director.

The new system includes three one-inch and three half-inch color VTR's which can broadcast to more than 60 receivers throughout the school via three channels. Installation consists of an RF distribution system (similar to a CATV system), video and audio lines for program origination and a complete multiple camera color studio. The new school system can also pull in the two local Lafayette CATV system channels.

In his remarks Mr. Whitehead appeared both encouraged and impressed by the size and sophistication of the video operation. He called the system "one of finest if not the finest" to be found in such a school. He said the system's dedication comes at a time when "we are at a crossroads—or better, at a turning point in the future of communications. There are two exciting technologies ready to burst at the seams as soon as decisions are reached that will permit their growth." Praising the versatility and relatively low cost of video tape, Mr. Whitehead added that "with the advent of a domestic satellite system and cable television we may see a complete change in the way people communicate with one another. Until now people have not been able to watch certain kinds of programming in their homes because of the scarcity of space in the frequency spectrum but more importantly because production costs were prohibitive and because equipment was tremendously expensive." He noted that only five years ago the equipment needed to furnish the Jefferson high studio would have cost nearly 10 times as much.

Another relatively unusual feature of



the system is that it is entirely financed by the Lafayette community. "It is exciting to see this kind of local initiative," Mr. Whitehead said, noting that presently many communications people around the country are clamoring for federal funds.

The video-tape operation is run entirely by students, and to date has seen more than 700 applications. Thus far, it has been used to tape athletic events, speakers on drugs, politics and employment and to supplement ordinary classroom teaching techniques.

In addition to its closed-circuit television system, Jefferson High also will operate a noncommercial FM station, WJJE(FM), due to go on the air later this month. The station, also staffed by students—each of whom is required by Mr. Fraser to first obtain a third class FCC radio license, will program 50% educational and 50% music, news and sports. In an effort to bring neighboring schools and communities closer together, Mr. Fraser has offered to make time available to each school to promote its own activities. WJJE will operate on 91.9 mhz with 250 w and an antenna 91 feet above average terrain.



What makes communications run ■ At Jefferson High School, Lafayette, Ind., it's a fully equipped, modern closed-circuit video-tape system and FM outlet. A radio-TV student (upper right) mans the controls at WJJE(FM) where each staff member is required to hold an FCC third class license. At the video-tape end of the operation, William Fraser, the departmental director (upper left), punches channel 2 into action. The programs presented on the closed-circuit system are run off VTR's like these one-inch and half-inch units (left). The Jefferson facilities comprise more than \$166,000 worth of equipment. While acceptance of the system as a teaching aid was slow in coming, usage has since increased dramatically.

ASI entering management services

ASI Communications Inc., New York, which reports continuing success over the past five years in the fields of radio-station operations and national representation, is expanding into the sector of management services.

Ralph Guild, president and chief executive officer of ASI, which owns and operates the representation firm of McGavren-Guild-PGW Radio Inc. and five AM-FM outlets and one TV station, said last week the corporation, as an experiment, conducted three management seminars for radio-station executives in 1971. ASI plans to hold four this year and, in addition, has just begun an accounting information service for radio stations.

The management seminars, held for four days each in Chicago, Washington, and Atlanta, attracted 81 executives. The seminars, called Radio Industry Workshops, are operated by ASI in partnership with Dr. George H. Litwin, board chairman of Intermedia Systems Corp. and former Harvard Business School professor.

Renewal route rougher in '71

Record number put in hearing; FCC year-end tally also shows fines, short-termers on rise

The FCC's supposed softness on license-renewal applicants is turning out to be a myth to an increasing number of station owners.

The commission during fiscal 1971—July 1, 1970, to June 30, 1971—designated 20 renewal applications for hearing on grounds of alleged rule violations, a record number. It also ordered into hearing the license applications of an additional seven construction permittees.

And it denied license renewals to eight stations whose applications had been designated for hearing in prior years. The commission also gave short-term, probationary licenses to 10 applicants and handed out 142 fines to broadcasters.

That wasn't the extent of the stern treatment. The commission started license-revocation proceedings against two radio stations for allegedly censoring the broadcasts of political candidates and failing to afford them equal

opportunities, in violation of Section 315 of the Communications Act.

The figures were released by the commission at year's end in a summary of its actions for fiscal 1971. The summary is in effect a preview of the commission's annual report for that year, which is due out later this year.

The summary noted a sharp decline in the number of complaints, comments and inquiries the commission received regarding broadcasting matters—53,503 as against 58,000 in fiscal 1970. The number relating to the fairness doctrine and the equal-time law, however, increased by almost 1,000 in the political year—3,666, up from 2,722.

WRC-TV gets the word: It's Hobson's choice

NBC was given advance warning last week that it faces a fight over renewal of its license for WRC-TV Washington. Julius Hobson, long active in the affairs of the District of Columbia, said he is preparing material to be used in a petition to deny the station's renewal application.

Mr. Hobson said the attack would be based on three main allegations—that the station discriminates against blacks and women in its employment, that its editorial policy "leaves something to be

desired" as far as city-wide issues are concerned, and that its method of selecting individuals to interview in surveying community needs and interests is defective.

He also indicated that he is preparing for a long battle. He expects to lose before the FCC, and regards that aspect of the fight a "waste of time"—important only as a necessary preliminary to getting the case into the U.S. Court of Appeals in Washington.

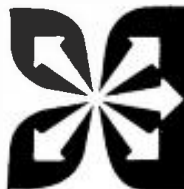
Mr. Hobson has followed that route before. Three years ago he was one of a group of Washington-area blacks who petitioned the FCC to deny the renewal application of WMAL-TV. The commission denied the petition—and the blacks appealed. The case is still pending.

Mr. Hobson said he expects to be joined in his WRC-TV project by several citizen groups. He also said various "lawyers and law schools" have indicated they would provide legal assistance. He declined to identify the groups or lawyers. But he said he had discussed his plans with William Wright, of Black Efforts for Soul in Television, and expects him to help—as an individual if not as representative of BEST.

District of Columbia station licenses are due for renewal Oct. 1, with Sept. 1 the deadline for filing petitions to deny.

Mr. Hobson said there is a "definite movement afoot" on the part of various citizen groups to petition the commission to deny the renewal applications of other stations in Washington. However, no such group has yet surfaced to challenge them.

Mr. Hobson is a former member of the D.C. board of education and founder of the D.C. Statehood Party. He is now running for Vice President on the People's Party ticket; Dr. Benjamin Spock is the party's presidential candidate.



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Changing Hands

Announced

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

■ **KKIS(AM)** Pittsburg, Calif. Sold by Norcal Broadcasting Corp., Donald C. Johnston, president, to Schofield Broadcasting Co., Pasadena, Calif., for \$475,000. Principal in Schofield Broadcasting is Dick Schofield, former executive vice president and general manager of KFOX(AM) Long Beach, Calif. KKIS is a day-timer on 990 khz with 5 kw. Broker: Hogan-Feldmann Inc., Burbank, Calif.

■ **KDFM(FM)** Walnut Creek, Calif.: Sold by Stereophonic Broadcasters, Alfred

M. Pettler, president, to Schofield Broadcasting Co. (see above) for \$195,000. KDFM operates on 92.1 mhz with 3 kw and an antenna 89 feet above average terrain. Broker: Lafayette Inc.

■ KJFJ(AM) Webster City, Iowa: Sold by Nachusa Corp. of Dixon, Ill., to Whitesell Broadcasting Co. for \$180,000. Ben T. Shaw is the president of Nachusa Corp. Whitesell Broadcasting is headed by John P. Whitesell. KJFJ operates on 1570 khz with 250 w daytime. Broker: Blackburn & Co.

■ WLYB(AM) Albany, Ga.: Sold by Lynne-Yvette Broadcasting Co. to Mr. and Mrs. James L. Wiggins and J. Wayne Stewart for \$150,000. Buyers have ownership interest in WYNR-AM-FM Brunswick, Md. WLYB operates on 1250 khz with 500 w day. 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 83).

■ WOOD-AM-FM Grand Rapids, Mich., and KLZ-AM-FM Denver. Sold by Time-Life Broadcast to WOOD Broadcasting (for WOOD-AM-FM) for \$2.1 million, and Group One Broadcasting (for KLZ-AM-FM) for \$2.75 million (see page 49).

■ KBHS-AM-FM Hot Springs, Ark. Sold by Tim Timothy Inc. to William L. Mitchell, David R. Mackey, Lyle R. Foy and George F. Stuckey for \$229,077. Messrs. Mitchell, Mackey, Foy and Stuckey own KWHK(AM) Hutchinson, Kan., and KTRC(AM) Santa Fe, N.M. KBHS(AM) is on 590 khz with 5 kw day. KBHS-FM operates on 96.7 mhz with 2.5 kw and an antenna 197 feet above average terrain.

■ WAEF(FM) Cincinnati: Sold by Al Fishman to Radio Cincinnati Inc. for \$390,000. Radio Cincinnati organization is 90% owned by group broadcaster Susquehanna Broadcasting Co., licensee of WSBA-AM-FM-TV York, Pa.; WQBA(AM) Miami Beach, and WKIS(AM) Orlando, both Florida; WHLO(AM) Akron, WHLQ(FM) Canton and WAQR(FM) Toledo, all Ohio; WICE(AM) Providence, R.I.; WGBB(AM) Freeport, N.Y., and WARM(AM) Scranton, Pa. WAEF operates on 98.5 mhz with 50 kw and an antenna height 100 feet above average terrain.

■ KLSN(FM) Seattle: Sold by Cortlandt T. and Muriel T. Clark to Carl-Dek Inc. for \$200,000. Gordon Sherwood is the president of Carl-Dek, licensee of KYAC(AM) Kirkland, Wash. KLSN operates on 96.5 mhz with 19 kw and an antenna height 1,070 feet above average terrain.

Stanton throws a block at cable deal

Asserting weaknesses in copyright proposals, he seeks Hill review of whole OTP compromise

CBS Vice Chairman Frank Stanton said out loud last week what many in broadcasting have been muttering privately—that the cable package now being considered by the FCC is in need of a congressional repair job.

In a letter to four key subcommittee chairmen, Dr. Stanton criticized the package's copyright provisions, its lack of safeguards against siphoning of "major attractions" from broadcasting to cable, and the stipulation that cable operators should have no content control over public-access or leased channels. (His comments dealt with the complete set of proposals now before the FCC, including—but not limited to—the modifications worked out by the Office of Telecommunications Policy.)

"The [OTP] compromise agreement," Dr. Stanton said, "was accepted by the private organizations involved (broadcasters, cable operators and copyright owners) under a deadline that did not permit adequate consideration of the complexities and the potentially serious long-term portents. These matters should now be reviewed carefully by the com-

mission, by the Congress, and by all those concerned with the future of television service to the public."

The letter was addressed to Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.); Senate Copyright Subcommittee Chairman John L. McClellan (D-Ark.) and his House counterpart, Representative Robert W. Kastenmeier (D-Wis.); and House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.).

Much of the letter was devoted to copyright. "With respect to distant signals," Dr. Stanton said, "we see no reason to grant to cable systems extraordinary copyright privileges which are not available to competitive broadcasters." The reference was apparently to the proposed copyright bill, which all parties to the compromise have agreed to support, calling for compulsory copyright licenses rather than negotiation of payments.

And such "privileges" were unaccompanied by antisiphoning provisions, Dr. Stanton noted. "We had not previously thought that antisiphoning legis-

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lation would be necessary or desirable if cable systems were subjected to the same copyright obligations as their broadcast competitors," he said. "However, the inequality in copyright treatment provided under the CATV compromise gives a distinct economic advantage to CATV in competition with free broadcasting. It is not difficult to foresee where this advantage would lead. . . . CATV would eventually be in a position to outbid free broadcasting not only for copyrighted programs but for major attractions" such as sports and expensive entertainment.

This "erosion" of free broadcasting would work a particular hardship on the poor, who are most dependent upon free television and least able to afford cable fees, Dr. Stanton said.

The inclusion in the FCC rules of a prohibition against content control on access and leased channels was also criticized, as a "startling departure from the historic public-interest tradition of American broadcasting." To require that a communicator *not* exercise control over a portion of what he offers,

Dr. Stanton said, is "to posit that the counterpart function of a publisher or editor is superfluous in cable television, to be exercised by an individual transiently willing to pay for a channel in order to transmit whatever material he chooses. . . . We believe that such a prohibition involves a corruption of the First Amendment and a disservice to the public interest that should be corrected by Congress." It would also be another "double standard: one for over-the-air television and another for cable systems," he said.

Of the three issues, copyright was clearly uppermost in Dr. Stanton's mind. It was that issue which led two CBS representatives—Richard W. Jencks, Washington vice president, and Sherril Taylor, CBS Radio—to abstain when the National Association of Broadcasters board of directors voted to approve the compromise.

One factor involved at that time, and implicit in Dr. Stanton's letter, was the effect of the compromise proposals on CBS's pending suit against Teleprompter Corp. for infringement of copyright.

That suit has been "misinterpreted," Dr. Stanton said; it was not intended to be "hostile" to CATV or to secure an advantage in the copyright area. ("We own the copyrights only in a small proportion of the material broadcast by us . . . [and] our position on this matter is more favorable to such cable systems than are the copyright aspects of the CATV compromise," he said.)

Among the legislators to whom Dr. Stanton addressed his letter, the key figure is probably Senator McClellan, whose subcommittee would draft the copyright legislation to which all parties to the compromise committed themselves. The senator objects to parts of the copyright section, but his disagreements differ from Dr. Stanton's. The senator opposes a separate copyright bill for cable, and advocates a system of prescribed fees—adjusted by a tribunal at regular intervals—in cases where cablemen and copyright owners cannot agree (the compromise calls for arbitration). Senator McClellan is ready to begin work on the bill—without hearings—as soon as the FCC adopts rules.

End of the road for WHDH?

**Appeals court says decision is final;
newspaper says it could be driven to wall**

The case has had so many twists and turns over its long history that observers willing to predict its outcome are disappearing. But it now appears that the Boston Herald-Traveler Corp.'s occupancy of channel 5 in Boston, which dates from 1957, will soon enter its final countdown—and that Boston Broadcasters Inc.'s WCVB-TV may replace WHDH-TV in the Boston market.

And that development could produce the final irony—the demise of the *Boston Herald-Traveler*. It was the Herald-Traveler Corp.'s ownership of the newspaper as well as AM, FM and TV properties in Boston that figured importantly in the commission's Jan. 23, 1969, decision to deny WHDH-TV's renewal application and to grant BBI's competing application, on grounds of diversification of control of media and integration of ownership and management (BROADCASTING, Jan. 27, 1969).

Last week, Harold Clancy, president of the company and the licensee subsidiary, WHDH Inc., said that the *Herald-Traveler* "could not survive the loss of the television revenues." He said the newspaper's losses "are greater than would be the profits of the surviving properties"—the AM and FM stations.

Mr. Clancy declined to supply the

figures to back up his prediction. But in 1970, the last full year for which figures for its performance are available, the corporation reported over-all profits before taxes of some \$4 million. WHDH-TV's profits before taxes that year, based on FCC financial figures for the market, are estimated at \$7 million.

What appeared to be WHDH-TV's last best hope for remaining on the air for at least an indefinite term was dashed, just before the New Year's holiday, when the U.S. Court of Appeals in Washington rejected the FCC's request that the case be remanded.

The commission, which had successfully defended its January 1969 order all the way up to the Supreme Court, wanted to consider what steps—including the reopening of the comparative hearing—it should take in light of a civil suit the Securities and Exchange Commission brought against a BBI principal, Nathan David (BROADCASTING, Aug. 23, 1971). Mr. David has since been indicted in a state court on a misdemeanor charge involving the same circumstances as those in the civil suit—the sale of unregistered stock.

The appeals court, in a 43-page opinion written by Judge Harold Leventhal and joined in by Judges Edward

A. Tamm and George A. McKinnon, said the charges against Mr. David do not warrant disturbing the finality of the commission's decision in the case—a finality represented by the award of a construction permit to BBI.

The commission awarded the CP, and then granted an application for a modification of it, after the stay of its Jan. 23, 1969, order was vacated on July 23, 1971. The commission declared the stay vacated after the Supreme Court refused for a second time to review the case and the appeals court's decision affirming the commission's order in the case became effective.

"The charge of Mr. David's violation of law did not relate to BBI or to a matter within the direct cognizance of the FCC," Judge Leventhal wrote.

Although a remand might be appropriate "to avoid . . . undercutting the integrity of the administrative or judicial process," he said, "there is no basis for a claim of such misconduct.

"We see no basis for a claim of unconscionable injustice in permitting BBI's retention of the award on the protective condition of effective separation from Mr. David." Mr. David has told the commission he would accept an arrangement under which he would

be separated from BBI's management and operation until the commission released those conditions.

Mr. Clancy issued a statement following the court's decision indicating he regarded it as clearly nonfatal. He said it was "very narrow" and related only to the charges against Mr. David. He noted that WHDH-TV has filed numerous pleadings containing various charges against BBI and other BBI principals.

And last week, WHDH-TV's attorney, William Dempsey, in response to a request by BBI for grant of program-test authority, which would enable WCVB-TV to begin operating, told the commission that the WHDH-TV pleadings must be disposed of before the BBI request can be considered. Among the pleadings is a petition for reconsideration of the order granting BBI the CP. Mr. Dempsey said the pleadings' allegations of "misrepresentation, fraudulent concealment and abuse of commission process" contain grounds for issuance of a revocation order aimed at the permit.

BBI's counsel, Benito Gaguine, responded with a letter noting that the commission, in a pleading filed with the court, said it had no information indicating that BBI was guilty of "any misrepresentation, secret influence or like matter." And he questioned WHDH-TV's continuing standing even to "maintain" its various pleadings.

Mr. Gaguine said the commission could consider WHDH-TV's charges—but only after granting BBI's request to begin operating on channel 5. He cited a case decided last summer in which the commission simultaneously granted program-test authority and set a hearing on the permittee's application for a license.

Mr. Gaguine said further delay in granting BBI program-test authority would compound its already serious "financial injury"—it had built station facilities and is maintaining a staff—and "unjustifiably enrich WHDH, the denial of whose renewal application became final . . . more than six months ago."

He asked that the commission act on BBI's request for program-test authority at once. And commission officials fully expect him to ask the court of appeals for an order directing the commission to comply, if it does not act this week.

The commission is expected to consider the matter at its meeting Wednesday, but no one is predicting what course it will take.

Commission attorneys who were still studying the court's decision last week saw principally two options: to grant BBI's request (but separate Mr. David from the operation of the new station) or seek Supreme Court review. And although commission attorneys feel some aspects of the decision might prove troublesome to the commission in future

cases, few regard an appeal as a viable alternative.

They doubted that the solicitor general, who normally represents the commission before the Supreme Court, would support an appeal. The decision, one attorney said, is one of "judgment," not of "law", not the kind the Supreme Court is likely to reverse.

The commission staff last week had drafted a document that would have ordered WHDH-TV off the air and granted BBI's request for program-test authority. However, the order was shelved at the request of Commissioner Richard Wiley, then still general counsel, who wanted to canvass the possible alternatives, including a petition for Supreme Court review.

The recommendation expected to go to the commission this week, then, will be the first major piece of business for the commission's new general counsel, John W. Pettit (BROADCASTING, Dec. 27, 1971/Jan. 3). He is expected to assume his new duties today (Jan. 10).

Burch: welcome mat always out at FCC

Emphasizes point in denying Kramer request to review commissioners' appointments

The FCC has made it clear it does not intend to discourage applicants in uncontested broadcast-license cases from paying "courtesy visits" to individual commissioners. Such informal communications, the commission feels, "are highly desirable."

The FCC expressed these views in a letter that Chairman Dean Burch wrote to Albert H. Kramer, of the Citizens Communications Center, counsel for eight Mexican-American groups that have petitioned the commission to deny McGraw-Hill Inc.'s proposed acquisition of Time-Life Broadcast Inc.'s five television stations.

Mr. Kramer had asked counsel for McGraw-Hill and each of the FCC commissioners to inform him of the nature of conversations they and representatives of the company had in visits that occurred after the assignment applications were filed, on April 12, 1971, but before the petition to deny was submitted, about six weeks later (BROADCASTING, Aug. 16, 1971). Mr. Kramer said that although the contacts may not have violated the rules against off-the-record contacts, they might deprive his clients of a "fair, unbiased adjudication of their claims."

McGraw-Hill, in a letter to Mr.

Kramer, had characterized the visits as "courtesy" calls of a kind "commonly made by persons or groups looking forward to entering broadcasting for the first time," and the conversations as "general."

Chairman Burch, in his letter, denied the request. He said such informal communications—when no petition to deny has been filed—not only "are perfectly proper" but "are highly desirable and indeed necessary to the functioning of an administrative agency like the commission." He added that there is no reason "to treat such presentations as prejudicial and warranting disclosure to a party who may subsequently file a petition to deny."

Mr. Kramer had asked that, in the event the information was not supplied, his letter be regarded as a formal request under the Freedom of Information Act and that pertinent portions of the commissioners' respective appointment calendars be made available for inspection and copying.

Chairman Burch said that the Freedom of Information Act provides for public access to written records but not to oral information. As for the commissioners' individual appointment calendars, the chairman said, they are "personal property" and not subject to any statute, rule or directive requiring that they be kept as records of agency business.

Jefferson-Carolina going under ATC wing

American Television & Communications Corp., Denver, has agreed in principle to acquire Jefferson-Carolina Corp., Greensboro, N.C., for an undisclosed amount of cash and common stock.

Jefferson-Carolina is a cable-TV operating company with more than 45,000 subscribers in North Carolina, South Carolina and Georgia. The company is jointly owned by Jefferson Standard Broadcasting Co. and Carolina Telephone & Telegraph Co. The latter is owned by United Utilities Inc., Kansas City, Mo., independent telephone holding company. Jefferson Standard Broadcasting is a wholly owned subsidiary of Jefferson-Pilot Corp., Charlotte, N.C.

The acquisition of Jefferson-Carolina, subject to the approval of the boards of directors of ATC, United Utilities and Jefferson Standard Broadcasting, reportedly would make American Television & Communications the nation's second largest cable TV operator—Teleprompter Corp., New York, is believed to be the largest—with more than 250,000 subscribers. ATC would have either operating cable systems or cable franchises in 25 states.

Mutual names new president

Former Florida station president, an 18-year veteran, ascends Feb. 1

A former professional baseball player turned broadcasting executive, C. Edward Little Sr., will become president of the Mutual Broadcasting System on Feb. 1.

Mr. Little, who was a catcher with

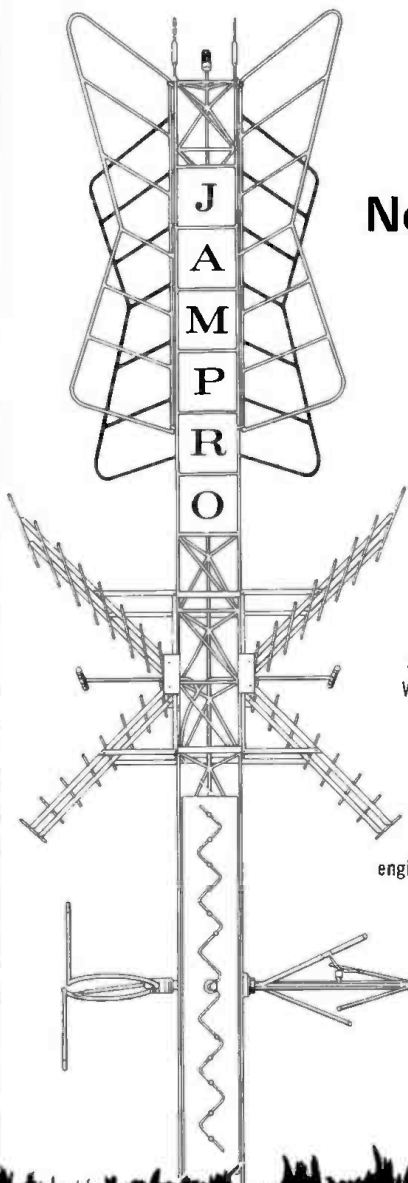
the New York Yankees from 1946 to 1953 and reached the highest rung of the minor leagues at Newark, N.J., and Kansas City, Mo., was named president of MBS last week. He succeeds Victor C. Diehm, who resigned after a tenure of more than two years.

Mr. Diehm's resignation is effective Jan. 31, after which he will return to Hazelton, Pa., where he is president and general manager of WAZL(AM) and WVCD(FM); president of Media Advertising Counselors Inc., an advertising agency and holds interests in other businesses. Mr. Diehm originally intended to serve only one year but extended his

term of service at the request of the management of the Mutual Broadcasting Corp.

Mr. Little, who is 48, was president and general manager of WGMA(AM) Hollywood, Fla., for more than five years until the sale of the station was completed last fall. He began his broadcast career in 1953 as vice president and general manager of WITV(TV) Fort Lauderdale, Fla., remaining there until 1957, and joined WGMA in 1958. He served later for a year as vice president and general manager of KBTR(AM) Denver before returning to WGMA as owner and chief executive officer in 1966.

Mr. Little attended Duke University and is a graduate of the University of Miami. He served as a Marine Corps officer in World War II. Mr. Little and his wife, Marie (called "Totsie") are the parents of two sons and two daughters.



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KOIN transfer under more fire

Multimedia holdings of Newhouse are attacked again

Opposition to Newhouse Broadcasting Corp.'s acquisition of complete control of KOIN-AM-FM-TV Portland, Ore., continued last week when two parties—one an American Indian coalition, the other a local periodical—jointly filed a petition with the FCC to deny the stations' license renewals.

Pressure has been mounting locally and in Washington to keep Newhouse from consummating the \$8.1-million acquisition of 50% of the KOIN stations (it already owns the other half) since the FCC granted the transfer last October (BROADCASTING, Oct. 4). Sellers are members of a local voting trust headed by Howard Lane. The Justice Department had threatened to take action if the deal is completed, and last month, New Oregon Publishers Inc. filed a petition for reconsideration of the FCC grant (BROADCASTING, Dec. 13).

New Oregon, which publishes the monthly *Oregon Times* in Portland, was one of the parties involved in the renewal challenge last week. The other was the United Indian Action Center, a private organization seeking better living conditions for American Indian residents of Portland.

The primary issue of this petition to deny—as has been the case with most opposition to the KOIN transfer—is Newhouse's multimedia holdings in the Portland area. In addition to its interest in the KOIN stations, Newhouse owns the city's only daily newspapers, the

JOHNNY CASH ★ ROGER MILLER ★ HANK SNOW ★ GLEN CAMPBELL ★ TAMMY WYNETTE ★ ROY CLARK ★ JUNE CARTER ★ EDDY ARNOLD ★ ROY ACUFF ★ BOBBY GENTRY ★ LORETTA LYNN



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WJEF delivers more men 25-49 in drive times than any other AM station in the Grand Rapids market. And beginning at 10 AM, we're first with men of all ages—right up to Sign-off.*

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If you're selling to Michigan's countrywise buyers, we're the perfect combination. WJEF/WJFM, the American country sound.

**Source: ARB April/May 1971*

**“May you live in
interesting times”
is said to be an
ancient Chinese curse.**

We broadcasters are about to enter the most “interesting” year yet. I think we’re ready for it. I think we’ll come out stronger for it, at the end.

Yes, 1972 is a Presidential election year with all its obligations and pressures. But reporting the big stories, the complicated stories is part of what we’re about. We do it well and we do it better all the time.

Yes, the economy could be stronger. But we’ve lived through downturns before. And there is considerable satisfaction in knowing that when the upturn comes, broadcasting, with its incomparable advertising impact,

will have had much to do with the recovery.

And yes, we're under siege from special-interest groups. In the name of "access," each wants the stage for its own particular voice and cause, disregarding the fact that broadcasting covers all the leading public issues continuously, informatively and fairly.

And ironically, under the banner of fairness, these same groups would fill the air with counter-commercials that would erode broadcasting's advertising value and dull the cutting edge of its journalism.

While these groups belabor us to force-feed the public with their own ideas of what the world should be, others attack our efforts to show the world as it is. These threats and pressures grow, and they will continue until our greatly, the public, realizes what the

special-pleaders would impose on it if they could.

Still, in the American system pressures like these come with the territory. In a sense we'd miss them if they went away (not that there is the slightest prospect that they will).

Put the jigsaw together and this, it seems to me, is the picture.

Broadcasting has evolved to the point that it reaches more people more effectively than any medium ever has. It is accepted, used and indeed cherished by the people. And it is under ever more desperate attack *simply because this is so*. If we weren't doing our job well, we'd be left alone.

The National Broadcasting Company likes it better this way, even when things get almost *too* "interesting."

*Julian Goodman, President
National Broadcasting Company*

Krazy Straws maker sues CBS, others

**Toy firm claims '60 Minutes'
segment critical of unsafe toys
is leading it to bankruptcy**

CBS-TV and CBS commentator Mike Wallace are cast as villains in a \$5-million suit filed by F & J Enterprises, Cleveland toy manufacturer, in U.S. District Court there. F & J claimed the Dec. 22, 1970, lead segment of a CBS-TV *60 Minutes* broadcast on unsafe toys was damaging to its sales of Krazy Straws.

Other parties named were Edward M. Swartz, a Boston attorney and author of "Toys Don't Care," who was a guest on the program; Gambit Publishing Co., publisher of Mr. Swartz's book, and Storer Broadcasting Co., owner of the CBS out in Cleveland, WJW-TV. The suit must be answered by this Friday (Jan. 14). The \$5-million claim was filed against the defendants jointly.

The suit claimed adverse response to F & J's Krazy Straws followed Mr. Swartz's allegations on the program against Looney Straws, a Dell Manufacturing Co. product said to look virtually the same as the F & J product. Mr. Swartz, who discussed many toys that he felt may be physically or psychologically dangerous to youngsters, cited the product's warning against washing in hot water as indicating possible physical harm to the user because of bacterial growth.

Mel Tenenbaum, president of F & J's advertising agency, Mel Tenenbaum Advertising, Cleveland, summarized the history of the case:

Looney Straws were supposed to be taken off the market because of alleged patent infringement, due to imitation of Krazy Straws, he said. Both straws are made of plastic and twisted into a knotted pattern. Although Krazy Straws had been laboratory tested, were washable and declared safe, Mr. Tenenbaum said, the implication on the CBS broadcast was that any straw of this type was damaging to health. He said many consumers stopped buying and many retailers started returning the product, and sales of the straws plummeted.

Mr. Tenenbaum said the sale of Krazy Straws had reached four-million units in the 1968-1969 period. After the telecast, he said, the salability of the straws was destroyed and its television-adver-

tising campaign, which had been on about 63 stations in 30 markets across the country, virtually ceased.

Fred Dietz, president of F & J, would not comment on the case other than to say that sales of the straws had "dropped considerably."

The decline of Krazy Straws sales caused a chain reaction felt by the Tenenbaum agency to the tune of a \$53,000 bill owed to some 58 stations, Mr. Tenenbaum said. He claimed F & J had not been able to pay him some \$60,000 which he had planned to use to pay the stations. He said that although the stations had been tremendously cooperative and patient, only five had been paid in full, 10 had turned the case over to collection agencies and four had filed suit against him. If he is unable to collect from the toy concern, he said, he may be forced to declare bankruptcy.

The solvency of both companies, according to Mr. Tenenbaum, depends upon the settlement obtained from the suit. The agency has held off suing the toy manufacturer, he said, but attorneys of both parties have contacted one another. Verbal agreement reportedly calls for F & J to give 50% of any settlement, up to the amount owed, to the Tenenbaum agency. If F & J loses the suit and the stations proceed with legal action against the agency, he predicted both operations would face bankruptcy.

The suit was filed Dec. 17, 1971.

End-of-year ratings reflect diversity

There was a little something for everyone in the year-end rating reports.

NBC cornered the Nielsen numbers for the first time in the current season by leading the Fast Nielsen report for the week ended Dec. 19 by 1.5 percentage points. Averages: NBC 21.6, CBS 20.1, ABC 17.7.

One week later, ABC was tops in the 70-market Multinetwork Area (MNA) Nielsen. For the week ended Dec. 26 ABC had 18.1 with sustaining news specials excluded from the averages and 17.9 with specials included; NBC's comparable figures were 16.7 with specials eliminated and 15.4 with specials included, and CBS's average was 16.4, using either method of computation.

CBS, the national ratings leader for the first leg of the 1971-72 season, thought it saw lots to cheer about in the "second season." The opener of *Sonny and Cher* (Monday, 10-11 P.M.),

CBS's first replacement show this season, outrated the opposition (a movie on NBC and football on ABC) on the premiere date, Dec. 17, 1971, according to American Research Bureau's Arbitron (overnight ratings report). *S&C* averaged a 23.5 rating and 43 share for the period, with the movie in a weak second position and football an even weaker third. On its second outing, *S&C* achieved a 22.8 rating and 39 share in the overnight Arbitrons, nosing out NBC's movie with basketball on ABC a poor third in the first half-hour (10-10:30). The second half-hour on ABC was station time.

Cinema General has Al Capp for talk show

Cinema General Corp., Hollywood, has signed Al Capp, creator of the "L'il Abner" comic strip, to be the host of a projected weekly, 90-minute talk show for television syndication. Cinema General will distribute and produce the series. Production is scheduled to start this month at the studios of WNEW-TV New York.

Plans call for the show to be video taped not only in New York but also from various college campuses and TV stations throughout the country, and from the Cinema General studios in Hollywood. Hal Parets, director for talk shows conducted by the late Joe Pyne, will produce the Al Capp series, with a 52-week production schedule projected. Ross Charles, former general sales manager for Cine Vox and Hart-West Productions, both Los Angeles, has been appointed director of syndication for Cinema General Corp., and will supervise distribution of the new series.

Merv moves along

Metromedia Producers Corp., New York and Hollywood, will distribute the *New Merv Griffin Show* in both 90- and 60-minute formats, on color video tape. The current late-night *The Merv Griffin Show* on CBS-TV since August 1969 ends its run on Feb. 11 (BROADCASTING, Dec. 13, 1971). The new show will premiere on March 13. It will be produced in Hollywood.

According to MPC, the new syndicated version of Merv Griffin has been pre-sold in 20 markets. Pierre Weis, vice president, special projects, heads a unit at MPC solely responsible for the marketing of the new Griffin programs.

Conflicting race telecasts banned by N.Y. court

The see-saw battle between New York's Off-Track Betting Corp. (OTB) and the State Harness Racing Commission swung in the commission's favor last Wednesday (Jan. 4) when the state court of appeals ordered a ban on telecasts of harness racing from Monticello Raceway while Roosevelt Raceway was in operation.

On Dec. 27, 1971, the Third Appellate Division of the State Supreme Court in Albany turned down an appeal by the commission to ban televising of events in conflict with races at other tracks (BROADCASTING, Dec. 27, 1971/Jan. 3).

The recent turnabout came when State Attorney General Louis J. Lefkowitz, acting on behalf of the Harness Commission, asked the Appellate Division to stay its Dec. 27 decision. A final decision on the television ban is expected next month, pending scheduled discussions between OTB and the attorney general.

WOR-TV New York, which has been presenting live racing from Monticello since last Dec. 16, planned to substitute racing results, interviews and special features for its regular half-hour program.

New production units for public radio

Public radio's first music production unit will be established in Cincinnati under the auspices of a \$76,555 grant from the Corporation for Public Broadcasting.

WGUC-FM, University of Cincinnati, will produce symphony and chamber-music concerts, 39-one hour presentations by faculty members and students of the university's conservatory of music, four concerts from a choral festival, documentaries and studio programs of music and comment. The emphasis will be on improving local programming, but some programs will also be distributed nationwide by National Public Radio.

CPB also awarded \$117,485 to Minnesota Educational Radio to establish a news and public-affairs production unit. The unit will produce 24 hours of programming a week, "stressing in-depth and interpretive reporting of regional, state and local news," according to CPB. It will be based at KSJN(AM) Minneapolis, but will reach approximately 80% of Minnesota's population through state networking.

The grants mean that four radio operations have now received money under CPB's \$900,000 public radio pro-

duction-unit project. The others are a second public-affairs unit at WOSU(AM) Columbus, Ohio (Ohio State University), and a drama unit at WHA(AM) Madison, Wis. (University of Wisconsin).

Under the CPB project, all public radio stations are eligible to compete for up to 11 grants for the establishment of production units as separate arms of the stations. Each will specialize in programs within a single area—both for local and national use—while serving as training grounds and talent pools for public radio.

Three radio packages from Nelskog firm

Wally Nelskog and Associates Inc., Seattle, is offering semi- or fully automated radio stations three "better music" formats on tape. The formats offered are: general (mix of instrumental and vocal), instrumental (for adult listening) and "ladies first" (lush with an emphasis on male vocals). All formats include station ID's, separators, and promo announcements. Services offered by the company include a basic music library of 120 hours with regular weekly and monthly up-dates to client stations.

Principals in the company are Wally Nelskog and Jerry Dennon. Mr. Nelskog has been a radio and TV personality, station manager, program director, cable-TV owner and operator, and program consultant, over the last 30 years. Currently he is owner of KIXI-AM-FM Seattle and KYXY-FM San Diego, as well as a stockholder in KORD-AM-FM Pasco-Richland, Wash. Mr. Dennon is a record producer, publisher and promoter.

Memoirs for the stars

A Westinghouse Broadcasting Co. radio series about the early days of Hollywood film-making—originally produced some 13 years ago—has begun playing to the audience for whom it seemed best suited—the Hollywood film community. Starting Dec. 13, Westinghouse Broadcasting-owned KFWB(AM) Los Angeles scheduled 18 half-hour programs of the series, *Memoirs of the Movies*, broadcast on consecutive nights from 8:30 to 9. The series, produced in collaboration with the Oral History Research Office of Columbia University, New York, was first broadcast in the fall of 1961, but had never before played the Hollywood market. The reason: Westinghouse Broadcasting didn't acquire KFWB until 1966 and previously did not have a radio outlet in the area.

Harry Smith named new CBS EVR chief

But at same time heavy employee cutbacks are announced

CBS's Electronic Video Recording (EVR) division had a new president last week and lost approximately half of its 160 employees. Both moves stemmed from CBS's decision to phase out its EVR cassette-processing operations and curtail its promotion of the first TV playback system on the market (BROADCASTING, Dec. 27, 1971/Jan. 3, 1972).

Harry E. Smith, EVR vice president for manufacturing, was named president of the division succeeding Robert E. Brockway, who resigned after helping to work out the retrenchment program. Mr. Smith's appointment was effective Jan. 1.

About half of the division's employees were let go as of Dec. 31, 1971. Virtually all of these were at the cassette-processing plant at Rockleigh, N.J., which reportedly was cut from approximately 150 employees to about 75.

Most of the remaining employees are expected to be retained throughout substantially all of the phase-out period. This is due to extend for about six months, or until cassette-producing facilities in England are ready to absorb the full processing job, according to Ralph O. Briscoe, president of the CBS/Comtec Group, which includes EVR.

Mr. Smith, the new EVR president, and a handful of other executives who had been based at CBS headquarters in New York meanwhile were moving their offices last week to the Rockleigh plant.

When the phase-out is complete, Mr. Briscoe estimated, the EVR division may consist of anywhere from six to 18 executives as needed to handle CBS's remaining interests in EVR. Principally these include patent rights, licensing, provision of programming and rights to distribute British cassettes in the U.S.

Mr. Briscoe suggested that one of the biggest contributions over the next year or so may be a thorough market testing of the concept of video cassettes to get clearer information on such questions as how much people are willing to pay, whether they prefer to buy or rent cassettes, what sort of programming they want and will be willing to buy, etc. EVR thus far has concentrated on the industrial and educational markets and has not been offered for home use.

As part of its retrenchment, CBS converted to loans its 50% interest in the EVR Partnership, the England-based concern it formed with Imperial Chemi-

cal Industries Ltd. and Ciba-Geigy Ltd., to manufacture and market the EVR system outside North America. The partnership now has been granted North American distribution rights and also is negotiating with Japanese interests to form a similar organization for worldwide marketing of EVR.

The new EVR president, who is 44, joined EVR in October 1970 as vice president for marketing. Mr. Smith was named vice president for manufacturing last April. He formerly was with General Electric Co. for some 20 years, during the last four having responsibility for general management of GE's closed-circuit television business section and for marketing activities of its visual communications products department. He is a 1950 graduate of Purdue University with a BS in electrical engineering.

Mr. Brockway, who left as of last Dec. 31, said he had resolved some months ago that he would leave because of policy differences, but that he had also resolved to remain "until this [reorganization plan] had been completed" so that EVR would not be hurt by his departure. He said he expected to announce plans for future ventures in about a month.

Politics and cable: compatible signs

"A surprisingly large number of cable subscribers" watched, enjoyed and said they were influenced by a series of experimental political broadcasts on a Hawaiian cable television system—but the candidates involved were less enthusiastic.

Those conclusions emerged from a Rand Corp. study based on a "controlled experiment" conducted during the November 1970 elections. The study, financed by a grant from the Markle Foundation, was made possible when the manager of Cablevision of Wainane, Hawaii (a distant, almost rural suburb of Honolulu) offered one of his unused channels for 10 programs, featuring candidates for the state legislature and the city council. The intent was to see what effect political broadcasting over cable would have on a "small, well-defined" community.

Among the findings:

- About one quarter of all subscribing homes watched at least one of the programs (the system's penetration is about 50%). Of that number, 60% said the broadcasts helped them make up their minds about the candidates.

- The candidates interviewed were generally "lukewarm" toward the experiment, and cited the following difficulties: Although subscriber response was relatively good, the absolute num-

ber of viewers was small because of limited penetration; there was a lack of advance promotion; the channel used for the political broadcasts had not been used before, and people were therefore unaccustomed to tuning to it; the candidates themselves had inadequate experience in using television.

- Candidates for offices representing larger areas than those serviced by cable systems would need to use his resources to reach a larger number of voters—"perhaps by newspaper or by broadcasting station"—than can be covered by the single cable system, "This suggests the importance in the future," the Rand researchers said, "of interconnecting cable systems to cover metropolitan or even statewide areas if candidates are to reach the particular audiences they seek."

Cassette-cartridge unit established by NTA

National Telefilm Associates Inc., Beverly Hills, Calif., has formed a cassette and cartridge TV division. The new division will distribute NTA's library of full-length feature films, shorts, cartoons and other entertainment products to the cassette and cartridge TV fields. As of last October, NTA owned 1,694 feature films, 1,201 half-hour TV programs, 682 cartoons and 1,045 short subjects films. The company also has distribution rights to 472 additional feature films.

Peter S. Rodgers, executive vice president of NTA, has been appointed to head the new division. Mr. Rodgers, with the company for more than 17 years, also will be responsible for merchandising, marketing and licensing of properties currently distributed by NTA and all of its subsidiaries. Mr. Rodgers further will be in charge of special projects for the company and will participate in the acquisition of new product.

NTA is 78% owned by TCI Programs Inc., itself a wholly owned subsidiary of Tele-Communications Inc., Denver. Tele-Communications owns and operates cable television systems serving some 175,000 subscribers in 23 states in addition to an 11,000-mile microwave network.

ProgramNotes

In bag ▪ The Tournament Players division of the Professional Golfers Association and the Golf Network Inc. have signed a \$70,000 radio rights agreement for broadcast of 20 golf tournaments. Programs started with the Jan. 6-9 Glen Campbell Los Angeles Open and will finish in mid-August. National broadcasts—six, five-minute programs, using

facilities of mutual broadcasting system—will be picked up by some 580 mutual affiliates. Local broadcasts will be picked up by one or two stations in tournament area, and broadcast the entire tournament play. National broadcasts will be sponsored by Texaco through Benton & Bowles.

BFA's latest ▪ Broadcasting Foundation of America will distribute six new radio series, produced by domestic and overseas broadcasting organizations, to stations in the U.S. and Canada. The BFA, beginning its 17th year of operation, announced these new programs: *The Midnight Special*, one-hour weekly of folk music, farce, show tunes and satire; the two-hour *The World's Great Music*; the one-hour *The Studs Terkel Show* (conversation); the half-hour *World Press Digest*; the 15-minute *Finnish Press Review* and the 15-minute *This Is Your World* (discussion of current problems).

New FM awards deadline ▪ Entry deadline for the eighth annual Major Armstrong Awards for excellence and originality in FM broadcasting has been extended to Jan. 31. The extension was granted to give FM broadcasters enough time to enter late year-end roundups and similar programs in the competition.

Birthday ▪ NBC-TV's *Today* program will mark its 20th anniversary on Friday (Jan. 14) with a two-hour birthday gala (7-9 a.m. EST) recapturing the history of the show. Appearing will be the four men who have been hosts on *Today*: Dave Garroway (1952-61); John Chancellor (1961-62); Hugh Downs (1962-71) and Frank McGee, the current host.

Continuation ▪ NBC-TV announced it will carry three more years of Orange Bowl football coverage under a new exclusive contract. The New Year's Day telecast has been an NBC standard since 1965.

CCTV buy ▪ Imero Fiorentino Associates Inc., New York, lighting designer and consultant in television, has acquired Joshua Television Inc., New York, a firm that specializes in the field of closed-circuit TV presentation of rock concerts.

New Warner film package

Warner Bros. Television Distribution, Burbank, has released for television a package of 30 feature films, 24 in color. Included in this new package, to be known as *Volume 17* are three two-part features: "Battle of the Bulge," "The Great Race" and "The Young Lions." The release marks the 13th consecutive year in which Warner Bros. TV has placed at least one major group of feature films into television syndication.

Goldmark joins in Kinney venture

Communications technology is focus of new firm headed by former CBS Labs chief

Plans for the formation of Goldmark Communications Corp., to be headed by Dr. Peter C. Goldmark, inventor and scientist who retired as president of CBS Laboratories at the end of 1971, were announced last week by Dr. Goldmark and Kinney Services Inc., which would be a majority owner of the new company.

Goldmark Communications will concentrate on development and innovation of techniques and systems for cable TV, new applications in domestic satellite communications, electronic publishing and delivery of programmed educational-informational material for TV use in the home. Dr. Goldmark and Steven J. Ross, Kinney president, said

an agreement in principle on the plan had been reached.

Dr. Goldmark will be president and director of research of the new company, to be based in Norwalk, Conn. Joining him as engineering vice president will be Joseph L. Stern, former vice president of engineering for the CBS Television Services Division.

Last year Dr. Goldmark, approaching retirement age of 65, turned down an offer to remain with CBS Labs as chief scientist—but with no specified responsibilities—for 10 years at \$75,000 a year. Dr. Goldmark preferred to be free to pursue his own interests and take on other assignments (BROADCASTING, Aug. 9, 1971).

Among his credits at CBS Labs were the long-playing record, the field-sequential system of color TV and the electronic video recording (EVR) TV cassette technique—promotion of which CBS is curtailing (see page 53).

Mr. Ross said that "this move is a natural one for us. We have previously announced our intention to concentrate

in the communications field and to change our corporate name to Warner Communications Inc. With our substantial interests in cable television, recording, movies, television and publishing, we are obviously delighted to have affiliated with Dr. Goldmark, who is probably the leading scientist in the communications field today."

Dr. Goldmark, who has been heading a presidential advisory panel for the National Academy of Engineering, said that a significant portion of the new corporation's initial operation will include a pilot project expected to be funded by the U.S. Department of Housing and Urban Development, to study the use of communications techniques for rural living. The purpose of the project, which will get under way shortly in Windham county, Conn., is to provide people in rural areas with the major advances of living and growing—including better health care, improved education, business and state government operations, and cultural and entertainment benefits.

Kinney Services recently signed con-

AM STATION OWNERS—

WHEN A LOW-POWER DAYTIMER GROSSES A MILLION DOLLARS, IT'S DOING SOMETHING RIGHT!

Over the past ten years we have developed a highly successful good music format that we are now offering to stations on a library and consultant basis.

It is so successful, in fact, that one station, a daytimer, grosses a million dollars annually and operates with only 13 employees. This station consistently enjoys excellent ratings in both Pulse and ARB. Our library, which is virtually unduplicated, contains over 5,000 selections.

We furnish newspaper mats, on-the-air promos, everything to make your station successful. We train your people in the proper use of our library. On an exclusive basis in each market.

Save money—make money.

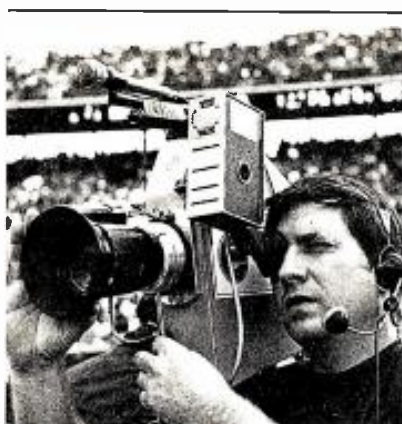
For complete details, write Box A-81, BROADCASTING.

tracts representing a total investment in stock of \$54.8 million for the acquisition of the CATV businesses of Continental Telephone Corp. and Television Communications Corp.

Under terms of a contract signed last Dec. 27 with Continental, Kinney will issue 600,000 shares of its common stock to complete the purchase. Based on the \$29.87 closing price of Kinney stock on the New York Stock Exchange on Dec. 27, the transaction would have a market value of about \$17.9 million.

Under terms of the agreement with Television Communications Corp., signed Dec. 30, Kinney will issue approximately 1,210,000 shares of common stock for TVC's CATV business. On the basis of Kinney's Dec. 30 closing price of \$30.50, the transaction would have a value of about \$36.9 million.

The TVC transaction is still subject to approval of a majority of TVC's shareholders and a favorable tax deter-



Editel Productions Ltd., New York and Montreal, an audio-visual production company, has developed a lightweight, portable color television camera. It was used to cover a major sports event for the first time during the Sugar Bowl football game on Jan. 1 by ABC-TV. This was a trial use by the network of the new Mark III camera, which weighs 18 pounds, is hand held and is adaptable to a wide range of lenses. Its North American representative is Intercontinental Communications Inc., New York, which said the price of the camera in the U.S. will be in the \$75,000-\$80,000 range.

mination. A TVC shareholder meeting is scheduled for Jan. 28.

The closing price for Kinney on Oct. 13, the date of the original announcement of both transactions, was \$33.75, making the market value of the deals at that time about \$20.3 mil-

lion for Continental and \$40.8 million for TVC.

If both the Continental Telephone and Television Communications transactions are concluded, Kinney's CATV business will consist of 78 systems serving 175,000 subscribers.

Broadcast Journalism

The making of a 'Conversation'

Homework, teamwork and a touch of nervousness preceded Dan Rather's televised talk with Nixon

When CBS's White House correspondent, Dan Rather, sat down across from President Nixon in front of the CBS cameras in the President's oval office on the night of Jan. 2, he felt some nervousness. He had questioned the President before, but usually as one of a crowd of reporters at a televised news conference. This hour-long *Conversation with the President*, in a one-on-one format, was something new.

But if he was nervous, he was not unprepared. Ten days earlier, he had gotten the word he would do the show

—the second in a series of such one-on-one conversations. ABC had started it, in March, with newsman Howard K. Smith. And Mr. Rather had been preparing for his turn like a schoolboy boning up for a final exam.

Plans for the broadcast—the time, location, reporter — had been settled rather easily, on Dec. 23, in a White House meeting between CBS's Washington news bureau chief, Bill Small; Don Richardson, the CBS bureau's assistant news director, and Gordon Manning, a CBS News vice president,

with presidential news secretary Ronald L. Ziegler.

But while those plans were to give the 40-year-old Mr. Rather his biggest hour on television, they were also to wreck his plans for a vacation in Texas with his family. "I didn't approach it as just another broadcast," he said.

"I tried to put it [the program] out of my mind Christmas Eve and Christmas day," he said last week, "but not very successfully." He started doing his homework in earnest the day after Christmas, and divided his time between his home in Georgetown and his office, poring over research material. The network provided him with whatever he needed, but didn't "overwhelm" him with help.

He picked the brains of CBS newsmen—Marvin Kalb, the diplomatic correspondent; Walter Cronkite and Eric Sevareid, among them. He canvassed people on Capitol Hill, White House staffers and the regulars in the White House news corps for questions. ("If you had one question to ask the President, what would it be?")

In time, he amassed 500 questions, pared these down by broadcast time to about 60, and put about half that num-



ber to the President. Except for some involving direct quotations (from a letter from a viewer in one case, from a presidential statement in another), he kept the questions he wanted to ask in his head. "I was afraid my notes would unsettle the President," he said, though he felt later that the fear was probably unfounded.

For all the high-powered assistance available to Mr. Rather, it was a young deskman at CBS's Washington news bureau, Tom Bettag, who provided his chief source of aid and comfort. The two had worked together on previous assignments, and get along well.

"I bounced ideas off him, and he took care of the input, coordinating the questions that were suggested," Mr. Rather said.

"We war-gamed a bit, trying out questions and trying to figure what answers the President would give." (The President, reportedly, did his own war-gaming in preparation for the broadcast.) "We tried out follow-up questions, transitions; thought about different approaches—whether to go for a philosophical approach or hard news, and what the balance between those approaches should be."

Mr. Rather took a break New Year's Eve, going out "late" that night to a party. But the next day—the day before the broadcast—he was discussing technical preparations with Bob Wussler, the executive producer, and Mr. Manning. And on Sunday, Bill Leonard, another CBS News vice president, was in Washington to confer with Mr. Rather and Mr. Manning. "We went over the general questions," Mr. Rather said last week. "They had suggestions, but I didn't use them."

For all of the preparations, Mr. Rather confesses to some nervousness in doing the program. "I felt some pressure. It wasn't a heavy pressure situation. I didn't feel inhibited or restricted. But I was a little nervous. Frankly, though, I think he [the President] was a little nervous too."

But by most other standards, the program was a success. It produced a spate of other broadcasts and front-page stories for two days (although the second-day stories resulted from Mr. Rather's failure to pick up on the President's remark that the "one circumstance" that will determine whether American forces remain in Indochina "is the situation with regard to our POWs." Did that mean, reporters followed up with at the White House the next day, that the administration no longer is also concerned with whether the Saigon government can stand unaided? No, the White House said; U.S. policy had not changed. The public reaction, Mr. Rather said, was "as favorable as anything I've ever

done." About two-thirds of all viewer calls received by the CBS's Washington office, and a higher percentage in New York, were complimentary.

One White House aide who was on hand for the broadcast was critical. He said the questions were "brutal." But the President himself appeared pleased. He stayed in the office for about 20 minutes following the broadcast and, said Mr. Rather, "was very cordial." He did express surprise that Walter Cronkite or Mike Wallace, whom he described as an "old friend," did not do the broadcast. (There were reports the White House had asked for Mr. Cronkite.) "But he wasn't complaining," Mr. Rather said. "He was not disappointed."

The program also got a good press. John J. O'Connor, writing in the *New York Times* on Monday, said, "Mr. Rather managed to produce a quite successful conversation." He also described Mr. Rather as looking "somewhat like the average leading man in an average Hollywood movie" but having a "working style . . . closer to the feisty jabbing of a Jimmy Cagney."

Among those who may not have thought Mr. Rather all that exciting is Mr. Rather. "I'm never satisfied with my own performance," he said "I gave the broadcast a C-plus."

In terms of ratings, the show was something less than a blockbuster. In the New York overnight Nielsen, it was third in the 9:30-10:30 p.m. EST period, with approximately a 9 rating and 13 share. The ABC movie was first, with a 26 rating and 39 share, and NBC second, with the second half of *Bonanza* drawing a 20 rating and 30 share, followed by the first half of the *Bold Ones*, with a 21 rating and a 31 share.

Murrow fellowships deadline

The Council on Foreign Relations Inc., New York, a private, independent center for the study of international aspects of political, economic and strategic problems of the U.S., is accepting applications for the Edward R. Murrow Fellowship for an American foreign correspondent. American newspaper, magazine, radio and television correspondents, editors and producers who are now or have recently served abroad may submit applications. The purpose of the fellowship, made possible by a CBS Foundation grant in 1965, is to aid correspondents in increasing competence in reporting and interpreting events abroad. A fellow receives the equivalent of the salary or fees he relinquishes during the term. The fellowship is effective Sept. 5, 1972, through June 4, 1973, and deadline for applications is March 3.

Equal-time requests for prime-time Nixon

McCloskey and the DNC seek to counter latest presidential appearances

The Democratic National Committee and Representative Paul N. McCloskey Jr. (R-Calif.) last week asked CBS for equal time to respond to the network's nationally televised interview with President Nixon on Jan. 2.

The DNC also asked NBC for equal time to answer the network's Dec. 21 telecast, *A Day in the Presidency*, and urged the FCC to act on a number of DNC fairness complaints dating from last summer.

In a telegram last Monday (Jan. 3) to CBS President Charles T. Ireland Jr., DNC General Counsel Joseph A. Califano Jr. asked for free prime time to answer *A Conversation with the President*, in which correspondent Dan Rather interviewed President Nixon.

"That broadcast was highly political in its overtones and offered the President an opportunity to express his views on a number of controversial issues of public importance," Mr. Califano charged. And, he pointed out, "Mr. Nixon all but announced his intention to seek re-election, and he used the broadcast to trumpet the performance of his administration on the issues that will be paramount during the presidential campaign this year."

Mr. Califano also pointed out that the President stated during the broadcast that he expected equal time would be afforded the Democrats "and we trust that CBS would not want to defeat his expectations."

In a letter the same day to CBS Vice Chairman Frank Stanton, Mr. McCloskey, a Republican entry in the New Hampshire primary, said that Mr. Nixon's discussion of political issues on the program "clearly would give him an unfair advantage in the New Hampshire primary unless equal time is granted to those who oppose him in that primary."

"The President himself recognized the propriety of an equal-time request in his remarks to Mr. Rather," the congressman added.

(The President, after being asked whether Alabama Governor George Wallace represents "a threat to holding this society together" had said that question should be directed "to the Democratic candidate when you have him on the equal time I'm sure is going to be requested after this program.")

A Jan. 3 telegram from Mr. Califano

to NBC President Julian Goodman said that the DNC should have equal time to answer the Dec. 21, 1971, telecast, *A Day in the Presidency*, because the program "could have no other purpose than to improve the incumbent President's image with the electorate. Both the tone and content of the program cast the President in the most favorable political light."

As of late last week CBS had not yet responded to the equal-time requests from the DNC and Mr. McCloskey. But it is understood that CBS plans to deny both requests.

And, in a telegram to Mr. Califano last Tuesday (Jan. 4), Corydon B. Dunham, vice president and general counsel of NBC, refused to grant DNC's request for time to reply to *A Day in the Presidency*.

"The program was a documentary on the activities of the President on a typical day, not a discussion of controversial issues of public importance," Mr. Dunham said. "In our opinion the requirements of the fairness doctrine do not warrant the grant of time. . . . NBC will continue to present contrasting viewpoints on significant issues as it has in the past. As you know, this includes opportunity for leading Democratic spokesmen to appear on NBC's news and discussion programs as well as special programs such as the *Loyal Opposition*."

In DNC's letter to the FCC on Jan. 2, Mr. Califano noted that the on Oct. 18, 1971, DNC complained about the three networks' refusal to give DNC free time to respond to presidential appearances last summer. "To date," Mr. Califano said, "no action has been taken by the commission on the DNC's complaint."

Mr. Califano charged that the "unexplained and inexcusable delays and eventual denials of relief appear to characterize the commission's handling of complaints and other papers filed by the DNC. Unfortunately, when the DNC asserts its rights under the fairness doctrine and the First Amendment, the action of the commission is as predictable as night following day—to delay and deny the DNC complaint, just as Pavlov's dog salivated whenever his master rang the bell."

In another development last week, NBC agreed to give the Democratic leadership of the House and Senate time to respond to President Nixon's State of the Union address, scheduled for broadcast Jan. 20 at 12:30 p.m. In telegrams last Wednesday (Jan. 5) to House Speaker Carl Albert (D-Okla.) and Senate Majority Leader Mike Mansfield (D-Mont.), Mr. Goodman said:

"In reply to your wire requesting

comparable time for a response to the . . . message . . . I am pleased to advise you that we are prepared to offer the 12:30-1 p.m. period, Friday, Jan. 21, 1972, on the NBC Television and Radio networks for a live presentation by the Democratic leadership of Congress on the state of the union."

White House press OK's backgrounder

Association officers adopt policy statement but do not bind members

The "backgrounder"—that device by which government officials transmit information to the public through the news media on promise of anonymity—remains as one of those ethical problems Washington newsmen ponder between assignments.

The officers of the White House Correspondents Association last week sought to cut away some of the uncertainty by adopting a set of principles accepting the background briefing as an important newsgathering device that newsmen who use it should respect.

However, the statement, adopted without consultation with the association's 800 members, is not binding on them. And the broadcast network Washington news bureaus, at least, do not regard the statement as solving any problems they might have with the backgrounder.

The question of the propriety of backgrounders has long been a sticky one among Washington newsmen. But it surfaced as an issue of national importance last month when the *Washington Post* identified President Nixon's assistant for national security affairs, Henry Kissinger, as the source of the warning that President Nixon might cancel his planned visit to the Soviet Union if the Russians did not use their influence with India to hold it back from attacking Pakistan.

The *Post's* executive editor, Benjamin Bradlee, said at the time and repeated last week that the backgrounder has been "perverted from whatever purposes it once had." He called it a "deception" and said reporters who rely on backgrounders "become a party to a conspiracy with the government to deny information to the reader."

Many newsmen agree that the backgrounder has been used by Republican and Democratic administrations alike to serve their own purposes.

However, the WHCA statement said the association recognizes that in Wash-

ington, as in most world capitals, "on occasions officials will speak more frankly and provide more information on a 'background' basis than when they know they are to be identified." Nevertheless, it added, the association feels government should not "misuse the 'background' device in an effort to 'use' reporters to the government's own advantage and evade its responsibilities to stand behind what it says."

It also said that there is "no question" that any newsman who accepts information on a background basis, either directly or from other reporters who were providing "pool" coverage "must abide by the rules under which the information was obtained."

This was apparently aimed at the *Post's* disclosure of the source of the warning to the Soviet Union. Mr. Bradlee said the *Post* chose "not to honor the last pool when it became independently known on the record that Kissinger gave it."

At the offices of the networks' Washington news bureaus, the statement had little effect, if any. Bill Small, head of CBS's Washington news bureau, and Frank Jordan, head of NBC's, have been reviewing the question of what policy change, if any, their bureaus should adopt regarding backgrounders. They have been discussing the issue with their correspondents, but have reached no conclusions. Mr. Small, who was in China last week helping to make preparations for news coverage of Mr. Nixon's scheduled visit there, was said to have feelings similar to those of the *Post*.

John Lynch, chief of ABC's Washington news bureau, said ABC was not considering any change. "We'll react on an individual basis, as backgrounders come up," he said. But he said he agrees with the WHCA that "you can't eliminate backgrounders."

CBS and ABC have not formally replied to the equal-time requests of Mr. Albert and Senator Mansfield, but said last week they will provide time. Dates and time slots have not yet been decided.

Network news troika in near accord

Though they are fierce competitors on the air, anchormen Harry Reasoner of ABC-TV, Walter Cronkite of CBS-TV and John Chancellor of NBC-TV were in substantial agreement last week on many of today's global issues affecting broadcast journalism.

In response to questions from the audience at a luncheon of the International Radio and Television Society on "The State of the News," they (1) con-

tended that TV documentaries are not less provocative than in former years; (2) approved a proposal that political TV commercials run five minutes and (3) gave the nod to Senator Edmund Muskie (D-Me.) as the Democratic presidential nominee and to Vice President Agnew as President Nixon's running if the conventions were held last week.

They split on their evaluation of President Nixon's accomplishments in the foreign and domestic areas. Mr. Cronkite felt that Mr. Nixon had performed "reasonably well within the framework of his political philosophy," while both Mr. Reasoner and Mr. Chancellor felt the President had faltered in both sectors.

Mr. Cronkite replied to a question on television's apparent deficiency in obtaining stories or following up stories dealing with secret government documents obtained by newspapers by saying: "We were not aware of the Pentagon Papers story until the *New York Times* published them. We didn't follow up syndicated columnist Jack Anderson's story on the India-Pakistan matter because we don't make a habit of following up column items. But when it became clear it was a story, we did follow it up."

Blue Book dusted off in newsman's complaint

A question raised in the FCC's 1946 Blue Book on licensee public-service responsibility was resurrected by Tracy Westen, of the Stern Community Law Firm, Washington, in filing a complaint and request for a commission ruling on a station's right to "distort or warp" news content because of economic pressure from advertisers.

Mr. Westen, in his brief, noted the Blue Book reference in calling for a solution to the question of whether a broadcast commentator is denied free speech when he is fired because of external pressure on the station.

At issue is the Nov. 5, 1971, dismissal of James C. Lange as newsman for WQWK(FM) State College, Pa. Mr. Lange aired a Nov. 4 report over the station on the extent to which State College merchants were complying with the economic requirements set up by the Office of Emergency Preparedness. He canvassed a number of local stores and reported that the majority of them had not compiled a list of ceiling prices on items carried or had not posted a sign notifying shoppers of an availability of this list. Mr. Lange said in an affidavit accompanying the FCC brief that he had cleared his story with Peter Devlin, WQWK news director.

Mr. Westen's brief charged that

WQWK violated Mr. Lange's First Amendment rights by summarily firing him for telling the truth without giving him an opportunity to respond, and by bending to pressures from the station's advertisers.

The complaint asked the FCC to rule that broadcasters cannot distort news content in order to avoid economic reprisals, or operate under pre-clearance policies that impose "special burdens" on controversial news stories. It also requested a ruling that licensees cannot fire employees without giving written advance notice and reasons and time to respond. And it called for Mr. Lange's reinstatement and issuance of

a show-cause order against WQWK to refrain from distorting news content.

Mr. Devlin said that although he thought Mr. Lange's story was "a good piece of reporting," it lacked sufficient objectivity. He also indicated that Mr. Lange's tenure at the station had been on "very shaky ground" for well over a month before the broadcast and that he felt Mr. Lange's dismissal was largely due to his use of WQWK as a "soap box" for his own political views. He emphasized, however, that he could not speak for the station. He denied personally that economic pressures were a primary reason for Mr. Lange's dismissal.

HAIL, HAIL, THE GANG'S ALL HERE! THE HUBBARD GANG!



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WTOG-TV—St. Petersburg now joining KSTP-TV—
Minneapolis-St. Paul, and KOB-TV—Albuquerque!**

**These stations all investigated, compared, and chose
the only proven computerized on-line, real-time
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Write or call Jim McKee, vice president, phone: 901-332-3544





Frank Boyle
President
Robert E. Eastman & Co.

"I can't think of a better time to come on big and bold"

The two men principally responsible for generating profitable advertising volume for KIOA, discuss the realities of sales communication in today's volatile market; pinpoint the unique contribution of KIOA's Standard Rate ads to a successful sales effort; discuss ways to make these ads still more interesting to SRDS users, correspondingly more productive.



Boyle: "There are so many reasons for being well-represented in Standard Rate; it amazes me that more major radio stations don't use it or, if they do, don't use it in more dramatic fashion."

"I wonder if these stations understand how ads in Standard Rate can help them with today's selling problems. There's less time to sell or pre-sell. With the turnover of agency personnel at higher levels you're working with buyers who do not have the experience. Not that they're any less intelligent than the people who were there before, but they just haven't been at it long enough. They certainly need more definitive information on a radio station than some of the people they replaced did. One of the sure ways I know of to accomplish this is by putting definitive information in Standard Rate."

Jacobson: "When we faced up to the realities of the recessionary period, I found it very easy to increase our space in Standard Rate to the full page Tell-All, rather than cut back. I don't think I made a mistake. Things have picked up considerably for us since early Spring. At a time when everyone else in our market was dropping out of Standard Rate I felt it was a good time to beef up what we were doing."



Boyle: "I can't think of a better time to come on big and bold. The impression, when anyone looks at Des Moines in Standard Rate, should be that you own the market."

Jacobson: "The only question is, are we giving buyers everything we could to build the best possible impression?"





Boyle: "I believe there is one more thing you could do. Most of the information you have in your ad is the kind a buyer can use. He buys day parts and he buys demographics. But I'd like to see a qualitative factor go into these ads; a description of the programming that produces your boxcar numbers and your demographics in the key day parts—the reasons that generate these desirable numbers. You know what these reasons are. Buyers would find it useful to know."

Jacobson: "This is good. We're not discussing whether or not Standard Rate is the place to advertise. Nobody has to sell us on that. What we're trying to do is to learn how to harness the full potential power of being in Standard Rate; how to use it more effectively."



Boyle: "Standard Rate is the book of record. As such it is used whenever and wherever there's buying going on."

Jacobson: "In our budget for sales promotion, SRDS has to take the highest priority. The basic reason is very simple. The people who buy use Standard Rate. We have something to say to them. So it makes sense to say it in Standard Rate."



Boyle: "Yes, and you want to be there with something that will have a desired effect. As I see it, an ad in Standard Rate can do one of three things. It can provoke interest and curiosity. It can provide supporting data to confirm a judgment of your station. Or it can turn the man off."

Jacobson: "What we have in Standard Rate can't be too far off the track because we actually get calls from people who have acted to buy us because of what they found in our Service-Ads."



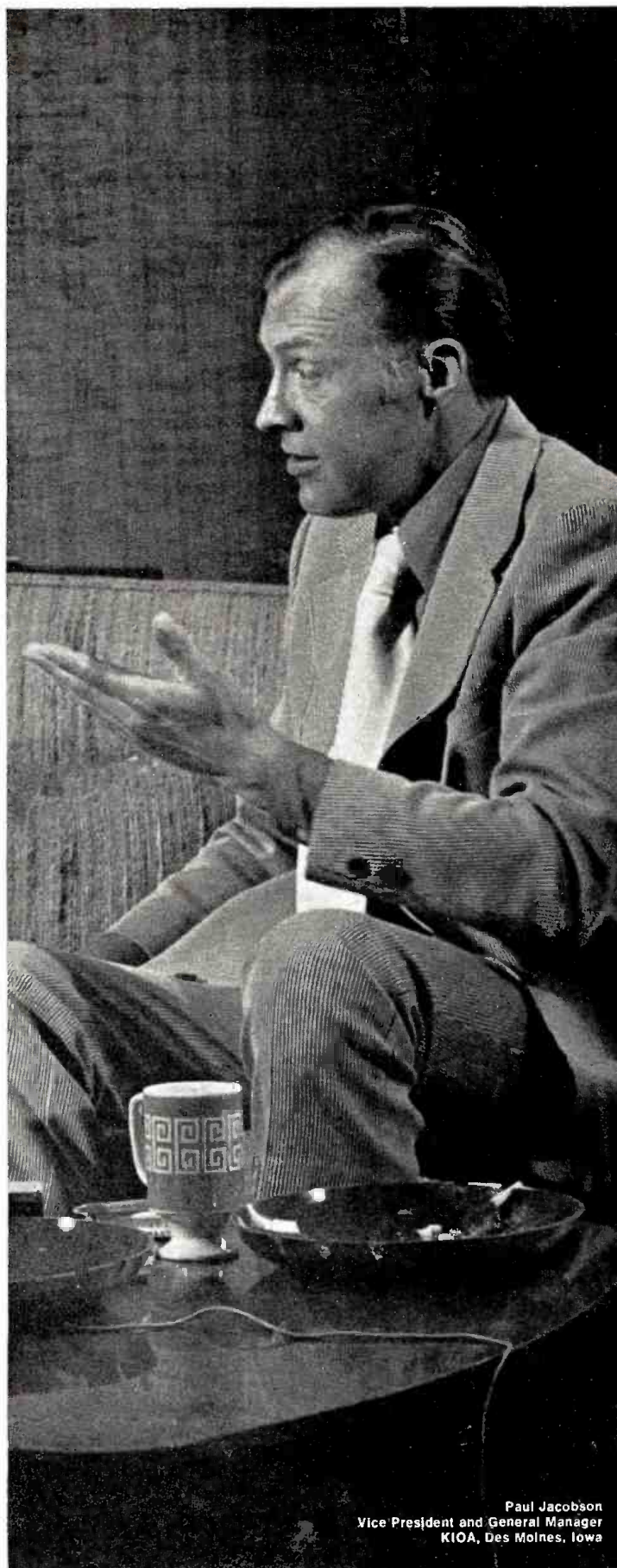
"Of course, I don't judge the really big value of our ads in Standard Rate by these occasional direct-result orders. The people your men call on use Standard Rate and we have things to say to them that they'd like to know about. Having it there for them, every time they look at Des Moines, has got to pay off in the long run."



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5201 Old Orchard Road, Skokie, Illinois 60076



Paul Jacobson
Vice President and General Manager
KIOA, Des Moines, Iowa

Live music revival wins radio fans

Sold-out concerts, high-priced tickets, low-cost production proving boon

For more than a year now, major-market radio stations—FM outlets, for the most part—have put their records back on the shelf for several hours every few months to broadcast live music from clubs, concert halls and recording studios. The practice has grown, to the delight of audiences who appreciate the opportunity to hear more live music than their pocketbooks or ticket availability will allow. It may have reached a new peak during the holiday-season-past.

The relatively low cost of producing such live programming—an hour concert will cost about \$800 or \$900 (excluding talent fees, which are rarely a consideration—has attracted many record companies to sponsor these concerts themselves. And the high audience appeal is drawing others. One such radio concert—by the Grateful Dead Dec. 5 on WNEW-FM New York—was heard by more than three million listeners, according to Scott Muni, WNEW's program director.

Techniques for financing and production of the concerts vary. Record companies may approach radio stations with a package in order to gain exposure for new acts. Buddah Records has tried this approach with Exuma and Buzzy Linhart, for example; it contracted WTKF-FM Baltimore to broadcast a concert from the Baltimore Civic Center on Jan. 22.

In other instances, radio stations have negotiated with artists only and produced concerts in recording studios with small invited audiences. Sometimes the record company is offered some or all of the sponsorship of these concerts after the arrangements for studio time and telephone lines are completed and paid for by the station. In the case of the WMMR-FM Philadelphia concert featuring Brewer and Shipley on Dec. 14, Buddah had only to pick up the tab for the artists' time and expenses. On the other hand, when WPLJ-FM New York broadcast a live concert from the A&R recording studio in New York, the 7-Up Co. sponsored all of it.

The Grateful Dead is one of those groups that can sell out concert halls with alarming speed. But the Dead ob-



Three among the musical attractions that have made the live-radio rounds in recent weeks are The Grateful Dead (top), Warner Bros. Records' top-selling group that played 15 markets in a 10-week span, Detroit (left), on the Paramount label, which played on WLIR-(FM) Garden City, N.Y., and Brewer and Shipley (above), on the Buddah label, featured in concert on WMMR-FM Philadelphia.

ject to playing the larger halls needed to accommodate their growing audience; the loss in intimacy and inferior—to their ears—sound systems do not suit them, according to John McIntire of the Dead management. On their last tour, in an attempt to bring their music to a larger audience, the group asked stations to carry their concert in each of

the markets they played during the tour.

During a 10-week period, ending on New Year's Eve, the Grateful Dead played 15 live radio concerts across the country. In each market, the costs were shared jointly by Warner Bros. Records (the Dead's recording company), Columbia Records (the recording company for the New Riders of the Purple Sage,

who travel with the Dead), and the Dead themselves.

WNEW-FM had two special holiday broadcasts, a presentation of Leonard Bernstein's "Mass," and a taped concert of Led Zeppelin, obtained from the BBC. WNEW has contracted with the BBC for a series of concerts in 1972, including the Faces with Rod Stewart, the Rolling Stones, and the Who.

Other holiday live concerts included two by WBCN-FM Boston with Livingston Taylor and Commander Cody and his Lost Planet Airmen; KDAY-AM Santa Monica, Calif., with Cheech and Chong and Helen Reddy; WLIR-FM Garden City, N.Y., with Buzzy Linhart and McKendrie Spring, and KSAN-FM San Francisco broadcast a Christmas party with Bozz Scaggs as well as the New Year's Eve Grateful Dead concert.

Censorship snag over Dylan record

'George Jackson' single using four-letter word is center of controversy

When Columbia Records puts out a new Bob Dylan record, even if it's only a single as is his latest release, "George

Jackson," it usually causes several ripples throughout the music business. But with the release of "George Jackson" two months ago, Columbia and Dylan have whipped themselves up a monsoon.

The new song is about black revolutionary George Jackson, who was shot and killed during an attempt to escape from San Quentin prison last summer. A four-letter word appears in one of the verses of the song "... he wouldn't take shit from no one..." and it is over that word that much controversy has arisen.

Interestingly enough, CBS-owned FM outlets—CBS is the parent company of Columbia Records—were instructed to either delete the word or not play the song. Herb McCord, general manager of WCBS-FM New York, called Bob Dylan after receiving the policy statement and asked if he would mind the change. But even though Mr. Dylan did give permission to edit the word, Mr. McCord has decided that instead of changing the song, he would refrain from playing it. "I felt it was something like putting a fig-leaf over [Michelangelo's] David," he commented.

Some other CBS FM stations have edited out the word so that they could play the song.

A quick survey of major-market stations that are playing the song reveals

that most stations have altered the word in some way. But many independent stations are playing an unexpurgated version of the song, though. And Metro-media's KSAN-FM San Francisco, WMMR-FM Philadelphia, and KMET Los Angeles are playing the full song. Metro-media's WNEW-FM New York is not.

When broadcasters began to make their dissatisfaction known to Columbia, Clive Davis, president of Columbia Records, placed a full-page paid letter in one of the music trades to publicize Columbia's feelings on the matter. It read in part:

"... music can do more than entertain; it can inform, enlighten, provoke, excite, and stimulate... records should be treated no differently than books. Clearly, Bob Dylan, as one of the age's great poets, could publish a book of his songs and if a four-letter word appeared, no one would be alarmed. To say that same song cannot be performed on records is frankly demeaning to a great medium.

"Now, your responsibility as broadcasters might be different and you must exercise judgment as you see fit. . . . But I feel Columbia Records responsibility must be to Dylan and to the public who have the right to know exactly what Dylan is saying and thinking. I respect your right to disagree."

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Creeping into reality: Intelsat agreement

The State Department last week received the 65th signature on the international telecommunications satellite (Intelsat) worldwide agreement that was fashioned last August (BROADCASTING, Aug. 23, 1971). The latest was New Zealand.

However, only 19 countries, representing about 60% of the investment in Intelsat, have completed the necessary ratification actions. Among them is the United States.

The Intelsat agreement requires ratification by 54 of the 80 countries that participated in the two-year long conference. They must represent also two-thirds of the total investment in Intelsat. The agreement has a deadline of Dec. 20 this year for its implementation. Sixty days later the agreement is scheduled to go into effect.

Pretty girls and hockey top TV choices in Canada

The Bureau of Broadcast Measurement, Canadian rating service, has released midseason ratings, providing a reading on fall viewing of the country's two TV networks.

BBM rates the top 10 shows on the Canadian Broadcasting Corp. as: *NHL Hockey*, *Flip Wilson*, *Anne Murray Special*, *Charlie Brown Special*, *Walt Disney*, *Carol Burnett*, *Cannon*, *Front Page Challenge*, *Jimmy Stewart* and *Partridge Family*.

The 10 most-watched on the Canadian Television Network were: *Miss Canada Pageant*, *NHL Hockey*, *Friday Night Movie*, *Ironside*, *FBI*, *The Persuaders*, *Dean Martin*, *Sunday Movie*, *Canadian Football League Western Final* and *Mannix*.

Multimedia restrictions hinted in CTRC ruling

The Canadian Radio Television Commission has approved the application by CHUM Ltd., Toronto, to purchase CFCF-TV Montreal (BROADCASTING, Dec. 13, 1971)—but with strings attached. Among them is the demand that CHUM Ltd. divest itself of CKVR-TV Barrie, Ont., and that CFCF(AM), CFQR(FM) and CFCX (shortwave) not be included in the package purchase.

Obviously taken back, CHUM Presi-

dent Allan, confessing the decision "puzzled" him, said: "I don't know what to think. I'm used to buying, not selling."

The CRTC move reflects the first tangible step by the licensing body to limit the media holdings of communications companies in Canada. CHUM Ltd. already controls radio outlets in Halifax, N.S.; Ottawa; Peterborough, Ont., and Toronto and TV properties in Barrie, Ont. and Halifax and Sydney, N.S.

By requiring that CKVR-TV be sold to permit the acquisition of the more profitable Montreal station, the commission may be serving notice that, for the first time, the growth of broadcasting groups will be limited to a specific number of outlets.

Carving up Toronto for cable operators

A young graduate of the Harvard Business School has told the Canadian Radio Television Commission that he can provide cable service to more than 75,000 high-rise suites in the Toronto area while charging each subscriber 75 cents a month.

Geoff Conway, who offered the proposal during four days of CRTC hearings Dec. 13-17, 1971, was immediately attacked by many established cable operators as being underfinanced and inexperienced.

Moreover, his proposal calls for intrusion into areas of Toronto already staked out to various cable companies, and would therefore require a basic reversal of present CRTC cable policy, they argued.

However, he received support from a representative of owners of 367 high-rise buildings; the spokesman said that unless the commission approved Mr. Conway's proposal promptly, the owners would install master antennas and "forget about cable."

The CRTC heard a total of 12 proposals for cable service to unclaimed areas of Toronto during its hearings. Among the other applicants were former evangelist and current TV personality Charles Templeton, who called his competitors "carpetbaggers" seeking to build cable empires; and Ted Rogers, owner of CFTR(AM) Toronto, who came up with a free special offer of a burglar-alarm system wired to each subscriber's set.

At the conclusion of the hearings, CRTC Chairman Pierre Juneau said a decision is imminent.

Irish religious strife subject of BBC program

Not long after independent television in Britain was dealt a setback in the scope of its coverage of the religious war in Northern Ireland (BROADCASTING, Dec. 6, 1971), the government-controlled British Broadcasting Corp. became the target of similar pressure, which although vehement, failed to silence it. But while the BBC succeeded in airing the program, the response it drew was anything but favorable. Minutes after the program's completion the BBC switchboard was flooded with calls from irate viewers.

This latest incident involved a two and one-half hour "tribunal" on strife in Northern Ireland that was originally scheduled for broadcast Jan. 5, and the barrage of criticism leveled against it by Irish Premier Brian Faulkner. As a result the BBC had voluntarily agreed to delay showing the program. But clearly convinced that the program is balanced and would not be harmful to the situation in Ireland, it went ahead with plans to air the show.

The program shown on the originally scheduled date brought together representatives of the feuding Irish factions before a "tribunal." Those participating included: Bernadette Devlin, noted advocate of the Catholic minority, and John Maginnis, an Ulster unionist, both members of Parliament.

The three-man "tribunal" did not pass judgment on the various peace proposals put forth by the participants, but rather asked questions designed to clarify the issues for the public.

Spokesman for Mr. Faulkner had said earlier that "the government believes the program has little to contribute and in fact could be quite harmful. We have enough problems without a public scrutiny of this sort."

In response to the premier's repeated objection to the program and its content, the BBC issued a statement announcing a postponement, saying that "clearly such a program depends on the willingness of governments to cooperate in providing authoritative spokesmen." Included with Mr. Faulkner's criticism had been a refusal to participate personally in the forum, which the government charged would provide a platform for extremists.

However, after reviewing the film in light of the charges made, the BBC has decided to go ahead with plans to televise the show.

Muzak sale approved

Shareholders of Wrather Corp., Beverly Hills, have approved the sale of Muzak Inc. to Teleprompter Corp., New York. An agreement in principle had been reached last fall, and Teleprompter shareholders had already approved the plan. The \$28,875,000 acquisition was made through exchange of Teleprompter common shares for the stock of Muzak. Broker for the transaction was Edwin Tornberg & Co.

Company Reports

■ Metro-Goldwyn-Mayer Inc., Culver City, Calif., reported net income for the first quarter of the current fiscal year to be the highest ever reported from operations since the present manage-

ment came into office in the fall of 1969.

For the first fiscal quarter ended Nov. 20, 1971:

	1971	1970
Earned per share	\$ 0.43	\$ 0.37
Revenues	41,030,000	36,685,000
Net earnings	2,550,000	2,190,000
Shares outstanding	5,923,435	5,886,942

Note: Results for first quarter of fiscal 1971 before an extraordinary gain of \$318,000 or \$0.05 per share, which would bring total net income to \$2,508,000 or \$0.42 per share.

■ Grey Advertising Inc., New York, reported a gain of approximately \$3 million in gross billings and an increase in net income for the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 0.64	\$ 0.61
Gross billings	144,866,000	141,597,000
Net income	791,000	739,000

■ A. C. Nielsen Co. reported record highs for sales and earnings in the first quarter of fiscal 1972 ended Nov. 30, 1971. Operations of the parent and sub-

sidary companies rose 8.1% in sales and 6.4% in net earnings.

The company also declared a quarterly cash dividend of 12 cents per share on Class A and Class B common stock, payable Feb. 1 to holders of record Jan. 11.

For the three months ended Nov. 30, 1971:

	1971	1970
Earned per share	\$ 0.39	\$ 0.36
Revenues	29,504,657	27,293,161
Net income	2,042,573	1,920,430

■ Television Communications Corp. reported lower earnings for the first quarter of fiscal 1972 ended Oct. 31 compared with the same period a year ago.

For the three months ended Oct. 31:

	1971	1970*
Earned per share	\$ 0.05	\$ 0.05
Revenues	2,483,000	2,125,000
Net income	173,000	208,000

* Restated to reflect poolings of interest consummated during the fiscal year ended July 31, 1971.

Broadcasting Stock Index

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

	Stock symbol	Ex-change	Closing Jan. 5	Closing Dec. 21	Net change in period	1971-1972		Approx. shares out (000)	Total market capitalization (000)
						High	Low		
Broadcasting									
ABC	ABC	N	52½	53½	— ½	53½	25	7,095	\$362,696
ASI Communications	ASIC	O	2½	3½	— ½	4½	2½	1,815	4,755
Capital Cities	CCB	N	48	48¾	— ¾	49¾	29	6,236	280,620
CBS	CBS	N	47½	48¾	— 1½	49¾	30½	27,858	1,260,575
Cox	COX	N	37	38½	— 1½	39½	17¾	5,802	203,070
Gross Telecasting	GGG	A	14½	12½	+ 2½	16	10½	800	9,096
LIN	LINB	O	16½	14½	+ 1½	15½	6½	2,294	29,249
Mooney	MOON	O	8½	8½	+ ½	9½	4	250	1,875
Pacific & Southern	PSOU	O	10½	10½	— ¾	17½	8	1,930	15,440
Rahall Communications	RAHL	O	13½	10½	+ 2½	29	8½	1,037	9,976
Scripps-Howard	SCRIP	O	20½	20½	—	25	18	2,589	53,075
Sonderling	SDB	A	25½	24½	+ 1½	34	17	997	21,685
Starr	SBG	M	15½	17½	— 1½	20½	8½	691	11,229
Taft	TFB	N	42½	41	+ 1½	44½	23½	3,707	141,793
Total								63,101	\$2,405,134
Broadcasting with other major interests									
Avco	AV	N	17½	16½	+ 1½	18½	12½	11,476	\$164,910
Bartell Media	BMC	A	4½	4½	+ ½	8	2½	2,254	7,596
Boston Herald-Traveler	BHLD	O	16	20	— 4	28	19	577	11,540
Chris-Craft	CCN	N	6	5½	+ ½	9½	5½	3,901	26,710
Combined Communications	CCOM	O	28½	27½	+ 1½	28½	10½	2,206	47,981
Cowles Communications	CWL	N	10½	10½	+ ½	13½	8	3,969	42,151
Dun & Bradstreet	DNB	N	64½	67½	— 2½	67½	52½	12,838	786,328
Fuqua	FOA	N	22½	22½	+ ½	26½	13½	7,524	140,097
Gable Industries	GBI	N	26½	24½	+ 1½	24½	9½	1,872	38,376
Gannett	GCI	N	57½	56	+ 1½	60	32½	9,090	495,405
General Tire	GY	N	26½	26½	+ ½	28½	21½	18,713	456,036
Gray Communications		O	—	—	—	8	5½	475	2,850**
ISC Industries	ISC	A	7½	6	+ 1½	8	4½	1,646	9,876
Kansas State Network Inc.	KSN	O	—	—	—	7½	6½	1,471	9,929
Lamb Communications		O	—	2½	—	2½	2	475	1,425
Lee Enterprises	LNT	A	18½	16½	+ 1½	20	16½	2,936	47,710
Liberty Corp.	LC	N	20	18½	+ 1½	24	16½	6,744	111,276
Meredith Corp.	MDP	N	24½	25½	— 1	29½	19½	2,772	63,063
Metromedia	MET	N	28	28½	— ½	30½	17½	5,764	157,761
Multimedia Inc.		O	37½	35½	+ 1½	37½	25	2,407	77,024
Outlet Co.	OTU	N	16½	14½	+ 2½	22	13½	1,334	19,343
Post Corp.	POST	O	23½	19½	+ 3½	23½	9½	925	15,263
Publishers Broadcasting Corp.	PUBB	O	3½	3	+ ¾	4½	1½	919	2,408
Reeves Telecom	RBT	A	2½	2½	+ ½	3½	2	2,292	51,570
Rollins	ROL	N	48	49½	— 1½	49½	25½	8,087	352,755
Rust Craft	RUS	A	24½	24½	+ ½	24½	18½	2,318	48,377

(Continued on page 66)

(Continued from page 65)

	Stock symbol	Ex- change	Closing Jan. 15	Closing Dec. 21	Net change in week	High 1971	Low	Approx. shares out (000)	Total market capital- ization (000)
Schering-Plough	PLO	N	87 3/4	89 3/4	+ 1 1/2	89 3/4	60 1/2	25,174	2,171,258
Storer	SBK	N	31 1/4	27	+ 4 1/2	33 3/4	19	4,223	106,631
Time Inc.	TL	N	56 1/4	54 1/4	+ 2	62 3/4	40 3/4	7,258	362,900
Trans-National Communications		O	1/16	1/4	-1/16	1 1/4	1/16	1,000	120
Turner Communications		O	2 3/4	2 3/4	—	4	2	1,328	3,147
Wometco	WOM	N	18 1/2	18 3/4	— 1/4	23 3/4	14 1/4	6,037	92,789
Total								148,405	\$5,924,605
CATV									
Ameco	ACO	O	4 3/4	3 3/4	+ 1 1/2	12 3/4	1 1/2	1,200	\$ 2,700
American Electronic Labs	AELBA	O	6 3/4	5	+ 1 1/2	10	3	1,668	7,506
American TV & Communications	AMTV	O	32 1/4	26 1/4	+ 5 3/4	32 3/4	19 1/2	2,434	50,799
Burnup & Sims	BSIM	O	24 1/2	26	- 1 1/2	37 3/4	20 1/2	3,061	68,873
Cablecom-General	CCG	A	15 1/2	14	+ 1 1/2	17 3/4	9 3/4	2,485	26,714
Cable Information Systems		O	2 3/4	2 1/2	+ 1/4	4 3/4	1 3/4	955	1,910
Citizens Financial Corp.	CPN	A	13 3/4	12 3/4	+ 1 3/4	15 1/2	11	1,590	17,888
Columbia Cable	CCAB	O	15 1/4	13 3/4	+ 1 3/4	15 1/2	9 3/4	900	10,125
Communications Properties	COMU	O	11 3/4	10	+ 1 3/4	11 3/4	7 3/4	1,906	15,953
Cox Cable Communications	CXC	A	24 3/4	22 3/4	+ 1 3/4	25 3/4	15 3/4	3,552	69,264
Cypress Communications	CYPR	O	12 1/2	11 1/2	+ 1 1/2	12 1/2	7	2,384	19,072
Entron	ENT	A	4 3/4	4	+ 3/4	7 3/4	2 1/2	1,320	3,458
General Instrument Corp.	GRL	N	21 1/2	22 3/4	- 1 1/2	29 3/4	13 1/2	6,370	111,475
LVO Cable Inc.	LVOC	O	—*	11 1/4	—	11 1/4	7	1,466	11,537
Sterling Communications	STER	O	5 3/4	5 3/4	— 1/4	8 3/4	3 1/2	2,162	8,108
Tele-Communications	TCOM	O	24 3/4	20	+ 4 3/4	22 3/4	12	2,856	46,410
Teleprompter	TP	A	120 1/2	119 3/4	+ 3/4	121 1/2	36 1/2	3,077	256,160
Television Communications	TVCM	O	10 1/2	10	+ 1/2	10 3/4	5 3/4	3,604	33,285
Viacom	VIA	N	16 1/4	15 1/4	+ 1 1/4	21	9 3/4	3,791	52,581
Vikoa	VIK	A	8 3/4	7 3/4	+ 1 3/4	14 3/4	4 3/4	2,344	14,064
Total								49,325	\$627,882
Programming									
Columbia Pictures	CPS	N	9 3/4	8 3/4	+ 1 1/4	17 3/4	6 3/4	6,342	\$ 57,078
Disney	DIS	N	135	132 3/4	+ 2 1/4	132 3/4	77	13,111	1,524,154
Filmways	FWY	A	6 3/4	5 3/4	+ 1	11 1/4	4 3/4	1,829	8,231
Four Star International		O	3 3/4	3 3/4	—	1 3/4	3/4	666	579
Gulf & Western	GW	N	29 1/4	28 1/4	+ 3/4	31	19	15,549	388,725
Kinney Services	KNS	N	35	31 3/4	+ 3 1/4	39 3/4	25 3/4	12,716	360,753
MCA	MCA	N	26	25 3/4	+ 3/4	30	17 3/4	8,165	166,321
MGM	MGM	N	18 3/4	16 3/4	+ 2 1/2	26 3/4	15 3/4	5,895	102,396
Music Makers	MUSC	O	1 3/4	1 3/4	—	3 3/4	1 3/4	534	534
Tele-Tape Productions		O	1 3/4	1 3/4	+ 3/4	2 3/4	1	2,190	3,285
Transamerica	TA	N	18 1/2	18 3/4	- 1/4	20 1/2	14 3/4	63,841	1,172,759
20th Century Fox	TF	N	13	11 1/4	+ 1 3/4	15 1/2	7 3/4	8,562	78,065
Walter Reade Organization	WALT	O	2	1 3/4	+ 3/4	5 3/4	1 3/4	2,414	4,514
Wrather Corp.	WCO	A	11	8 3/4	+ 2 3/4	11 3/4	5 3/4	2,164	12,703
Total								143,978	\$3,880,117
Service									
John Blair	BJ	N	17 3/4	15 3/4	+ 1 3/4	24 3/4	13	2,597	\$ 37,007
ComSat	CQ	N	63	58 3/4	+ 4 3/4	84 3/4	49 3/4	10,000	56,250
Creative Management	CMA	A	9 3/4	10 3/4	+ 1 1/2	17 3/4	7 3/4	969	8,111
Doyle Dane Bernbach	DOYL	O	25	24 1/2	+ 1/2	26 1/2	20	1,934	401,311
Elkins Institute	ELKN	O	3 3/4	3 3/4	+ 3/4	16 3/4	3	1,664	4,992
Foote, Cone & Belding	FCB	N	11 1/2	10 3/4	+ 1 3/4	13 3/4	7 3/4	2,196	21,411
Grey Advertising	GREY	O	16 3/4	14 3/4	+ 1 3/4	16 3/4	9 3/4	1,209	15,717
Interpublic Group	IPG	N	26	24 3/4	+ 1 3/4	27 1/2	17 1/2	1,673	31,988
Marvin Josephson Assocs.	MRVN	O	8 3/4	7 3/4	+ 3/4	12	5 3/4	825	8,869
LaRoche, McCaffrey & McCall		O	8	—*	—*	16 1/2	7 1/2	585	6,289
Marketing Resources & Applications		O	10	8	+ 2	18 3/4	2 3/4	505	4,293
Movielab	MOV	A	2 1/4	1 3/4	+ 3/4	4	1 3/4	1,407	2,814
MPO Videotronics	MPO	A	4 3/4	4	+ 1/4	8 3/4	3 3/4	557	2,016
Nielsen	NIELA	O	43 3/4	45 3/4	- 1 3/4	49 3/4	38 3/4	5,299	204,647
Ogilvy & Mather	OGIL	O	41 3/4	40 3/4	+ 3/4	40 3/4	24	1,096	36,716
PKL Co.	PKL	A	6 3/4	7 3/4	+ 3/4	10 3/4	3 3/4	778	5,057
J. Walter Thompson	JWT	N	44 3/4	41 3/4	+ 2 3/4	60	34 3/4	2,703	106,769
Transmedia International		O	—*	—*	—	3 3/4	1/16	535	134
Wells, Rich, Greene	WRG	N	22 3/4	18 3/4	+ 4	25 3/4	15 3/4	1,602	30,230
Total								38,134	\$984,621
Manufacturing									
Admiral	ADL	N	18 3/4	18 3/4	+ 1/4	21	8	5,163	\$ 89,062
Ampex	APX	N	13 3/4	13 3/4	+ 3/4	25 3/4	10 3/4	10,875	130,500
CCA Electronics	CCAE	O	4 3/4	4	+ 3/4	5 3/4	2 3/4	881	3,524
Collins Radio	CRI	N	14 3/4	13 3/4	+ 1 1/4	20 3/4	9 3/4	2,968	35,616
Computer Equipment	CEC	A	3 3/4	3 3/4	- 3/4	7 3/4	2 3/4	2,434	7,594
Conrac	CAX	N	28	25 1/2	+ 2 1/2	29	15 1/2	1,259	24,865
General Electric	GE	N	63	65 3/4	+ 2 3/4	65 3/4	52 3/4	181,626	11,100,981
Harris-Intertype	HI	N	52 3/4	52 3/4	—	69 3/4	45	6,344	314,028
Magnavox	MAG	N	46 3/4	45	+ 1 3/4	55	37 3/4	17,283	612,301
3M	MMM	N	133 3/4	133 1/2	- 3/4	133 3/4	95 3/4	56,186	7,009,204
Motorola	MOT	N	83 3/4	84 3/4	+ 1 3/4	89 3/4	51 3/4	13,370	1,024,409
RCA	RCA	N	38 3/4	37 3/4	+ 3/4	40 3/4	26	74,437	2,577,090
RSC Industries	RSC	A	3 3/4	2 3/4	+ 3/4	6 3/4	2 3/4	3,500	9,170
Telemation	TIMT	O	—*	6 3/4	—	13 3/4	6	14,040	94,770
Westinghouse	WX	N	47	46 1/2	+ 1/2	47 3/4	41 3/4	41,555	3,594,508
Zenith	ZE	N	43 3/4	43 3/4	- 1/4	54 3/4	36 3/4	19,025	791,821
Total								450,946	\$27,619,353
Grand Total								893,889	\$41,680,088
Standard & Poor Industrial Average			113.86	112.78	+ 1.08				

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.
† New issue.

Financial Notes

- Doyle Dane Bernbach, New York, has declared a dividend of 24 cents per share on common stock, payable Jan. 14 to stockholders of record Dec. 31.
- MCA Inc. has declared a quarterly dividend of 15 cents per share on common stock, payable Jan. 12 to holders of record Dec. 28.
- General Electric Corp., Schenectady, N.Y., has filed a statement with the Se-

curities and Exchange Commission seeking registration of \$125 million in debentures, due in 1979. The securities will be offered for sale through underwriters Morgan Stanley & Co. Inc. and Goldman Sachs & Co., both New York, and proceeds will be used to reduce domestic short-term liabilities.

- Cox Broadcasting Corp. declared regular quarterly dividend of seven and one-half cents on common shares, payable Jan. 15 to holders of record Dec. 22. Annual meeting was set for March 16 in Atlanta.

- Boston Herald-Traveler Corp., operator of WHDH-TV Boston announced a 2% stock dividend on the company's common stock payable Jan. 14 to holders of record Dec. 31. This dividend compares with \$2 per share a year ago.
- Group broadcaster Wometco Enterprises has reached agreement to acquire the Coca-Cola Bottling Co. of Northern Arizona. The transaction involves the transfer of more than \$2.5-million of Wometco class A common stock. Miami-based Wometco owns numerous Coca-Cola franchises in the U.S., Canada and the Bahamas.

Fates & Fortunes

Broadcast Advertising

Harold G. Tillson, senior VP in charge of marketing services division, and **John J. Kinsella**, senior VP in client services division, Leo Burnett Co., Chicago, elected to agency's board of directors.

Mitchell Lipman, TV programing account supervisor, and **Joseph McParland**, account supervisor, both Doyle Dane Bernbach, New York, named VP's.

Barbara A. Fagan, copywriter, **Kurt Haiman**, art director, and **Ruth Scott**, copy group head elected VP's of Grey Advertising, New York.

Robert Fennimore, account executive, WOR-TV New York, appointed national sales manager. Before joining WOR-TV in 1967, Mr. Fennimore was Eastern sales manager for BROADCASTING Magazine, New York.

Bill Rismiller, local sales manager, WLW(TV) Indianapolis, appointed general sales manager.

Mitchell Seltzer, creative director, Leo Burnett Co., Chicago, joins AdCom, Quaker Oats Co. in-house advertising agency there, as VP and creative director.

J. Douglas Madeley and **Sheldon L. Holzer**, account supervisors, Norman, Craig & Kummel, New York, elected VP's.

Ellen L. Diamond, media director, **Normand L. Roussel** and **Walter R. Smith Jr.**, account executives, Bo Bernstein & Co., Providence, R.I., advertising and PR firm, named VP's.

Marvin J. Rothberg, director of media studies, Allied Stores Corp., New York, joins Westinghouse Broadcasting Co. there as director of marketing services.

Lloyd A. Werner, former national sales manager, KCOP(TV) Los Angeles, joins

Television Advertising Representatives, Chicago, as Midwest sales manager.



Mr. Howell

assumes Mr. Howell's local TV sales responsibilities.

William E. Cosher, account executive, D'Arcy-MacManus-Intermarco, St. Louis, named VP and account supervisor. **Gerald F. Hall**, account executive, appointed account supervisor.

Martin I. Bree, research account executive, Grey Advertising, New York, joins Kenyon & Eckhardt Advertising there in similar position.

James Bodine, account supervisor, Doyle Dane Bernbach, New York, joins John Rockwell & Associates, agency there, in same capacity.

Edward M. Milarsky, account executive, WABC(AM) New York, appointed sales manager.

Arnold Kleiner, with Television Advertising Representatives, Chicago, appointed local sales manager, WBZ-TV Boston. TVAR and station are Group W-owned.

Raoul T. Hurley, formerly with Noble-Dury & Associates, Nashville, appointed director of marketing, Data Communications Corp., Memphis-based firm which operates Broadcast Industry Automation System (BIAS), computerized full-service time-sales system.

Kevin MacCarthy, account executive,

O. P. (Bob) Bobbitt, general sales manager, KTBC-TV Austin, Tex., retires after more than 21 years with station. He is succeeded by **Charles Howell**, local TV sales manager. **Gus P. Stewart**, with sales staff,

joins Cargill, Wilson & Acree, Atlanta, in similar capacity.

Nelson Riddle Jr., former new product project director, Innotek Marketing Corp., New York, joins Dancer-Fitzgerald-Sample there as account executive.

Dick Stein, account supervisor for Carson/Roberts division of Ogilvy & Mather Inc., Los Angeles, joins KABC(AM) Los Angeles as retail marketing director.

Michael A. Green, general manager, R.D.R. Associates, New York, parent firm of Timebuying Services Inc., independent media-buying service, named VP and general manager. **Jan Crawford**, senior buyer at R.D.R., appointed media director.

Ernest R. Latessa, local sales manager, WJAR-TV Providence, R.I., joins WHIM-AM-FM there as director of special sales.

Zack C. Hill, national sales manager, WREC-AM-FM Memphis, appointed general sales manager.

Richard J. Stelletell, with sales staff, WRAN(AM) Dover, N.J., appointed sales manager.

Jeffrey Greenhawt, with WMAL-FM Washington sales staff, appointed general sales manager.

Stan Read, with sales staff, KLOK(AM) San Jose, Calif., appointed general sales manager, KFYE(FM) Fresno, Calif.

The Media

Edmund Ansin, executive VP, Sunbeam Television Corp., licensee of WKCT(TV) Miami, elected president.

Gene D'Angelo, general manager, WGR-TV Buffalo, N.Y., joins WBNS-AM-FM-TV Columbus, Ohio, in similar capacity. He

Sarnoff estate goes to family, charities

Brigadier General David Sarnoff, former chairman of RCA Corp., left an estate valued at over \$1 million, according to the probate filing of his will in New York Surrogate Court.

General Sarnoff, who died at 80 on Dec. 12, left the bulk of his estate to his widow, Lizette Hermant Sarnoff. She will receive \$300,000, the Sarnoff townhouse in New York, and personal and household effects.

In addition, Mrs. Sarnoff was left one-half of a trust fund, the amount of which was not disclosed. The remaining half is to be divided into six parts. Sharing equally will be Mr. Sarnoff's three sons and a grandson by each of them. Mr. Sarnoff's sons are Robert W., chairman of RCA; Thomas W., NBC staff executive vice president, West Coast, and Edward, chairman of Fleet Services, New York.

Mr. Sarnoff left his sister, Mrs. Edie Baer of Beverly Hills, Calif., and his brother, Morris, of Hollywood, Fla.,

\$100,000 each. He bequeathed his brother, Lew, of Katonah, N.Y., a choice of any piece of jewelry in the Sarnoff collection.

Left \$5,000 each were the Federation of Jewish Philanthropies, Catholic Charities of the Archdiocese of New York, the Federation of Protestant Welfare Agencies Inc. and the National Association for the Advancement of Colored People. The Educational Alliance of New York was recipient of \$10,000.

The will stipulates that all the books, pamphlets, papers, awards, decorations and other materials "which relate to the decedent's public, business or military activities, or to the history of radio, electronics and television" be turned over to the David Sarnoff Collection for deposit at the David Sarnoff Research Center at Princeton, N.J.

The will was dated May 22, 1967. It was admitted to probate on Dec. 23, 1971.

succeeds **Richard Borel**, who retired.

Donald M. Roberts, VP, First National City Bank, and **Alan S. McDowell**, VP, Allen & Co., both New York, elected directors of Pacific & Southern Broadcasting Co. there.

Donald J. Barhyte, assistant treasurer, Multimedia, Greenville, S.C., diversified company with broadcast interests, elected treasurer. Multimedia's broadcast division owns and operates WFBC-AM-FM-TV Greenville, WBIR-AM-FM-TV Knoxville, Tenn., WMAZ-AM-FM-TV Macon, Ga., and WWNC(AM) Asheville, N.C.

Joseph Centola, assistant controller, Cowles Communications, New York, appointed to additional post of assistant treasurer.

Robert E. Dressler, director of advertising and PR, Field Enterprises Educational Corp., Chicago, joins KOMU-TV Columbia, Mo., as general manager. He also has been appointed associate professor, school of journalism, University of Missouri, station's licensee.

Charles E. Osburn, program director, WLIO(TV) Lima, Ohio, appointed station manager.

Leonard H. Down, consultant to State of California, department of human resources development, Sacramento, Calif., appointed business manager of non-commercial KVIE(TV) there.

Vince Genson, program director, WMAL(AM) Washington, appointed station manager of WMAL-FM.

John H. Arbenz, with CBS FM Radio

Sales, New York, joins WEEI-FM Boston, as station manager.

W. David Dugan Jr., producer-correspondent, CBS News, New York, appointed general manager, noncommercial KBIA(FM) Columbia, Mo.

Lawrence W. Lichty, professor, department of communication arts, University of Wisconsin, Madison, appointed staff director, Wisconsin Cable Communications Commission, appointed to study cable and make recommendations for possible state regulation. **Timothy Larson**, instructor, radio-TV, University of North Dakota, Grand Forks, also appointed to Wisconsin cable staff.

John E. Patton, program director, WASH(FM) Washington, joins WHEN(AM) Syracuse, N.Y., as general manager.

J. Albert Wunder, station manager, WRAN(AM) Dover, N.J., appointed general manager.

Ralph Rood, with sales staff, WNNJ(AM)-WIXL(FM) Newton, N.J., appointed general manager.

Irene Runnels, sales manager, KRLD-AM-FM Dallas; joins KOAX(FM) there as station manager and sales manager.

Programing

Peter Affe, Eastern sales director, Warner Bros. Television, New York, appointed director of domestic sales.

W. Robert Rich, formerly VP, International Television Sales, Warner Bros.-Seven Arts, New York, appointed VP

and general sales manager for National Telefilm Associates Inc., Beverly Hills, Calif.

Ed Cooperstein, executive VP and general manager, Canyon Films, Phoenix, named president and general manager.

John Davidson, former Eastern division sales manager, Rhodes Productions, New York, joins Metromedia Producers Corp. there in same capacity, dealing exclusively with syndicated *Merv Griffin Show*.

Robert S. Stern, VP, Universal Television and head of law department of Universal Studios, Hollywood, both MCA Inc. subsidiaries, appointed to newly created position of executive in charge of activities dealing with FCC, cable TV, copyright and related fields. **Joseph DiMuro**, senior attorney for Universal Studios, has been appointed acting head of law department, post vacated by Mr. Stern.

Harris Katleman, president, Four Star Entertainment Corp., Beverly Hills, Calif., sales operation of Four Star International Inc., appointed to newly created post as VP in charge of motion pictures and TV for Cinemation Industries, New York, motion picture distribution firm. Mr. Katleman will be based in Hollywood.

Andrew P. Jaeger, VP for TV, Allied Artists Pictures Corp., New York, elected to board of directors.



Mr. Schneider

William G. Rhodes, sales manager, Avco Broadcasting's syndication division, Cincinnati, appointed division general manager.

Loring d'Usseau, director of programing for KTLA(TV) Los Angeles and executive producer of syndicated *The Steve Allen Show*, joins KNBC(TV) Los Angeles as executive producer.

C. Stephen Currie, program director, WSPA-TV Spartanburg, S.C., joins WCBD(TV) Charleston, S.C., as director of broadcasting.

Lee Hansen, program director for KLUC(AM) Las Vegas, joins Noel Blanc Broadcast Organization, Beverly Hills radio production firm, as head of audio production department.

Jeff Sinclair, unit manager, ABC-TV,

New York, joins National Public Affairs Center for Television, Washington, as production manager.

Paul A. Snook, former music director, WRVR(FM) New York, joins Broadcasting Foundation of America there as producer of music and cultural programs.

The Rev. David W. Pomeroy, minister of United Church of Christ, New York, appointed associate director of broadcasting, Broadcasting and Film Commission of National Council of Churches there. Mr. Pomeroy will serve as liaison between council and networks which produce public service programs for it.

Mark Finley, promotion director, Boston *Record American-Sunday Advertiser*, joins WEZE(AM) there as production director.

Brad Melton, with KFOX(FM) Long Beach, Calif., joins KREL(AM) Corona, Calif., as program director.

Bill Tanner, program director, KACY(AM) Port Hueneme, Calif., appointed operations manager.

Broadcast Journalism

Leslie Midgley, executive producer CBS *Evening News with Walter Cronkite*, appointed producer of documentary specials for CBS News. Announcement is in keeping with realignment of CBS News executive staff, made last month (BROADCASTING, Dec. 20, 1971).

J. Michael Tuck, anchorman, KTVU(TV) San Francisco-Oakland, Calif., joins news staff, WCAU-TV Philadelphia.

Richard M. Stapleton, news director, WWDC-AM-FM Washington, joins WCAU-AM-FM Philadelphia as managing editor of news. He is succeeded by **Lawrence Matthews**, newsman.

John D. Powell, news director, non-commercial WHA-TV Madison, Wis., joins WSAU-TV Wausau, Wis., as newsman. **Joe Schillinger**, Wisconsin sports hunting guide, also joins WSAU-TV news staff.

Doug Brown, meteorologist, KWTX-TV Waco, Tex., joins KHOU-TV Houston in similar capacity.

Charles Whitehurst, WFMY-TV Greensboro, N.C., appointed chairman of newly formed committee to study AP broadcast wire operations. Also serving on committee, which will meet in New York on Jan. 21, are: **Curt Beckman**, WCCO-AM-FM Minneapolis; **Gary Clark**, KTMS-AM-FM Santa Barbara, Calif.; **Jack Clements**, WCAU-AM-FM-TV Philadelphia; **Jerry Condra**, KQTV(TV) St. Joseph, Mo.; **Alec Gifford**, WVUE(TV) New Orleans; **John Salisbury**, KXL-AM-FM Portland, Ore., and **Donald Urban**,

Wells will not run

Former FCC Commissioner Robert Wells has bowed out of race for governor of Kansas even before officially in it. Mr. Wells, who left commission on Nov. 1, 1971, with idea of seeking Republican gubernatorial nomination in home state, changed plans after doctor advised him electrocardiogram indicated that he should avoid rigors of political campaigning for at least couple of months. He had planned to announce candidacy last week. Instead he has re-associated with Harris Radio Group, with headquarters in Garden City, Kan.

WKRC-TV Cincinnati. Robert Tobey, KOTS(AM) Deming, N.M., and AP board member, will serve in liaison capacity.

William Haskell, former news editor, NBC News, New York, joins WTIC-AM-FM-TV Hartford news staff as chief of stations' new New Haven, Conn., bureau. **Bill Clede**, ecology and recreation reporter, WTIC-AM-FM-TV, appointed environmental and outdoor editor.

Kenneth Banghart, former newsman for NBC News for almost 20 years, serving both in New York and Washington, joins news staff of WIOD-AM-FM Miami.

Mark H. Isaacson, on-air reporter, WRDI(AM) Hammonton, N.J., appointed news director, WMID(AM) Atlantic City. **Michael Anderson**, program production director, WMID, joins station's news staff as afternoon news editor and on-air reporter.

Virginia LeMay, freelance writer for CBS Private Line News Exchange and National Public Radio, Washington, joins KHJ(AM) Hollywood as tape editor.

Joseph L. Turner, editor, Urban Research Corp., Chicago, joins WLS-AM-FM there as editorial and public service director.

Steven J. Caminis, news director, WERI-AM-FM Westerly, R.I., joins WHIM-AM-FM Providence, R.I., in similar capacity.

Peter A. Mobilia, newsman, WELI(AM) New Haven, Conn., joins WKRC-AM-FM Cincinnati, as reporter.

Equipment & engineering

Joseph E. Braislin, VP and general manager of Wolper Video Center, Hollywood, named VP of operations for Trans-American Video Inc., Hollywood. Trans-American recently acquired assets of Wolper Video Center.

Joseph A. Wargo, director of manufacturing, Jerrold Electronics Corp., Philadelphia, named VP for manufacturing.

Peter Boyko, executive VP, Capital Film Laboratories, Washington, elected president. He succeeds **Alfred E. Bruch**, deceased (BROADCASTING, Dec. 20, 1971).

Jerry Kalov, VP of marketing and sales, Jensen Sound Laboratories, Chicago, speaker systems manufacturing division of PEMCOR Inc., named VP and general manager of division.

Eugene R. Trelewicz, director of business planning, Philips Broadcast Equipment Corp., Montvale, N.J., appointed director of engineering.

Thomas O. Miller, with WKYC-TV Cleveland, appointed supervisor of transmitters.

Philip J. Crowe, sales engineer, AMP Inc., Harrisburg, Pa.-based marketing subsidiary of American Pamcor, Valley Forge, Pa., equipment manufacturer, appointed product manager for communications.

Charles E. Wilson, manager of plant operations for Ampex Corp., Sunnyvale, Calif. appointed general manager of Colorado Springs, operations for company.

Michael J. Mackin, manufacturing test foreman, Philips Broadcast Equipment

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Corp., Montvale, N.J., appointed field engineering supervisor.

Robert G. Hannegan, with Essex International, Fort Wayne, Ind., appointed district manager of its Communications and CATV Division, Decatur, Ill.

F. Howard Moran, assistant chief engineer, WREC-AM-FM Memphis, appointed chief engineer.

George A. Powstenko, consulting engineer, Kear & Kennedy, Washington, leaves to join private consulting firm of Neil M. Smith, formerly of Kear & Kennedy. Firm: Smith & Powstenko is at 2000 N Street, N.W., Washington.

Promotion

Leonard Broom, director of advertising operations, CBS Broadcast Group, New York, joins WHDH-AM-FM-TV Boston as director of advertising and promotion.

Bruce A. Weiner, manager, sales promotion, CBS-TV Stations National Sales, New York, appointed manager, advertising and press information, CBS-TV Stations Division.

Thomas Nedwek, senior reporter, WISN-TV Milwaukee, appointed promotion and publicity director.

Ilze Kalnins, coordinator of press relations, WKYC-TV Cleveland, appointed PR administrator.

Alexander H. Gordon, promotion and publicity director, WLWT(TV) Indianapolis, joins WPVI(TV) Philadelphia as audience promotion manager.

Allied Fields

Robert B. Jacobi, **Joe H. Levy**, **Roy R. Russo** and **Ronald A. Siegel**, attorneys with Cohn & Marks, Washington communications law firm, appointed partners.

Robert Druckenmiller, assistant advertising manager, Peace Corps, Washington, appointed advertising manager,

ACTION, newly created federal agency comprising Peace Corps, Volunteers in Service to America (VISTA) and Service Corps of Retired Executives (SCORE) activities. Mr. Druckenmiller will be responsible for national and regional recruitment advertising as well as recruitment promotional materials.

Deaths

Lawrence C. Gumbinner, 73, who in 1923 founded agency that bore his name, died in New York Dec. 21. He had retired in 1969 as chairman of executive committee of agency, which for years was associated with American Tobacco's Tareyton account. Agency merged in 1963 with New York office of North Advertising, and Gumbinner-North in 1969 changed name to Dodge & Delano (now merged into Tinker, Dodge & Delano). Survivors include wife, Helen; brother and agency co-founder Paul G. Gumbinner; one sister, and three sons.

Paul K. Randall Jr., 43, VP and manager, BBDO, Dallas office, died Dec. 27 there. He joined agency in 1954 in New York office. Two years later he was appointed regional manager in Dallas and was named VP in 1967. Mr. Randall is survived by his mother and two sisters.

Harry T. Duffy, 53, VP of Rumrill-Hoyt and general manager of agency's Utica, N.Y., office, died Dec. 28 in Upstate Medical Center, Syracuse, N.Y., after three-month illness. Mr. Duffy joined Moser & Cotins, Utica, in 1937 and was officer of agency when it merged with Rumrill-Hoyt in 1957. He is survived by his wife, Hazel, and three daughters.

Charlotte Friel, 42, manager of research and administration, CBS Inc., died Dec. 31 in New York hospital. Miss Friel joined CBS in 1954. She is survived by her parents, one sister and one brother.

Joseph E. Woods, 58, former manager of Gates Radio's Houston service center,

died Jan. 2 at his home there after lengthy illness. Mr. Woods joined Gates in 1949. He is survived by his wife, Evelyn, and two sons.

John Sullivan, 61, microwave administrative manager for Teleprompter's CATV division, Eugene, Ore., died Dec. 21. He joined firm in 1965 as manager of cable system there. He is survived by his wife, Martha.

Peter Duel, 31, co-star of ABC-TV's *Alias Smith and Jones*, was found shot to death in Hollywood Dec. 31. Death was listed by police as "probable suicide." Mr. Duel will be succeeded on series by **Roger Davis**, presently regular on network's *Dark Shadows* program. Previously Mr. Duel was regular in *Love on a Rooftop* and *Gidget* series. Mr. Duel is survived by his actor brother, Geoffrey, and parents.

Jacob W. (Jake) Ehrlich, 71, trial lawyer about whose life and career 1962-63 NBC-TV series *333 Montgomery Street* was based, died Dec. 24 in San Francisco of apparent heart attack. Mr. Ehrlich, best-known as criminal defense attorney, reportedly wrote and edited many TV scripts for series. He is survived by his wife, Marjorie, one daughter and one son. One brother, Alvin Ehrlich is principal in Ehrlich-Jenkins, Washington advertising agency.

Robert Lowery, 57, veteran motion picture and TV actor, died Dec. 27 in Hollywood of apparent heart attack. Mr. Lowery was film actor for more than 30 years, recently appearing in several TV productions in character roles. He also ran acting school in Hollywood. Mr. Lowery is survived by his mother.

Melba Rae, 49, actress who appeared most recently as Marge Bergman in CBS-TV's *Search for Tomorrow* daytime serial, died Dec. 29, of cerebral hemorrhage at New York hospital. She is survived by her husband, Gilbert, and one son.

Jane Morgan, 91, character actress on radio and television, died Jan. 1 of heart attack in Burbank, Calif. Miss Morgan, who started in radio in 1930, was best known for her role as landlady on CBS-TV's *Our Miss Brooks* half-hour series. She is survived by one daughter.

Isabella Beach, 77, former radio personality, died Jan. 3 in Suffern, N.Y. She conducted General Foods' *Cooking School of the Air* using name Frances Lee Barton and subsequently had her own show in 1930's on NBC. Later she was hostess of morning show for women on WMCA(AM) New York, and before her retirement in 1950's was food editor of New York *Journal American*. Survivors include seven children, among them James Beach, writer, and Peter Beach, VP, Campbell-Mithun's Chicago office.

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Trend goes on: radio gross up, net down

That's how FCC now measures medium in 1970, with expenses continuing to outgrow revenues

Radio broadcasting was given a delayed look last week at its books for 1970. In an annual financial report that oozed out of its computer an even year late, the FCC reported a continuation of a trend that had started two years earlier: Total radio revenues once again rose, but expenses rose faster, and profits were down for the year.

According to the comprehensive report, total radio revenues in 1970 rose 4.7% over those in 1969, to \$1,136.9 million from \$1,085.8 million. Profits before federal income tax fell, however, by 7.9%, from \$100.8 million in 1969 to \$92.9 million in 1970.

The 1970 record repeated a pattern of 1969 when radio took in \$1,085.8 million in revenue, a gain of 6.1% over the \$1,022.9 million of the year before, but saw its profits decline by 11.1%—from 1968's \$113.4 million to \$100.8 million.

Though the record for 1971 won't be known until late in 1972, the signs point toward another increase in revenue. An analysis by the Ted Bates agency puts national billings on radio in 1971 well ahead of those in 1970 (see page 16). Richard Doherty, economic consultant, estimated a gain in total revenues of 6% (BROADCASTING, Dec. 27, 1971-Jan. 3, 1972). Whether broadcasters were able to reverse the cost trends of the previous two years and thus take more profit out of their rising revenues is the question yet to be answered for last year.

The FCC's 1970 report showed that radio made stronger percentage gains in revenue than television did in the same year and held its profit decline to a lower margin. In 1970 television revenues rose only 0.4% over 1969 and profits dropped 18% (BROADCASTING, Sept. 6, 1971).

Taken together, radio and television in 1970 had combined revenues of \$3,945.1 million—an increase of 1.6% over the 1969 total of \$3,882.1. But in the profit margin, broadcasting declined by \$107.7 million. There was a total profit decrease from 1969's \$654.4 million to 1970's \$546.7 million—down 16.5%.

Total broadcast expenses for all ra-

dio stations reporting time sales of \$25,000 or more in 1970 were \$971,737,000. General and administrative expenses (including salaries and depreciation) continued to be the principal item, a total of \$366,221,000. Program expenses were next, totaling \$324,251,000. Then came selling, \$182,949,000, and technical expenses, \$98,313,000.

Radio broadcasters employed 71,048 persons in 1970, 17,258 of whom were part time.

Once again local advertising dominated radio, increasing by 6.6% for the year and representing 68% of all radio advertising. Spot volume rose by 1.6% to account for 28% of the total. Network advertising decreased 4.1% and was only 4% of the business.

Gross revenues of the seven national networks (NBC, CBS, MBS and ABC's four) fell off from their 1969 level. And although the networks' consolidated loss was less than in 1969, it remained substantial—\$5.5 million. Consolidated revenues were \$34.7 million, a decline of

2.9% from the 1969 total. The total loss in 1970 was \$800,000 less than the year before.

The networks' owned-and-operated stations showed continued strength. Total revenues from those stations were \$53.0 million, a 6.1% rise over the level they reached in 1969. Profits also continued to rise, reaching \$4.7 million—a 13.9% increase.

As for the other AM and AM-FM stations filing reports with the commission (AM-FM combinations were treated as one unit; FM outlets commonly owned with an AM in the same market but reporting separately were also counted in this category), revenues were up by 4.3% but profits decreased by 7.9%. In 1970 revenues for those facilities reached \$1,008.5 million, an increase of \$41.9 million from the 1969 level (\$966.6 million).

Of all the FM stations reporting to the commission, 69% reported losses for 1970 (the same percentage as in 1969). As was the story with their AM

Broadcast revenues, expenses and income of networks and stations of radio¹ and television broadcast services

	1970	1969	Percentage change 1969-70
TOTAL BROADCAST REVENUES			
Radio	\$1,136,900,000	\$1,085,800,000	4.7%
Television	2,808,200,000	2,796,200,000	0.4%
Industry total	\$3,945,100,000	\$3,882,000,000	1.6%
TOTAL BROADCAST EXPENSE			
Radio	\$1,044,000,000	\$ 985,000,000	6.0%
Television	2,354,400,000	2,242,600,000	5.0%
Industry total	\$3,398,400,000	\$3,227,600,000	5.3%
BROADCAST INCOME (before federal income tax)			
Radio	\$ 92,900,000	\$ 100,800,000	(7.9)%
Television	453,800,000	553,600,000	(18.0)%
Industry total	\$ 546,700,000	\$ 654,400,000	(16.5)%

¹ Includes AM and FM broadcasting.

() Indicates decline.

Note: 1970 radio data covers the operations of nationwide networks (CBS, MBS, NBC and ABC's 3 AM networks and 1 FM network), 4,209 AM and AM-FM stations, 225 FM stations associated with AM stations but reporting separately in 1970, and 454 independent FM stations. This data also includes the compensation paid by other (regional, state, etc.) networks to affiliated stations, but do not include the revenues retained by these other networks, nor their expenses. Radio data for 1969 covers the operations of nationwide networks, 4,194 AM and AM-FM stations, 179 associated FM's that reported separately in 1969 and 442 independent FM stations. Also included is the compensation paid by other networks to their affiliates, but not the revenue retained by the other networks nor their expenses.

TV data for 1970 covers the operations of 3 network and 686 stations. TV data for 1969 covers the operations of 3 networks and 673 stations.

counterparts, however, revenues continued on the increase. Total FM revenues reached \$84.9 million, an increase of 25.9% from 1969. On the whole, FM outlets owned by AM licensees did better than independents. They reported revenues of \$44.3 million (a 30.1% increase) while independents reached \$40.6 million, for a rise of 21.6%. Independent FM's recorded a total loss of \$6.2 million compared with 1969's \$5.5 million.

Of the 4,131 radio stations reporting in 1970, 2,473 showed a profit and 1,338 a loss. A total of 154 reported revenues of over \$1 million. Of these, 139 operated in the black; 15 lost money, six of which reported losses in excess of \$500,000. On the other hand, 55 stations reported profits of over \$500,000. The largest revenue bracket was that of \$100,000-\$150,000, into which 907 stations fell. 602 of those stations showed a profit while 305 suffered losses.

Average 1970 financial data for AM and AM/FM¹ stations in one- and two-station communities outside standard metropolitan statistical areas by population of community (Stations operating full year)

Community population (1960 census)	One-station communities			Two-station communities		
	Number of stations	Average station revenue	Average station profit/loss	Number of stations	Average station revenue	Average station profit/loss
25,000-50,000						
Total stations report'g	36	\$266,829	\$32,656	115	\$195,577	\$ 9,315
Reporting profits	29	284,553	44,267	79	212,535	22,910
Reporting losses	7	193,404	-15,450	36	158,364	-20,518
10,000-25,000						
Total stations report'g	276	157,818	14,003	315	126,440	6,119
Reporting profits	210	166,143	22,863	212	139,104	14,741
Reporting losses	66	131,328	-14,189	103	100,375	-11,628
5,000-10,000						
Total stations report'g	531	106,018	7,511	110	99,775	7,443
Reporting profits	401	114,606	13,128	73	115,808	15,460
Reporting losses	130	79,528	-9,811	37	68,142	-8,375
2,500-5,000						
Total stations report'g	466	75,812	4,732	26	73,053	-1,628
Reporting profits	337	81,075	9,764	13	84,077	4,465
Reporting losses	129	62,061	-8,413	13	62,028	-7,722
Less than 2,500						
Total stations report'g	263	72,076	3,922	16	57,682	-8,056
Reporting profits	175	76,717	9,501	11	54,046	3,559
Reporting losses	88	62,848	-7,172	5	65,681	-33,610
All communities						
Total stations report'g	1,572	104,163	7,802	582	130,786	6,265
Reporting profits	1,152	112,714	14,152	388	145,417	15,878
Reporting losses	420	80,706	-9,611	194	101,524	-12,962

¹ Excludes 225 FM stations associated with AM's but reporting separately.

Number of AM and AM/FM stations reporting payments to proprietors, partners, or stockholders, 1970¹
(Excludes dividends and other payments from surplus)

Stations Reporting Payments of:	Number	Amount
Over \$100,000	39	\$ 8,183,265
75,000 - 99,999	41	\$ 3,418,313
50,000 - 74,999	135	\$ 8,176,615
40,000 - 49,999	114	\$ 5,109,490
30,000 - 39,999	244	\$ 8,326,367
25,000 - 29,999	164	\$ 4,452,970
20,000 - 24,999	240	\$ 5,381,704
15,000 - 19,999	320	\$ 5,501,515
10,000 - 14,999	457	\$ 5,645,439
5,000 - 9,999	430	\$ 3,212,387
2,500 - 4,999	195	\$ 722,429
Under 2,500	205	\$ 269,671
Total	2,584	\$58,400,165

¹ Includes only stations reporting for the full year. Excludes 225 FM stations that are associated with AM's but which reported separately.

Relationship of station losses to reported payments to proprietors, partners and stockholders, and to reported depreciation expense¹ 1970
AM and AM/FM stations reporting

1. Total number of stations reporting losses	1,388	
A. Total amount of losses		\$46,944,322
2. Number of losing stations which reported payments to proprietors, etc.	735	
A. Total amount of payments to proprietors, etc.		\$12,562,682
3. Number of losing stations which reported depreciation expense	1,337	
A. Total amount of depreciation expense		\$19,425,469
4. Stations reporting a loss:		
A. Total number of losing stations reporting payments to proprietors, etc. and/or depreciation expense which together exceeded the amount of loss	729	
B. Total number losing stations reporting payments to proprietors, etc. which alone exceed the amount of loss	411	

¹ Includes only stations reporting for the full year. Excludes 225 FM stations that are associated with AM's but which reported separately.

Broadcast Financial Data of Nationwide Networks and 4,209 AM and AM-FM Stations, 1970
(In thousands of dollars)

Line no.	Broadcast Revenues, Expenses, and Income	Network ¹	Percent change from previous years	20 owned-and-operated AM ² stations	Percent change from previous years	4,189 other AM and AM/FM stations ³	Percent change from previous years	Total Networks and 4,209 stations	Percent change from previous years
1	Sales to advertisers for time, programs, talent, facilities, and services.								
2	Network sales	\$47,128	(4.6)						
3	Deduct: Payments to owned and operated stations	753	(30.7)						
4	Deduct: Payments to other affiliated stations	6,609	(7.8)						
5	Retained from network sales (line 2 minus lines 3 and 4)	39,765	(3.3)	\$ 753	(30.7)	\$ 8,124 ⁴	(5.3)	\$ 48,643	(4.4)
6	Non-network sales								
7	To national and regional advertisers	—		43,526	7.5	299,280	—	342,805	0.9
8	To local advertisers	—		18,228	2.2	783,897 ⁵	5.3	802,126	5.2
9	Total nonnetwork sales (line 7 plus line 8)	—		61,754	5.9	1,083,177	3.8	1,144,931	3.9
10	Total sales to advertisers (line 5 plus line 9)	39,765	(3.3)	62,507	5.2	1,091,301	3.7	1,193,574	3.5
11	Sales to other than advertisers	1,717	0.5	604	21.0	10,870	8.7	13,191	8.0
12	Total sales (line 10 plus line 11)	41,482	(3.1)	63,111	5.4	1,102,171	3.7	1,206,765	3.6
13	Deduct: Commissions to agencies, representatives, etc.	8,750	(4.2)	11,741	5.3	110,906	4.1	129,397	3.8
14	TOTAL BROADCAST REVENUES (line 12 minus line 13)	34,733	(2.9)	51,371	5.4	991,265	3.7	1,077,368	3.6
15	TOTAL BROADCAST EXPENSE	40,243	(4.3)	44,193	2.8	888,970	5.3	973,406	4.8
16	TOTAL INCOME (before federal income tax) (line 14 minus line 15)	(5,510)	⁶	7,178	24.6	102,295	(8.4)	103,962	(6.5)

¹ CBS, MBS, NBC and ABC's three networks and one FM network.

² Includes 14 AM stations and six AM/FM combinations. Fourteen of the owned-and-operated FM stations are excluded from this table for 1970. The 1970 revenues of the 14 FM owned-and-operated stations totaled \$1.7 million and their expenses totaled \$4.2 million.

³ Excludes 211 FM stations that are associated with AM's but reported separately. The 1970 revenues of these stations totaled \$17.2 million; expenses totaled \$19.6 million.

⁴ Includes \$1,487 thousand in compensation from regional networks. The

balance differs from the amount reported by the networks on line 4 because of differences in accounting methods.

⁵ Since stations with less than \$25,000 in revenues do not report a detailed breakdown, the total revenue of those stations is included in this item. Therefore, a small amount of network and national nonnetwork time and program sales may be included here.

⁶ Loss of \$6,286,000.
() Denotes loss.

RADIO FINANCIAL DATA, 1960-1970
(Industry Totals ¹)

A. Gross Advertising Revenues ²

Year	Total ³ (\$ Million)	Network ⁴		National and Regional Spot ⁵		Local ⁶	
		(\$ Million)	Percent of Total	(\$ Million)	Percent of Total	(\$ Million)	Percent of Total
1970	\$1,256.8	\$48.8	4	\$355.3	28	\$852.7	68
1969	1,200.4	50.9	4	349.6	29	799.9	67
1968	1,130.3	54.7	5	342.2	30	733.4	65
1967	997.6	58.2	6	298.3	30	641.2	64
1966	957.7	57.4	6	292.6	31	607.6	63
1965	868.7	54.3	6	261.3	30	553.0	64
1964	802.3	54.0	7	244.1	30	504.2	63
1963	747.6	51.5	7	231.0	31	465.0	62
1962	697.3	44.9	7	218.2	31	434.2	62
1961	651.0	47.7	7	205.6	32	397.7	61
1960	654.5	44.9	7	208.0	32	401.6	61

B. Broadcast Revenues, Expenses, and Income (In millions of dollars)

Year	Revenues ⁶			Expenses			Income ⁷		
	Total	AM, AM-FM ⁸	Independent FM	Total	AM, AM-FM ⁸	Independent FM	Total	AM, AM-FM ⁸	Independent FM
1970	\$1,136.9	\$1,077.4	\$59.5	\$1,044.0	\$973.4	\$70.6	\$ 92.9	\$104.0	\$(11.1)
*1969	1,085.8	1,040.3	45.5	985.0	929.2	55.8	100.9	111.2	(10.3)
**1969	1,085.8	1,052.4	33.4	985.0	946.1	38.9	100.9	106.4	(5.5)
1968	1,023.0	994.7	28.3	909.6	877.4	32.2	113.4	117.3	(3.9)
1967	907.3	884.7	22.6	826.5	799.7	26.8	80.8	85.0	(4.2)
1966	872.1	852.7	19.4	774.8	752.1	22.7	97.3	100.6	(3.3)
1965	792.5	776.8	15.7	714.7	695.7	19.0	77.8	81.1	(3.3)
1964	732.0	719.2	12.8	661.2	645.4	15.8	70.8	73.8	(3.0)
1963	681.1	669.7	11.4	626.2	611.6	14.6	54.9	58.1	(3.2)
1962	636.1	626.8	9.3	592.6	580.1	12.5	43.5	46.7	(3.2)
1961	590.7	583.6	7.1	561.3	551.6	9.7	29.4	32.0	(2.6)
1960	597.7	591.9	5.8	551.8	543.6	8.2	45.9	48.3	(2.4)

¹ Includes nationwide radio networks, AM stations and FM stations. Also includes compensation paid to affiliated stations by other networks (regional, state, etc.). Does not include the revenues retained by these other networks or their expenses.

² Gross advertising revenues are the total amounts paid by advertisers for the use of broadcast facilities. They include commissions paid to advertising agencies and representative agencies, and cover charges for broadcast time, and programs, materials, facilities and services supplied by the broadcast industry in connection with the sale of time.

³ Detail may not add to totals because of rounding.

⁴ Network advertising revenues for years prior to 1969 were derived as follows: Sales of programs, material, facilities and service made in connection with sales of time were divided by .85 to yield a figure which included advertising agency commissions. The result of this calculation was added to national network time sales (before commissions) to arrive at the total national network figure. Compensation paid by other networks (regional, state, etc.) to affiliated stations was added to the national network figure to arrive at total advertising revenues.

⁵ National and regional advertising revenues for years prior to 1969 were estimated with the help of data obtained for the first time in 1969. This data provided information on the precise amounts of broadcasting revenues derived from (1) the sale of time to national and local advertisers, (2) charges for programs, materials and facilities and services supplied in connection with sales of

time, and (3) all other broadcast revenues. In prior years figures reported as "all other broadcast revenues" included some charges for programs, talent, materials and facilities supplied in connection with the sales of time. The amounts of the latter were estimated for years prior to 1969 by applying the rates which prevailed in 1969. Local advertising revenues for years prior to 1969 were derived in the same fashion as described for national and regional advertising. Because clarifying instructions were issued in 1969 regarding the classification of time sales into national and local, caution should be used in comparing these figures with prior years.

⁶ Gross advertising revenues plus all other broadcast revenue less commissions.

⁷ Before federal income tax. () denotes loss.

⁸ Revenues, expenses and income of the nationwide networks, and compensation paid to affiliated stations by other networks are included with AM, AM-FM figures.

* This begins a new series. The revenues, expenses and income of FM stations that are associated with AM's in the same area but which reported separately are not included in the AM, AM-FM totals but are included in the independent FM totals. See footnote ¹ to table 16 for an explanation of the nature of these stations.

** These figures are comparable with prior years. Data for the associated FM stations that reported separately is included in the AM, AM-FM totals and excluded from the independent FM totals.

Broadcast expenses of networks, their 20 owned-and-operated stations and 4,098 other AM and AM-FM stations, reporting time sales of \$25,000 or more, 1970
(In thousands of dollars)

Type of expense	Networks ¹	20 network owned-and- operated stations ²	4,098 other stations ³	Total
Technical	\$ 3,726	\$ 7,098	\$ 87,489	\$ 98,313
Program	25,278	18,413	280,563	324,254
Selling	5,752	9,786	167,410	182,949
General and administrative	5,487	8,895	351,839	366,221
Total broadcast expenses	\$40,243	\$44,192	\$887,301	\$971,737

¹ CBS, MBS, NBC and ABC's three AM networks and one FM network.

² Includes 14 AM stations and six AM-FM stations filing a combined report.

³ Includes 2,700 AM stations and 1,398 AM-FM stations filing a combined report. Does not include 225 FM stations that are associated with AM's but which reported separately.

Employment and investment in tangible broadcast property of networks, their 20 owned and operated stations and 4,189 other AM and AM-FM radio stations, 1970

Employment	Networks ³	20 network owned-and- operated stations ¹	4,189 ² other stations	Total	689 FM sta- tions ⁴
Full time	1,086	1,518	47,210	49,814	3,976
Part time	16	110	14,999	15,125	2,133
Total	1,102	1,628	62,209	64,939	6,109
Investment in tangible broadcast property					
Original cost (thousands of dollars)	9,365	18,675 ⁴	732,971 ⁴	761,011	62,189
Depreciated cost (thousands of dollars)	4,350	9,451 ⁴	373,525 ⁴	387,325	37,551

¹ Includes 14 AM and six AM-FM combinations.

² Includes 2,799 AM stations and 1,410 AM-FM combinations.

³ CBS, MBS, NBC, and ABC's three AM networks and one FM network.

⁴ Includes 14 network owned-and-operated FM stations and 225 stations associated with AM stations but reporting separately.

Tables continue on next page

FM FINANCIAL DATA—1960-1970

Year	Total FM stations reporting	Total FM revenues (millions)	Independent FM Stations				FM stations Associated with AM's ¹ but reporting separately			
			Number of stations reporting	Revenues (millions)	Expenses (millions)	Income (millions)	Number of stations reporting	Revenues (millions)	Expenses (millions)	Income (millions)
1970	2,105 ²	\$84.9	464	\$40.6	\$46.8	\$6.2)	225	\$18.9	\$23.8	\$(4.9)
1969	1,961	67.4	442	33.4	38.9	(5.5)	179	12.1	16.9	(4.8)
1968	1,888	53.2	433	28.3	32.2	(3.9)	"	"	"	"
1967	1,706	39.8	405	22.6	26.8	(4.2)	"	"	"	"
1966	1,575	32.3	381	19.4	22.7	(3.3)	"	"	"	"
1965	1,381	24.7	338	15.7	19.0	(3.3)	"	"	"	"
1964	1,175	19.7	306	12.8	15.8	(3.0)	"	"	"	"
1963	1,071	16.3	294	11.4	14.6	(3.2)	"	"	"	"
1962	993	13.9	279	9.3	12.5	(3.2)	"	"	"	"
1961	938	10.0	249	7.1	9.7	(2.6)	"	"	"	"
1960	789	9.4	218	5.8	8.2	(2.4)	"	"	"	"

Number of Independent FM stations reporting profit and loss, 1962-1970

Year	Total number reporting	Number reporting profit	Number reporting loss
1970	464 ³	144 ⁴	320 ⁵
1969	442	136	306
1968	433	148	285
1967	405	115	290
1966	381	111	270
1965	338	102	236
1964	306	93	213
1963	294	86	208
1962	279	71	208

¹ FM stations that are associated with AM stations in the same area were requested to file separate reports if all or virtually all of the time on the AM and the FM stations was priced and offered for sale separately. Stations in this category were asked to make a reasonable allocation of joint revenues and expenses to the AM and FM stations separately. Analysis of some of the reports revealed obvious deficiencies in the allocation methods employed so that the financial picture of both stations was considered unrepresentative. In these cases the AM and FM reports were combined. Examination of 225 of the reports revealed, on their face, no obvious inadequacies in the methods used to allocate joint revenues and expenses

and they were not combined with their AM counterparts.

² Includes 398 stations that are part of AM-FM combinations but for which no FM revenues were reported.

³ In addition to the 464 independent FM stations, 225 FM stations associated with AM stations reported financial data. Of these, 71 reported an average profit of \$30,956 while 154 reported an average loss of \$45,815.

⁴ The average profit for these stations was \$22,381.

⁵ The average loss for these stations was \$29,509.

* Data not available.

() Denotes loss.

Average financial data for AM and AM/FM¹ stations reporting profits by size of metropolitan area or community in which station is located, 1970 (Stations operating full year) (In thousands of dollars)

1960 Census population of:	Average time sales per station reporting					Average per station reporting			Total revenues	Total expenses	Total income
	No. of stations reporting total time sales of \$25,000 or more	Networks	National & regional advertisers & sponsors	Local advertisers and sponsors	Total stations reporting	Rev.	Exp.	Inc.			
2,000,000 and over	145	\$ 8	\$839	\$855	145	\$1,448	\$1,050	\$398	\$209,892	\$152,234	\$ 57,657
1,000,000-2,000,000	97	12	400	659	97	917	647	270	88,911	62,748	26,164
500,000-1,000,000	214	5	232	387	214	547	440	107	117,051	94,058	22,992
250,000-500,000	249	4	102	262	250	341	291	49	85,143	72,800	12,342
200,000-250,000	64	1	75	271	64	327	281	47	20,954	17,967	2,987
150,000-200,000	85	2	66	216	85	278	240	38	23,634	20,370	3,263
100,000-150,000	109	2	64	202	110	253	218	35	27,800	23,998	3,802
50,000-100,000	74	1	39	175	74	208	182	26	15,422	13,496	1,925
25,000-50,000	250	2	34	177	250	210	185	24	52,475	46,364	6,111
10,000-25,000	483	1	20	136	483	155	136	19	74,870	65,798	9,071
5,000-10,000	462	1	12	106	465	118	104	14	54,733	48,268	6,464
2,500-5,000	323	1	8	80	329	86	76	10	28,263	24,938	3,325
Less than 2,500	173	1	6	75	177	80	70	10	14,089	12,381	1,708
Total	2,728	\$ 2	\$104	\$222	2,743	\$297	\$239	\$ 58	\$813,241	\$655,424	\$157,816

* Less than \$1,000.

¹ Excludes 225 FM stations that are associated with AM's but which reported separately.

Average financial data for AM and AM/FM¹ stations reporting losses by size of metropolitan area or community in which station is located, 1970 (Stations operating full year) (In thousands of dollars)

1960 Census population of:	Average time sales for station reporting					Average per station reporting			Total revenues	Total expenses	Total losses
	No. of stations reporting total time sales of \$25,000 or more	Networks	National & regional advertisers & sponsors	Local advertisers and sponsors	Total stations reporting	Rev.	Exp.	Loss			
2,000,000 and over	82	\$10	\$188	\$336	82	\$467	\$628	\$161	\$ 38,333	\$ 51,511	\$ 13,178
1,000,000-2,000,000	77	8	127	271	80	345	426	80	27,627	34,043	6,416
500,000-1,000,000	129	4	72	179	132	225	278	53	29,745	36,744	6,998
250,000-500,000	156	3	48	157	159	191	227	37	30,291	36,107	5,816
200,000-250,000	25	3	23	126	25	146	186	40	3,658	4,661	1,002
150,000-200,000	63	1	26	126	63	148	172	24	9,352	10,834	1,482
100,000-150,000	60	5	34	147	62	171	195	25	10,573	12,101	1,528
50,000-100,000	51	2	24	116	52	135	165	30	7,029	8,602	1,572
25,000-50,000	113	1	21	134	113	156	176	20	17,586	19,900	2,313
10,000-25,000	210	1	16	101	214	114	128	14	24,379	27,376	2,998
5,000-10,000	163	1	8	71	168	77	87	10	12,944	14,579	1,634
2,500-5,000	136	1	7	60	146	62	70	8	9,067	10,279	1,211
Less than 2,500	84	1	7	59	92	61	70	9	5,612	6,402	790
Total	1,349	\$ 2	\$ 42	\$136	1,368	\$183	\$197	\$ 34	\$226,204	\$273,148	\$ 46,944

* Less than \$1,000.

¹ Excludes 225 FM stations that are associated with AM's but which reported separately.

Market-by-market comparison of radio revenues and expenses

Selected revenue items and broadcast revenues, expenses and income of radio stations by standard metropolitan statistical areas and by communities not in standard metropolitan statistical areas, 1970

Metropolitan Areas	No. of stations in operation 1970	Network times sales			Time sales to national & regional advertisers ³			Time sales to local advertisers ³			Total stations reporting ⁴ 1970	Total broadcast revenues ⁵			Total broadcast expenses			Total broadcast income
		1970	1969	Gain or (loss)	1970	1969	Gain or (loss)	1970	1969	Gain or (loss)		\$	\$	\$	\$	\$	\$	
Akron, Ohio	6	1,105	1,068	37	112,873	111,743	1,130	791,203	682,500	108,703	6	856,361	856,361	758,725	2,845,661	2,845,661	97,636	
Albany, Ga.	5	36,359	21,368	14,991	1,633,630	1,525,829	107,801	2,707,748	2,719,033	(11,285)	5	3,951,298	3,951,298	3,845,661	1,005,637	1,005,637	1,005,637	
Albany-Schenectady-Troy, N.Y.	4	1,183	2,836	(1,653)	155,028	181,070	(26,042)	545,440	3,147,744	191,069	4	695,413	695,413	638,510	56,903	56,903	56,903	
Albuquerque, N.M.	10	66,702	74,511	(7,809)	1,768,376	1,861,980	(93,604)	3,325,313	3,147,744	177,569	10	4,399,043	4,399,043	3,806,959	592,083	592,083	592,083	
Albuquerque-Santa Fe, N.M.	9	12,599	18,353	(5,754)	637,640	471,119	166,521	1,739,789	1,309,384	430,405	9	2,153,807	2,153,807	2,070,099	83,708	83,708	83,708	
Allentown-Bethlehem-Easton, Pa.-N.J.	8	17,000	20,100	(3,100)	447,510	521,279	(73,769)	1,958,848	1,867,801	91,047	8	2,350,279	2,350,279	1,917,719	432,560	432,560	432,560	
Altoona, Pa.	6	4,268	3,954	314	193,780	194,077	(297)	710,169	662,090	48,079	6	866,393	866,393	970,924	104,531	104,531	104,531	
Amarillo, Tex.	7	5,666	7,365	(1,699)	423,734	360,504	63,230	1,023,500	1,026,728	(3,228)	7	1,336,335	1,336,335	1,364,173	27,838	27,838	27,838	
Anaheim-Santa Ana-Garden Grove, Calif.	2	596	596	0	90,459	90,381	78	736,688	662,484	74,204	2	842,537	842,537	914,626	72,089	72,089	72,089	
Anderson, Ind.	5	6,439	15,055	(8,617)	114,232	158,268	(44,036)	846,825	791,258	55,567	5	944,986	944,986	824,976	119,010	119,010	119,010	
Ann Arbor, Mich.	4	300,245	279,792	20,453	4,215,703	3,821,111	394,592	9,342,487	8,047,309	1,295,178	4	11,783,820	11,783,820	8,244,976	3,538,844	3,538,844	3,538,844	
Atlanta, Ga.	22	4,721	8,928	(4,208)	130,368	164,899	(34,531)	824,465	786,041	38,424	22	929,906	929,906	922,728	7,178	7,178	7,178	
Atlantic City, N.J.	15	22,157	23,702	(1,545)	187,038	209,420	(22,382)	1,337,984	1,312,440	25,544	15	1,515,159	1,515,159	1,570,078	54,920	54,920	54,920	
Augusta, Ga.-S.C.	5	6,985	11,955	(4,970)	566,430	474,223	92,207	1,671,249	1,570,420	100,829	5	2,046,894	2,046,894	1,875,932	170,962	170,962	170,962	
Austin, Tex.	14	33,358	37,431	(4,073)	446,390	459,462	(13,072)	1,379,835	1,201,775	178,060	14	1,705,164	1,705,164	1,923,737	218,573	218,573	218,573	
Bakersfield, Calif.	19	99,430	103,409	(3,979)	4,358,981	4,339,312	19,669	9,102,108	7,809,657	1,292,451	19	11,534,308	11,534,308	9,111,147	2,423,161	2,423,161	2,423,161	
Baltimore	7	6,122	6,512	(390)	259,935	214,240	45,695	1,601,674	1,688,445	(86,771)	7	1,704,636	1,704,636	1,517,305	187,331	187,331	187,331	
Baton Rouge, La.	2	22,808	23,912	(1,104)	323,183	384,498	(61,315)	1,513,651	1,351,233	162,418	2	1,758,074	1,758,074	1,857,255	99,181	99,181	99,181	
Bay City, Mich.	5	3,869	5,966	(2,117)	182,274	192,330	(9,956)	616,426	607,503	8,923	5	752,780	752,780	745,889	6,891	6,891	6,891	
Beaumont-Port Arthur, Tex.	9	3,869	5,966	(2,117)	182,274	192,330	(9,956)	616,426	607,503	8,923	9	752,780	752,780	745,889	6,891	6,891	6,891	
Bilings, Mont.	5	10,235	13,043	(2,808)	304,263	259,771	44,512	897,876	864,217	33,659	5	1,167,704	1,167,704	1,257,685	89,981	89,981	89,981	
Birmingham, Ala.	15	39,239	42,420	(3,181)	1,312,762	1,283,275	29,487	3,414,438	3,175,299	239,139	15	4,332,185	4,332,185	3,657,958	674,227	674,227	674,227	
Birmingham-Normal, Ill.	2	12,707	26,852	(14,145)	218,167	224,897	(6,730)	687,536	679,213	8,323	2	834,263	834,263	976,763	142,500	142,500	142,500	
Bloomington-Normal, Ill.	19	271,797	291,385	(19,588)	10,263,084	9,976,098	286,986	9,839,231	9,178,394	660,837	19	17,025,585	17,025,585	13,457,149	3,568,436	3,568,436	3,568,436	
Boise City, Idaho	3	3,500	5,937	(2,437)	438,199	499,254	(61,055)	1,044,260	1,099,572	(55,312)	3	1,323,115	1,323,115	1,227,039	96,076	96,076	96,076	
Boston	12	66,663	71,615	(4,952)	2,840,893	2,835,566	5,327	4,208,742	4,289,241	(80,499)	12	6,142,452	6,142,452	5,543,559	598,893	598,893	598,893	
Brownsville-Harlingen-San Benito, Tex.	6	28,500	32,895	(4,395)	853,074	810,355	42,719	1,218,830	1,127,873	(90,957)	6	1,821,458	1,821,458	1,851,910	30,452	30,452	30,452	
Buffalo, N.Y.	7	20,999	28,344	(7,345)	468,977	486,281	(17,304)	1,501,619	1,431,366	70,253	7	1,906,455	1,906,455	1,747,373	159,082	159,082	159,082	
Canton, Ohio	3	5,091	9,166	(4,075)	92,222	83,263	8,959	520,568	507,994	12,574	3	593,529	593,529	507,219	86,310	86,310	86,310	
Cedar Rapids, Iowa	7	10,540	14,417	(3,877)	301,449	295,036	6,413	1,178,219	1,221,131	(42,912)	7	1,408,560	1,408,560	1,261,201	147,359	147,359	147,359	
Champaign-Urbana, Ill.	3	12,496	26,163	(13,667)	417,614	354,551	63,063	1,415,953	1,530,439	(114,486)	3	1,790,317	1,790,317	1,717,536	72,781	72,781	72,781	
Charleston, S.C.	10	47,468	47,468	0	1,460,549	1,461,290	(741)	3,039,764	2,653,071	386,693	10	4,101,383	4,101,383	3,916,421	184,962	184,962	184,962	
Charlotte, N.C.	11	20,453	19,983	470	302,284	372,902	(70,618)	2,098,628	1,959,440	139,188	11	2,325,425	2,325,425	2,126,402	199,023	199,023	199,023	
Chattanooga, Tenn.	32	178,225	279,482	(101,257)	2,533,346	2,140,674	392,672	21,139,521	18,803,639	2,335,882	32	37,259,859	37,259,859	28,808,372	8,451,487	8,451,487	8,451,487	
Chicago	9	339,210	352,268	(13,058)	2,920,812	2,440,674	480,138	18,803,639	18,803,639	0	9	37,259,859	37,259,859	28,808,372	8,451,487	8,451,487	8,451,487	
Cincinnati, Ohio-Ky.	11	203,201	194,541	7,660	4,748,263	4,853,099	(104,836)	5,508,813	5,099,892	408,921	11	7,347,318	7,347,318	5,956,313	1,391,005	1,391,005	1,391,005	
Cleveland	7	82,689	5,320	77,369	188,152	242,036	(53,884)	7,778,052	6,911,009	867,043	7	10,124,075	10,124,075	8,965,232	1,158,843	1,158,843	1,158,843	
Colorado Springs	7	27,422	17,175	10,247	305,995	242,036	63,959	1,134,134	1,114,176	19,958	7	1,302,033	1,302,033	1,299,846	2,187	2,187	2,187	
Columbia, S.C.	6	8,180	10,202	(2,022)	228,663	360,002	(131,339)	1,439,484	1,412,479	27,005	6	1,870,790	1,870,790	1,523,035	347,755	347,755	347,755	
Columbus, Ga.-Ala.	6	20,388	27,860	(7,472)	3,500,447	3,564,902	(64,455)	1,395,333	1,307,239	87,094	6	1,563,031	1,563,031	1,423,580	139,451	139,451	139,451	
Columbus, Ohio	7	28,048	27,860	188	499,329	508,976	(9,647)	4,220,111	3,952,681	267,430	7	6,706,233	6,706,233	4,695,658	2,010,575	2,010,575	2,010,575	
Corpus Christi, Tex.	8	22,681	28,048	(5,367)	499,329	508,976	(9,647)	4,220,111	3,952,681	267,430	8	1,700,237	1,700,237	1,593,045	107,192	107,192	107,192	
Dallas	13	90,858	103,358	(12,500)	3,903,467	3,524,613	378,854	6,941,415	6,065,954	875,461	13	9,364,615	9,364,615	7,183,281	2,181,334	2,181,334	2,181,334	
Davenport-Rock Island-Moline, Ill.-Iowa	7	19,443	17,759	1,684	613,438	653,276	(39,838)	6,941,415	6,065,954	875,461	7	2,291,096	2,291,096	2,290,614	482	482	482	
Dayton, Ohio	5	52,832	71,181	(18,349)	2,175,008	2,133,182	41,826	2,775,271	3,091,065	(315,794)	5	4,277,534	4,277,534	3,311,509	966,125	966,125	966,125	
Decatur, Ill.	2	115,607	103,479	12,128	3,118,852	2,860,350	258,502	6,894,030	6,658,148	235,882	2	8,978,029	8,978,029	8,475,383	502,646	502,646	502,646	
Des Moines																		

Metropolitan Areas	No. of stations in operation 1970	Network times sales		Time sales to national & regional advertisers ³		Time sales to local advertisers ³		Gain or (loss)	Total stations reporting 1970	Total broadcast revenues	Total broadcast expenses	Total broadcast incomes
		1970	1969	Gain or (loss)	1970	1969	Gain or (loss)					
Fort Wayne, Ind.	5	14,971	15,618	(1,647)	876,982	710,283	165,699	2,056,159	2,023,711	2,665,385	2,102,721	562,664
Fort Worth, Tex.	7	45,323	28,886	16,437	1,334,396	1,272,958	61,438	2,497,471	2,481,553	4,230,550	3,657,530	573,020
Fresno, Calif.	12	25,268	26,291	(1,023)	1,417,417	1,440,056	(22,639)	2,497,471	1,850,566	3,137,131	3,230,817	93,666
Fl. Lauderdale-Hollywood, Fla.	7	13,696	3,738	9,958	556,308	523,668	32,640	1,907,100	1,630,118	2,364,024	2,175,917	188,107
Gadsden, Ala.	3	849	2,509	(1,660)	108,788	118,390	(9,604)	552,981	545,365	687,381	597,541	89,840
Galveston-Texas City, Tex.	3	547	741	(194)	112,615	120,678	(8,063)	421,700	428,780	529,349	543,685	14,336
Gary-Hammond-East Chicago, Ind.	5	967	2,318	(1,351)	33,214	40,444	(7,230)	1,451,248	1,310,715	1,412,664	1,340,879	71,785
Grand Rapids, Mich.	11	18,776	20,235	(1,459)	1,018,002	943,093	74,909	2,398,868	2,519,633	3,105,962	3,056,890	49,072
Grand Falls, Mont.	4	2,974	7,800	(4,826)	159,322	148,001	11,321	457,319	415,713	679,524	645,841	33,683
Green Bay, Wis.	3	9,657	12,615	(2,958)	237,744	231,463	6,281	793,761	775,157	980,811	881,014	99,797
Greensboro-Winston-Salem-High Point, N.C.	16	29,630	34,776	(5,146)	767,741	687,885	79,856	3,190,309	3,192,335	3,819,445	3,320,610	498,835
Greenville, S.C.	12	22,069	23,066	(997)	327,399	333,978	(6,579)	1,979,658	1,931,401	2,308,299	2,000,343	307,956
Hamilton-Middletown, Ohio	3	3,024	2,885	139	229,375	210,658	18,717	706,521	718,909	1,186,367	1,179,928	6,439
Harrisburg, Pa.	7	21,274	27,927	(6,653)	635,226	596,528	38,698	1,479,911	1,405,028	2,084,224	1,791,671	292,553
Hartford, Conn.	7	53,308	52,580	728	2,616,598	2,593,615	22,983	3,122,156	2,757,040	4,847,546	4,012,443	835,103
Honolulu	17	3,473	752	2,721	823,931	714,952	108,979	4,124,019	3,779,074	4,592,957	5,094,600	501,643
Houston	18	112,355	116,637	(4,282)	4,412,001	4,046,422	365,579	8,208,956	8,120,527	11,087,295	9,063,541	2,023,754
Huntington-Ashland, Ohio-Ky.-W.Va.	6	7,926	10,475	(2,549)	274,619	322,734	(48,115)	1,105,879	1,084,279	1,317,007	1,193,873	123,134
Huntsville, Ala.	7	632	10,475	(9,843)	136,159	181,061	(44,902)	947,722	932,440	1,067,354	1,058,269	9,085
Indianapolis	10	68,198	67,049	1,149	2,552,209	2,664,280	(112,071)	5,028,689	5,180,899	6,593,933	6,078,815	515,118
Jackson, Mich.	3	857	666	191	109,780	117,202	(7,422)	454,523	444,011	529,293	511,167	18,126
Jackson, Miss.	8	8,669	8,986	(317)	337,100	361,229	(24,129)	1,531,980	1,514,980	1,829,613	1,683,143	146,470
Jacksonville, Fla.	11	46,997	53,161	(6,164)	1,089,301	884,841	204,460	2,471,354	2,216,614	3,229,139	3,347,364	146,225
Johnstown, Pa.	9	14,563	15,802	(1,239)	192,892	230,242	(37,350)	892,036	860,771	1,070,770	1,132,766	61,996
Kalamazoo, Mich.	5	5,472	11,718	(6,246)	360,894	416,081	(55,187)	1,006,720	1,082,091	1,311,889	1,235,417	86,472
Kansas City, Mo.-Kan.	11	71,221	86,353	(15,132)	2,716,769	2,762,908	(46,139)	5,392,972	5,238,609	7,048,205	5,674,294	1,373,911
Kenosha, Wis.	1	32,340	27,479	4,861	755,503	826,199	(70,696)	2,074,425	1,775,220	2,718,718	2,470,819	247,899
Knoxville, Tenn.	3	1,908	1,713	195	185,732	209,660	(23,926)	752,684	719,646	918,566	783,714	134,852
Lafayette, La.	2	7,770	7,479	291	114,208	135,955	(21,747)	507,473	545,777	604,894	638,842	33,948
Lafayette-West Lafayette, Ind.	4	9,625	10,069	(444)	191,783	215,706	(23,923)	864,712	837,869	1,034,984	952,539	82,445
Lake Charles, La.	5	6,004	3,078	2,926	397,076	369,461	(27,615)	1,238,217	1,237,739	1,582,404	1,414,126	168,278
Lansing, Mich.	2	23,191	30,234	(7,043)	233,931	229,974	3,957	1,334,798	1,368,808	1,445,381	1,467,546	22,165
Laredo, Tex.	2	4,687	4,687	0	73,471	73,471	0	330,372	330,372	1,069,968	938,719	131,249
Las Vegas	8	4,471	9,807	(5,336)	401,374	294,768	106,606	697,858	758,345	1,069,968	938,719	131,249
Lawrence-Haverhill, Mass.	2	1,710	2,138	(428)	247,483	251,877	(4,394)	640,911	618,625	1,069,968	938,719	131,249
Lewiston, Me.	3	3,419	2,819	599	231,376	219,160	(12,216)	1,171,732	1,087,307	1,895,244	1,823,145	72,099
Lewiston, N.H.	4	58,226	40,797	17,429	671,625	605,208	66,417	2,053,232	1,956,345	2,502,902	2,307,582	195,320
Little Rock-N. Little Rock, Ark.	11	371,007	295,475	75,532	21,822,420	19,973,715	1,848,705	31,790,642	31,001,321	45,110,189	37,088,860	8,021,309
Louisville, Ky.-Ind.	30	47,763	55,648	(7,885)	2,233,346	2,372,691	(139,345)	3,157,378	2,899,718	4,912,293	4,854,296	57,997
Lowell, Mass.	2	9,192	11,678	(2,486)	233,794	244,874	(11,080)	1,593,677	1,542,378	1,715,349	1,650,103	65,246
Lubbock, Tex.	8	209	249	(40)	56,065	82,902	(26,837)	789,356	680,574	800,519	813,639	13,120
Lynchburg, Va.	6	14,306	21,417	(7,111)	325,212	322,480	2,732	1,393,183	1,298,117	1,697,305	1,524,249	173,056
Macon, Ga.	9	12,226	13,469	(1,243)	510,943	515,281	(4,338)	1,556,454	1,508,737	2,018,737	1,791,185	227,552
Madison, Wis.	4	17,634	19,284	(1,650)	190,197	208,609	(16,412)	798,005	791,461	931,896	903,281	28,615
Manchester, N.H.	2	6,395	6,211	184	158,443	134,287	24,156	810,545	810,462	929,834	906,599	23,235
Mansfield, Ohio	12	64,534	60,548	3,986	2,087,416	1,953,723	133,693	3,438,608	3,183,076	4,976,723	3,721,758	1,254,965
McAllen-Pharr-Edinburg, Tex.	15	137,902	154,503	(16,601)	4,630,478	4,332,332	298,146	7,812,888	6,569,818	10,867,005	9,079,717	1,787,288
Meriden, Conn.	13	59,517	55,832	3,685	88,150	90,786	(2,636)	446,994	367,182	524,952	465,220	59,732
Midland, Tex.	4	31,991	31,972	(19)	3,192,621	3,192,621	0	5,364,740	4,999,088	7,488,037	6,805,038	682,999
Milwaukee	17	97,016	131,972	(34,956)	4,083,945	4,219,880	(135,935)	9,369,879	8,426,676	13,058,030	9,337,086	3,720,944
Minneapolis-St. Paul	11	3,391	21,277	(18,886)	593,685	472,162	121,523	1,227,753	1,116,705	1,728,901	1,828,319	101,418
Mobile, Ala.	4	1,322	1,747	(425)	123,235	135,360	(12,125)	433,544	433,544	506,452	430,685	75,767
Monroe, La.	9	7,922	9,441	(1,519)	326,173	423,553	(97,380)	1,004,641	823,119	1,344,766	1,307,831	36,935
Montgomery, Ala.	2	7,345	9,510	(2,165)	135,204	158,894	(23,690)	684,299	689,603	767,007	755,197	11,810
Muncie, Ind.	5	75,774	89,821	(14,047)	1,925,899	1,912,361	13,538	3,252,642	3,181,194	5,500,696	4,678,881	821,815
Muskegon-Muskegon Heights, Mich.	12	6,463	9,645	(3,182)	295,695	274,543	21,152	767,691	647,454	939,546	839,179	100,367
Nashville	3	16,721	3,202	13,519	854,186	538,176	16,010	1,764,924	1,770,165	2,333,016	2,247,964	85,052
New Bedford, Mass.	2	1,710	1,710	0	247,483	251,877	(4,394)	640,911	618,625	1,069,968	938,719	131,249
New Britain, Conn.	3	3,419	2,819	599	231,376	219,160	(12,216)	1,171,732	1,087,307	1,895,244	1,823,145	72,099
New Haven, Conn.	5	58,226	40,797	17,429	671,625	605,208	66,417	2,053,232	1,956,345	2,502,902	2,307,582	195,320

Metropolitan Areas	No. of stations in operation 1970	Network times sales		Time sales to national & regional advertisers ³		Time sales to local advertisers ³		Total stations reporting ⁴ 1970	Gain or (loss)	Total broadcast revenues ⁵	Total broadcast expenses	Total broadcast income ⁶
		1970	1969	1970	1969	1970	1969					
New London-Groton-Norwich, Conn.	3	1,000	1,136	213,767	215,970	780,761	709,665	3	71,093	942,018	857,314	84,704
New Orleans	13	49,323	55,895	2,450,071	2,406,991	3,652,045	3,618,582	13	33,463	5,252,781	4,466,946	785,835
New York	34	429,523	478,772	33,400,036	34,390,089	28,746,046	29,885,356	34	(1,139,310)	53,483,619	43,020,306	10,463,313
Newark, N.J.**	7	154,409	117,028	1,452,758	1,374,744	2,734,744	2,509,732	7	225,261	3,919,604	4,264,032	344,428
Newport News-Hampton, Va.	3	1,049	1,060	431,442	387,378	1,315,795	1,439,748	3	(123,953)	1,648,774	1,583,420	65,354
Norfolk-Portsmouth, Va.	3	23,407	26,013	925,171	751,287	2,233,080	2,057,556	3	175,524	2,963,712	3,071,759	108,047
Norwalk, Conn.	2							2				
Odesa, Tex.	4	63,219	63,604	92,294	82,390	490,311	478,403	4	11,908	555,351	567,984	12,633
Ogden, Utah	4	17,261	22,948	1,617,688	1,607,786	2,613,422	2,552,538	4	(60,884)	3,721,518	3,036,405	685,113
Oklahoma City**	9	53,173	74,890	1,159,183	1,298,203	3,615,025	3,993,723	9	393,723	4,229,841	3,754,179	475,662
Omaha, Neb.-Iowa	10	42,567	36,615	809,220	731,053	2,447,956	2,278,402	10	169,554	3,035,053	2,788,082	246,971
Orlando, Fla.	5	9,600	9,600	329,190	301,314	998,540	806,786	5	191,754	1,281,981	1,223,132	58,849
Oxnard-San Buena-Ventura, Calif.	2							2				
Paterson-Cifton-Passaic, N.J.	2							2				
Pensacola, Fla.	8	8,055	5,574	150,938	140,902	1,495,775	1,427,284	8	68,491	1,593,632	1,440,260	153,372
Peoria, Ill.	5	19,526	23,288	500,726	497,095	1,347,409	1,394,124	5	(46,715)	1,728,402	1,652,331	76,071
Philadelphia, Pa.-N.J.-Md.	24	205,887	284,362	9,720,254	9,668,547	12,642,544	11,968,617	24	673,927	18,778,562	17,552,549	1,186,953
Phoenix**	19	25,511	59,006	1,756,679	1,483,834	3,878,063	3,604,571	19	273,492	5,127,976	5,298,066	170,984
Pine Bluff, Ark.	5	124	124	44,522	64,371	15,849	14,869	5	14,869	471,436	50,035	21,401
Pittsburgh**	23	71,981	75,967	4,790,870	4,347,532	7,697,733	7,122,337	23	575,396	11,207,919	10,202,292	1,005,627
Pittsfield, Mass.	2							2				
Portland, Me.	5	17,315	34,335	577,108	483,494	721,549	831,290	5	(109,741)	1,171,140	1,061,079	110,061
Portland, Ore.-Wash.	16	67,561	61,767	2,733,967	2,677,202	3,649,790	3,896,721	16	246,931	5,499,700	5,695,314	195,614
Providence-Pawtucket-Warwick, R.I.-	13	48,996	58,501	1,871,884	1,822,330	3,438,519	2,913,060	13	525,459	4,793,800	3,975,763	818,037
Provo-Ore, Utah	6	71,516	80,706	51,229	53,456	353,570	296,634	6	56,936	424,324	446,823	22,499
Pueblo, Colo.**	2							2				
Racine, Wis.	2	36,946	43,597	809,448	775,663	1,624,238	1,435,020	2	189,218	2,295,092	1,837,602	457,490
Raleigh, N.C.	3	6,335	10,790	139,639	155,235	831,188	831,291	3	(108)	937,860	835,819	102,041
Reading, Pa.	8	1,164	2,559	174,530	177,921	954,281	849,455	8	104,826	1,072,329	1,213,493	141,164
Reno**	12	71,790	73,377	1,226,801	1,293,900	2,768,322	2,768,336	12	107,986	3,760,362	3,463,247	297,116
Richmond, Va.**	7	25,852	22,845	434,831	310,606	1,153,342	1,201,306	7	47,964	1,507,154	1,601,605	94,451
Rio Rancho, N.Y.**	5	95,965	60,990	1,384,577	1,523,476	3,078,154	2,958,088	5	120,066	3,939,088	3,277,249	661,849
Rochester, N.Y.**	5	4,333	4,333	213,444	221,883	1,287,383	1,226,646	5	60,737	1,471,652	1,307,890	163,762
Rockford, Ill.	9	57,362	27,946	2,293,942	2,308,159	2,219,730	2,036,757	9	182,973	3,775,090	3,674,066	101,024
Saginaw, Mich.	3	8,613	12,819	243,858	317,217	736,108	704,389	3	33,719	956,198	858,761	97,437
Salem, Ore.	6	349	505	157,485	96,983	551,959	595,924	6	(43,965)	685,159	709,894	24,735
Salinas-Monterey, Calif.	8	7,983	8,802	220,021	225,344	880,509	884,822	8	4,313	1,063,182	1,259,629	196,447
Salt Lake City	12	35,696	46,350	1,029,535	1,029,607	2,594,221	2,318,517	12	(275,704)	3,396,864	3,338,681	160,203
San Angelo, Tex.	4	14,413	12,729	46,026	33,536	368,612	378,242	4	(69,630)	354,963	346,359	8,604
San Antonio, Tex.	14	67,632	60,546	1,619,859	1,622,365	4,385,442	4,162,469	14	222,973	5,436,936	5,137,204	299,732
San Bernardino, Calif.**	27	39,421	32,809	1,343,855	1,270,366	3,980,346	2,603,981	27	309,280	4,001,281	4,385,004	383,723
San Diego	10	30,747	51,296	3,620,998	3,363,140	9,980,346	2,956,136	10	1,024,210	6,529,074	6,323,223	205,851
San Francisco-Oakland	18	117,107	156,851	14,573,065	13,115,279	10,610,545	11,233,446	18	(602,901)	20,839,492	18,998,337	1,841,155
San Jose, Calif.	7	2,773	1,962	1,478,268	1,267,007	2,257,867	2,252,718	7	5,149	3,250,578	3,123,390	127,188
Santa Barbara, Calif.	12	31,844	32,117	310,041	331,064	1,193,913	1,142,381	12	51,595	1,445,451	1,571,624	126,173
Santa Clara, Calif.	12	9,823	15,119	258,986	262,465	1,007,899	969,891	12	18,008	1,236,709	1,119,279	117,430
Savannah, Ga.	6	14,292	15,283	482,349	550,879	1,214,927	1,223,894	6	1,639,358	1,557,168	1,557,168	82,190
Scranton, Pa.	22	95,380	80,545	4,184,653	5,315,586	5,864,854	6,041,896	22	(177,042)	8,693,489	8,109,446	584,043
Seattle-Everett, Wash.**	3	350	350	44,365	30,491	300,401	265,163	3	35,238	349,882	364,357	14,475
Sherman-Denison, Tex.	3	70,145	72,255	753,596	767,831	1,490,354	1,387,544	3	102,810	2,076,464	1,794,445	282,019
Shreveport, La.	3	1,067	1,067	147,752	126,704	624,859	746,119	3	14,013	747,931	640,580	107,351
Sioux City, Iowa	5	7,715	7,763	196,691	185,909	919,063	816,526	5	108,537	1,063,537	844,310	219,227
Sioux Falls, S.D.	5	11,414	18,169	272,015	312,548	935,940	916,526	5	19,414	1,107,413	1,061,734	45,679
South Bend, Ind.	11	33,554	47,791	756,763	784,628	1,580,774	1,434,023	11	146,751	2,122,465	2,094,938	27,527
Spokane, Wash.	3	3,894	6,233	174,947	188,219	1,150,741	1,071,713	3	79,082	1,277,259	1,103,813	173,446
Springfield, Ill.	4	21,434	21,434	254,304	268,273	844,091	826,109	4	17,982	1,059,085	1,004,521	54,564
Springfield, Mo.	2							2				
Springfield, Ohio	10	27,678	21,372	711,017	619,769	2,102,004	1,951,213	10	150,791	2,562,696	2,490,351	72,345
Springfield-Chicopee-Holyoke, Mass.	3			194,663	171,643	535,840	531,224	3	4,616	669,144	730,127	60,983
St. Joseph, Mo.-Ill.	20	100,088	133,968	5,910,161	5,438,004	8,033,191	8,358,379	20	(325,188)	12,107,733	9,427,645	2,680,088
St. Louis, Mo.-Ill.	2							2				
Stamford, Conn.	4	8,500	8,500	193,987	206,728	825,269	867,873	4	42,604	966,901	999,275	32,374
Steubenville-Weirton, Ohio-W.Va.	4	45,812	50,476	1,335,122	1,315,202	2,475,102	2,396,892	4	76,210	3,360,299	3,119,753	240,546
Stockton, Calif.	11	1,210	6,061	175,054	197,213	744,200	683,765	11	60,435	863,489	937,630	74,341
Syracuse, N.Y.	5	60,259	51,607	1,987,593	1,945,361	3,582,825	3,207,556	5	374,532	5,110,831	4,779,275	331,556
Tallahassee, Fla.	17	3,344	5,294	138,073	127,133	572,284	595,844	17	(23,560)	676,948	697,683	20,735
Tampa-St. Petersburg, Fla.	4							4				
Terre Haute, Ind.	4							4				

Metropolitan Areas	No. of stations in operation 1970	Network times sales			Time sales to national & regional advertisers ³			Time sales to local advertisers ³			Total stations report- ing ⁴ 1970	Total broadcast revenues	Total broadcast expenses	Total broadcast income ⁵
		1970	1969	Gain or (loss)	1970	1969	Gain or (loss)	1970	1969	Gain or (loss)				
Texarkana, Tex.-Ark.	5	737	737		109,637	99,956	9,681	600,443	657,831	(57,388)	5	689,983	618,375	71,608
Toledo, Ohio-Mich.	7	81,679	38,471	43,208	1,502,122	1,242,495	259,627	2,980,967	3,179,109	(198,142)	7	3,956,670	3,393,030	563,640
Tonawanda, N.Y.	4	15,902	16,127	(225)	599,378	549,228	50,150	1,088,794	1,494,017	(405,223)	4	1,583,031	1,345,210	237,821
Trenton, N.J.	4	3,359	4,770	(1,411)	227,305	346,196	(118,891)	1,148,011	1,430,590	(282,579)	4	1,393,611	1,413,343	(19,732)
Tucson, Ariz.	11	8,479	9,468	(989)	582,133	582,133	(0)	1,718,206	1,879,758	(161,552)	11	2,001,698	2,095,411	(93,713)
Tulsa	5	12,860	17,893	(5,033)	1,023,227	1,113,297	(90,070)	2,477,754	2,911,611	(433,857)	5	3,147,941	2,635,270	512,671
Tuscaloosa, Ala.	5	1,522	3,884	(2,362)	73,643	110,722	(37,079)	678,917	731,913	(52,996)	5	769,703	765,576	4,127
Tyler, Tex.	4	9,950			104,772	99,168	5,604	603,701	617,122	(13,421)	4	678,569	593,572	84,997
Utica-Rome, N.Y.	9	13,713	24,489	(10,776)	490,287	337,757	152,530	1,251,928	1,646,122	(394,194)	9	1,694,253	1,706,158	(11,905)
Vallejo-Napa, Calif.	2										2			
Waco, Tex.	4	1,059	1,682	(623)	177,369	180,537	(3,168)	746,112	860,180	(114,068)	4	880,898	832,771	48,127
Washington, D.C.-Md.-Va.	23	108,890	50,705	58,185	6,334,171	7,363,414	1,029,243	11,786,937	16,771,485	(4,984,548)	23	16,810,601	13,867,407	2,943,194
Waterbury, Conn.	3	6,843	17,110	(10,267)	127,085	152,269	(25,184)	543,197	677,390	(134,193)	3	634,019	694,925	(60,906)
Waterloo, Iowa	3	1,911	2,270	(359)	313,002	319,650	(6,648)	841,585	1,051,326	(209,741)	3	1,124,373	1,033,468	90,905
West Palm Beach, Fla.	10	8,956	12,556	(3,600)	376,847	459,112	(82,265)	1,626,803	1,783,643	(156,840)	10	1,920,200	2,032,331	(112,131)
Wheeling, W.Va.-Ohio	6	13,232	15,550	(2,318)	579,596	601,555	(21,959)	1,209,817	1,673,167	(463,350)	6	1,983,096	1,765,174	217,922
Wichita, Kan.	7	26,514	20,219	6,295	579,596	598,628	(19,032)	2,573,396	2,975,821	(402,425)	7	3,016,410	2,908,418	107,992
Wichita Falls, Tex.	3	4,726	10,854	(6,128)	260,382	277,774	(17,392)	650,153	878,820	(228,667)	3	885,035	835,022	50,013
Wilkes-Barre-Hazleton, Pa.	6	28,566	31,992	(3,426)	191,689	189,988	1,701	1,086,360	1,194,326	(108,066)	6	1,295,495	1,195,727	69,768
Wilmington, Del.-N.J.-Md.	7	19,320	15,750	3,570	250,269	207,198	43,071	1,801,248	2,110,306	(309,058)	7	2,014,534	1,779,580	234,954
Wilmington, N.C.	5	2,163	753	1,410	106,313	102,326	3,987	538,077	563,262	(25,185)	5	634,176	644,435	(10,259)
Worcester, Mass.	4	37,280	40,238	(2,958)	538,909	512,652	26,257	972,258	1,139,883	(167,625)	4	1,358,705	1,661,639	(302,934)
York, Pa.	5	12,988	9,342	3,646	428,086	394,372	33,714	1,558,681	1,414,323	144,358	5	1,889,479	1,512,577	376,902
Youngstown, Ohio	6	19,727	32,252	(12,525)	684,616	656,869	27,747	1,553,694	1,527,191	26,503	6	2,154,820	1,920,205	234,615
Total	1718	\$7,599,403	\$8,060,456	\$(461,053)	\$300,312,274	\$295,627,279	\$4,684,995	\$525,844,642	\$501,387,814	\$24,456,828	1693	\$740,079,776	\$646,730,087	\$91,349,689

Non-metro areas of three or more stations

Annis, Ala.	3	\$	8,340	\$	38,779	\$	36,059	\$	490,954	\$	6,335	\$	524,815	\$	448,304	\$	76,511
Decatur, Ala.	3	2,748	5,222	(2,474)	44,104	47,146	(3,042)	305,395	342,427	(37,032)	3	353,700	332,009	21,691	332,009	21,691	63,349
Dothan, Ala.	3	1,531	4,088	(2,557)	50,683	50,429	254	378,578	315,394	63,184	3	718,229	718,229	0	718,229	718,229	0
Florence-Sheffield, Ala.	6	1,315	2,061	(746)	87,048	100,883	(13,835)	628,575	580,023	48,552	6	399,785	374,501	25,284	374,501	25,284	0
Selma, Ala.	3				29,238	32,900	(3,662)	1,705,161	1,334,699	370,462	3	1,889,847	1,819,137	70,710	1,819,137	70,710	0
Anchorage, Alaska	5				268,869	188,089	80,780	1,334,699	1,334,699	0	5	1,889,847	1,819,137	70,710	1,819,137	70,710	0
Flagstaff, Ariz.	3				91,747	106,564	(14,817)	343,189	313,619	29,570	3	416,029	392,383	23,646	392,383	23,646	0
Prescott, Ariz.	3				28,403	15,371	13,032	124,203	113,968	10,235	3	164,680	161,903	2,777	161,903	2,777	0
Yuma, Ariz.	3					99,642			220,837		3	385,279	359,924	25,355	359,924	25,355	0
Hot Springs, Ark.	3	2,125	4,120	(1,995)	56,292	61,913	(5,621)	343,275	311,875	31,400	3	385,279	359,924	25,355	359,924	25,355	0
Merced, Calif.	3				39,705	47,146	(7,441)	193,582	192,528	1,054	3	245,159	228,421	16,738	228,421	16,738	0
Modesto, Calif.	3	722	2,522	(1,800)	193,624	204,911	(11,287)	479,701	517,633	(37,932)	3	638,704	740,613	(101,909)	740,613	(101,909)	0
Redding, Calif.	4	2,863	5,567	(2,704)	88,224	131,826	(43,604)	288,194	246,141	42,053	4	356,375	436,233	(79,858)	436,233	(79,858)	0
San Luis Obispo, Calif.	3	10,916	14,912	(3,996)	172,611	152,153	20,458	363,327	367,502	(4,175)	3	527,018	517,624	9,394	517,624	9,394	0
Santa Rosa, Calif.	3				84,652	83,710	942	588,790	521,051	67,739	3	637,543	589,896	47,647	589,896	47,647	0
Grand Junction, Colo.	4	17,178	18,734	(1,556)	75,963	66,591	9,372	451,671	488,326	(36,655)	4	540,778	639,116	(98,338)	639,116	(98,338)	0
Cocoa, Fla.	3				146,881	118,129	28,752	252,808	269,722	(16,914)	3	373,114	425,577	(52,463)	425,577	(52,463)	0
Daytona Beach, Fla.	3	676	3,667	(2,991)	88,060	92,137	(4,077)	570,986	532,450	38,536	3	622,647	614,629	8,018	614,629	8,018	0
Fort Myers, Fla.	3	1,904	3,366	(1,462)	134,426	137,437	(3,011)	381,969	387,635	(5,666)	3	490,907	382,559	108,348	382,559	108,348	0
Gainesville, Fla.	4	3,857	3,978	(121)	177,830	193,504	(15,674)	717,828	602,857	115,241	4	882,289	838,599	43,690	838,599	43,690	0
Lakeland, Fla.	3	5,422	4,348	1,074	116,202	123,152	(7,950)	427,272	413,238	14,034	3	531,092	521,447	9,645	521,447	9,645	0
Ocala, Fla.	3	264	312	(48)	94,452	83,150	(11,302)	411,242	377,306	33,936	3	466,289	491,328	(25,039)	491,328	(25,039)	0
Panama City, Fla.	4				74,462	60,164	14,298	400,341	312,388	87,953	4	496,393	488,924	7,469	488,924	7,469	0
Sarasota, Fla.	4	1,425	3,158	(1,733)	95,451	551,481	(456,030)	551,481	473,451	78,030	4	611,502	616,559	(5,057)	616,559	(5,057)	0
Athens, Ga.	3	3,755	3,911	(156)	102,703	113,313	(10,610)	576,956	541,192	35,764	3	601,252	647,412	(46,160)	647,412	(46,160)	0
Brunswick, Ga.	3	1,626	3,314	(1,688)	52,866	57,639	(4,773)	348,407	360,371	(11,964)	3	407,839	406,426	1,413	406,426	1,413	0
Dalton, Ga.	3	55	55	0	31,331	30,055	1,276	354,300	346,749	7,551	3	384,007	295,026	88,981	295,026	88,981	0
Gainesville, Ga.	3	1,100	2,501	(1,401)	67,529	70,770	(3,241)	528,504	488,326	40,178	3	611,146	615,294	(4,148)	615,294	(4,148)	0
Griffin, Ga.	3										3	733,311	667,321	65,990	667,321	65,990	0
Rome, Ga.	4	2,857	2,290	567	63,345	67,496	(4,151)	666,854	574,103	92,751	4	733,311	667,321	65,990	667,321	65,990	0
Valdosta, Ga.	4				142,313	126,694	15,619	339,016	296,058	42,958	4	471,594	403,582	68,012	403,582	68,012	0
Hilo, Hawaii	3	2,165	2,581	(416)	4,228	4,228	0	412,633	251,212	161,421	3	434,568	438,380	(3,812)	438,380	(3,812)	0
Mason City, Iowa	3	4,633	8,202	(3,569)	145,563	121,474	24,089	540,209	481,261	58,948	3	671,427	547,346	124,081	547,346	124,081	0
Idaho Falls, Idaho	3	16,726	18,670	(1,944)	105,340	102,718	2,622	378,542	356,588	21,954	3	484,595	442,138	42,457	442,138	42,457	0
Pocatello, Idaho	3	2,394	2,825	(431)	98,269	102,304	(4,035)	288,383	289,063	(680)	3	370,679	371,892	(2,213)	371,892	(2,213)	0
Twin Falls, Idaho	3	2,097	2,635	(538)	47,926	57,197	(9,271)	341,751	341,751	0	3	361,010	366,127	(5,117)	366,127	(5,117)	0
Salina, Kan.	3	833	625	208	544,022	455,097	88,925	469,291	469,084	207	3	975,142	972,259	2,883	972,259	2,883	0
Bowling Green, Ky.	3	161	134	27	76,668	80,180	(3,512)	444,948	373,308	71,640	3	517,617	432,153	85,464	432,153	85,464	0
Puduch, Ky.	3	8,277	6,044	2,233	85,868	97,710	(11,842)	389,930	389,930	0	3	471,568	468,509	2,883	468,509	2,883	0

Metropolitan Areas	No. of stations in operation 1970	Network times sales		Gain or (loss)	Time sales to national & regional advertisers ³		Gain or (loss)	Time sales to local advertisers ³		Gain or (loss)	Total stations reporting 1970	Total broadcast revenues ³	Total broadcast expenses	Total broadcast income
		1970	1969		1970	1969		1970	1969					
Alexandria, La.	3	5,690	9,692	(4,002)	109,656	108,019	1,637	487,600	504,034	16,434	3	587,720	505,961	81,759
Battle Creek, Mich.	3	4,818	6,024	(1,206)	133,667	145,402	(11,735)	482,776	484,323	(1,547)	3	590,348	564,908	25,440
Cumberland, Md.	3	3,586	3,778	(192)	49,913	56,396	(6,483)	432,157	452,714	(20,557)	3	512,439	565,281	52,842
Salisbury, Md.	3	2,525	6,800	(4,275)	127,989	80,993	46,996	454,750	463,764	(9,014)	3	555,401	534,190	21,211
Bangor, Me.	3	14,508	15,385	(877)	192,622	182,526	10,096	394,045	352,419	41,626	3	566,658	476,262	90,396
Rochester, Minn.	3	900	912	(12)	64,300	71,364	(7,064)	603,089	585,251	17,838	3	661,198	655,387	5,811
Columbus, Miss.	3				32,189	31,472	717	301,831	293,577	8,254	3	330,252	327,496	2,756
Greenville, Miss.	3	1,010	1,040	(30)	20,660	45,596	(24,936)	322,475	326,377	(3,902)	3	340,647	299,900	40,747
Greenwood, Miss.	3	966	1,242	(276)	39,981	23,377	16,604	182,007	133,352	48,655	3	200,516	224,839	24,323
Hattiesburg, Miss.**	5	610	798	(188)	13,440	23,972	(10,532)	422,937	434,629	(11,692)	5	433,784	379,052	54,732
Laurel, Miss.	3	851	1,117	(266)	27,953	23,477	4,476	446,776	412,500	34,276	3	488,082	468,107	20,000
Meridian, Miss.	5	1,990	3,197	(1,207)	55,924	55,332	592	549,282	519,469	29,813	3	586,096	599,096	13,000
Cape Girardeau, Mo.	3				118,673	109,313	9,360	270,751	311,052	(40,301)	3	379,732	378,778	954
Joplin, Mo.	3	3,150	4,900	(1,750)	62,674	75,941	(13,267)	266,782	279,328	(12,546)	3	322,097	330,697	8,600
Missoula, Mont.	4	23,087	27,064	(3,977)	31,381	42,484	(11,103)	528,520	534,488	(5,968)	4	589,878	577,727	12,151
Goldensboro, N.C.	3	28,037	26,952	1,085	16,616	17,446	(830)	466,922	432,937	33,985	3	516,019	466,914	49,105
Greenville, N.C.	3	30,304	27,530	2,774	51,383	69,942	(18,559)	271,325	233,424	37,901	3	334,292	349,243	14,951
Hickory, N.C.	3	687	553	134	109,769	120,611	(10,842)	461,309	438,634	22,675	3	568,070	502,002	66,068
Jacksonville, N.C.	3	33,274	38,979	(5,705)	38,979	38,979	0	512,462	500,495	11,967	3	549,026	499,194	49,832
Kinston, N.C.	3	3,071	3,662	(591)	45,963	40,685	5,278	470,930	468,878	2,052	3	534,552	493,821	40,731
Rocky Mount, N.C.	3	17,333	16,792	541	17,834	20,885	(3,051)	345,485	321,032	24,453	3	388,828	370,129	18,699
Wilson, N.C.	3	9,522	12,681	(3,159)	49,453	55,494	(6,041)	308,477	305,431	3,046	3	399,384	367,365	32,019
Bismarck, N.D.	3	5,386	7,315	(1,929)	236,183	227,508	8,675	538,902	492,024	46,878	3	746,410	674,494	71,916
Minot, N.D.	4	1,305	1,305	299	78,355	85,921	(7,566)	594,047	512,288	81,759	4	656,607	622,644	33,963
Carlsbad, N.M.**	3										2			
Farmington, N.M.	3				46,548	50,392	(3,794)	401,774	340,661	61,113	3	444,127	358,480	85,647
Roswell, N.M.	5	1,530	1,624	(94)	77,761	91,617	(13,856)	324,633	286,796	37,837	4	433,606	497,739	64,133
Santa Fe, N.M.	3	22,233	23,632	(1,399)	22,233	23,632	(1,399)	345,089	377,528	(32,439)	3	355,522	338,542	16,980
Elmira-Horseheads, N.Y.	4	5,917	11,352	(5,435)	51,499	50,154	1,345	650,309	655,923	(5,614)	4	700,171	702,066	1,895
Kingston, N.Y.	3	9,404	9,404	0	126,713	126,713	0	571,588	571,588	0	2			
Plattsburgh, N.Y.	3	24,106	18,586	5,520	77,215	75,675	1,540	507,005	491,573	15,432	3	604,978	634,615	29,637
Watertown, N.Y.	3	7,067	11,469	(4,402)	130,336	81,619	48,717	423,557	432,060	9,497	3	554,428	606,948	52,520
Klamath Falls, Ore.	3	2,800	5,780	(2,980)	72,453	69,224	3,229	245,790	211,943	33,847	3	316,036	310,759	5,277
Medford, Ore.	3	3,919	4,820	(901)	94,989	99,226	(4,237)	474,134	464,575	9,559	4	565,805	560,645	5,160
Roseburg, Ore.	3	2,196	4,388	(2,192)	44,611	49,713	(5,102)	269,778	254,851	15,127	3	306,592	282,293	24,299
Williamsport, Pa.	3	6,980	9,280	(2,300)	68,050	53,384	15,566	317,507	274,805	42,702	3	393,658	377,146	16,512
Florence, S.C.	3	1,690	4,596	(2,906)	93,785	74,984	18,821	343,563	373,866	(30,303)	3	425,054	392,747	32,307
Orangeburg, S.C.	3				57,648	57,588	60	385,660	394,766	(9,106)	3	424,813	398,636	26,177
Spartanburg, S.C.	4	5,104	11,002	(5,898)	170,664	146,641	24,023	781,739	664,390	117,349	4	956,801	813,524	143,277
Sumter, S.C.	3				64,536	37,343	27,193	312,733	335,483	(22,750)	3	366,956	390,422	23,466
Rapid City, S.D.	4	6,358	10,747	(4,389)	79,375	80,488	(1,113)	534,342	475,731	58,611	4	608,243	510,696	97,547
Bristol, Tenn.	4	1,043			99,433			452,150			4	547,988	576,846	28,858
Kingsport, Tenn.	3	823	1,282	(459)	101,976	88,511	13,465	426,761	435,829	(10,968)	3	519,285	490,667	28,618
Big Springs, Tex.	3	1,458	1,408	50	59,970	49,939	10,031	481,574	437,693	43,881	3	560,238	514,317	45,921
Brownwood, Tex.	3	2,987	2,987	0	52,574	59,910	(7,336)	295,197	291,871	3,326	3	346,539	328,517	18,022
Del Rio, Tex.	3	1,039	1,863	(824)	38,168	33,633	4,535	406,716	398,457	8,259	3	462,730	440,730	22,000
Charlottesville, Va.	3				18,743	25,136	(6,402)	121,107	132,414	(11,307)	3	158,139	166,336	8,197
Danville, Va.	4	4,847	7,415	(2,568)	92,065	122,901	(30,836)	660,815	595,880	64,935	3	764,017	830,847	66,830
Harrisonburg, Va.	3	707	3,901	(3,194)	86,768	96,717	(9,949)	733,684	811,537	(77,853)	4	892,261	783,355	108,906
Burlington, Vt.	3	454	4,073	(3,619)	60,862	55,353	5,509	584,632	546,029	38,603	3	630,545	633,435	27,110
Bellingham, Wash.**	4	9,888	16,146	(6,258)	126,125	130,959	(4,834)	690,993	607,552	83,441	3	807,834	726,768	81,066
Kennick, Wash.	4				117,187	112,570	4,617	506,495	432,064	74,431	4	604,058	652,657	58,601
Walla Walla, Wash.	4	1,728	3,135	(1,407)	98,220	120,497	(22,277)	538,985	468,700	70,285	4	594,471	546,669	47,802
Wenatchee, Wash.	3	8,969			36,778	38,756	(1,978)	223,888	241,120	(17,232)	3	252,888	258,649	5,761
Yakima, Wash.	5	5,850	7,188	(1,338)	82,617	74,555	8,062	334,188	306,529	27,659	3	414,071	408,082	5,989
Appleton, Wis.**	3	2,980			204,436	204,555	(119)	699,501	562,529	136,972	5	748,685	748,685	0
Eau Claire, Wis.	3	5,795			49,560						3	545,566	498,596	46,970
La Crosse, Wis.	3	7,475			48,799						3	713,423	683,487	29,936
Manitowish-Two Rivers, Wis.	3	157			103,860	111,964	(8,104)	647,414	716,459	(69,045)	3	743,423	729,941	15,386
Wausau, Wis.	3	3,341			26,087	25,891	196	523,487	487,015	36,472	3	543,510	553,228	9,718
Beckley, W. Va.	3	9,750	11,311	(1,561)	103,412	115,553	(12,141)	507,310	527,293	(20,000)	3	614,788	586,408	28,380
Clarksburg, W. Va.	3	4,083	7,422	(3,339)	65,242	79,864	(14,622)	382,961	358,030	24,931	3	590,218	554,839	35,379
Parkersburg, W. Va.	3	2,189	2,863	(674)	54,193	43,034	11,159	382,961	358,030	24,931	3	535,768	503,351	32,417
Casper, Wyo.	3	1,373	4,269	(2,896)	68,996	62,525	6,471	456,020	477,160	(21,140)	3	517,653	499,370	18,283
Cheyenne, Wyo.	4	8,043	7,632	411	91,586	82,650	8,936	444,462	405,443	39,019	3	523,964	497,272	26,692
	4	15,507	17,118	(1,611)	22,426	37,588	15,142	316,907	315,347	1,560	4	355,859	372,548	16,689
Total	348	447,428	549,807	(102,379)	8,725,430	8,605,395	120,035	46,418,667	43,018,999	3,399,668	340	54,915,311	52,936,166	1,979,145

Metropolitan Areas	No. of stations in operation 1970	Network times sales		Time sales to national & regional advertisers ³			Time sales to local advertisers ³			Total stations reporting 1970	Total broadcast revenues ⁵	Total broadcast expenses	Total broadcast incomes ⁶	
		1970	1969	Gain or (loss)	1970	1969	Gain or (loss)	1970	1969					Gain or (loss)
Commonwealth and Possessions														
Maguez, P.R.	5	1,360	1,612	(252)	413,288	348,974	64,314	530,588	509,154	21,544	5	920,546	842,235	78,311
Ponce, P.R.	5	54,116	57,028	(2,912)	603,994	578,134	25,860	445,535	402,266	43,269	5	1,028,099	741,587	286,512
San Juan, P.R.	13	275	5,762	(5,487)	2,459,667	2,483,472	(23,805)	3,150,759	2,691,157	459,602	13	5,027,448	4,633,417	394,031
Total	23	55,751	64,402	(8,651)	3,476,949	3,410,580	66,369	4,127,292	3,602,577	525,715	23	6,976,093	6,217,338	758,754
Arecibo, P.R.	3	7,637	11,100	(3,463)	258,535	278,777	(20,242)	202,137	205,423	(3,286)	3	452,855	387,617	65,238
OTHER COMMUNITIES	23	7,130	15,636	(8,506)	1,162,783	1,151,279	11,504	2,084,795	1,714,920	369,875	23	3,034,185	2,802,617	231,568
TOTAL	49	70,518	91,138	(20,620)	4,898,267	4,890,636	7,631	6,414,224	5,522,290	891,934	49	10,462,933	9,387,573	1,075,360
Metropolitan areas United States														
Non-metro areas of 3 or more stations	1718	7,599,403	8,060,456	(461,053)	300,312,274	295,627,279	4,684,995	525,844,642	501,387,814	24,556,828	1693	740,079,776	648,730,087	91,349,689
Non-metro areas of two stations	348	447,428	551,226	(103,798)	8,725,430	8,627,822	97,608	46,418,667	43,177,212	3,241,455	340	54,915,311	52,936,166	1,979,145
Non-metro areas of one station	584	329,511	452,870	(123,359)	9,360,037	9,448,471	(88,434)	66,208,257	63,064,807	3,143,450	573	75,537,290	71,922,146	3,615,144
Total United States	1592	430,941	509,618	(78,677)	16,107,192	16,438,872	(331,680)	145,094,828	135,157,156	9,937,672	1554	161,640,075	150,186,516	11,453,559
Commonwealth and Possessions	4242	8,807,283	9,574,170	(766,887)	334,504,933	300,142,444	34,362,489	783,566,394	742,786,989	40,799,405	4160	1,032,172,452	923,774,915	108,397,537
GRAND TOTAL	49	70,518	91,138	(20,620)	4,898,267	4,840,636	57,631	6,414,224	5,522,920	891,304	49	10,462,933	9,387,573	1,075,360
	4291	8,877,801	9,665,305	(787,504)	\$339,403,200	\$334,983,080	\$ 4,420,120	\$789,980,618	\$748,309,909	\$ 41,167,709	4209	\$1,042,635,385	\$933,162,488	\$ 109,472,897
¹ Excludes 464 independent FM stations and 225 FM stations associated with AM stations but reporting separately.														
² Stations with less than \$25,000 in revenues report only total revenues and total expenses. However, stations with more than \$25,000 in revenues accounted for 99 percent of the broadcast revenues of the reporting stations.														
³ Before commissions to agencies, representatives and others. Because clarifying instructions were issued in 1969 regarding the classifications of time sales into national and local, caution should be used in comparing these figures with prior years.														
⁴ Excludes data for 82 stations whose reports were not filed on time.														
⁵ Total revenues consist of total time sales plus talent and program sales, plus other incidental broadcast revenues, less commissions.														
⁶ Before federal income tax. Note: — denotes loss.														
[*] Data withheld to maintain confidentiality.														
^{**} Not all stations in this market operated for the full year.														

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⁶ Before federal income tax. Note: — denotes loss.

* Data withheld to maintain confidentiality.

** Not all stations in this market operated for the full year.

Selected revenue items, broadcast revenues, expenses, income of radio stations for selected communities within SMSA, 1970

Radio metropolitan area community-city, state	No. of stations in operation	No. of stations reporting \$25,000 or more time sales	Network time sales			Time sales ³ to national & regional advertisers ⁴			Time sales ³ to local advertisers ⁴			Total stations reporting	Total broadcast revenues ⁵	Total broadcast expenses	Total broadcast income ⁶
			1970	1969	Gain or (loss)	1970	1969	Gain or (loss)	1970	1969	Gain or (loss)				
Albany-Schenectady-Troy	4	4	\$ 39,979	\$ 43,608	\$ (3,629)	\$ 743,898	\$ 767,900	\$ (24,002)	\$ 1,593,015	\$ 1,492,054	\$ 100,961	4	\$ 2,010,430	\$ 1,724,859	\$ 285,571
Allentown-Bethlehem-Easton	4	4	12,319	17,860	(5,541)	329,685	403,089	(73,404)	1,145,657	1,081,033	64,624	4	1,423,381	1,072,527	350,854
Allentown, Pa.	3	3	3,948	3,153	795	162,579	172,851	(10,272)	489,701	484,227	5,474	3	621,977	746,520	—124,543
Altoona, Pa.	11	11	283,882	261,682	22,200	4,085,194	3,730,690	354,504	8,102,983	6,976,051	1,126,932	11	10,433,753	6,834,464	3,599,289
Atlanta	5	5	21,920	22,877	(957)	164,886	181,042	(16,156)	832,020	713,279	118,741	5	989,977	1,009,249	—19,272
Augusta, Ga.	3	2					493	(21,928)		412,029	356,109	3		364,397	—8,288
Bakersfield	8	8	29,528	33,496	(3,968)	397,662	419,590	(21,928)	1,163,909	980,277	183,632	8	1,440,382	1,670,580	—230,198
Baltimore	3	3	92,393	79,801	12,592	239,512	235,428	4,084	504,516	454,277	50,239	3	723,038	668,900	54,138
Baltimore, Md.	9	8				4,044,877	4,000,713	44,164	7,774,274	6,433,390	1,340,884	8	9,920,981	7,418,489	2,502,492
Beaumont-Port Arthur	4	4	18,446	19,678	(1,232)	258,790	333,189	(74,399)	988,968	915,512	73,456	4	1,183,725	1,139,794	43,931
Beaumont, Tex.	9	8	31,957	40,203	(8,246)	1,208,621	1,198,918	9,703	2,545,951	2,397,093	148,858	8	3,388,109	2,765,825	622,284
Birmingham	9	9	231,971	247,644	(15,673)	10,000,019	9,752,371	247,647	7,695,317	6,946,457	748,860	9	14,487,635	10,772,856	3,714,779
Boston															

Radio metropolitan area community-city, state	No. of stations in opera- tions	No. re- porting more time sales	Network time sales			Time sales to national & regional advertisers ⁴			Time sales ³ to local advertisers ⁴			Total stations reporting	Total broadcast revenues ⁵	Total broadcast expenses	Total broadcast income ⁶
			1970	1969	Gain or (loss)	1970	1969	Gain or (loss)	1970	1969	Gain or (loss)				
Buffalo	6	6	65,591	67,334	(1,743)	2,562,689	2,544,234	18,455	3,435,656	3,392,912	42,744	6	5,123,360	4,556,235	567,125
Buffalo, N.Y.															
Chattanooga	6	6	18,097	17,934	163	156,386	198,782	(42,396)	1,571,421	1,508,758	62,663	6	1,665,089	1,520,367	144,722
Chattanooga, Tenn.															
Chicago	13	13	171,946	265,546	(93,600)	20,235,543	20,339,512	(103,969)	13,531,274	11,885,056	1,646,218	13	29,118,129	22,349,188	6,768,941
Chicago, Ill.															
Cleveland	7	7	202,201	194,541	7,660	4,414,095	4,626,179	(212,084)	6,913,258	6,024,665	888,593	7	8,975,587	7,945,919	1,029,668
Cleveland, Ohio															
Dallas	7	7	70,508	31,583	(21,075)	3,766,276	3,478,348	287,928	5,900,783	5,366,828	533,955	7	8,251,063	5,965,388	2,285,675
Dallas, Texas															
Davenport-Rock Island-Moline	3	3	7,936	9,991	(2,055)	336,632	347,202	(10,570)	841,214	806,638	34,576	3	1,076,153	1,113,327	—37,174
Davenport, Iowa															
Denver	10	10	62,881	56,791	6,090	2,685,347	2,513,904	171,443	4,680,089	4,404,897	275,192	10	6,585,983	6,162,689	423,294
Denver, Colo.															
Detroit	6	6	238,243	327,215	(88,972)	7,866,132	7,894,197	(28,065)	7,084,390	7,808,121	(723,731)	6	13,134,658	9,982,536	3,152,022
Detroit, Mich.															
Duluth-Superior	3	3	11,826	18,324	(6,498)	261,785	203,295	78,490	559,291	557,594	1,697	3	813,251	711,557	101,694
Duluth, Minn.															
Superior, Minn.	3	3	12,961	14,574	(1,613)	57,856	51,084	6,772	256,724	262,099	(5,375)	3	319,215	333,668	—14,453
Superior, Minn.															
Ft. Lauderdale-Hollywood	3	3				313,330			795,293			3	1,029,569	1,011,709	17,860
Ft. Lauderdale, Fla.															
Fort Smith	4	4	6,148	6,794	(646)	111,433	114,850	(3,417)	594,387	510,091	84,296	4	682,269	594,069	88,200
Fort Smith, Ark.															
Grand Rapids	6	6	16,172	16,689	(517)	1,012,382	934,782	77,600	1,619,016	1,710,535	(91,519)	6	2,309,082	2,304,695	4,387
Grand Rapids, Mich.															
Greensboro-High Point	5	5	22,419	26,854	(4,435)	344,315	313,828	30,487	1,169,805	1,164,038	5,767	5	1,461,271	1,254,111	207,160
Greensboro, N.C.															
Winston-Salem, N.C.	6	6	4,358	5,694	(1,334)	343,649	304,715	2,934	1,325,000	1,349,005	(24,005)	6	1,587,666	1,360,221	227,445
Winston-Salem, N.C.															
Greenville	6	6	20,957	21,452	(495)	300,700	307,289	(6,589)	1,510,291	1,522,087	11,796	6	1,821,890	1,553,607	268,283
Greenville, S.C.															
Harrisburg	4	4	17,274	23,338	(6,064)	587,521	545,642	41,879	1,181,451	1,120,259	61,192	4	1,723,001	1,424,832	298,169
Harrisburg, Pa.															
Houston	10	10	111,775	111,637	138	3,752,494	3,436,341	316,153	6,429,730	6,493,534	(63,804)	10	8,880,592	7,396,978	1,483,614
Houston, Tex.															
Huntington-Ashland	3	3	5,617	8,083	(2,466)	172,555	209,117	(36,562)	681,625	659,270	22,355	3	803,081	725,456	77,625
Huntington, W.Va.															
Johnstown	3	3	13,705	14,742	(1,037)	157,852	191,210	(33,358)	461,321	448,084	13,237	3	606,930	677,142	—70,212
Johnstown, Pa.															
Kansas City	5	5	11,032	36,427	(25,440)	2,195,997	2,406,888	(210,891)	3,722,593	3,854,968	(132,375)	5	5,049,865	4,041,456	1,008,409
Kansas City, Mo.															
Knoxville	9	9	32,340	27,479	4,861	691,272	778,095	(86,823)	1,590,333	1,321,818	268,515	9	2,177,870	1,910,570	267,300
Knoxville, Tenn.															
Lansing	3	3				350,212	343,516	6,696	907,067	983,034	(81,967)	3	1,199,579	1,065,328	134,251
Lansing, Mich.															
Little Rock-North Little Rock	6	6	49,378	39,609	9,769	578,899	512,843	66,056	1,643,860	1,555,707	88,153	6	2,006,508	1,848,358	158,150
Little Rock, Ark.															
Los Angeles-Long Beach	12	12	284,021	278,051	5,970	18,743,832	17,338,166	1,405,666	22,182,461	22,168,924	13,537	12	33,909,284	28,827,060	7,082,224
Los Angeles, Calif.															
Pasadena, Calif.	3	3				1,762,805			3,593,991			3	4,559,546	3,642,144	917,402
Pasadena, Calif.															
Louisville	8	8	43,417	50,116	13,300	2,205,234	2,340,210	134,976	2,878,378	2,640,852	237,526	8	4,626,402	4,543,766	82,636
Louisville, Ky.															
Macon	6	6	14,306	21,417	7,111	294,749	294,678	71	1,082,597	1,064,579	18,018	6	1,357,214	1,231,162	126,052
Macon, Ga.															
Memphis	9	9	63,589	60,548	3,041	2,076,674	1,953,723	122,951	3,317,341	3,098,578	218,763	9	4,824,003	3,568,550	1,255,453
Memphis, Tenn.															
Miami	8	8	74,012	71,152	2,860	3,047,870	2,789,239	258,631	5,378,359	4,261,141	1,117,218	8	7,312,176	5,959,638	1,352,538
Miami, Fla.															
Milwaukee	7	7	59,517	51,576	7,941	3,091,056	3,115,845	(24,789)	4,442,444	4,166,424	276,020	7	6,540,353	5,593,392	946,961
Milwaukee, Wis.															
Minneapolis-St. Paul	6	6	42,613	73,506	(30,893)	3,140,028	3,327,380	(187,352)	6,636,318	6,178,289	458,028	6	9,747,292	5,772,084	3,975,208
Minneapolis, Minn.															
Mobile	7	7	31,391	21,277	10,114	589,904	468,412	121,492	901,068	817,183	83,885	7	1,398,323	1,492,098	—93,775
Mobile, Ala.															
Nashville	7	7	67,423	83,857	(16,434)	1,805,188	1,810,432	(5,244)	2,207,660	2,146,468	61,192	6	4,397,763	3,663,253	734,510
Nashville, Tenn.															
New York	16	16	417,263	466,286	(49,060)	31,396,409	32,273,669	(877,260)	24,289,525	25,559,491	(1,269,966)	16	47,461,918	37,003,739	10,458,179
New York, N.Y.															
Norfolk-Portsmouth	4	4	18,408	17,434	974	850,037	674,764	175,273	1,764,658	1,536,140	228,518	4	2,463,028	2,298,201	164,827
Norfolk, Va.															

Radio metropolitan area community-city, state	No. of stations in opera- tions	No. re- porting \$25,000 or more time sales	Network time sales			Time sales ³ to national & regional advertisers ⁴			Time sales ³ to local advertisers ⁴			Total stations reporting	Total broadcast revenues ⁵	Total broadcast expenses	Total broadcast income ⁶
			1970	1969	Gain or (loss)	1970	1969	Gain or (loss)	1970	1969	Gain or (loss)				
Orlando	5	5	37,948	35,884	2,064	675,454	611,356	64,098	17,985,941	1,865,459	120,482	5	2,454,422	2,220,138	234,284
Orlando, Fla.															
Philadelphia	11	11	205,771	276,487	(70,716)	9,311,086	9,320,114	(9,028)	10,104,642	9,599,141	505,501	11	15,953,972	14,573,098	1,380,874
Philadelphia															
Phoenix	12	11	25,551	40,888	(15,337)	1,322,698	1,061,547	261,151	2,684,647	2,370,748	313,899	12	3,614,544	3,472,767	141,777
Phoenix															
Pittsburgh	8	8	56,809	61,148	(3,337)	4,226,066	3,873,283	352,783	5,452,555	5,205,516	247,039	8	8,575,625	7,532,064	1,043,561
Pittsburgh															
Portland	9	8	60,716	61,767	(1,051)	1,824,796	1,625,136	199,660	2,115,443	2,200,622	(85,179)	8	3,422,973	3,561,554	—130,581
Portland, Ore.															
Vancouver, Wash.	4	4	6,845			562,665	659,684	(97,019)	844,492	1,031,062	(186,570)	4	1,195,610	1,350,050	154,440
Vancouver, Wash.															
Providence-Pawtucket-Warwick	7	7	38,136	47,819	(9,683)	1,791,901	1,653,262	138,639	2,627,505	2,313,495	314,010	7	3,906,487	3,048,405	858,082
Providence, R.I.															
Raleigh	5	5	36,875	43,597	(6,722)	792,154	759,549	32,605	1,438,109	1,302,717	135,392	5	2,093,386	1,632,798	460,588
Raleigh, N.C.															
Richmond	9	9	69,469	72,809	(3,340)	1,046,950	1,125,062	(78,112)	2,612,835	2,452,805	160,030	9	3,372,559	3,060,074	312,485
Richmond, Va.															
St. Louis	9	9	83,830	121,621	(37,791)	5,427,168	4,852,346	(574,822)	5,687,221	5,933,838	(246,617)	9	9,544,693	7,337,495	2,207,198
St. Louis															
Salinas-Monterey	4	4	7,615	8,580	(965)	145,393	140,215	5,178	458,409	392,186	66,223	4	596,159	656,155	—59,996
Salinas, Calif.															
San Antonio	11	11	52,632	45,546	7,286	1,341,943	1,340,412	1,531	3,677,324	3,454,648	222,676	11	4,560,568	4,429,403	137,165
San Antonio, Tex.															
San Bernardino-Riverside-Ontario	3	2	11,709	5,358	6,351	666,093	610,802	55,291	1,058,961	672,402	186,559	2	1,511,518	1,532,309	—20,791
San Bernardino, Calif.															
San Diego	6	6	25,475	46,474	(20,999)	3,157,739	2,910,770	247,023	3,103,702	2,265,197	838,505	6	5,227,636	5,181,054	46,582
San Diego															
San Francisco-Oakland	3	3	117,107	156,851	(39,744)	2,469,878	2,380,018	89,860	2,112,304	2,158,849	(46,545)	3	3,735,936	3,336,389	399,547
Oakland, Calif.															
San Francisco	10	10				11,927,395	10,563,206	1,364,189	7,584,229	8,186,117	(601,868)	10	16,101,384	14,335,083	1,766,301
San Francisco															
San Jose	4	4				1,407,940	1,208,354	199,586	1,897,215	2,916,879	(19,666)	4	2,807,030	2,539,221	267,809
San Jose, Calif.															
San Juan	9	9	275			1,830,940	1,525,226	305,720	2,717,844	2,163,897	553,947	9	4,061,238	3,502,963	558,275
San Juan, Puerto Rico															
Santa Barbara	3	3	330			9,023	272,165	(40,873)	168,836	592,716	37,653	3	172,892	216,547	—43,655
Lompoc, Calif.															
Santa Barbara, Calif.	5	5	21,420	21,939	(519)	9,023	272,165	(40,873)	630,369	592,716	37,653	5	806,214	936,781	—130,567
Santa Barbara, Calif.															
Santa Maria, Calif.	4	4	10,094	10,036	58	69,725	39,166	30,540	394,708	424,812	(30,104)	4	466,345	418,295	48,049
Santa Maria, Calif.															
Seattle-Everett	12	12	95,380	80,545	14,835	3,867,049	4,997,125	(1,130,076)	4,991,821	5,040,249	(48,428)	12	7,561,807	6,697,885	863,922
Seattle															
Springfield-Chicopee-Holyoke	3	3	13,168	6,410	6,758	569,681	483,664	86,017	945,343	919,363	25,980	3	1,306,733	1,212,047	94,686
Springfield, Mass.															
Syracuse	5	5	39,095	46,831	(7,736)	1,231,394	1,208,411	22,983	1,830,172	1,799,834	30,338	5	2,604,566	2,384,682	219,884
Syracuse, N.Y.															
Tampa-St. Petersburg	4	4	20,831	14,711	6,120	985,992	915,123	70,869	1,020,056	854,482	165,574	4	1,770,573	1,295,888	474,685
St. Petersburg, Fla.															
Tampa, Fla.	8	8	39,428	46,896	(7,468)	934,204	997,009	(62,805)	1,795,783	1,627,110	168,673	8	2,541,963	2,239,362	302,581
Tampa, Fla.															
Tulsa	6	6	12,860	17,893	(5,033)	940,482	1,023,166	(88,682)	2,294,949	1,960,381	334,568	6	2,888,625	2,546,234	342,391
Tulsa															
Utica-Rome	4	4	6,514	19,823	(13,309)	375,952	269,461	106,491	786,530	929,221	(142,691)	4	1,112,370	1,150,651	—38,281
Utica, N.Y.															
Washington	6	6	52,779	43,489	9,290	4,863,622	5,529,592	(665,970)	6,158,885	6,198,727	(39,842)	6	10,597,288	8,826,105	1,771,183
Washington															
West Palm Beach	3	3	77			284,190	275,710	8,480	756,788	627,019	129,749	3	991,147	867,327	123,820
West Palm Beach, Fla.															
Wilkes-Barre-Hazleton	3	3	26,728	28,103	1,375	72,407	93,851	(21,444)	657,410	638,851	18,559	3	713,345	653,269	60,076
Wilkes-Barre, Pa.															
Wilmington	4	4	13,778	11,199	2,579	224,743	183,765	40,978	1,463,507	1,623,618	(160,111)	4	1,446,127	1,448,556	197,561
Wilmington, Del.															

¹ Excludes independently operated FM stations and FM stations associated with AM stations but reporting separately.
² Communities are included in this table if totals do not reveal individual station data.
³ Stations with less than \$25,000 time sales report only total revenue and total expenses.
⁴ Before commissions to agencies, representatives and others.

⁵ Total revenues consists of total time sales plus talent and programs sales plus other incidental broadcast revenues, less commissions.
⁶ Before federal income tax. Note: — denotes loss.
⁷ Withheld to maintain individual station confidentiality

As compiled by BROADCASTING, Dec. 29 through Jan. 4, 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. CARS—community antenna relay station.

New TV stations

Final action

■ Review board in Homewood-Birmingham, Ala., TV proceeding, scheduled oral argument for Jan. 25 in Homewood-Birmingham ch. 21 proceeding (Docs. 15461, 16760-61, 16758). Action Dec. 2.

Call letter application

■ Ohio Educational Television Network Commission, Cambridge, Ohio—Seeks *WOUC-TV. Ann. Dec. 16.

Call letter actions

■ Michigan State University, East Lansing, Mich.—FCC granted *WKAR-TV. Action Dec. 2.
■ New Jersey Public Broadcasting Authority, Montclair, N.J.—FCC granted *WNJM-TV. Action Dec. 2.

Existing TV stations

Final actions

■ KLXA-TV Fontana, Calif.—FCC denied request by Justicia, Fontana community group, for extension of time to Jan. 15 to file petition to deny license renewal application of KLXA-TV. Action Dec. 15.
■ WAVY-TV Portsmouth, Va.—Broadcast Bureau granted mod. of license covering reduction of aural ERP to 38.9 kw. Action Dec. 20.
■ FCC scheduled oral argument for Feb. 15, 1972, before commission on order directing Victor Muscat to show cause why order revoking CP's for six broadcast stations should not be issued (Docs. 19103-8). Muscat is permittee of KVMP Tulsa, Okla.; Victor Broadcasting Co., permittee of KMYO-TV Little Rock, Ark.; Victor Radio Co., KIKS-TV and KIKS-FM Lake Charles, La.; Impart Systems Inc. WTVU-TV New Haven, Conn.; and Memphis Television Associates, permittee of ch. 24 Memphis. Action Dec. 8.

Actions on motions

■ Chief, Office of Opinions and Review, in Fort Smith and Jonesboro, both Arkansas (KFPW Broadcasting Co. [KFPW-TV], George T. Herreich [KAIT-TV]), TV proceeding, dismissed as moot petition by Mr. Herreich to defer renewal of license hearing until after completion of commission's "nonpublic inquiry" in Doc. 18811, since record in inquiry is now completed (Docs. 19291-2). Action Dec. 22.
■ Hearing Examiner Frederick W. Denniston in Dubuque, Iowa (Dubuque Communications Corp. [KDUB-TV]), TV proceeding, ordered hearing scheduled for Jan. 17 postponed to Feb. 29 (Doc. 19339). Action Dec. 20.
■ Hearing Examiner Forest L. McClenning in Jacksonville, Ill. (Look Television Corp. [WJLY-TV]), TV proceeding, scheduled further prehearing conference for Jan. 11 and cancelled hearing presently scheduled for Jan. 17 (Doc. 19340). Action Dec. 15.

Call letter applications

■ *WKTR-TV Kettering, Ohio—Seeks *WOET-TV. Ann. Dec. 16.
■ *WOEB-TV Portsmouth, Ohio—Seeks *WPBO-TV. Ann. Dec. 16.

Call letter actions

■ WFGA-TV Jacksonville, Fla.—FCC granted WTLV-TV. Action Dec. 16.

■ KTTS-TV Springfield, Mo.—FCC granted KOLR-TV. Action Dec. 2.
■ WUSN-TV Charleston, S.C.—FCC granted WCBF-TV. Action Dec. 2.

New AM stations

Final actions

■ Hearing Examiner Millard F. French in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Associates, Inc.), AM proceeding, reopened record; granted petition by Natick Broadcast Associates Inc. for leave to amend its application to provide up-to-date information on stock ownership of principal, and accepted amendment; and closed record (Docs. 18640-1). Action Dec. 16.
■ Hearing Examiner Millard F. French in Franklin and Hackettstown, both New Jersey (Louis Vander Plate and Radio New Jersey), AM proceeding, granted petition by Louis Vander Plate for leave to amend his application to show change in ownership (Docs. 18251-2). Action Dec. 15.
■ Mebane, N.C.—FCC initial decision Nov. 2 proposing grant of application of Radio Mebane-Hillsborough Inc., for new AM to operate on 1060 khz with 1 kw power during mid-day hours, and 500 w during critical hours at Mebane, N.C., became effective Dec. 22, in accordance with rules (Doc. 18837).

Other actions

■ Review board in Henrietta, N.Y., AM proceeding, denied What the Bible Says Inc. reconsideration of FCC action refusing to review the Review board's denial of WTBS application for new standard broadcast station on 1140 khz, at Henrietta, N.Y. (Docs. 17571-3). Action Dec. 8.
■ Review board in Lebanon, Pa., and Catonsville, Md., AM proceeding, granted motion by Radio Catonsville Inc., and oral argument has been rescheduled for Jan. 27. Action Dec. 20.
■ Review board in Chattanooga AM proceeding, granted motion by Rock City Broadcasting Inc., for extension of time to Dec. 23, to file reply to exceptions to initial decision released Nov. 9 (Docs. 18901-2). Action Dec. 21.

Call letter applications

■ Sunshine Broadcasting Corp., Murphysboro, Ill.—Seeks WTAO. Ann. Dec. 9.
■ Hancock County Broadcasters, Hawesville, Ky.—Seeks WKCM. Ann. Dec. 9.
■ Babcom Inc., Springfield, Mo.—Seeks KBUG. Ann. Dec. 9.
■ Frank Donald Hall, Albuquerque, N.M.—Seeks KKIM. Ann. Dec. 16.
■ Northeast Communications Corp., Parma, Ohio—Seeks WSUM. Ann. Dec. 16.
■ Jellico Broadcasting Corp., Jellico, Tenn.—Seeks WJJT. Ann. Dec. 9.

Call letter actions

■ Radio Seward Inc., Seward, Alaska—FCC granted KRXA. Action Dec. 9.

■ Wright County Radio Inc., Buffalo, Minn.—FCC granted KRWC. Action Dec. 2.
■ John B. Weeks, Warsaw, N.Y.—FCC granted WCJW. Action Dec. 16.
■ L. Stanley Wall, Scottsdale, Pa.—FCC granted WLSW. Action Dec. 2.
■ Naseeb S. Tweel, Milton, W. Va.—FCC granted WNST. Action Dec. 9.

Existing AM stations

Final actions

■ KOLI Coalinga, Calif.—Broadcast Bureau granted license covering resumption of operation. Action Dec. 21.
■ KIBE Palo Alto and KDFC(FM) San Francisco, both California—FCC granted request by Sundial Broadcasting Corp. for waiver of FM nonduplication rules for full license term, and applications for renewal of licenses for KIBE and KDFC(FM), Action Dec. 15.
■ KPRL Paso Robles, Calif.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes. Action Dec. 15.
■ WFMC Goldsboro, N.C.—Broadcast Bureau granted CP to increase ant. height and side mount FM ant.; conditions. Action Dec. 20.
■ Fremont, Ohio—FCC denied petition filed by Comité de Comunicaciones Hispanas, Fremont community group, asking for reconsideration of FCC action denying its application for review, denial of license renewal of WFRO(AM) Fremont, and designation for hearing of renewal application of Wolfe Broadcasting Corp., licensee of WFRO. Action Dec. 15.
■ WLKR Norwalk, Ohio—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 285 Benedict Avenue., Norwalk, Ohio. Action Dec. 15.
■ WBBZ Ponca City, Okla.—Broadcast Bureau granted CP to increase daytime power to 1 kw. Action Dec. 14.
■ WMBA Ambridge, Pa.—Broadcast Bureau granted CP to make changes in directional ant. pattern. Action Dec. 22.
■ KFJZ Fort Worth—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 4801 West Freeway, Fort Worth. Action Dec. 22.
■ WMIL Milwaukee—Broadcast Bureau granted CP to remove series ant. resistor. Action Dec. 20.
■ WBAC Cleveland, Tenn.—Broadcast Bureau granted CP to change ant., trans. location to 450 ft. due north—end of Arnold Street, Cleveland; make changes in ant. system; and change studio and remote control point to 180 Central Avenue, Cleveland. Action Dec. 15.

Actions on motions

■ Chief, Office of Opinions and Review, in Denver (Action Radio Inc.), renewal of license of KTLK, granted motion by applicant and extended to Jan. 14, time to file reply to Broadcast Bureau's opposition to petition for reconsideration of order designating case for hearing (Doc. 19274). Action Dec. 20.
■ Chief, Office of Opinions and Review, in Ink-

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ster, Mich. (Bell Broadcasting Co. [WCHB]), AM proceeding, dismissed as moot petition by Booth American Co. for reconsideration, since captioned application was dismissed by order of Hearing Examiner Frederick W. Denniston released Dec. 17 (Doc. 19328). Action Dec. 22.

■ Hearing Examiner Frederick W. Denniston in Inkster, Mich. (Bell Broadcasting Co. [WCHB]), AM proceeding, cancelled procedural dates including hearing to commence on Feb. 28, granted with prejudice petition by Bell Broadcasting Co. to dismiss its application, and terminated proceeding (Doc. 19328). Action Dec. 15.

■ Acting Chief Hearing Examiner James A. Kyle in Fayetteville, N.C., Newport News and Smithfield, both Virginia (Cape Fear Broadcasting Co. [WFNC]), Virginia Peninsula Broadcasting Corp. and Vernon H. Baker (Town and Country Radio), AM proceeding, designated Hearing Examiner Frederick W. Denniston to serve as presiding officer, and scheduled prehearing conference for Jan. 18, and hearing for Feb. 23 (Docs. 19375-6-7). Action Dec. 16.

■ Hearing Examiner Ernest Nash in Wharton, Tex. (Wharton Communications Inc.), renewal of license of KANI, ordered hearing presently scheduled for Jan. 25 postponed to Feb. 15, in Wharton, at place to be designated by subsequent order (Doc. 19288). Action Dec. 17.

Other actions

■ Review board in Indianapolis, Omaha, and Vancouver, Wash., AM-FM proceeding, granted request by Indianapolis Broadcasting Inc., for extension of time through Dec. 17, to file oppositions to petition to enlarge issues filed by Star Stations of Indiana Inc. Proceeding involves renewal applications for stations WIFE-AM-FM, Indianapolis, KOIL-AM-FM, Omaha, and KISN Vancouver, and CP application of Indianapolis Broadcasting Inc., for AM in Indianapolis (Docs. 19122-5). Action Dec. 14.

■ Review board in Charlottesville, Va., AM proceeding, granted joint motion by Charles W. Hurt, Welk Inc. (WELK), and WUVA Charlottesville, Va., for extension of time to Jan. 24, to file exceptions to initial decision, released Sept. 30 (Docs. 18585-87). Action Dec. 21.

Call letter applications

■ KPBC Port Sulphur, La.—Seeks KAGY. Ann. Dec. 2.

■ WMRP Flint, Mich.—Seeks WCZN. Ann. Dec. 2.

■ WMIN St. Paul—Seeks KEEY. Ann. Dec. 9.

■ WTLE Tupelo, Miss.—Seeks WJLJ. Ann. Dec. 9.

■ WKTC Charlotte, N.C.—Seeks WHVN. Ann. Dec. 16.

■ WXTR Pawtucket, R.I.—Seeks WRIR. Ann. Dec. 16.

Call letter actions

■ WLAK Lakeland, Fla.—FCC granted WQPD. Action Dec. 2.

■ WORJ Orlando, Fla.—FCC granted WORL. Action Dec. 16.

■ KBTO El Dorado, Kan.—FCC granted KOYY. Action Dec. 2.

■ WQMR Silver Spring, Md.—FCC granted WGAY. Action Dec. 16.

■ WFCM Winston-Salem, N.C.—FCC granted WPGD. Action Dec. 2.

■ KFLD Floydada, Tex.—FCC granted KFLP. Action Dec. 2.

Presunrise service authority

■ Broadcast Bureau granted following AM's PSA from 6 a.m. to sunrise times specified in instrument of authorization, with daytime ant. system and with power as shown: KIKZ Seminole, Tex., 370 w. Action Sept. 2, WVLY Water Valley, Miss., 500 w. Action Sept. 7, WGCN Red Lion, Pa., 500 w. Action Sept. 9, KFSA Fort Smith, Ark., 500 w. Action Sept. 15, WSSA Morrow, Ga., 112.8 w. Action Sept. 27, WCCP Clemson, S.C., 500 w. Action Sept. 30, KCGO Cheyenne, Wyo., 500 w. Action Sept. 30, WCCP Clemson, S.C., 500 w. Action Oct. 8, WMTD Hinton, W. Va., 250 w. Action Oct. 15, KUMA Pendleton, Ore., 250 w. Action Oct. 15, WBRV Boonville, N.Y., 140 w. Action Oct. 15, WACR Columbus, Miss., 71 w. Action Oct. 21, KXEM McFarland, Calif., 235 w. Action Nov. 1, WIGG Wiggins, Miss., 500 w. Action Nov. 8, KFLD Floydada, Tex., 6 w. Action Nov. 8, KCIN Victorville, Calif., 80 w. Action Nov. 12, KRWC Buffalo, Minn., 500 w. Action Nov. 15, KRME Hondo, Tex., 220 w. Action Nov. 16, KOJM Havre, Mont., 166 w. Action Nov. 22, KPOS Post, Tex., 250 w. Action Nov. 23, WMRP Flint, Mich., 250 w. Action Nov. 29, WVIV Jacksonville, Fla., 500 w. Action Dec. 2, KZOL Farwell, Tex., 15 w. Action Dec. 2, WHA Madison, Wis., 500 w. Action Dec. 8, KSVN Ogden, Utah, 55 w. Action Dec. 13.

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.

New FM stations

Applications

■ Normal, Ill.—Steven Howard Feder. Seeks 101.7 mhz. 3 kw. Ant. height above average terrain 190 ft. P.O. address 8118 North Keating Avenue, Skokie, Ill. Estimated construction cost \$15,656.69; first-year operating cost \$21,404.00; revenue \$64,800. Principals: Steven Howard Feder, general manager (66⅔%) and Theodore V. Bator (33⅓%). Mr. Feder is salesman for WFMT(AM) Chicago. Mr. Bator is sole owner of Bator Industries. Ann. Dec. 27.

■ Oswego, N.Y.—Robert C. Gessner. Seeks 105.5 mhz. 3 kw. Ant. height above average terrain 112 ft. P.O. address 70 West Bridge Street, Oswego 13126. Estimated construction cost \$17,760; first-year operating cost \$29,760; revenue \$25,000. Principals: Robert C. Gessner (100%). Mr. Gessner is licensee and manager of WSGO(AM) Oswego. Ann. Dec. 21.

■ Corsicana, Tex.—D and K Television Inc. Seeks 107.9 mhz. 28 kw. Ant. height above average terrain 329 ft. P.O. address 11046 Aladring Drive, Dallas 75229. Estimated construction cost \$52,440; first-year operating cost \$92,905; revenue \$50,000. Principals: Richard I. Kearley Jr., president (54%), George W. Sibley, vice president (22%) and O. Don Chanslor, vice president (22%), et al. Mr. Kearley Jr. is assistant to president of Resalab Inc., Dallas. Dr. Sibley is physician in Dallas. He is also vice president of Diversified CATV Services Inc., Dallas. Mr. Chanslor is president of Timerte Inc. advertising agency in Dallas. He also has 25% interest in Diversified CATV Services Inc., Dallas. Ann. Dec. 27.

■ Pennington Gap, Va.—Lee County Broadcasting Co. Seeks 105.5 mhz. 3 kw. Ant. height above average terrain minus 58 ft. P.O. address 108 S. Johnson Drive, Pennington Gap 24277. Estimated construction cost \$15,533; first-year operating cost \$4,725; revenue \$6,500. Principals: Daniel and Susan Gabrill (together 50%), Cas and Virginia Walker (together 50%). Mr. Gabrill is president of WSWV(AM). Mrs. Gabrill is secretary-treasurer of WSWV(AM). Mr. Walker is vice president of WSWV(AM). Mrs. Walker is director of WSWV(AM). Ann. Dec. 27.

Final actions

■ *Merced, Calif.—Broadcast Bureau granted Merced Community College District 89.1 mhz. 10 w. Ant. height above average terrain 37 ft. P.O. address 600 M Street, Merced, Calif. 95340. Estimated construction cost \$7,930; first-year operating cost \$2,000; revenue none. Principals: Dr. Lowell F. Barker and James L. Edmonson, et al. Dr. Barker is president and superintendent of Merced Community College District. Mr. Edmonson is dean of business services at college. Action Nov. 22.

■ Wailuku, Hawaii—FCC announced that initial decision released Nov. 2 proposing grant of application of Kirk Munroe for new class C FM to operate on 95.1 mhz with ERP of 97.76 kw and Ant. height of 286.3 ft. above average terrain at Wailuku, became effective Dec. 22, in accordance with rules (Doc. 18992). Action Dec. 22.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Bangor, Me. (Bangor Broadcasting Corp. and Penobscot Broadcasting Corp.), FM proceeding, granted motion by Bangor Broadcasting Corp. and extended to Jan. 24 time to file proposed findings of fact and conclusions of law (Docs. 19165-6). Action Dec. 16.

■ Hearing Examiner Frederick W. Denniston in Corpus Christi, Tex. (A. V. Bamford), FM proceeding, ordered that applicant shall distribute its proposed testimony in writing on Dec. 13, and

scheduled further hearing for Jan. 20 (Doc. 19089). Action Dec. 13.

■ Hearing Examiner Charles J. Frederick in Battle Creek, Mich. (WVOC Inc. and Michigan Broadcasting Co.), FM proceeding, granted joint request by applicants and ordered further hearing to convene on Jan. 13 (Docs. 19272-3). Action Dec. 16.

■ Hearing Examiner Charles J. Frederick in Raytown, Mo. (Brinsfield Broadcasting Co.), FM proceeding, granted petition by applicant, and dismissed with prejudice its application and closed record in proceeding (Doc. 18529). Action Dec. 23.

■ Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co. Inc.), FM proceeding, on examiner's own motion, scheduled hearing conference for Dec. 28 (Docs. 18456-7). Action Dec. 21.

■ Hearing Examiner David I. Kraushaar in Pica-yune, Miss. (Tung Broadcasting Co. and Andres Calandria), FM proceeding, set certain procedural dates and rescheduled hearing for March 1 (Docs. 19345-6). Action Dec. 16.

■ Hearing Examiner Chester F. Naumowicz Jr. in Corona, San Bernardino and Upland, all California (Major Market Stations Inc., et al.), FM proceeding, granted request by Major Market Stations Inc. waived provisions of rules which would require filing of applicants' joint petition for approval of agreement prior to Jan. 17 (Docs. 19062-3, 19065-6). Action Dec. 23.

■ Hearing Examiner Herbert Sharfman in Southern Pines, N.C. (William R. Gaston and The Sandhill Community Broadcasters Inc.), FM proceeding, ordered that questions raised by Sandhill in opposition of petition by Gaston for leave to amend his application, shall be subjects of discussion at first prehearing conference (Docs. 19349-50).

Other action

■ Review board in Leisure City and Goulds, both Florida, FM proceeding, granted extension of time for joint petition by Resort Broadcasting Co. and Fine Arts Broadcasting Co., through Jan. 11 to file reply briefs to initial decision released Nov. 1. Action Dec. 28.

Call letter applications

■ Hail Broadcasting Co., Palatka, Fla.—Seeks WWP-FM. Ann. Dec. 16.

■ Pyramid Radio Broadcasting and Television Co., West Frankfort, Ill.—Seeks WFRX-FM. Ann. Dec. 16.

■ Lafourche Valley Enterprises, Donaldville, La.—Seeks KSMI-FM. Ann. Dec. 16.

■ Ditmer Broadcasting Co., St. Johns, Mich.—Seeks WRBJ-FM. Ann. Dec. 16.

■ University of Minnesota, Crookston, Minn.—Seeks *KUCM-FM. Ann. Dec. 16.

■ Sturgis Radio Co., Sturgis, S.D.—Seeks KBHB-FM. Ann. Dec. 2.

■ Bahr and Arroyo Associates, Frederiksted, St. Croix, Virgin Islands—Seeks WVIS-FM. Ann. Dec. 16.

■ Bellevue Community College, Bellevue, Wash.—Seeks *KBSC-FM. Ann. Dec. 16.

Call letter actions

■ Tower Communications Co., Little Rock, Ark.—FCC granted KLAZ-FM. Action Dec. 2.

■ Radio Ojai Inc., Ojai, Calif.—FCC granted KOVA(FM). Action Dec. 16.

■ Pataphysical Broadcasting Corp., Santa Cruz,

(Continued on page 91)

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Radio Help Wanted

Management

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.

Small market AM daytimer seeking experienced manager capable of taking full charge. Must know all FCC rules, regulations, strong on sales and public relations. Send resume, references and when available for interview to Box A-23, BROADCASTING.

Top rated station in large western market seeks sales oriented general manager. Must be capable of organizing and directing effective local sales staff and handle national sales. Excellent opportunity for intelligent, aggressive man. Send full details to Box A-128, BROADCASTING.

Sales

Excellent money for hard working, professional salesman, preferably RAB trained, with the opportunity of becoming sales manager. Salary, bonuses, incentives. EOE/M.F. Box A-36, BROADCASTING.

College town daytimer billing over \$200,000 needs additional salesman. Send complete resume. Box A-109, BROADCASTING.

Sales manager and salesman for a rapidly growing station in the Northeast section. Excellent future for an aggressive personality willing to work. Send resume immediately. Box A-115, BROADCASTING.

We'll look till we find the right mature salesman eager to learn a new, powerful sales concept. Continuous sales training. Will guarantee what you are worth. Midwest background only. Furnish resume. No phone calls. Dale Low, KLSS/KSMN, Mason City, Iowa.

Prove yourself and move into sales manager's job. AM is modern country—FM (10,000 watt stereo) is progressive-contemporary. The market is exciting and lucrative! Join us! WNRS-WNRZ, P.O. Box 5, Ann Arbor, Michigan.

Two experienced salesmen needed for Big Band 24 hour stereo FM—good opportunity to expand with areas fast growing midwest station. . . . send resume or call manager. WRWC-Radio, Rockton, Illinois 61072—(815) 824-7227. No collect calls please.

Salesman/saleswoman. Tired of "challenges"? Tired of pie-in-the-sky opportunities? Tired of ever-increasing quotas without increasing pay? Tired of old deals, new deals, raw deals? We just might have what you've been yearning for. We are not expanding our sales force . . . this is a vacancy. Our people make 30-40% more than their counterparts in the southeast. You must have: Proven record of effective radio sales in city of 30-75,000 pop. Good credit record. No "bad habits". Be a family man or woman 30 years of age or above. Persons we elect to interview please be assured we will investigate thoroughly. One last thought: We want a "plugger" . . . not a "star". Send resume, billing record, letter to: Manager, P.O. Box 789, Decatur, Ala. 35601.

Announcers

Two soul jocks morning man and mid morning man must be pros no rappers or floaters. Modern facilities, fringe benefits . . . send resume (including references) tape, and availability to 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.

A.A.A. opportunity for right stable man in Eastern New York. We need a top flight morning man with play by play experience. \$150 per week plus talent for games. Box A-30, BROADCASTING.

Announcers continued

Fine opportunity for announcer salesman with 1st. A pro can make real money. Small market near large market in Missouri. Nice guarantee plus commission. Send tape, sales record and resume to Box A-64, BROADCASTING.

Announcer for MOR format. Good opportunity with established, successful station. Send tape, resume and pic to John Garrison, WFIX, P.O. Box 7, Huntsville, Alabama 35804.

WKXI, Stereo soul needs jock, top 40 delivery, production. No beginners, screamers, or floaters. Bill Hunt, Box 6689, Jackson, Miss. 39312.

Immediate opening for announcer with 1st class—no maintenance—must have good voice to do production—mail tape, resume, salary requirements or contact WLKR, Norwalk, Ohio for appointment.

WPGC AM FM Wash. D.C. needs strong 7-12 midnight air personality, an adult cooker, strong on production, heavy voice . . . will consider all markets but must really be a pro in the true sense of the word. Air tape, with production & complete resume to "big" Wilson, Program Director.

10,000 watt metro New York AM station wants first phone afternoon drive-time personality, heavy on production. Also experienced full time salesman. Immediate openings. WRAN, Dover, New Jersey.

First phone. No beginners. 24 hr. rock station. Detailed format. Send audition tape immediately. WTXL Radio, 34 Sylvan Street, West Springfield, Mass. 01089.

Somewhere there's a man who loves country music, has a track record in this field, can do news, commercials, good voice and first phone. Experience & references will bear scrutiny. Resume to Buddy Starcher, P.O. Box 419, Baytown, Texas 77520.

Georgia fulltime station has immediate opening for staff man, with ability to handle news and general board work. Market of about 30,000. Send resume to: Room 307, 759 Washington Street, S.W., Atlanta.

Technical

Chief engineer for directional AM/FM stereo; outstanding music station in large northeast market; must be experienced on console, transmitting, antenna and audio equipment, maintenance, handling men; self-starting, ambitious worker looking for lifetime opportunity; start over \$16,000 plus full benefits program and regular increments: Equal Opportunity Employer, Box A-34, BROADCASTING.

Chief engineer for fulltime local and FM stereo in Southeast. Middle age no handicap. Salary \$150 per week. Box A-50, BROADCASTING.

Southern New England 2 station growing suburban chain needs chief. First interview a must at your expense. Box A-96, BROADCASTING.

Major station, major New England market, major salary, for chief engineer. Will consider moving expenses. Must be technically and audio-quality oriented. First class FCC required. Send resume to Box A-102, BROADCASTING.

Immediate opening for Chief Engineer at major FM stereo facility in sunny Phoenix. Must be completely qualified in maintenance and trouble-shooting of 10-KW Collins transmitters, microwave and all audio equipment. No announcing or janitorial duties. References will be checked. Airmail detailed resume to Tom Churchill, Manager, KRFM, P.O. Box 10098, Phoenix, Ariz. 85015.

WKST, New Castle, Penna. needs a chief engineer who can do an evening air trick. Position open immediately. Phone 215-326-4003.

Lee Enterprises FM Stereo automated station in Quad Cities wants chief engineer-announcer. Contact Doug Sherwin, WMDR, Box 461, Moline, Illinois 61265.

WSAM AM/FM Muzak in Saginaw, Michigan . . . winter and summer wonderland needs Chief Engineer immediately. Send resume with experience, availability, salary requirements . . . or call . . . area 517-752-8161.

News

Professional newsmen, who will gather, edit, and voice local news. Salary commensurate to ability. EOE M/F. Box A-37, BROADCASTING.

Major northwest network affiliate seeks radio newsmen. We require B.A. plus experience. Salary open, liberal fringe benefits including relocation. An equal opportunity employer. Send resume, including salary history and requirements, plus tape to Box A-61, BROADCASTING.

News Director—for Central Ohio AM-FM. Experience necessary. Send resume to A-117, BROADCASTING.

Newsman with pleasant professional delivery who will dig for news and believes in actualities. You must be a productive self-starter. Medium midwest growth market. Equal opportunity employer. Tape and resume to Box A-125, BROADCASTING.

Newsman—immediate opening in small market station. Will consider beginner with proper educational background. Contact Manager, WDLC, Port Jervis, N.Y.

Newsman for 5 KW N.J. AM. Re-writing and gathering essential. Send tape, resume and salary requirements to News Director, WHLW, Lakewood, N.J. 08701.

Newsman with experience to take over news department. Must be strong on the local newsbeat and work at getting actualities. Newsroom completely equipped with phone hookup, reel and cartridge tapes. Contact Pete Wolf. Phone 517-631-1490.

Programing, Production, Others

Experienced 1st phone contemporary MOR announcer ready to move up to Program Director. Excellent opportunity with area's top rated station. Send recent air check, resume with references to Christopher Young, WCHV, Box 631, Charlottesville, Va. 22902.

Program director who wants to bring family up in beautiful Minnesota vacationland where there are no big city problems. Must have five or more years in radio and be willing to accept responsibility for station sound. Aggressive successful station. Send air check only. No audition tapes. Box A-73, BROADCASTING.

Traffic and general office operations at small market. 1 hour from New York. Send details. Box A-136, BROADCASTING.

Situations Wanted

Management

General manager-unparalleled success in medium market. Company reorganization, family involvement makes it desirable to seek new position. Impressive involvement in community, doubled station's billings and profits. Willing to relocate if challenge is great. Box A-2, BROADCASTING.

1st phone manager—proven success sales/programming pro—family, 29, no hurry. Box A-44, BROADCASTING.

Top AM/FM experience as GM & SM in major and suburban markets. Makes winners out of losers. A-1 references from all former employers. Currently employed as GM. Not interested in building station for sale. Thorough problem solver. Must have incentives. Box A-45, BROADCASTING.

\$20M+ per year will get you—"super GM." Leave it to me. Interested? Box A-75, BROADCASTING.

Are you presently negotiating to buy a poorly run station? Replace present staff with capable management/sales duo. We'll wake up that "sleeper" in return for good pay and participation. Box A-76, BROADCASTING.

18 years experience. Past 12 as "street-selling" manager. Honest, hard worker with family. Currently Maryland. Box A-88, BROADCASTING.

Solid background in local sales, station operation, programming. No problems. Box A-94, BROADCASTING.

Management continued

Manager, experienced. Prefer situation with option to buy. Box A-101, BROADCASTING.

Experienced SM and GM desires new challenge. Excellent employment record. 20 years in radio. Box A-112, BROADCASTING.

Phase three! Answer to your station's tight economy situation could be me. Egotistical? Not really—realistic. I've got 11 years of solid air, major market experience in total radio—from air to sales to management. I'm ready for you. Stable, 29, results-oriented. Proven track record; specially top 40. Resume on request. Box A-138, BROADCASTING.

Available immediately. Manager, sales manager, sales. 21 years experience, age 39, married. First phone. Qualified engineer. Knows all phases of broadcasting. Prefer south. Consider all. Hamilton Masters, 205-878-2068.

Hard-working, honest, dependable, sober manager. Proven record includes sales, programming, administration. Phone Charles Doll, 301-761-0998.

Top Long Island sales manager looking for general manager or sales manager situation selling \$175,000 to \$200,000 a year looking to relocate. One of the few businessmen in radio management with good old common sense experienced in all types of management training. Call me 516-724-0135, let's talk. Mr. Saporiti or write 76 Aashland Dr., Kings Park, L.I., N.Y. 11754.

Sales

4½ years experience all areas but sales. Former medium-market news director. Want to learn sales with management future. Graduate journalism school May 72. Available then. First phone. Draft #338. Mature, 21. Top references. Currently employed television. Box A-53, BROADCASTING.

Available for sales or management. Account executive. Every qualification. Eight years broadcasting sales experience. A real sales pro. MBA studies in marketing. Demonstrated outstanding business getting abilities. Exceptional new accounts openings record. Solid, consistent record of sales production. Aggressive. Energetic highly motivated. Excellent appearance. Attractive income imperative. Will relocate. Please write: P.O. Box 37, New Britain, Conn. 06050.

Announcers

Rock or uptempo MOR, I'm great at both, try me. Experienced pro with first, good production, jock or would like a try at P.D. 23, married, draft exempt. Box A-4, BROADCASTING.

Bright personality, first ticket, authoritative news, production pro, experienced, college vet. excellent qualifications/references. Seeking adult MOR airshift and sales. Box A-13, BROADCASTING.

First phone—pro seeking medium/major market contemp or rocker. Married/college grad/top references. Box A-28, BROADCASTING.

Experienced deejay, authoritative newscaster—aggressive salesman versatile creative and dependable and tight board, etc. Box A-54, BROADCASTING

DJ, tight board, good news, commercials, 3rd phone. Box A-57, BROADCASTING.

First phone announcer experienced, reliable, prefer northeast. Box A-59, BROADCASTING.

Some college, third, acting background, three years experience. Box A-60, BROADCASTING.

Smokestack lightin'—jock-communicator seeks to move up. Experienced, versatile, and creative 1st phone, college, single, 27 . . . make a good investment. Spend 8 cents and find out if I am what you are looking for in a jock? Box A-66, BROADCASTING.

Florida stations. Experienced DJ expert in country music. MOR also. Sales experience. Third ticket. Box A-74, BROADCASTING.

1st phone-announcing position wanted—I yr experience—prefer MOR—Md.-Penn. but will relocate. Box A-82, BROADCASTING.

You always outgrow your clothes, if you don't get too big for your pants. I'm ready for a new suit! 1st phone, morning pro, voice, experienced, employed. Box A-84, BROADCASTING.

Luckier than most, had breaks from big people! Doing now what others tried and failed! 1st phone, morning man, timber voice, this one's worth your time. Box A-85, BROADCASTING.

Dynamic broadcast vet. Network quality voice. Enunciation. Creative commercials. For featured spot. Any format. Strong on news, talk program also. Highest reference. Box A-86, BROADCASTING.

Announcers continued

Experienced DJ, PD looking for contemporary or soul 1st phone. Box A-91, BROADCASTING.

Everyone begins somewhere. And that's what I want to do. I want to begin with you. I'm 3rd endorsed, dependable, young and Black. Little experience. Will work for peanuts just for a start in radio. Give me a chance. Box A-108, BROADCASTING.

Experienced soul D.J. with good voice and modern. Available. Box A-110, BROADCASTING

Three years experience, some college, third, theatre background. Box A-116, BROADCASTING.

One and one half years radio and limited television experience. Third phone, will relocate. Box A-118, BROADCASTING.

Need a sports-announcer? Board shift and sales experience. Midwest or East area preferred. College grad, married. Young, dependable. Resume and tape upon request. Box A-120, BROADCASTING.

Mature announcer—DJ, 25, married, draft exempt, 3rd endorsed, 2½ yrs. experience. Presently music and program director of MOR FM station. Prefer rock or up MOR. No drifter. Desire permanent challenging position. Minimum \$150. Box A-121, BROADCASTING.

Talented disc jockey, announcer seeks experience on small AM or FM station. Heavy theatrical background. Excellent voice and diction. Tight board. Fully conversant with all types of music. Very dependable. Will relocate. Box A-126, BROADCASTING.

Experienced announcer, 30, single, away from radio for a year seeks MOR or AM format on East Coast. Box A-127, BROADCASTING.

Attention: Anyone who is looking for a hot rock jock who can really cook. Great voice, personality, devotion and desire. That's what I have. Don't waste time. I've got what it takes. Write Tony Venturoli, 106 Ladner Avenue, Buffalo, New York 14220 or call (716) 822-4720 after 6.

Experienced personality for anything hot. Background in sales, copy, super production, programming public relations. To hear it straight on tape contact your local game warden or Don Brady, 11254, 58th St., N., Pinellas Park, Florida 33565. 24, single, military over.

3rd phone with projection flow & go available now for firm contemporary or top forty format. Prefer Western U.S. but will relocate because radio requires sacrifice and dedication & I've got it. Don Chatham (805) 252-4220, 17829 Silverstream Drive, Saugus, Cal. 91350.

Chick! First phone, degree, extensive traffic/continuity experience, board experience, even production. Know music well, any format, prefer progressive FM especially in mid-west or east. P.O. Box 5806, Kansas City, Mo. 64111.

Need a 1st class broadcaster with 360 hours logged on the board? Trained in all phases and ready to dedicate one year to your sound. Have ticket will combo. Call Gary Hamilton, 69 N. Michigan, Apt. 1, Pasadena, California 91106. Phone (213) 796-7471.

First phone—experienced, military complete, married, will relocate. Call collect 305-585-7739. Write Pat Batto, 1211 16th Ave., North, Lake Worth, Fla.

Hi, I'm 21 with 2 good references, 3 years college, draft free; do a good delivery and tight board with 3rd endorsed—looking for MOR or non-bubblegum rock. Let's get together . . . tape on request; Fred Missman, Box 1041, Palos Verdes, Ca. 90274.

Ohio-midwest. Young married first phone with experience. MOR, uptempo-MOR. Minimum \$125. No large markets, no nights. Randy Swingle, 614-596-5093.

1st phone contemporary jock, news background, strong on production. Business Master's degree. Jeff Portnoy, 14 Eisenhower Dr., Yonkers, N.Y. 914-WO-1-8559.

Experienced, smooth announcer, MOR and rock, DJ, 1st phone, video, tight board, sales, write commercials—maintain logs. 213-465-9979 days, 213-650-5529 nights Jeff Silver.

Announcer—3rd, 3 years part/full time San Diego market. B.S., married, 25, vet seeking medium-large market. Larry Smith, 852 Beryl St., San Diego, 92109 (714) 282-9014 eves.

1st phone, bright, dependable, happy sounding. Tight board, 18 mos. exp., single, draft-exempt. Sonny Stevens, 1-513-825-2430.

Send today for the Chubby Barnett bad radio audition tape, including mistakes, one years' experience, so act accordingly, rock only. Anywhere, third, Box 1022, Fresno, Calif. 93714.

Announcers continued

First phone/professionally trained hard worker guarantees one year of dedicated radio/versatile, mature and digs progressive-top 40-contemporary AM or FM. Single/23/draft free and ready to travel. Jim Sumpter, 24216 Island Ave., Carson, Calif. 90745.

BRRR!!! Versatile radio talent freezing in Minnesota. Desire position more suitable to sunny personality. Experienced and imaginative in production, copywriting, talk programs, news, play-by-play, program direction, and board work. Available early 1972. Call soon . . . running low on antifreeze. 715-792-2840

Progressive or jazz stations: serious about music and broadcasting? I've experience as production manager, chief announcer, music director. 3rd phone—will go anywhere! Gene Rusco, Blockton, Iowa 50836, 515-788-2605.

10 years announcing experience, college, news, copy writer all around inside man, not afraid of hard work. Small or medium market. Good music, MOR, C&W. Re-locate, references. Ray White, P.O. Box 61, Merry Hill, N.C. Phone 919-482-2693.

First phone, 2 years, tight pro sound, MOR, C&W, or contemporary. Young and dynamic. 515-432-8835.

Bright, happy mature annrc seeks position in top 50 market, family man. Ready for the big step. Reliable, dependable. Most formats. Personable. 814-266-7740.

Black beginner would like a chance to show how good he is. Midwestern Broadcasting School, Chicago, Ill., 3rd endorsed, 22, will relocate. Julian E. Davis, 5737 S. Maryland Ave., Chicago, Ill. 60637 for resume and tape or (312) 643-1441 or 846-6155.

Experienced "personality" jock seeking position with medium market top 40 station in midwest. 25 years old—carried—first class engineer. Available February 1st. Tape and resume upon request. Alan Bianco, 422 N. Park Street, Lebanon, Pennsylvania, (717) 273-9918. After February 1st—3094 Lynnwood, Streamwood, Illinois (312) 289-5151.

Ohio-adjacent states. Young, married, first phone with MOR experience. Minimum \$125. No nights. No large markets. Randy Swingle, 614-596-5093.

21 years old, first ticket, 2 years experience, top 40 contemporary. "Agen," 4481 Almond St. Apt. "A," Philadelphia, 19137. 215-CU 9-6844.

Technical

Engineer, sales, presently working in Florida. 10 years experience. Available immediately. Box A-56, BROADCASTING.

First phone. Radio Television experience. Transmitter operation, maintenance. Go anywhere. Box A-58, BROADCASTING.

1st phone engineer/announcer. Over 12 years experience. Worked under chief for 8 years. Also experienced as farm director, program director and have written copy. Prefer Northern Iowa or Southern Minn. Must be permanent. Box A-89, BROADCASTING.

Instructor at FCC 1st class prep school with NY teaching license, now prepared to reverse role to that of student. Seeks position as chief or asst. chief at resort area station—preferably warm climate. Was instructing while learning—can do it again. Box A-93, BROADCASTING.

Experienced first phone engineer desires transmitter shift. Box A-97, BROADCASTING.

Chief AM, FM, directionals. 43, single, available immediately. First good offer. C. L. Sweet, 703-734-4367.

Experienced, mature, family man. Desires to relocate. 12 years in radio, 1st class license, board experience, transmitter engineer and sports director. Prefer small town. Robert B. Sturgill, phone 1-606-528-1866.

First phone from top NYC broadcast school, college radio experience as studio and transmitter technician. Looking for a start. Anthony Dodd, 1730 Parker St., #C, Berkeley, Ca. 94703.

News

Newsman, 5 years with top station in market of 250,000 seeks larger market. College grad, married, veteran, 12 years broadcast experience. Box A-51, BROADCASTING.

15 yrs. experience all phases including management. Major market pro. Box A-52, BROADCASTING.

Let's get together on some award-winning journalism this year. Field reporter-anchorman with diversified experience looking for a competitive news operation in a competitive news market. Box A-62, BROADCASTING.

Situations Wanted

News continued

Journalist. Experience in both radio and TV. Heavy on actualities: film, tape . . . the works. 23, married, available now. Box A-67, BROADCASTING.

Young, award-winner available to report/produce/documentaries, street work in Northeast. Box A-83, BROADCASTING.

Broadcast journalist—experienced pro who uncovers as many stories as he covers. A reliable self-starter with excellent references. Top outside reporter who develops sources easily. Box A-113, BROADCASTING.

Spectacular play-by-play man and/or sportscaster, copywriter seeking position with radio or TV station. Quality audio and video tapes, single, will relocate, coll grad with some experience. Box A-124, BROADCASTING.

Reliable, dependable, hard working 1st phone newsmen looking for good news operation . . . good digger—heavy on local news. . . . Viet vet. Box A-132, BROADCASTING.

Experienced news director, program director, music director, personality. Draft exempt, deep voice, smooth delivery, dependable. Now major market, seeking small market. T. Ramsey, WRPL, Charlotte, N.C. (704) 372-1540.

1st phone newsmen with commercial delivery and air personality—contact Joel Robinson, 10523 Paramount Blvd., Apt. G, Downey, Calif. 90241. (213) 861-0460.

Three hundred hours on the board under simulation training. 3rd phone ready to go on the air, news/sales or all three. Backed by a one year guarantee on the first job. Call Walter Atencio, (213) 830-6803, 1015 W. Sandison St., Wilmington, Ca. 90744.

Aggressive pro . . . major market . . . wants TV anchor or radio news director 4 years all phases of radio news. B.S., family, FCC first. \$10,000 minimum. Phone (518) 472-9718.

Mid-west. Seventeen years, solid references. Finest background. Very strong on news, writing, beat work, etc. Know production. Present employer finest references. Call . . . 217-428-0777.

More than a voice, a newsmen who can dig, report and write—3½ years experience, Master's degree in R-TV—Ron Colp, 3460 Dawn Dr., North Olmsted, Ohio 216-777-7612.

Experienced, dependable college grad, 23, will relocate preferably north U.S. or Canada. Available after January 1. Full details contact Mark Ackerman, 4032 Verona, Cleveland, Ohio 44121.

Newsmen-reporter—writing and editing—authoritative delivery. Experienced. 27 yrs. old. Will relocate. (312) 595-1541.

Programing, Production, Others

No fancy talk . . . just straight facts! Unhappy with present media position. Desire to return to creative end of broadcasting. Over 12 years experience in every area of radio also TV and jingle production all levels, including agency. Audio and video tapes available. Salary open. Anxious to make permanent move with family. Can we get together? Write Box A-47, BROADCASTING.

Experienced 1st phone on-air PD seeks top 100 market challenge. Strong on music, versatile, creative, responsible. Good programming ideal! Box A-106, BROADCASTING.

Top notch PR gal currently with major market O&O TV station looking to relocate seeks position as promotion or public relations director . . . has tons of experience working for the best in radio and television . . . knows print advertising, publicity, TV production, promotion, photography, art layout, writing and public contact . . . don't let my being a girl hold you back . . . let's chat! Box A-107, BROADCASTING.

PD/CE—voicel Want New England—prefer Vermont. All formats, no C-W. First phone—creativity out of the ears—five years experience—now PD/CE at rocker with iddy-biddy ego. \$200. Available late spring, early summer . . . you decide! Box A-114, BROADCASTING.

Copywriter/announcer seeks to empower an advertising agency to act for him in the broadcasting industry. Box A-119, BROADCASTING.

TELEVISION

Help Wanted Management

Group owned network VHF in medium north central market desires experienced, take-charge operation manager. Full knowledge of nets, film, heavy on production. Solid future for right man. Reply Box A-72, BROADCASTING.

Management continued

General mgr.—TV and radio combination south central U.S. Must have successful mgmt background. Complete knowledge of network TV operations and independent radio. Cost conscious and profit oriented. No floaters. Candidate now probably asst, general mgr. or manager in small market. Box A-48, BROADCASTING.

Established 147-mile cable system in northeastern Illinois with 10,000-plus subscribers, fully computerized bookkeeping operation, doing local origination, has immediate opening for experienced cable manager with sales ability. Excellent starting salary, many fringe benefits. List age, education, references, detailed experience. Write Robert Hawkins, Kankakee TV Cable Co., 150 S. Dearborn, Kankakee, Ill. 60901.

Announcers

Nighttime anchorman, experienced in writing and producing television news. Evening news editor, send tape, and resume to News Director, KLAS-TV, P.O. Box 15047, Las Vegas, Nevada 89114, or Box A-46, BROADCASTING.

You think you're the greatest TV talk show host. We think we have the best local daytime talk show in the east. Let's talk. Major market. Group owned. Box A-130, BROADCASTING.

Two announcers wanted, one for AM top 40 nighttime, one for AM FM TV news. Prefer two years commercial experience. Send air check, complete resume and pic asap to WTRC-WSJV TV, Box 699, Elkhart, Ind.

Technical

Maintenance supervisor for a top five major market all color television station located in midwest. Send resume to Box M-9, BROADCASTING.

Engineering supervisor: Northeast Metropolitan VHF TV station, and equal opportunity employer, needs an experienced supervisor with engineering degree. Box M-126, BROADCASTING.

Chief engineer. Independent station, major market. Box A-71, BROADCASTING.

Southwest VHF TV station needs good transmitter engineer and good switcher. Send resume to Box A-105, BROADCASTING.

Engineering supervisor, production center Alabama ETV network. No drifters. Equal opportunity employer. UMTV University of Montevallo, Montevallo, Ala. 35115. Immediate.

News

News director—expanding news operation top 50 VHF. Aggressive, imaginative leader with ability to direct and administer news team and heavy on air news schedule. Good job, money, future. Send qualifications to Box A-5, BROADCASTING.

A major market needs a major sportscaster; dynamic, aggressive, youthful. Good money for a pleasing personality with know-how, including play-by-play. Quickly. Box A-111, BROADCASTING.

Assignment editor at major Ohio VHF, Group owned. You must know TV news operations, and want the challenge of leadership. Box A-131, BROADCASTING.

Female—hard news reporter for interviews and stand-up field reports—Florida station. Journalism background required. TV news experience helpful. Equal opportunity employer. Send resume 1st letter. Box A-135, BROADCASTING.

Anchor for TV news. Broadcast journalist with some experience who knows 16mm. Bruce Cummings, WHP-TV, Telegraph Building, Harrisburg, Pa. 17108. (717) 234-3211, E.O.E.

Weatherman, 6 & 11 P.M. newscasts, M-F for CBS affiliate. Experience necessary. Send VTR, resume to Don Hess, WTOL-TV, P.O. Box 715, Toledo, Ohio 43601. An equal opportunity employer.

Programing, Production, Others

Host-producer for new daytime TV talk show. Produce it by yourself. Possibly some telephone participation. Southeastern medium market. Box A-24, BROADCASTING.

Bookkeeper—experienced TV or radio. Qualified to operate accounting dept. for TV station—major market—southeast. Box A-70, BROADCASTING.

Production man to head new video tape department. Must be familiar with all production techniques and knowledgeable in the video tape field. Need not be an engineer. State qualifications and salary expected. Box A-79, BROADCASTING.

Programing, Production, Others

continued

Aggressive producer/director: ABC affiliate—top 20 market. Minimum: 3 years heavy commercial and production experience. Supervisory ability. We're looking for a take-charge person, ready to work hard and move up! An equal opportunity employer M/F. Send resume to Box A-123, BROADCASTING.

Producer/director, news background, minimum two year's commercial experience, conservative appearance, single preferred. Send resume: Roger Ailes & Associates, 888 Seventh Avenue, New York 10019.

TELEVISION

Situations Wanted Management

Community-oriented General Manager. Will brighten your 1972. Experienced every phase. Likes people. Family. Box A-19, BROADCASTING.

Successful experienced TV sales manager wants General Sales Management position with a sales oriented company. Mature . . . creative . . . well organized and self starter. Have good working knowledge of local sales and some national. For information and personal interview write Box A-49, BROADCASTING.

Assistant manager. Veteran radio and TV advertising and promotion manager in top 10 market seeks assistant manager position or post where duties include more than advertising and promotion. Knowledgeable in all areas of station operation. Excellent references. Radio and/or TV station in smaller East Coast market preferred. Box A-99, BROADCASTING.

Sales

Ambitious, aggressive, honest broadcaster, wants television sales manager or sale opportunity. Presently employed. Married with family. Check my broadcast background, then decide. Minimum—18M. Box A-122, BROADCASTING.

Technical

First phone, married, age 26, studio operations background, video tape, switching, etc.; four years experience, desires permanent relocation, growth potential. East or Midwest. Consider all. Character references. Box A-98, BROADCASTING.

Conscientious first phone broadcast production engineer, striving perfectionist. Box A-129, BROADCASTING.

FCC 1st class license. Engineer or production. Box A-137, BROADCASTING.

First class license. Draft exempt, reliable, will relocate anywhere for radio or television position Graduate of technical and RCA TV studio schools Michael Conneely, 307 East 81 Street, New York N.Y. 10028. (212) 744-4757.

News

Experienced television radio sportscaster, 31, wants sports-minded station . . . please. Box A-55 BROADCASTING.

Journalist. Experience in both radio and TV. Heavy on actualities film, tape . . . the works. 23, married, available now. Box A-68, BROADCASTING.

Versatile, reporter-airman seeks challenging position following enforced political sabbatical. Relocation from present midwest locality preferred. Experience includes wires, domestic and overseas; anchoring and all phases of film work as well as five years of straight and feature reporting. Box A-92, BROADCASTING.

3 year newspaper reporter-photographer with TV stringing seeks TV reporter slot. Great credentials and references. I'm 24 with B.A. Box A-95, BROADCASTING.

Anchorman experienced, master's degree, 30. Desires position in North Carolina, South Carolina, or Georgia. Minimum \$12,000. Box A-100, BROADCASTING.

15 years as reporter-news director-network O&C editor reporter. But very little TV. Perhaps the professional shot in the arm your news operation needs. Box A-133, BROADCASTING.

Creative Black television news photographer, now working in top ten, seeking position, will relocate. Box A-134, BROADCASTING.

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.

News continued

Sportscaster—young and proven. Can do news and play-by-play. On-air experience in 25th market. Seeks relocation. Employed. All inquiries considered. Pete Torrey, 1828 Eithan Way, Sacramento, Calif. 95825 (916) 925-4609.

Photographer, BFA '71 RIT Motion Picture . . . exp SOF/SIL/still . . . commercial radio announcing experience . . . 3rd endorsed . . . hard working, eager to learn . . . commercial or public TV . . . 22, single . . . photo, tape, resume. . . Stephen Appelbaum, 30-E Poplar Gardens, Rochester, New York 14606.

Programing, Production, Others

Producer/director in top 50 full color affiliate doing newsblocks, commercials, specials . . . everything. Consistently innovative. Great potential. Impressive track record. Credentials and audition tape. Box A-63, BROADCASTING.

Art director. Take charge man. Experienced in all adv. media and visuals from concept to production. High quality work. Excellent sales promoter. Box A-78, BROADCASTING.

Help! Young public relations, marketing man desires career in television—Washington, D.C. resident. Box A-103, BROADCASTING.

PHD graduate television seeks position as director, director film production, writing and etc. Box A-139, Broadcasting.

Drake junior anxious to exchange energy and enthusiasm for genuine learning opportunity in station operation or production in television or radio or similar opportunity in film production or allied fields. Three years in Drake journalism school and summer in Stanford included classes in stage craft, acting, photography and music. Willing and able to work with hands as well as mind. Available May 15. Edmund R. Kennedy, 1117 25th St., Apt. 5, Des Moines, Iowa, 50311. Telephone 515-279-4021.

Experienced: Talented young man: B.A. degree in Television management and production, desire position as producer/director or cameraman. Can locate anywhere. (312) LU 5.2752.

M.S. in TV production; need first break, take anything; 24, male, single, steady, can relocate easily; Ed Steinmann, 1441 Orchard St., Des Plaines, Ill. 60018; (312) 824-0625.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irtubide St., Laredo, Texas 78040.

Need Glass-based 4X500A tubes, used or new, KTV, Box 2200, Anchorage, Alaska 99510.

Stereo automation equipment. "Brain" and enough equipment for 18 hour daily operation. WLAG-FM, Drawer 1429, La Grange, Georgia 30240.

Need Collins 37M-8 eight bay antenna for 1½ inch line. Will consider other make tuned to 98.1 megacycles. WSAM-FM 2000 Whittier, Saginaw, Mich. 48605.

Wanted: Channel 8 antenna. Please advise price and condition. Ben Lockerd, P.O. Box 4150, Fort Smith, Arkansas, 72901, Phone 501-783-4105.

For Sale Equipment

Hellax-styroflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

Television Transmitter—Ampex UHF TA15-BT bought new and used for tests only. Modify to your channel and higher power or for standby. With color and in perfect condition. Newsvision Company, 1016 Broad St., Bridgeport, Conn. 06603 or call evenings 203-378-9242.

1½"-50 OHM Gas Filled Line. Complete w/"N" connectors; equipped for pressurization Brand New, Phelps Dodge #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?

35 mm RCA Telecine motion picture projector, remote, sound, like new \$1895.00. 16 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 35 mm \$37.50 pair. Griswald 16 mm splicers brand new \$25.00. Harward Hor Splicers Model B used \$99.50. Free list. SK Film Equipment Co., Inc., 254 Firdale Avenue, Coral Gables, Florida.

FOR SALE Equipment continued

G.E. TY-106 6 bay-helical UHF antenna on channel 17. Good condition. Make offer. Contact D. H. Spindie, WTCG-TV, 1018 W. Peachtree St., Atlanta, Ga., 30309. 404-873-2242.

Complete broadcast mobile unit with 2-RCA TK-30 cameras, zoom lens, 2 sync gen., audio, etc. Ready to roll. Call (312) 738-1022.

100W UHF translator: Emcee U-HTU-100 and SL8-75 antenna gives 1.0 KW ERP. Presently Ch. 20 In/Ch. 75 Out. J. Merritt, WICS-TV, Springfield, Illinois.

Gates 1000 watt stereo FM transmitter FM-1B in good condition. Spare tube. Best offer over \$1,500 takes. West Coast Media, Inc., Suite 1437, One City Boulevard West, Orange, California 92668.

FM third band available. Open for suggestions as to use. Write to P.O. Box #563, Toms River, New Jersey 08753.

For rent: 2 - factory reconditioned Spotmaster model 505 playback units and 1 - factory reconditioned Spotmaster model 500 record/playback unit, at \$35.00 per month. For rent: 1 - McMartin SCA modulation monitor TBM-4000, at \$47.50 per month. Address inquiries to: Channing Leasing Co., Inc., 5 Main Street, Natick, Mass. 01760. Tel. 655-5360.

Cohu vertical interval switching system with Riker mix/mat amplifier. Parallel control of program buss. Very flexible for routing, VTR, etc. Box A-87, Broadcasting.

RCA TT25 sound amplifier channel 5 can be modified to picture. RCA TT5A transmitter channel 5 water cooled. Now in standby service, fully operational. Harmonic filter, VSBF and Diplexer not included. Priced to move. Chief Engineer, KSD-TV, 1111 Olive St., St. Louis, Mo. 63101.

80 antenna towers. Galvanized steel standard AB 105, 100 ft. guys, excellent. Space 60, The Trees, Concord, Calif. 415-682-0300.

New for 721 S.E.C. Solid State Audio Modules designed for AM, FM, TV, Recording Studios. 5 Output Audio DA—\$70. 5 Output Audio DA (balanced transformer outputs)—\$110. 10 Input Active Combining Network—\$55. Microphone Preamp—\$55. Line Amplifier—\$65. 10 Watt (RMS) Monitor Amplifier—\$70. 2A 24VDC Supply Module for all above modules—\$70. 19" x 5½" Wired Module Tray (holds 9 modules and 2A supply)—\$180. 19" x 13½" Wired Module Tray with 1.5A 24VDC Supply, (holds 2 modules)—\$125. Modules also will plug into any standard 22 contact edge connector. Free brochure! Systems Engineering Company, P.O. Box 49224, Atlanta, Ga. 30329. 404-237-4464.

TCM cart machine #700P w/sensor. 4 mos old. Purchasing RP. \$300. Cable Vision, Lewiston, Maine, 207-783-2023, Hamill.

Tower, land, building, Orlando, Florida 10 miles North of Disney World. 550 ft. tower manufactured by Stainless, Inc. Channel 9 antennae with 3/8 inch transmitting line, four insulated and tuned sections. 1140 sq. ft. building, 11 acres of land. Tower suitable for TV, FM or microwave relay at present site. Will sell tower separately or tower, land and building as a package. Write or call: Mid-Florida Television Corp., 633 E. Colonial Drive, Orlando, Florida 32803. Phone: (305) 841-5040.

Gates Cycloid 5 bay FMH 300 and 5 bay vertically type 300G in good condition. Box 615, Alton, Illinois 62002.

Ampex model 600/601 users—noise, heat, and flutter reduction kits available from VIF International, Box 1555, Mtn. View, Calif. 94040. 408-739-9740.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Meriposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

\$1,000 a week comedy writer for \$15 a month! Exclusive! One client per market! Rush \$15 to Box M-151, BROADCASTING.

Pop charts, country charts, album inventories, 1950-1971. Send for information. Box A-90, BROADCASTING.

Mike Sullivan: "The minute a man says I do, he's done it." For free comedy sample, write Sullivan's Comedy Tonight, 4301-7th Avenue, South, Birmingham, Alabama 35222.

Miscellaneous continued

On air talent, if you qualify, our National Coverage makes your work personally available (via direct phone line) to 2,000 bdcasing. execs. Send tape to: Hollywood Audition Showcase, 6777 Hollywood Blvd., Hollywood, Calif. 90028.

Forgotten moments can help find sponsor dollars that have forgotten radio since Christmas. Syndication feature telling human and surprising stories of yesterday's great, near-greats, and never-were-greats. Post Christmas bonus: discount on orders before February first. Advance Media, Box 1703-s, 4250 Marine Dr., Chicago. (312) 929-4160.

Need help on General Ledger, billing, financial reporting? Write Radio Accounting Service, Box 275, Detroit, Texas 75436.

INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First Class FCC license theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas***, 2603 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in San Francisco***, 160 S. Van Ness.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Miami**, 1920 Purdy Ave.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

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.

Elkins in El Paso*, 6801 Viscount.

Elkins in Seattle**, 4011 Aurora Ave., N.

Elkins in Milwaukee, 611 N. Mayfair Rd.

Elkins in Colorado Springs*, 323 South Nevada Ave.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates April 12, June 28. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

Zero to first phone in 5 weeks. R.E.I.'s classes begin Feb. 7, Mar 13 and April 17. 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. (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441.

R.E.I., 625 E. Colorado St., Glendale, Calif. 91205. Call toll free, 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First class F.C.C. license theory and laboratory training in five weeks. Tuition \$333.00. Housing \$16.00 per week. VA approved. New classes start every Monday. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

Instructions continued

F.C.C. Type Exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd, and 1st phone exams. 3rd class, \$7.00; 2nd class, \$12.00; 1st class, \$16.00; complete package, \$25.00. Research Company, 3206 Bailey Street, Sarasota, Florida 33580.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, approved for veterans, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

FCC 1st class in 6 weeks. Money back guarantee. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606. (213) 980-5212.

How to get and keep a radio job. Only \$1 plus stamped addressed envelope. P.O. Box 545, Seneca, Pennsylvania 16346.

Are you interested in a professional announcing career in radio? Then enter America's most unique and practical broadcasting school . . . The School of Broadcast Training in Artesia, New Mexico. Three months training on two commercial radio stations. . . KSVP-AM and KSVP-FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first full time radio job. Third class radio-telephone license with broadcast endorsement included . . . needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12 only. Bonded! Approved by the New Mexico State Board of Education. Classes begin June 1st and Sept. 4, 1972. Enroll Now! Write . . . Dave Button, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, New Mexico 88210. Telephone 505-746-2757 for reservations!

Radio Help Wanted

Management

PRESIDENT

Exceptional opportunity available to qualified radio executive capable of assuming total operating responsibility for 10-station group. Includes 5 AM stations and 5 FM stations with non-duplicated programming. Candidates must have radio management background in competitive markets. Age 30 to 40 preferred. Top East Coast location. Salary 35K-40K, plus incentive. Ownership possible. Send confidential resume to

BOX A-18, BROADCASTING

Programing, Production, Others

PD—TORONTO

Dynamic program man needed immediately to take charge of our MOR sound on AM and FM. The successful candidate is probably in his late 20's or early 30's, has a solid academic background, minimum 5 years experience in a major market, with a record for innovation and administration.

BOX A-80, BROADCASTING

News

NEWSMAN/TALKMASTER

East Coast Major Market News and Information Station needs experienced, contemporary newsman/talkmaster. Must have voice and head to handle two-way telephone dialogue plus regular newsbeat. Golden opportunity with prestige employer. Rush detailed resume and tape.

BOX A-43, BROADCASTING

An Equal Opportunity Employer

News continued

news organization in # 1 market needs

ANCHORMAN / REPORTER

**With All The Skills
Top Money For Top Individual
Bright, up-beat, solid delivery**

All replies confidential

Send tapes and resume to:

Box B 1626, 810 7th Ave., N.Y. 10019

An Equal Opportunity Employer—M/F

Situations Wanted

Management

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

Announcers

A NEW CLASS

Of radio personnel is ready to graduate . . . they have been completely trained as combination employees . . . newscasting, sportscasting, copywriting, sales, special events . . . all have had on the air exposure. Male and female . . . write or wire your needs

Burick Enterprises, Inc.
Suite 706-708, Burwell Bldg.
Knoxville, Tenn.

News

NEWSMAN

Young, ambitious and aggressive digger with 5 years experience, presently in a 150,000 market. I am a college grad looking for a good company to grow with. If you can fill my requirements, I can fill yours. All replies will be answered.

BOX A-65, BROADCASTING

Television Help Wanted

Sales

WANTED:

Experienced young television account executive with proven billing record, two to four years experience, 25 to 30 years of age. Submit full details on personal and business background and snapshot. We are an equal opportunity employer.

All replies will be held in strictest confidence. No inquiries or investigation will be conducted without applicant's approval.

Starting salary commensurate with experience. Excellent future. Inquiring station is located in a top forty market. Network affiliate in central south area. Our employees know of this ad.

Reply to:

BOX A-104, 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**

Instructions

BASIC RADIO ADVERTISING SALES SCHOOL

Classes start the second Sunday of every month and end the following Friday. Licensed by State of Oklahoma Board of Private Schools. Contact . . .

A Ω THE ALPHA OMEGA COMPANY
Post Office Box 18
Sapulpa, Oklahoma 74066
918-224-7455

Wanted to Buy—Stations

Partners wanted to purchase AM or FM. Broadcast types desirable but not a must. I am broadcast engineer since 1951.

BOX A-77, BROADCASTING

Communications Investment and Management Company will pay cash for Radio-TV stations or broadcast-related businesses, which can show after-tax earnings and growth potential. Brokers and finders protected. Call J. Paul Audet, (201) 273-6162 or write

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(Continued from page 84)

- Calif.—FCC granted *KUSP(FM). Action Dec. 9.
■ Hayward F. Spinks, Hartford, Ky.—FCC granted WLLS-FM. Action Dec. 9.
■ J. T. Parker Broadcasting Corp., Richmond, Ky.—FCC granted WCBR-FM. Action Dec. 9.
■ Nicholls State University, Thibodaux, La.—FCC granted *KVGM(FM). Action Dec. 16.
■ University of Maine, Farmington, Maine—FCC granted *WUMF(FM). Action Dec. 9.
■ Board of Trustees of Park College, Parkville, Mo.—FCC granted *KGSP(FM). Action Dec. 9.
■ Linfield College, McMinnville, Ore.—FCC granted *KSLC(FM). Action Dec. 9.
■ Pier San of Nebraska Inc., Omaha—FCC granted KOOO-FM. Action Dec. 9.
■ Dana College, Blair, Neb.—FCC granted *KDCV-FM. Action Dec. 9.
■ Arroyo & Fortuno Assoc., Cidra, Puerto Rico—FCC granted WBRQ-FM. Action Dec. 2.
■ Bernarr MacFadden Foundation Inc., Lebanon, Tenn.—FCC granted *WLCH(FM). Action Dec. 13.
■ Central West Virginia Service Corp., Weston, W. Va.—FCC granted WHAW-FM. Action Dec. 9.

Existing FM stations

Final actions

- KCMS-FM Manitou Springs, Colo.—Broadcast Bureau granted CP to change ant.; ERP 50 kw; ant. height 2,000 ft.; remote control permitted. Action Dec. 2.
■ WAVO-FM Decatur, Ga.—Broadcast Bureau granted CP to change trans. location to Shepherd Lane, Atlanta; install new trans.; new ant.; make changes in ant. system; ERP 100 kw; ant. height 890 ft.; remote control permitted from studio, 3589 North Decatur Road, Decatur, Ga.; condition. Action Dec. 15.
■ WDAI(FM) Chicago—Broadcast Bureau granted CP to change trans. location to 875 North Michigan Avenue, Chicago; install new trans. and ant.; make changes in ant. system; ERP 6 kw; ant. height 1,170 ft.; remote control permitted. Action Dec. 17.
■ WOLI(FM) Ottawa, Ill.—Broadcast Bureau granted renewal of license. Action Dec. 22.
■ WGOH(FM) Grayson, Ky.—Broadcast Bureau granted CP to change trans. and ant.; ERP 1.45 kw; ant. height 410 ft. Action Dec. 21.
■ *WLTI(FM) Lowell, Mass.—Broadcast Bureau granted mod. of CP to extend completion date to May 15. Action Dec. 15.
■ WVWB-FM Bridgeton, N.C.—Broadcast Bureau granted mod. of CP to extend completion date to May 30. Action Dec. 15.
■ *WNYU-FM New York—Broadcast Bureau granted mod. of CP to extend completion date to June 1. Action Dec. 15.
■ KRBB-FM Sallisaw, Okla.—Broadcast Bureau granted mod. of CP to extend completion date to May 20. Action Dec. 15.
■ KDTX(FM) Dallas—Broadcast Bureau granted mod. of license covering change in name of licensee to KDTX Inc.; granted mod. of CP to change name of permittee to KDTX Inc.; granted mod. of SCA to change name to KDTX Inc. Action Dec. 15.
■ WATW-FM Ashland, Wis.—Broadcast Bureau granted mod. of CP to extend completion date to May 27. Action Dec. 15.

Action on motion

- Acting Chief Hearing Examiner Jay A. Kyle in Indianapolis (Calojay Enterprises Inc. [WTLC-FM] and Community Communications Corp.), FM proceeding, designated Hearing Examiner Lenore G. Ehrig to serve as presiding officer, and scheduled prehearing conference for Jan. 19 and hearings for Feb. 24 (Docs. 19373-4). Action Dec. 16.

Call letter applications

- WZAM-FM Mobile, Ala.—Seeks WKSJ(FM). Ann. Dec. 16.
■ WXTG(FM) Annapolis, Md.—Seeks WFSI(FM). Ann. Dec. 16.
■ WMRP-FM Flint, Mich.—Seeks WWCK-FM. Ann. Dec. 2.
■ KWLM-FM Willmar, Minn.—Seeks KQIC-FM. Ann. Dec. 2.
■ WHNS(FM) Manchester, N.H.—Seeks WGIR-FM. Ann. Dec. 9.
■ WKSJ-FM Jamestown, N.Y.—Seeks WHUG-FM. Ann. Dec. 16.
■ KVVWC(FM) Inc., Vernon, Tex.—Seeks KVVWC-FM. Action Dec. 2.

Call letter action

- KB1G-FM Los Angeles, Calif.—FCC granted KXTZ-FM. Action Dec. 2.

NC	small	fulltime	150M	terms	Ill.	small	FM	75M	terms
Mich.	small	fulltime	550M	29%	Fla.	small	day	93.3M	29%
Ala.	med	AM & FM	335M	29%	Ind.	small	FM	135M	29%
Texas	metro	FM	94.5M	30M	Mo.	med	AM & FM	275M	29%
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- KPLX(FM) San Jose, Calif.—FCC granted KPSJ-FM. Action Dec. 2.
- WIOD-FM Miami—FCC granted WAIA(FM). Action Dec. 9.
- WMUM(FM) West Palm Beach, Fla.—FCC granted WJNO-FM. Action Dec. 2.
- WSON-FM Henderson, Ky.—FCC granted WKDQ-FM. Action Dec. 2.
- WJPD-FM Inc., Ishpeming, Mich.—FCC granted WJPD-FM. Action Dec. 9.
- WOW-FM Omaha, Neb.—FCC granted KFMX-FM. Action Dec. 2.
- WEBR-FM Buffalo, N.Y.—FCC granted WBCE-FM. Action Dec. 9.
- WSET(FM) Donelson, Tenn.—FCC granted WAMB-FM. Action Dec. 2.
- WTOP-FM Washington—FCC granted WHUR-FM. Action Dec. 9.

Renewal of licences, all stations

- Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KAH1(AM) and KAFI(FM) Auburn, KAVL(AM) Lancaster, KEAP(AM) Fresno, all California; KHAP(AM) Aztec, N.M.; KLAN(AM) Lemoore, KOME(FM) San Jose, both California; KOVE(AM) Lander, Wyo.; KQIQ(AM) Santa Paula, KTOT(AM) Big Bear Lake, KVIP(AM) Redding, KWSD(AM) Mount Shasta, all California; WRHL(AM) Rochelle, Ill. Actions Dec. 30.
- Broadcast Bureau granted renewal of licenses to following stations and co-pending auxiliaries: KARM-AM-FM Fresno, Calif.; KBAL(AM) San Saba, Tex.; KBBS(AM) Buffalo, Wyo.; KBRV(AM) Soda Springs, Idaho; KELI(AM) Tulsa, Okla.; KINS and KFMI(FM), both Eureka, KIQS(AM) Willows, KIRV(AM) Fresno, KLIL(FM) Ukiah, KLXA-TV Fontana, KMEN(AM) San Bernardino. *KNHS(FM) Torrance, KONG-AM-FM Visalia, KSLY(AM) San Luis Obispo, KSRO(AM) Santa Rosa, KSTN(AM) Stockton, KTIM-AM-FM San Rafael, KVFM(FM) San Fernando, all California; WVIC(AM) East Lansing, Mich. Actions Dec. 21.
- Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KDUO(FM) Riverside, KFIV(AM) Modesto, both California; KPAZ-TV Phoenix; *KUNF(FM) La Canada, KVEN-AM-FM Ventura, KABC-TV Los Angeles, all California. Actions Dec. 15.

Translator actions

- Broadcast Bureau granted licenses covering following new VHF or UHF translators: K09JW and K1IKD, both Mammoth Lakes, Calif., W68AA Danville, Ill. Action Dec. 22.
- North Woodstock, N.H.—Broadcast Bureau granted CP for new UHF translator to serve North Woodstock and Lincoln, operating on ch. 59 by rebroadcasting programs of WENH(TV) (ch. 11) Durham, N.H. Action Dec. 21.
- Weed Heights, Nev.—Broadcast Bureau granted CP for new UHF translator to serve Weed Heights operating on ch. 78 by rebroadcasting programs of KTVN(TV) (ch. 2) Reno, Nev. Action Dec. 20.
- K06HB Merrill-Malin area, Ore.—Broadcast Bureau granted license covering new VHF translator. Action Dec. 22.
- Chief, Broadcast Bureau, granted first applications for CP's for FM translators in FM translator service created by commission in Sept. 1970. Granted were CP's to Wisconsin Christian Broadcasting Foundation Inc. to serve Viroqua, Wis., by rebroadcasting WRVB-FM Madison, Wis., on 106.3 mhz; Communications Investment Corp. to serve Evanston, Wyo., by rebroadcasting KOMU-FM Salt Lake City on 105.5 mhz, and KSL Inc. to serve Brigham City, Utah, by rebroadcasting KSL-FM Salt Lake City on 105.5 mhz. Actions Dec. 21.

Modification of CP's, all stations

- Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WANA Anniston, Ala., to Feb. 20; K1AK Fairbanks, Alaska, to July 13; WYYZ Jasper, Ga., to July 1; WCCM Lawrence, Mass., to June 2; KKGf Great Falls, Mont., to Feb. 7; KTRM Beaumont, Tex., to June 1; WISN Milwaukee to July 11. Actions Dec. 20.
- Broadcast Bureau granted mod of CP's to extend completion dates for following FM's: KAYN-FM Tucson, Ariz., to June 17; *KCRW(FM) Santa Monica, Calif., to March 15; WRYZ-FM Jupiter, Fla., to June 29; WJIZ(FM) Albany, Ga., to Feb. 1; KKA1(FM) Hilo, Hawaii, to June 30; KTS-FM Minneapolis to July 1; WXXY(FM) Montour Falls, N.Y., to June 30; WCLV(FM) Cleveland to July 1; *WRTI(FM) Philadelphia to June 15; WRSJ-FM Bayamon, P.R., to Feb. 20; WQUT(FM) Johnson City, Tenn., to March 24; KVMV-FM McAllen, Tex., to March 28. Actions Dec. 21.
- KLOS(FM) Los Angeles—Broadcast Bureau

granted mod. of CP to change trans.; ERP 22 kw. Action Dec. 23.

- WDW-70 Hempstead and North Hempstead, both Long Island, N.Y.—Cable Television Bureau granted mod. of CP to extend completion date for CARS to April 22. Action Dec. 10.
- WTKO Ithaca, N.Y.—Broadcast Bureau granted mod. of CP for extension of completion date to June 3. Action Dec. 15.
- WCOT-TV Akron, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to June 15. Action Dec. 15.
- WDM-24 Woodward, Okla.—Cable Television Bureau granted mod. of CP to extend completion date of CARS to March 1, 1972. Action Dec. 10.
- WIG-31 Lebanon, Ore.—Cable Television Bureau granted mod. of CP to change frequency, trans. and ant. system and add service to CATV system in Lebanon. Action Dec. 10.
- WPMH Portsmouth, Va.—Broadcast Bureau granted mod. of CP to make changes in directional ant. radiation pattern. Action Dec. 22.

Ownership changes

- KDxE(AM) North Little Rock, Ark.—Seeks assignment of license from Capital Broadcasting Co., to Moses Broadcasting Inc. for \$130,000. Sellers: Dale D. Mahurin, president, et al. Buyers: James Arthur Moses, president (90%) and James Alfred Moses, vice president (10%). James Arthur Moses is president and majority stockholder in Moses Melody Shop Inc., retail music stores in Little Rock. James Alfred Moses is administrative assistant for Moses Melody Shop Inc. Ann. Dec. 15.
- KFMI(FM) Eureka, Calif.—Seeks assignment of license from Eureka Broadcasting Co. to Danmour Broadcasting Corp. for \$10,000. Sellers: Wendell Adams, president, et al. Buyers: Seymour Sohn, president (46 1/2%), Daniel T. Alvy, secretary-treasurer (46 1/2%) and Ted Alvy, vice president (7%). Mr. Sohn has 50% interest in land development, construction, apartments, and equipment leasing and service firms in West Los Angeles. Daniel Alvy has other 50% interest in these firms. Ted Alvy is sole owner of Peninsula Academy of Music in Pales Verdes Estates, Calif. Ann. Nov. 22.
- WLMD(AM) Laurel, Md.—Seeks transfer of control of Interurban Broadcasting Corp. from Carita B. and I. Lewis Sandler (100% jointly before, none after) to Sheffell Communications Inc. (none before, 100% after. Consideration: \$325,000. Principals: Alexander W. Sheffell, president (25%). William A. Lemer, executive vice president (25%). Joel Kline (29%), et al. Mr. Sheffell was formerly manager of WMAL-FM Washington. Mr. Lemer was formerly 52% owner of Lemer-Goldberg Advertising Inc. in Washington. Mr. Kline is sole owner of Fedmont Investment Corp. in Silver Spring, Md. He is also president and majority stockholder in Montgomery Land Investment and Development Corp. in Silver Spring. Ann. Nov. 17.
- WAAA(AM) Winston-Salem, N.C.—Seeks assignment of license from Laury Associates Inc. to Media Broadcasting Corp. for \$290,000. Sellers: Arnold Schneidman, secretary-treasurer; Charles R. Daly, vice president, et al. Buyers: Robert B. Brown, president (100%). Mr. Brown is sole owner of Associated Broadcasting Corp., licensee of WORD(AM) in Spartanburg, S.C. He is also sole owner of Great Gulf Corp., property, mortgage and leasing firm in Gainesville, Fla. Ann. Dec. 15.
- WAAA-FM Winston-Salem, N.C.—Seeks assignment of license from WAAA-FM Inc. to Golden Circle Broadcasting Corp. for \$100,000. Sellers: Arnold Schneidman, secretary-treasurer; Charles R. Daly, vice president, et al. Buyers: Robert B. Brown, president (100%). Mr. Brown is sole owner of Associated Broadcasting Corp., licensee of WORD(AM) in Spartanburg, S.C. He is also sole owner of Great Gulf Corp., property, mortgage and leasing firm in Gainesville, Fla. Ann. Dec. 15.
- KCCR(AM) Pierre, S.D.—Seeks assignment of license from Agruss Broadcasting Co. to Sorenson Broadcasting Corp. for \$115,000. Sellers: Jordan Ginsburg, secretary-treasurer, et al. Buyers: Dean P. Sorenson, president (50%) and Thomas J. Simmons, secretary-treasurer (50%). Mr. Sorenson is general manager of KCCR Pierre. Mr. Simmons is sole owner of Jerry Simmons & Associates, educational firm located in Sioux Falls, S.D. He is also vice president and 25% owner of Nettleton Manor Corp., commercial real estate firm in Sioux Falls. Ann. Nov. 22.

granted mod. of CP to change trans.; ERP 22 kw. Action Dec. 23.

- WDW-70 Hempstead and North Hempstead, both Long Island, N.Y.—Cable Television Bureau granted mod. of CP to extend completion date for CARS to April 22. Action Dec. 10.
- WTKO Ithaca, N.Y.—Broadcast Bureau granted mod. of CP for extension of completion date to June 3. Action Dec. 15.
- WCOT-TV Akron, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to June 15. Action Dec. 15.
- WDM-24 Woodward, Okla.—Cable Television Bureau granted mod. of CP to extend completion date of CARS to March 1, 1972. Action Dec. 10.
- WIG-31 Lebanon, Ore.—Cable Television Bureau granted mod. of CP to change frequency, trans. and ant. system and add service to CATV system in Lebanon. Action Dec. 10.
- WPMH Portsmouth, Va.—Broadcast Bureau granted mod. of CP to make changes in directional ant. radiation pattern. Action Dec. 22.

Action

- WONN Lakeland, Fla.—Broadcast Bureau granted assignment of license from WONN Inc. to Tellafan Inc. for \$627,000. Sellers: Duane F. McConnell, president, et al. Buyers: Joseph H. Garagiola, president (100%). Mr. Garagiola, NBC Radio and TV personality, is also sole owner of Tellafan Inc., which is concerned with production, management and conducting of radio and television shows involving sports and sports personalities. Action Nov. 24.

CATV

Final actions

- WJS-20 Parker, Ariz.—Cable Television Bureau granted CP for new CARS to bring TV signals KTVK-TV, KPHO-TV, KOOL-TV Phoenix, and KTHR-TV Phoenix-Mesa, Ariz., to CATV system in Parker, Ariz. Action Dec. 13.
- WGI-25 Monterey, Calif.—Cable Television Bureau granted voluntary assignment of CP for CARS to Monterey Peninsula TV Cable. Action Dec. 14.
- Contra Costa Cable Co., Pinole, Calif.—Cable Television Bureau granted request for waiver to carry signal of *KCSM-TV San Mateo, Calif., filed May 27, 1971. Action Dec. 15.
- Santa Barbara, Calif.—Cable Television Bureau dismissed upon request application for voluntary assignment of CP to Cox Cable Communications Inc. for CARS; WHE-21, WHE-34—Dismissed upon request application for voluntary assignment of CP for CARS to Cox Cable Communications Inc.
- WDU-68, WDU-69 Columbus, Ga.—Cable Television Bureau granted licenses covering CP's as mod. for new CARS. Action Dec. 17.
- WJT-49, WJT-50 Columbus, Ga.—Cable Television Bureau granted CP's for new CARS to bring in TV signals of WCIO-TV Mt. Cheaha, Ala., and WGTW-TV Athens, Ga., to CATV system in Columbus. Action Dec. 17.
- GT&E Communications Inc., South Haven and South Haven township, both Michigan—Cable Television Bureau granted by delegated authority petition for waiver of rules to permit importation of educational signal into the predicted grade A contour of Grand Rapids-Kalamazoo, Mich., television market, filed Sept. 2, 1970. Action Dec. 14.
- WJV-31 Hempstead, North Hempstead, and Oyster Bay, all New York—Cable Television Bureau granted CP for new CARS to provide CATV programming to CATV systems in Hempstead, North Hempstead, and Oyster Bay. Action Dec. 22.
- WDW-70 Hempstead and North Hempstead, both Long Island, N.Y.—Cable Television Bureau granted mod. of CP for new CARS to change emission, change trans., and change direction of main radiation lobe; and delete proposed change in one reception point. Action Dec. 22.
- North Central Television Inc., Castalia and Margaretta township, both Ohio—Cable Television Bureau granted by delegated authority petition for waiver of rules to permit importation of five educational signals into predicted grade A contour of stations in Toledo, Ohio, television market, filed Aug. 10. Action Dec. 16.
- North Central Television Inc., Sandusky, Ohio—Cable Television Bureau granted by delegated authority petition for waiver of rules to permit importation of four educational signals into predicted grade A contour of stations in Toledo, Ohio, television market, filed August 10, 1971. Action Dec. 16.
- WIM-60 Hearne, Tex.—Cable Television Bureau granted license covering permit for new CARS. Action Dec. 10.
- WDT-40 Casper, Wyo.—Cable Television Bureau granted license covering permit for new CARS. Action Dec. 10.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Jan. 4. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

- *Palm Beach, Fla.*—Multiple-CATV owner Teleprompter Corp. has been awarded 25-year franchise by city council.
- *Ferguson, Mo.*—Multiple-CATV owner Communications Properties Inc. has applied to city council for franchise.
- *Durham, N.C.*—Tele-Cable Inc. has applied to city council for franchise.
- *Terrell Hills and Alamo Heights, both Texas*—Multiple-CATV owner Communications Properties Inc. has applied to city councils for franchises.
- *Harrisonburg, Va.*—Harrisonburg Trans Video, division of Television Communications Corp., multiple-CATV owner, has been awarded new eight-year franchise, with renewal rights for additional eight years. Company has operated CATV system in Harrisonburg for past 20 years.

If it is possible to make a case for the contagion of fame and fortune, A&M Records could make a credible one. On the movie lot where Charlie Chaplin made "The Great Dictator" and the sound version of "Gold Rush," A&M now produces records by Joe Cocker, the Carpenters, Burt Bacharach, Billy Preston (who played with the Beatles on "Get Back" and "Don't Let Me Down," an honor accorded few musicians), Cat Stevens, Herb Alpert and the Tijuana Brass, and Carole King.

For a company so young—just under 10 years old—A&M commanded a surprising share of the billion dollars worth of record sales last year. It is also one of the few totally independent majors left in the industry, as most of the big labels have moved under conglomerate umbrellas (see BROADCASTING's special report on music and radio, "It's a family affair," Dec. 27/Jan. 3). A&M is concerned with only two activities, record production and music publishing.

You couldn't call A&M a family business, but, if it's not, it's close. The initials stand for Alpert and Moss. Herb Alpert was a studio musician and producer in Los Angeles when he met Jerry Moss in 1962. Mr. Moss had come from the East Coast, where he had done independent promotion work after leaving college, in search of work outside the music business but still in "some other form of media entertainment." When he didn't find it, he went back to promotion.

It took little time for Messrs. Alpert and Moss to decide that they should go into business for themselves ("We just thought it more admirable to make \$50 a week working for ourselves than \$500 working for somebody else.") And later that same year, A&M was begun. It took them six months before they hired their first employe and another six before they hired the second.

The first A&M release—"The Lonely Bull"—was an instant hit, and by the spring of 1965, the Tijuana Brass was such a success on records that the public was clamoring to see them perform. So a performing group was collected and went on the road. Those public appearances boosted sales even higher, to the point that, at its peak in 1966, Tijuana Brass sold 12 million albums.

Jerry Moss: "When you have one artist that's that big, you can command attention. [Now] we've got the Carpenters and the Carpenters have five gold singles in a row. [Such a] company understands single records. We're hot and people listen to the records of a company that's hot."

Around 1967, A&M began a period of "redefinition" and began to sign several rock acts to its label. The artists were not known singles or groups from other labels—unlike the larger companies of

The business half of a gold-filled decade for A&M

the time A&M could not afford large advances and the costliness of creative control by artists. The procedures and policies that Mr. Moss adopted at that time come under the heading of talent-building, an apt term to describe the process of coaching and encouraging a talent to full professional fruition.

"We try to stay half a step ahead of the audience," Mr. Moss explains, "because if you stay a full step ahead, they just won't understand. I believe evolution, or trends, or whatever you want to call it, happen very slowly but are easily discernible. It's a yard at a time. You can't go for the touchdown; that's really revolution. You have to go for the short gains and bring up everybody behind you. Then you have to make [the audience] understand what that means. And that's communication."

A&M now carries between 45 and 50 artists on its house label and four artists on the Ode label (produced by Lou Adler).

Lou Adler: "I'm in the most enviable position possible in this business. I have my own label, complete freedom to do

what I like with my artists, and no overhead. What could be better?"

"When you're cold," Mr. Moss says, "there's time for a lot of things. You can take long weekends. The phone really isn't ringing that much. You can concentrate on one or two things you consider of great priority. But when you're hot, there's so much happening [that] you have to be over-selective. You have to refuse that great urge to sign 10 artists at once. You have to take one out of the 10 and work on that one and try to continue the heat."

Jerry Moss is a quiet, relaxed man who doesn't understand why anyone would submit to the pressures of a highly competitive business and work 16 hours a day to "make more money than he can possibly spend in his lifetime or even his grandchildren's lifetime." In past years he has won a stack of awards from both inside and outside the record industry—enough, some say, to melt down into a small gold cadillac. (Among the most recent: Record Company Executive of the Year, awarded by the Gavin programing conference.) Among the reasons for that type of recognition are his friendliness and the ease with which he deals with all types of people. Herb Alpert calls him a "musician with a pencil."

"The greatest joy I think he gets out of his job," Mr. Alpert continues, "is just watching the business grow. We've had too much fun together to sell out to some company that doesn't know a thing about music."

At the age of 36, Jerry Moss runs an international organization with offices in Los Angeles, New York, Canada and England. It has been able to weather all the financial storms that beset it and lived well by the foremost business code of the 20th Century: grow or die. "We keep saving for that rainy day," Mr. Moss likes to say, "But so far it's only drizzled. . . . We're very pleased with ourselves right now because we've experienced the best year we've ever had. And we're high on the fact that we can have an even better one next year. It's all very comforting because these are all artists we didn't buy, but we helped build."

A&M's growth from Herb Alpert's windowless garage to the Chaplin lot is surely enough to satisfy both its major principals. In the last four years on La Brea Avenue, A&M has outgrown the original structures and is now building additional ones.

Jerry Moss sums up 10 years of talent-building this way: "I hope our image is one of being a fairly selective company. We put out product that we really like and we think [the audience] will like. We try to do things with taste. We try to entertain people, and that's really all we want to do."

Week's Profile



Jerome Sheldon Moss—president, A&M Records, Hollywood; born May 3, 1935, New York City; graduated Brooklyn College, 1957; independent music promotion, 1957-62; president of A&M since 1962; married (wife Sandra), three children.

About time

At what can be described only charitably as the 11th hour, the National Association of Broadcasters has begun exhorting members to wage a campaign against the political-spending bill that passed the Senate last month and awaits action in the House.

As this publication commented at the time, the bill agreed to by a Senate-House conference committee, adopted by the Senate and apparently headed for passage in the House upon its return from recess later this month discriminates against broadcasters in several fundamental particulars. It would impose a six-cents-per-voter limit on total broadcast spending but no less than a dime per voter on other media purchases. It would prohibit broadcasters from charging candidates more than the lowest unit rate for the time used while permitting other media to charge prices paid for "comparable" use by commercial accounts. It would not only retain the repressive equal-time law now on the books as Section 315 but also tighten it by empowering the FCC to revoke the license of any station that refused a candidate "reasonable access" to the air, a standard so loose as to assure extremes in candidate demands.

The last feature was singularly omitted from the objections listed last week in the NAB's official communications. It is potentially the most damaging element in the bill. Whatever else goes, the access guarantee must be marked for extinction—unless radio and television are to be carried off bodily by political wind in every election campaign.

Reading: Lost art at FCC?

An artful attempt at political legerdemain was made by the FCC in its year-end announcement that it had dropped its investigation into AT&T rate structures because it didn't have the money or the manpower to do the job.

The FCC lamented it has only \$3 million and 162 people, out of a roster of 1,500, assigned to common carrier, whereas AT&T is a \$50-billion corporation. One figure can't possibly have any relationship to the other. AT&T has the largest capital investment in plant and equipment of any corporate entity and provides service to more than half the world's telephones, aside from cables, microwaves, data services and other communications operations. To do its job the FCC needs only the manpower and ability to audit books, after requiring the common carrier to supply detailed data under pain of specific sanctions.

The irony of this transparent maneuver is to be found in the law itself. When the FCC was created in 1934 it was given direct jurisdiction over the rate structures of common carriers. The same law is just as explicit in denying the FCC control over broadcasting rates and in decreeing there shall be no program control or censorship.

At the year-end came the regulatory switcheroo. AT&T and other common carriers go merrily along while broadcasters are ground under the bureaucratic heel in defiance of congressional intent.

What the FCC has done in the AT&T case is palpably wrong. The company is left suspect. Obviously, in so vast an organization, there may be made-work and overhead factors that would be reflected in rate of return. Moreover, it has had vexing labor problems. Over the long term, however, AT&T has been just about the most efficient operation in the country. Compared to government, it is a model of

highly motivated enterprise and of provident management.

Instead of fly-specking renewals of 250 watters, coddling the agitators, and trying to make common carriers out of broadcasters; instead of spending possibly 80% of its time and resources on broadcast matters, the FCC should honestly and forthrightly reappraise its activities.

A prudent nonpolitical re-examination, we are confident, will find ways and means for appropriate rate inquiries that directly affect the public's pocketbook, and remove the stigma that indicts AT&T without a hearing. The FCC could release immediate funds if it would stop hiring specialists on children's and other programming, people who become crusaders for special interests rather than impartial advisers. It would increase efficiency, improve sagging morale and save money if it would redefine functions or fire loafers who permeate its staff. It should ask itself whether all those trips are necessary.

To set a good example, the FCC members should re-read the Communications Act of 1934 and act accordingly.

The statesmen

Now that a year has passed since the last cigarette commercial appeared on radio or television, the U.S. legislators who voted to outlaw such advertising are in a position to appraise the value of their work. If they act true to form, however, they will once again ignore the facts.

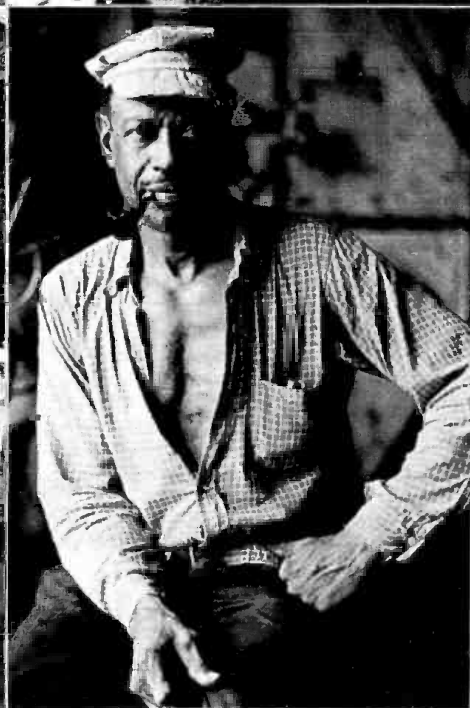
For the disagreeable truth is—as realists predicted it would be—that the abandonment of broadcast advertising has caused no decline in cigarette sales. As every advertising professional knew all along, broadcast advertising was never used to induce anyone to start smoking. It was used to persuade existing smokers to switch brands.

As a story elsewhere in this issue reports, brand switching is still the primary aim of cigarette advertising and promotion. Cigarette manufacturers have simply turned to other media and new forms of promotion. They have lost nothing but the efficiency that the broadcast media supplied.

As for the social good that all those senators and congressmen professed was on their mind when they righteously voted to kill \$240-million worth of broadcast billings, what has come of it? That's a question it would be pertinent to raise now on the Hill.



Drawn for BROADCASTING by Sid Hix
"Some drug company must be running a hell of a hard-sell commercial"



THESE ARE THE PEOPLE WHO BUILT KPRC'S NEW BROADCASTING FACILITY.

They're the same people who are building Houston.

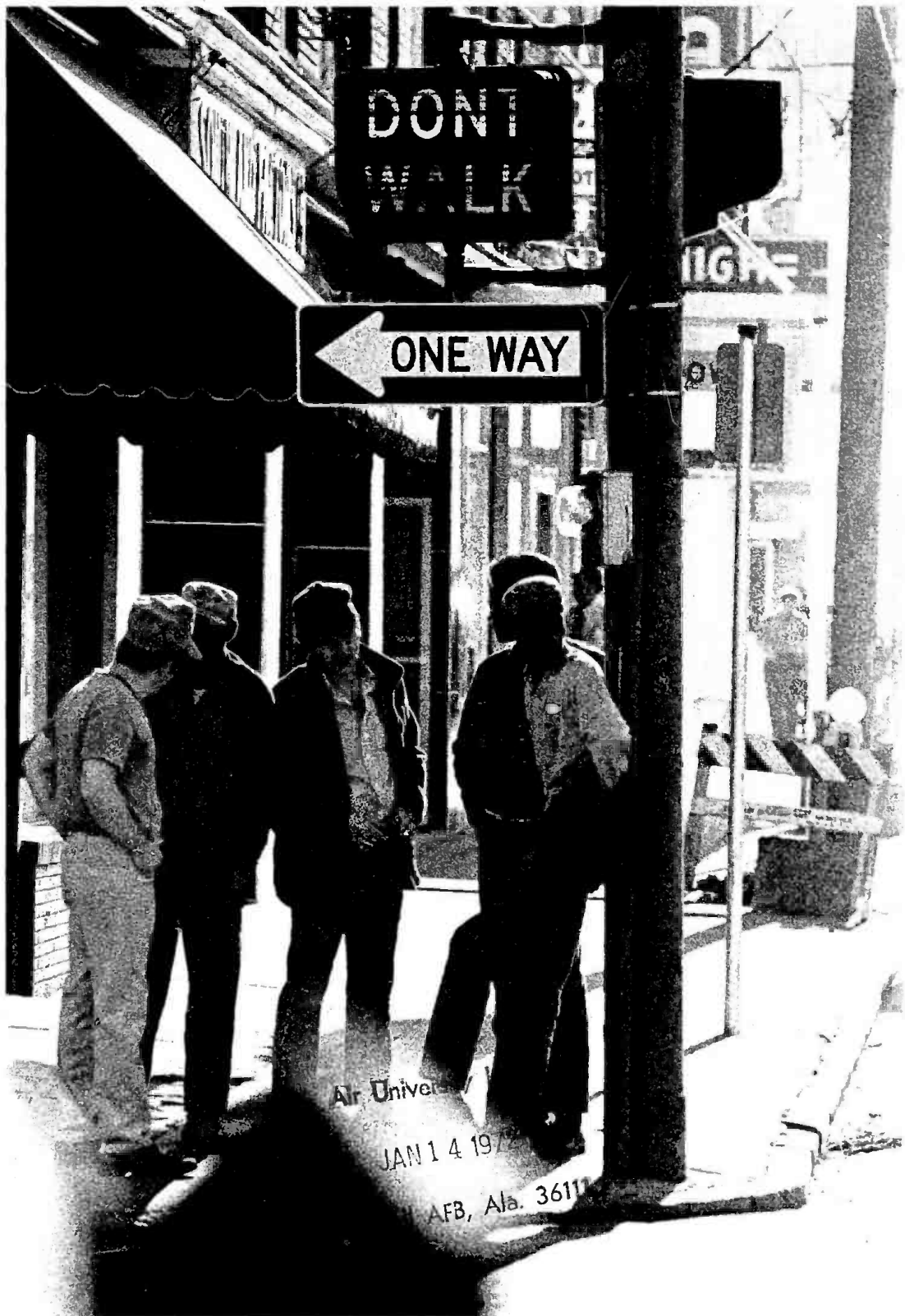
The people who turn to KPRC for information and entertainment.

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Because in a couple of months, our new broadcasting center will be fully operational.

KPRC BROADCASTING

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All those idle people in our big cities? They didn't come out of the woodwork.

A lot of them came from small towns all over America.

Because the small towns offered no opportunity for meaningful employment.

But a thriving American textile industry can help change all that.

Because more than half

its employment is in non-metropolitan areas. Sixty-one percent. As opposed to just twenty-one percent for all other manufacturing.

So, as our industry grows, we are in a position to offer decent and satisfying employment to more people. And we can help to prevent urban concentration by keeping those people in small

towns where they'd rather be.

Now that you've heard our opinion, we'd like to hear yours. We'd also like to send you our booklet, "A Profile of Textiles".

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