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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

The promising present of black radio: changing with the times
NAB rebellion quelled, Wasilewski stays on; staff shuffling planned
Political spending bill—Section 315 intact—on its way to law
The Stern brothers: men of means on opposite sides of the broadcast fence

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He's a great anchorman, and we know you'd like to have him work with you. But he's signed a long-term pact with us. So you have to understand there is no chance.

Besides, he likes Philadelphia. And we have proof that Philadelphia likes him, too. Look at Nielsen last November. *Action News* moved up to #1.*

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Now we don't mind that *Action News* is copied. You may use the format just as you see fit. But if you care about your friends in Philadelphia, remember this. Larry Kane belongs exclusively to us.

P.S. Private consultations on all aspects of the Action News format are still permitted. Call Larry Kane's boss, Mel Kampmann, (215) TR 8-9700.

WPVI-TV

6

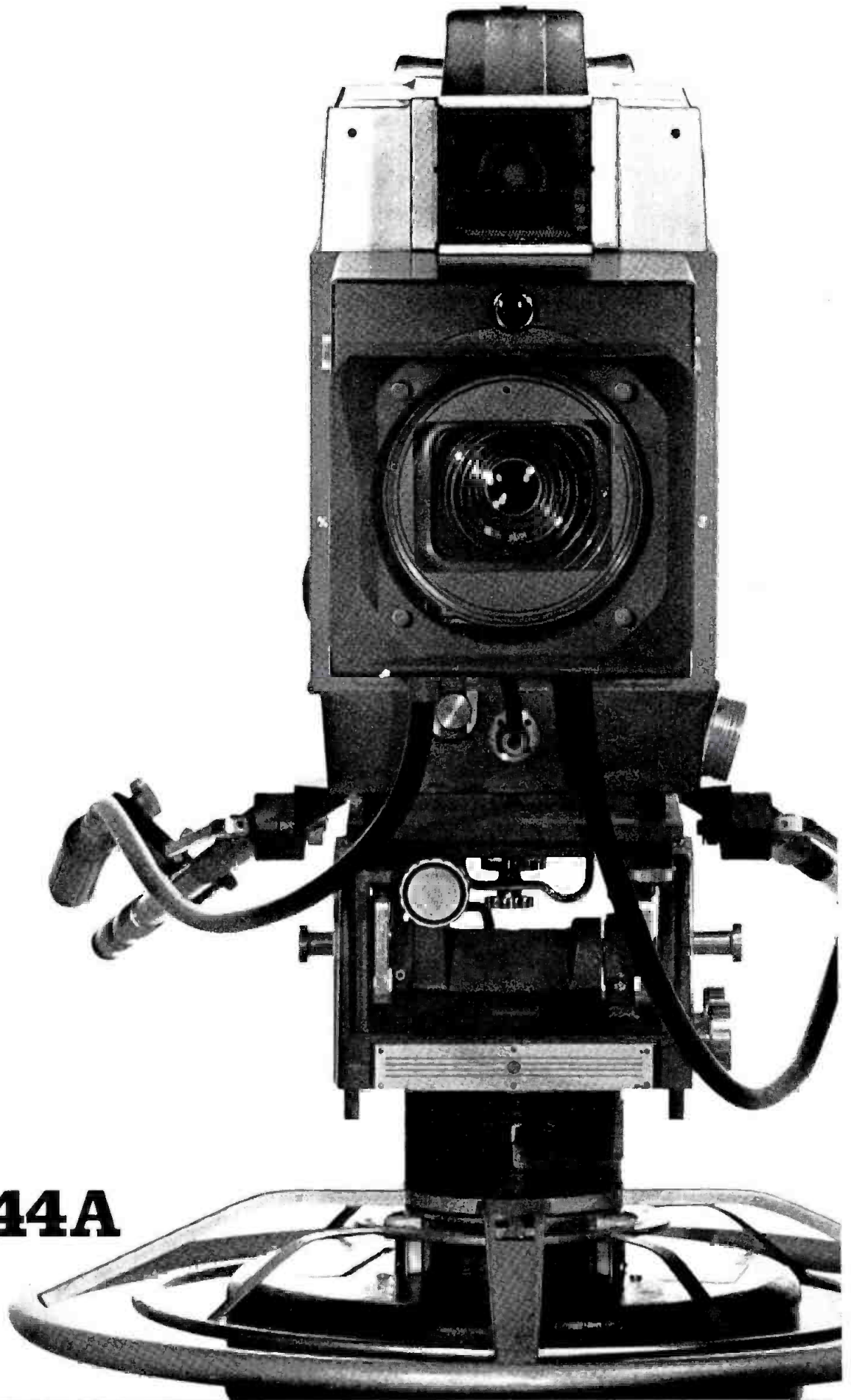
PHILADELPHIA

Home of Action News

*Philadelphia Nielsen Station Index. November, 1971.

6:00-6:30 PM, Monday through Friday, and 11:00-11:30 PM, Tuesday through Friday. Average DMA ratings and homes delivered. (Monday 11:00-11:30 PM eliminated due to NFL Football overruns.) Subject to normal survey limitations. Details on request.

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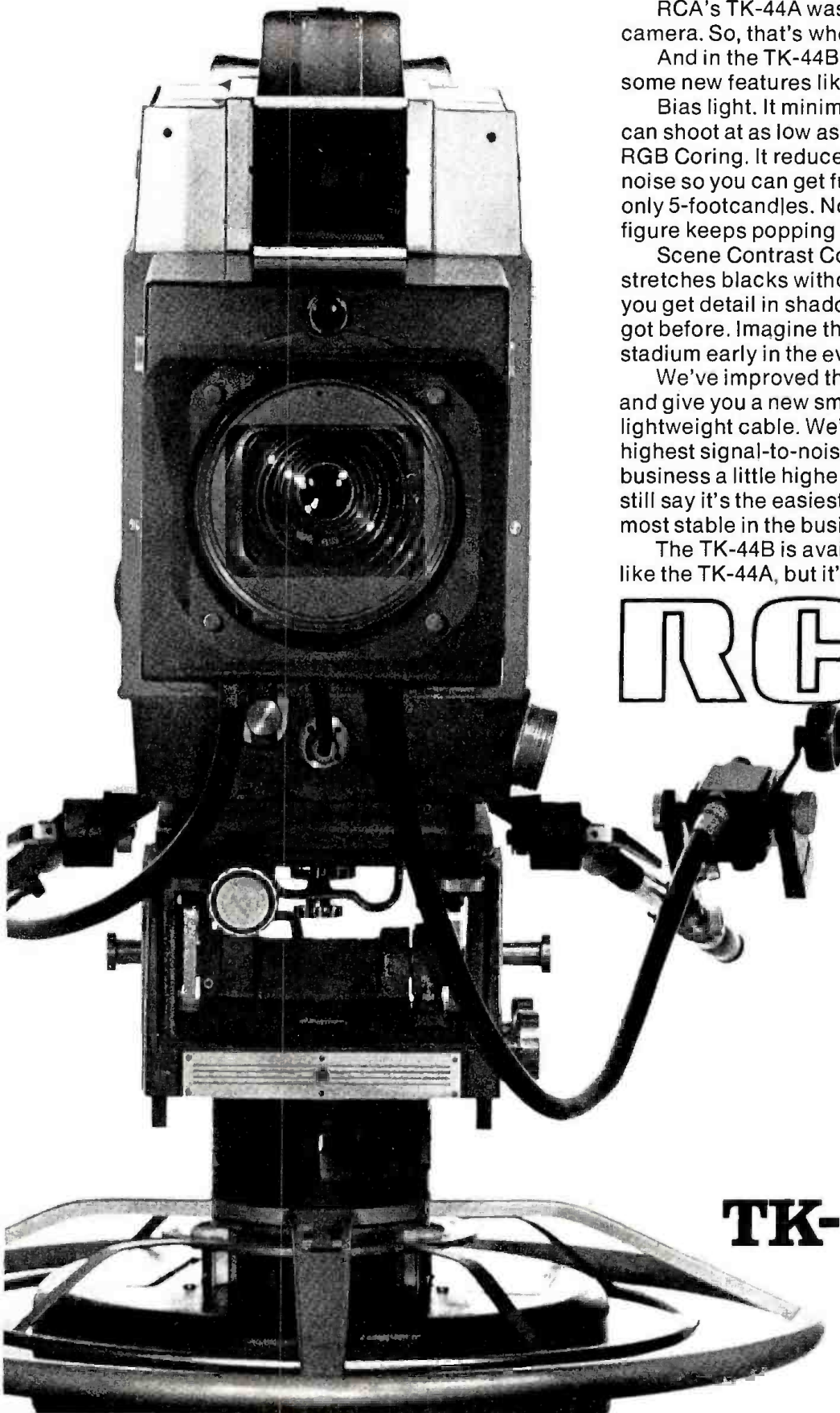
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RCA



TK-44B

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Source: NSI, Nov. 1971. Designated Market Area for Atlanta, Johnstown-Altoona, Madison, Wilkes-Barre-Scranton; Metro Area for others. Audience estimates subject to qualifications available on request.

Polish, professionalism and commercial acceptance, along with the beginning of a trend toward specialization, mark black radio as it travels a prosperous road into the new decade. See . . .

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Broadcasting

Jan. 24, 1972; Vol. 82 No. 4
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.

Subscription orders and address changes: Send to BROADCASTING Circulation Department. On changes include both old and new address plus address label from front cover of magazine.



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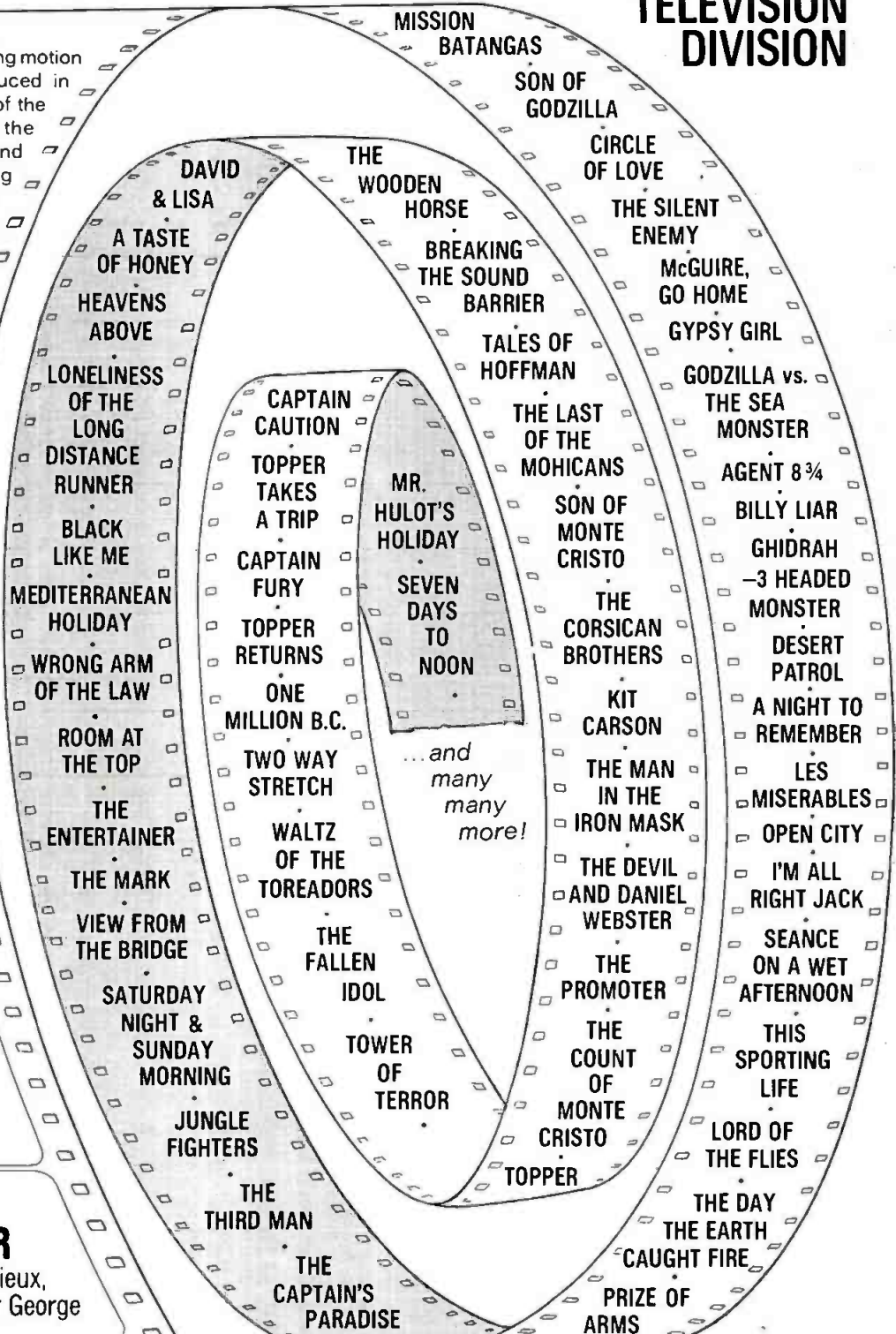
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Much movement

Without naming names, except in unanimous vote of confidence given President Vincent T. Wasilewski, joint board of directors at Marco Island, Fla., meeting last week initiated steps toward reorganization of National Association of Broadcasters. Under plan, Grover C. Cobb, executive vice president, will become second in command in charge of administration ("Closed Circuit," Jan. 17). William Carlisle will move from vice president-TV to vice president, station services; Charles Stone from vice president-radio to chief of field services; Alvin King from latter post to field manager, West Coast. Other radio and television personnel are to be reassigned within organization or in related television and radio information offices or code vacancies (see "At Deadline").

Night fight

Showdown battle for late-night audience is set when CBS-TV brings in movies in former Merv Griffin time, beginning Feb. 14. NBC-TV's Johnny Carson, fresh from preceding week of rest during pre-emptions for winter Olympic coverage, will originate show from Hollywood, where his ratings have customarily been high. ABC-TV's Dick Cavett is booking biggest acts he can find, may throw in one blockbuster show starring one major performer.

Meanwhile CBS-TV reports increasing station clearances for late features. As of last Friday 158 had signed to take show live, up 13 in two weeks.

Violent on violence

Representative John Murphy (D-N.Y.), still fuming over make-up of surgeon general's committee that conducted TV violence study (see page 22), plans to reintroduce, with some 60 co-sponsors, joint resolution he offered in 1968, directing FCC to conduct violence investigation. Murphy staff has prepared survey of violence in prime-time network TV in past two months, asserts 60.6% of NBC's movies and series have themes of "crime, violence and brutality." Figures for ABC and CBS were shown as 51% and 46.2%, respectively.

Day of decision

FCC is expected to take vote today (Jan. 23) on key parts of proposed CATV package—one that will probably seal fate of entire project. At issue will be compromise agreement worked out among broadcasters, CATV operators

and copyright owners, as described in draft report and order and in draft rules. Precise language of question to be voted on is yet to be drafted, but it is assumed that commissioners will, in effect, be voting on whether to accept or reject compromise. And, since contending parties agreed to bury differences on basis of compromise, vote rejecting it would probably cause agreement to unravel.

Commission began discussing compromise Friday—whether parts were negotiable, for instance, or whether it was all or nothing, but time ran out on special morning session before vote could be taken. Chairman Dean Burch, who backed Clay T. Whitehead, director of Office of Telecommunications Policy in negotiating compromise, feels there is no room for further maneuvering. Meanwhile, Commissioner Robert E. Lee, who opposes compromise and feels whole package should be put out for comment on limited-time basis, is taking heavy lobbying from CATV forces, including John Gwin, chairman of National Cable Television Association, who are anxious to see package adopted.

Summer football

Tomorrow Syndication, subsidiary of General Electric subsidiary, Tomorrow Productions, New York, is understood to have completed arrangements with Canadian Football League to telecast live 21 CFL games each Wednesday night from 8 to 10:30, starting June 21. Tomorrow hopes to clear line-up of about 100 U.S. stations and offer package on an advertiser-syndicated basis.

Return to the scene

Without fanfare, ABC's new president, Elton H. Rule, travels to his native California this week for first formal appearance before broadcaster group as ABC's chief operating officer (see page 33). He will meet with board of California Broadcasters Association Jan. 27-28, in Palm Springs to impart his views on problems ahead, particularly license renewals.

No privacy

Several members of board of National Association of Broadcasters seem convinced that most of broadcasters' troubles with FCC can be traced to those supposedly confidential financial reports submitted by all licensees. Instead of being sacrosanct and made public only when station's license is being contested in formal proceedings, as

originally promised, reports—especially of most profitable properties—are selectively used by members of FCC staff and some commissioners.

One commissioner is known to make fetish of having "confidential" files of stations on his desk whenever he gives interview to station principals. He quotes copiously about profits versus investments, strongly implying insufficient expenditures for programming and non-profit services.

Men who

Election-year fever is not confined to Washington; some was evident last week at National Association of Broadcasters' winter board meeting in Florida. Richard W. Chapin (Stuart Enterprises, Lincoln, Neb.), NAB joint-board chairman, announced candidacy for second one-year term. He was chairman of radio board before election as joint-board chairman last June. Ray Johnson, KMED-AM-FM-TV Medford, Ore., announced candidacy for election to TV board. That election will take place at annual NAB convention, April 9-12, in Chicago. Mr. Johnson is chairman of radio code board.

Tracking barter

Growing barter practices by which stations trade time for programming or other services is going to get official recognition at FCC. Commission has been receiving queries from stations about requirement for reporting trade-offs since one licensee was fined for not reporting them. And while most large-market television stations report trade-offs, there is no uniform method for doing so. As result, commission staff is preparing instructions on how trade-offs are to be reported. Staff is getting assist from representatives of Institute of Broadcasting Financial Management, who are expected to submit recommendations by end of month.

In the blood

Texas broadcaster and entrepreneur, Gordon McLendon, who was among also-rans for Democratic senatorial nomination in 1966, reportedly has yen to run again this year. He has underwritten billboard "teaser" campaign and, if he declares, would run against former Senator Ralph Yarborough and former U.S. Assistant Attorney General Barefoot Sanders, for seat now held by Republican Senator John Tower, himself former sports announcer in Wichita Falls, Tex.

WHDH-TV ordered off air, WCVB-TV on March 19

FCC bites bullet in Boston ch. 5 case; licensing still hangs fire

WHDH-TV Boston—Boston Herald-Traveler Corp.'s property valued at upwards of \$50 million—was ordered by FCC on Friday (Jan. 21) to cease operations at 3 a.m. on March 19. In same order, commission authorized Boston Broadcasters Inc.'s WCVB-TV to take WHDH-TV's place on channel 5. WHDH-TV has been on air since 1957.

Order marks end of comparative hearing begun in 1963—but with roots in contest that began in 1954—and climaxed in January 1969 with unprecedented 3-to-1 decision denying WHDH's renewal application and granting BBI's competing application.

However, although WHDH-BBI contest may now be ended, new one involving BBI's application for license to cover its construction permit may be in offing. Commission order, by 4-to-0 vote, authorized BBI to begin program tests—and thus to start operating—at 3 a.m. on March 19. But BBI application for license is yet to be considered. And hanging over from long and bitter fight waged by WHDH to hold onto channel is large stack of WHDH pleadings alleging various wrongdoings by various BBI principals. FCC said pleadings would be considered in connection with BBI's license application.

Commission also said action on license application will be deferred until questions involving BBI principal, Nathan David, against whom civil suit and criminal charges of stock manipulation are pending, have been resolved.

Furthermore, Harold Clancy, president of Herald-Traveler, was not ready to concede defeat. He called decision "exercise in bureaucratic cynicism" and said WHDH will fight it "vigorously and with absolute confidence our system of law is not so impotent as to be unable to right an injustice termed unconscionable by Chairman Burch, whose vote was essential to the result."

Thus he indicated WHDH would seek to use concurring opinion of Chairman Dean Burch as springboard for appeal, either to court or commission. Chairman Burch as well as Commissioner Robert E. Lee, in separate statement, said they felt they had no other choice in light of most recent court decision in long-running fight over channel 5. Others who voted were Commissioners Robert T. Bartley and Nicholas Johnson.

And Chairman Burch, who had not participated in case before, was sharply

critical of commission's decision. He said it was "flawed," noted that although it turned on old ex parte issue, that factor was unmentioned in original opinion. He also said that BBI was given major preference for integration of management and ownership when commission found BBI's efforts to serve local needs unsupported, unrelated to its ascertainment efforts and deserving of demerits. Considering these factors and question raised concerning Mr. David, Mr. Burch said, he feels "an unconscionable injustice has been done here."

Benito Gaguine, counsel for BBI, said he feels Mr. Burch might have had other views if he had been in case earlier. But, he said, he respected chairman's acceptance of law and court's decision. Chairman Burch said that, "as part of quorum, I fully recognize that the action taken today is compelled by the court's decision."

U.S. Court of Appeals, on Dec. 29, 1971, denied commission's petition for remand of case. And commission, in its order Friday, said "there is no question that the court considers the award of the construction permit to BBI to be final and, therefore, that no further comparative hearings are available."

Commission wanted to hold oral argument to consider reopening case in view of Securities and Exchange Commission suit against Mr. David. Court said BBI's retention of construction permit could be made contingent upon Mr.

NAB ups its ante

NAB budget for 1972-73 fiscal year (beginning April 1), adopted at winter board meeting in Florida last week, estimates revenues at \$3,475,421, with expenses estimated at \$3,491,501. This compares with actual income of \$3,350,827 and expenses of \$3,193,236 this fiscal year.

Government-relations activity gets boost of \$38,000—to \$390,527. This figure may rise further with addition of new personnel. Public relations is down for boost of \$109,000 to \$472,988, including \$81,000 for the new Radio Information Office and \$87,500 (up from \$75,000) for existing Television Information Office. Station relations gets raise of \$52,000 to \$798,216, and general administrative is up \$12,000 to \$1,076,216.

David's separation from BBI's affairs.

And commission said program test authorization is subject to condition that Mr. David be effectively separated from participation in BBI's affairs and refrain from voting his stock until commissioner affirmatively dissolves those restrictions

NAB executive committee to admit network member

Addition of network representative, but with no vote, to executive committee of National Association of Broadcasters was approved Friday (Jan. 21) at final joint board session, concluding winter meeting in Marco Island, Fla. Joint board imposed one-year term for networks' member. Vote drew only "three or four" says, it was said.

Addition of new man will raise executive-committee membership to eight. Others are joint-board chairman, chairman and vice chairmen of TV and radio boards, immediate past joint-board chairman, president of association. Selection of their representative is to be made jointly by networks. First is expected to be Peter B. Kenney, NBC vice president, Washington, who originated idea of network role.

Also announced Friday was special committee to negotiate contract with Vincent T. Wasilewski, NAB president who had received vote of confidence earlier in week (see page 26). Members: A. Louis Read, WDSU-TV New Orleans, TV board chairman; Andrew M. Ockershausen, Evening Star Stations, Washington, radio board chairman; Leslie G. Arries Jr., WBEN-TV Buffalo; Harold R. Krelstein, Plough Broadcasting Co., Memphis, and Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., joint chairman.

Joint board agreed there should be special meeting during Chicago convention April 9-12 this year, with newly elected board members sitting in. There had been sentiment that board meet at least four times yearly. It now meets only twice. Board also accepted resolution, initiated by radio board, that government-relations department be enlarged. This will take place after consultation between Messrs. Chapin and Wasilewski.

Credit bureau in wings

Board of directors of Institute of Broadcasting Financial Management, meeting in Tucson, approved Friday (Jan. 21)

proposal to investigate feasibility of establishing national broadcast credit bureau ("Closed Circuit," Dec. 6, 1971). It would be industry's first. Formal organization awaits ratification of idea by member stations.

New black candidate in FCC sweepstakes

Latest recommendation that White House nominate black to FCC has come from Senator Howard H. Baker (R-Tenn.). In follow-up letter Friday (Jan. 21) to phone conversation with presidential assistant Peter M. Flanigan, senator urged consideration of Judge Ben L. Hooks—Democrat, Memphis lawyer and former criminal court judge in Shelby county. Vacancy will occur June 30, when Commissioner Robert T. Bartley's term expires.

Judge Hooks, who will be 47 on Jan. 31, is host of *Conversations in Black and White*, weekly half-hour program on WMC-TV Memphis, and panel member of WREC-TV Memphis's *What is Your Faith?* He is also pastor of Baptist Churches in Memphis and Detroit and board member of Southern Christian Leadership Conference.

Other blacks in running for FCC slot are Revius Ortique of New Orleans and Washington communications consultant Ted Ledbetter ("Closed Circuit," Oct. 11, 1971). Mr. Ortique is Democrat; Mr. Ledbetter is independent.

Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) has long pressed for black appointment.

CBS gets clean bill on 'Project Nassau'

Eighteen months after it was asked to look into matter by House Investigations Subcommittee, FCC has concluded that no further action is warranted in connection with CBS News's role, in 1966, in abandoned *Project Nassau*, documentary that was to have dealt with invasion of Haiti by Haitian refugees ("Closed Circuit," Jan. 10).

Principal factor in commission's decision was CBS's adoption, last June, of guidelines governing production of news and public affairs programs. Guidelines, described by CBS as collation and restatement of existing policy, were adopted at height of network's most recent controversy with subcommittee—that involving *The Selling of the Pentagon*.

Subcommittee in August 1970 delivered report of its investigation of CBS's role in aborted invasion to commission with request for comment. Report was sharply critical, accusing network news personnel of staging scenes of invasion

preparations for filming and of encouraging exiles to undertake illegal invasion.

Commission, in letter to Representative Harley O. Staggers (D-W. Va.), chairman of subcommittee and parent Commerce Committee, said CBS's policy statement—which incorporates previous guidelines on management supervision of investigative reporting and contains new directions for avoiding staging of news events—goes "far beyond" statements network had previously submitted to subcommittee or commission.

"These guidelines, properly implemented, should constitute substantial protection against practices which have been the subject of criticism concerning the program *The Selling of the Pentagon* and, more to the point here, the serious questions raised in the hearings conducted by the subcommittee," commission said, in letter released Friday.

Letter contained hardly word of criticism of CBS. Only harsh note was contained in footnote concerning CBS's role in notifying Customs Bureau of inva-

sion plot. Footnote relates that although CBS takes credit for providing that service, testimony before subcommittee indicated it was CBS cameraman who, on own responsibility, advised Customs Bureau official of what was going on. "CBS not only was unaware until the project had been abandoned that its employee had done so," footnote added, "but reprimanded him for his actions."

President ups budget for public broadcasting

President's recommended budget for fiscal 1973, to be made public today (Jan. 24), contains \$45 million for Corporation for Public Broadcasting, according to reliable sources. If written into law, figure would represent \$10-million hike over this year's federal support for public broadcasting.

Also reportedly contained in budget proposals is \$15 million for facilities grants for educational television stations, \$2-million increase over fiscal 1972.

CPB spokesman reiterated Friday (Jan. 21) that if additional money materializes, virtually all of it will be used to upgrade support for local stations. Corporation's board of directors met in Washington Friday, but substantive action on such questions as national commitment to public-affairs programming was held over to Saturday.

It has been predicted that one outcome of board meeting would be pronounced cutback in such programming and commitment to local educational material ("Closed Circuit," Dec. 27-Jan. 3; Jan. 17).

Debate over funding bill is due for early hearing in House. It's first priority of House Communications Subcommittee, according to Hill sources.

CBS gets crack at ASCAP

CBS has won legal right to court trial of its request to pay licensing fees to American Society of Composers, Authors and Publishers on "per use" basis, rather than on present blanket and "per program" bases.

Judge Morris E. Lasker of U.S. Southern District Court in New York denied motion by ASCAP for summary judgment in case brought by CBS against ASCAP and Broadcast Music Inc. on Dec. 31, 1969. In denying ASCAP's motion, Judge Lasker said court "expresses no view at this point as to the feasibility of CBS's 'per use' proposal or whether a judicially determined fee is the economic equivalent of a fixed fee in the market place."

He added that "genuine issues of material fact exist as to these questions, and CBS is entitled to prove its contentions at trial."

Week's Headliners



Mr. Bice

Max Bice, KTNT-TV Tacoma-Seattle, named chairman, National Association of Broadcasters television code-review board ("Closed Circuit," Jan. 17). New members appointed to board by Vincent T. Wasilewski, NAB president, were **Wayne Kearn**, KENS-TV San Antonio, Tex., and **Joseph Drilling**, KJEO-TV Fresno, Calif. They succeed **Robert W. Ferguson**, WTRF-TV Wheeling, W. Va., retiring chairman, and **Thad M. Sandstrom**, WIBW-TV Topeka, Kan., whose terms on nine-member board expired.

Elton H. Rule, president, ABC Broadcasting Division, elected president and chief operating officer of American Broadcasting Companies. He succeeds **Leonard H. Goldenson**, elected board chairman and who continues as chief executive officer (see page 33).

For other industry developments see "Fates & Fortunes" page 51

This week

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. 26—Traffic and continuity workshop, sponsored by *New Jersey Broadcasters Association*. Ramada Inn, East Brunswick.

Jan. 26-27—Annual Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Principal speakers will be Clay T. Whitehead, director of the Office of Telecommunications Policy, James T. Broyhill (R-N.C.), and Miles David, president, Radio Advertising Bureau; Walter A. Schwartz, president, ABC Radio Network, and Secretary of the Navy, John Chafee. University of Georgia campus, Athens.

Jan. 27-28—Mid-winter meeting, *California Broadcasters Association*. Gene Autry hotel, Palm Springs.

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.

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. 1-2—Hearings by *Senate Constitutional Rights Subcommittee* on application of First Amendment to broadcast and print media. Washington.

Feb. 2—Winter conference, *Michigan Association of Broadcasters*. Featured speakers: Mark Evans (VP for public affairs, Metromedia Inc.), chairman, task force on license renewals of the National Association of Broadcasters; Michigan Governor William G. Milliken, and State Senator Harry DeMaso (R-Battle Creek). chairman of state senate taxation committee. Olds Plaza hotel, Lansing.

Feb. 1, 3—*Senate Consumer Subcommittee* hearings on aspects of cigarette regulation. 9:30 a.m., Room 5110, New Senate Office building, Washington.

Feb. 3-4—Annual winter meeting, *Virginia Association of Broadcasters*. Featured will be Howard Hayes, WPIK(AM) and WKXA(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. 4-6—*Retail Advertising Conference*. Agenda covers all phases of advertising including radio and TV sessions on the best commercials of 1971. Further information from RAC, 32 West Randolph Street, Chicago 60601.

Feb. 6—Annual Golden Globe Awards. sponsored by *Hollywood Foreign Press Association*. International Ballroom, Beverly Hilton hotel, Beverly Hills.

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—Hearings by *Senate Constitutional Rights Subcommittee* on application of First Amendment to broadcast and print media. Washington.

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. 1-95 Holiday inn, Florence.

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

Feb. 10—*Senate Consumer Subcommittee* hearing on aspects of cigarette regulation. 9:30 a.m., Room 5110, New Senate Office building, Washington.

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—Annual meeting of stockholders of *Kinney Services Inc.* Americana hotel, New York. 2:30 p.m.

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—*International Tape Association* seminar on "What's Happening and What Will Happen in the World of Tape Communications." Sheraton-Universal hotel, North Hollywood.

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 WDSU(AM) New Orleans as winner of 12th annual award. Hotel Pierre, New York.

Feb. 28-March 3—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.

March

March 1—Deadline for the Regional and International Radio News Awards made each year by *Radio-Television News Directors Association*. Awards will be made in four categories: Edward R. Murrow Radio Documentary Award; editorializing by radio; reporting of an on-the-spot news story by radio, and best series reports for an ongoing news story. Entries must be accompanied by a typewritten presentation and audiotape. Contact regional awards directors: Wash-

ington State University, western region; Iowa State University, midwestern region; University of Georgia, southeastern region, and Pennsylvania State University, northeastern region.

March 3-4—*Georgia Cable Television Association* annual convention. John Gwin, chairman of National Cable Television Association will be banquet speaker (March 3). Also on agenda as speakers: Don Elliott, WSB-TV Atlanta, and Robert W. Coll, associate in McKenna, Wilkinson & Kittner, Washington, Regency Hyatt House, Atlanta.

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

March 4-6—Spring meeting, *Texas Association of Broadcasters*. Houston Oaks hotel, Houston.

March 5-10—MICAB 1972 conference on international cable television and VIDCA 1972 international conference on video cassettes. Palais des Festivals, Cannes, France.

March 6-7—Ad hoc hearings by *congressional black caucus* on relationship of mass media and black community. Washington.

Major meeting dates in 1972

Feb. 9-11—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.

May 14-17—Annual convention, *National Cable Television Association*. Conrad Hilton hotel, Chicago.

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

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

Oct. 29-Nov. 1—Annual convention, *National Association of Educational Broadcasters*. Hilton International, Las Vegas.

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.

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

March 7—Annual meeting and legislative dinner, *New York State Broadcasters Association*. Speaker will be Governor Nelson A. Rockefeller. Thruway Hyatt House, Albany.

March 8—Deadline for filing reply comments on FCC's proposed rule amendment concerning inclusion of program identification patterns in visual TV transmissions (Doc. 19314).

March 9—32d Gold Medal Anniversary Banquet, sponsored by *International Radio and Television Society*. Recipient of Gold Medal will be Julian Goodman, president of NBC. Special IRTS citation to Dr. Frank Stanton, vice chairman of CBS. Waldorf-Astoria, New York.

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

March 10-12—Second annual conference, *Association of Direct Marketing Agencies*. Cascade wing and meeting center. Colonial Williamsburg complex, Va.

March 14—Newsmaker Luncheon, sponsored by *International Radio and Television Society*. Waldorf-Astoria, New York.

March 15—Annual dinner, *Radio and Television Correspondents Association*. Shoreham hotel,

Washington. Joseph F. McCaffrey, outgoing president, will preside.

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

March 16-18—Annual meeting, *American Association of Advertising Agencies*. Boca Raton hotel and club, Boca Raton, Fla.

March 20-24—Seminar conducted by *Eastman 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.

March 21—*International Broadcasting Awards*, dinner honoring "best" radio and television commercials. Century Plaza hotel, Los Angeles.

March 22—Annual awards dinner, *Writers Guild of America*, West. Beverly Hilton hotel, Beverly Hills, Calif.

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

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

March 25—Spring meeting of board of directors, *Radio and Television News Directors Association*. Nassau, Bahamas.

April

April 1—Deadline for entries, 15th annual *American Bar Association* "Gavel Awards." Program is open to any general circulation newspaper, magazine, book, radio or television station or network, and film producing firm in the U.S. Awards are made in recognition of outstanding contribution "to public understanding of the American legal and judicial systems." For further information contact: ABA, Committee on Gavel Awards, 1155 East 60th Street, Chicago 60637.

April 3-6—Spring conference, *American Marketing Association*. Hotel Americana. New York.

April 4—Newsmaker Luncheon, sponsored by *International Radio and Television Society*. Speaker, Miles W. Kirkpatrick, chairman, Federal Trade Commission. Waldorf-Astoria, New York.

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

April 9-12—Annual convention, *Advertising Marketing International Network*. Rio Rico inn, Nogales, Ariz.

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

April 14-15—Annual meeting, *American Academy of Advertising*. University of Oklahoma, Norman.

April 15-18—Convention, *Southern Cable Television Association*. Convention Center, Myrtle Beach, S.C.

April 16-21—Television workshop, *National Press Photographers Association*. University of Oklahoma. Norman.

April 17-21—Seminar conducted by *Eastman 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.

April 18-19—Annual meeting, *Affiliated Advertising Agencies International*. Lucayan Beach hotel, Freeport, Grand Bahamas Island.

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

April 22—*Wrangler Awards* presentation which honors top Western films, musical pieces and literary works in 10 categories. Cowboy Hall of Fame, Oklahoma City.

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

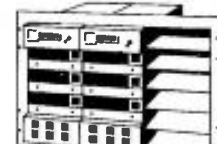


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January 7, 1972

Editor:

Our typographer goofed in the ad we placed in your January 3 issue thanking the 120 TV stations on our '71 Jerry Lewis Labor Day Telethon network. Somehow, a typo in the call letters of WJAC-TV, Johnstown, Pa., survived final proofreading.

Apologies WJAC-TV!

Robert Ross,
Executive Director

Muscular Dystrophy Associations
of America, Inc.
1790 Broadway
New York, N.Y. 10019

OpenMike®

Proof of performance

EDITOR: The pulling power of BROADCASTING has been brought home to me once again with a little item you ran Dec. 13, in which it was reported that WCBS-FM was offering free to other radio stations a 60-second antidrug-abuse public-service announcement by Max Yasgur. We've already received 34 requests from stations nationwide.—*Herbert W. McCord, station manager, WCBS-FM New York.*

The uninited

EDITOR: We are a large loosely-knit group of non-amateur shortwave listeners that has begun to make an impact on international broadcasters.

Specifically, when Radio Denmark, for financial reasons, chose to discontinue its English language transmissions, we conducted a massive letter-writing appeal to the director of the government-operated system. As a result, the English transmissions were continued after they had been canceled.

A similar campaign was conducted when financial pressures would have closed the entire shortwave operation of Austrian radio. Subsequently, the Austrian government renewed funding for this operation for two years. . . .

Unfortunately, many think we are somewhat freakish—a weird offspring of amateur radio. U.S. Information Agency Director Frank Shakespeare, speaking at a major conference on international broadcasting in 1970, drew laughter when he termed us kids listening to radios. This we are not, and it is this image that we seek to dispel. . . .

We, the listening target of many international broadcasters, are never invited to participate at internal broadcasting conferences.

Perhaps BROADCASTING could play a vital part in helping to organize the hundreds of thousands of shortwave listeners in North America into a viable group.—*Serge C. P. Neumann, member of board of directors, Society for the Preservation of the Enjoying Engrossment of DXing (SPEEDX), 286 Scheidler Apartments, Muncie, Ind. 47304.*

Testimonial

EDITOR: Since a considerable portion of the total media planning and buying that I am currently involved in is in the broadcast area your publication is important reading material for me.—*Laurence B. Miller, vice president and assistant media director, Grey Advertising, New York.*

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Broadcasting® TELEVISION

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

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

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FM rock radio—an interesting, but independent, advertising medium

"Rainier ale is a fine dark mellow ale with something to it," reads the copy from one of a series of commercials for the Rainier Brewing Co., Seattle. Last June, these commercials began appearing on AM top-40 and FM rock stations in the major California markets—the same commercials on both AM and FM. But what are the differences between AM top-40 and FM rock radio, and how do these differences affect the ability of each to get through to the older age segment (21 to 30) of the current youth market?

Consider the product first. Rainier ale is similar to English brown ale. You can definitely taste the hops, the product is dark in color, and the alcoholic content is about 50% higher than beer. The prime market has traditionally been among blacks and blue collar whites. However, the introduction of malt liquors started a sales decline. The objective now was to build a new market franchise for the brand.

To reach the youth market, we decided to use AM top-40 and FM rock radio. Music was the best method of communicating with this audience. Of the two media, FM rock carried far more music, and we prepared our commercials with the FM format in mind. Besides, we had reason to believe the FM audience is larger than the rating services show, and it is this audience that sets trends for the rest of the youth market.

Two things were most important about the commercials themselves. The music had to stand out, and it had to be in character with the product. As it turned out, the music that came closest to the character of the ale was old-style New Orleans jazz—not commercial Dixieland, but purist New Orleans—and nothing could stand out more than that on a rock-music station. The line, "Rainier Ale is a fine dark mellow ale," is read by a 67-year-old cornetist, De De Pierce, as the Preservation Hall Jazz Band plays "Just a Closer Walk with Thee." Recorded live in New Orleans, the Preservation Hall Jazz Band delivered the kind of music that honestly reflected the character of the product and at the same time stood out on rock radio.

For at least one AM station, Preservation Hall stood out too much. As far as this station was concerned, Preservation Hall derailed the show. The spots decidedly did not belong to the "with-it"

school of AM radio commercials. But on FM stations, rock program directors were asking us for LP's of the band and playing them at length. A considerable amount of favorable on-air comment by FM disk jockeys showed their delight in having commercials that contained a "new" kind of music that genuinely entertained their audience.

These reactions get to the matter of the ability of each medium to reach the current youth market. AM top-40 retains its audience by building a rapid tempo out of DJ chatter, commercials, short cuts of music, and contests. The music played is limited in range because of the feeling that the large teenage portion of the audience only wants to hear the current and very recent batch of hit tunes. The result is a driving expected sound that fails to involve the listener except when the music is being played.

FM rock works differently. With regard to pace, the typical FM disk jockey sounds as if he is about to fall asleep. He gets away with this because the appeal of his programming is in the records he plays. If he did come on in the typical AM manner in full stereo, he would blow the listeners out of the room. With a lower commercial load, FM can play longer cuts of music which allow the listener to get more involved. Further, the fact that FM rock is not catering to the teen-age market gives the disk jockey freedom to include non-rock music.

Proof that the depth of appreciation for music goes beyond rock in the young market is showing up everywhere. One good example is the Preservation Hall Jazz Band in person. When this antique treasure appeared in San Francisco, most of the 20,000 who came out to hear it were young people. Another example is the current popularity of

classical organist, Virgil Fox, or for that matter the reaction in San Francisco to a Rainier Ale concert staged in the city's most celebrated cathedral.

Last September, Rainier sponsored a classical organ recital and light show in Grace cathedral at the top of Nob Hill. Tickets were \$2.50 and the event was advertised on FM rock-radio stations. Over 2,500 young people came to hear the music of Bach, Handel and Mendelssohn as the columns and walls of the cathedral changed colors, which leads back to the point that music, all kinds of music gets through to the current youth market, and there is more music and it sounds better on FM rock radio.

In certain California markets, the ratings are now reflecting a move to FM, and mass advertisers are beginning to buy time. This creates a problems because the relationship between the FM audience and the station is in part due to the antiestablishment bias of the FM air staff. As large companies begin to advertise their products, the feeling that FM rock is the property of its audience is diminished.

The extent to which FM rock can be effective in reaching the youth market will depend on the advertiser's realization that AM top-40 and FM rock radio are very different media. FM is still nonconformist. For Rainier ale, the problem of antiestablishment bias was not significant in that the product had the appeal of an independent.

However, the mass advertiser considering the use of FM rock should be prepared to give back something to its audience, perhaps in the form of sponsorship of special programming. The effectiveness of FM rock is growing, but if the medium is not used with intelligence and intimate understanding, its importance will be diminished for all its advertisers, Rainier ale included.



Richard M. Owens is a vice president of The Maxwell Arnold Agency, San Francisco. Before joining the agency, Mr. Owens was advertising manager for Rolling Stone magazine. Mr. Owens' agency experience includes account-executive positions on Tab and Sprite beverages at The Marschalk Co. Inc., Atlanta and New York; Foremost Dairies and General Mills at Dancer-Fitzgerald-Sample Inc., San Francisco; and Shasta Beverages at Hoefer, Dieterich & Brown Inc., San Francisco.

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SYRACUSE

WHEN—M-F

1 in rating & share (both ADI & Metro), homes, adults, total women, women 18-49, 25-64, 25-49, total housewives and housewives under 50.

ROCHESTER, N.Y.

WROC—M-F

1 in rating & share (both ADI & Metro), homes, total adults, total women, women 18-49, 18-34, 25-64, 25-49, total housewives and housewives under 50.

ASHEVILLE

WLOS—M-F

1 in rating & share (both ADI & Metro), homes, total adults, total women, women 18-49 (tie), 25-64 and total housewives.

BANGOR

WLBZ—M-F

1 in rating & share (both ADI & Metro), homes, total women, women 25-64, total housewives and total adults.

PORTLAND, ORE.

KATU—M-F

1 in rating & share (Metro & tie ADI).

WICHITA

KAKE—M-F (6:00 CST)

1 in rating & share (both ADI & Metro), homes, adults, total women, women 18-49, 18-34, 25-64, 25-49, total housewives and housewives under 50.

SAVANNAH

WTOG—M-F

1 in rating & share (both ADI & Metro), homes, total women, women 18-49, 18-34, 25-64, 25-49, total housewives and housewives under 50.



CENSOREL

ARB has requested that we do publish the long list of network major syndicated programs in competition with TO TELL THE TRUTH in these markets. We will gladly answer telephone or mail inquiries concerning this "secret-sensitive" information.

To Tell The Truth
wins big in
**FRINGE
TIME**

6:30 P.M.

5:30

GREENSBORO, N.C.

WGHP—M-F

1 in homes, total women, women 18-49, 18-34, 25-49 and housewives under 50. No. 2 in rating & share (Metro) and total housewives.

TAMPA

WFLA—M-F

1 in rating & share (both ADI & Metro), homes, total adults, total women, women 25-64 and total housewives.

4:30 P.M.

5:30 P.M.

5:00 P.

BOSTON

WHDH—M-F

1 in rating & share (both ADI & Metro tie) and homes.

PHILADELPHIA

WPVI—M-F

1 In rating & share (ADI tie) and total women.

SIOUX CITY

KTIV—M-F

1 in rating & share (both ADI & Metro), homes, adults, total women, women 18-49 (tie), 18-34 (tie), 25-64, 25-49, total housewives and housewives under 50.

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

To Tell The Truth
wins big at
7:30 P.M.

PHOENIX

KOOL—M,W,TH,F+ (6:30 CST)

#**1** in rating & share (both ADI & Metro), homes, total adults, total women, women 18-49, 18-34, 25-64, 25-49, total housewives and housewives under 50.

PROVIDENCE

WJAR—M,W,TH,F+

#**1** in rating & share (both ADI & Metro), homes, total adults, total women, women 25-64, 25-49 and total housewives.

ALBANY

WTEN—M,T,W,TH,F+

#**1** in rating & share (both ADI & Metro), homes, total adults, total women, women 25-64 and total housewives.

DES MOINES

KRNT—W,TH,F,S+ (6:30 CST)

#**1** in rating & share (both ADI & Metro), homes, adults, total women, women 18-49, 25-64, 25-49, total housewives and housewives under 50.

MEMPHIS

WREC—M,W,TH,F+ (6:30 CST)

#**1** in rating & shares (ADI), homes, total adults, total women, women 18-49, 18-34, 25-64 and total housewives.

CHATTANOOGA

WDEF—M,W,TH,F+

#**1** in rating & share (both ADI & Metro), homes (tie), total adults, total women, women 25-64 and total housewives.

COLUMBUS, O.

WTVN—M,W,TH,F+

#**1** in rating & share (both ADI & Metro), homes, total women, women 25-64 and total housewives.

NASHVILLE

WLAC—TH & F+ (6:30 CST)

#**1** in rating & share (both ADI & Metro), homes, total adults, total women, women 18-49, 25-64, 25-49, total housewives and housewives under 50.

ROANOKE

WSLS—M,W,TH,F+

#**1** in rating & share (both ADI & Metro), homes, total adults, total women, women 18-49, 18-34, 25-64, 25-49, total housewives and housewives under 50.

To Tell The Truth
wins big in
**DAY
TIME**

3:30 P.M.

TUCSON

KOLD—M-F

#**1** in rating & share (both ADI & Metro), homes, total adults, total women, women 18-49 (tie), 25-64 (tie), total housewives and housewives under 50 (tie).

10:00 A.M.

BALTIMORE

WMAR—M-F

#**1** in rating & share (both ADI & Metro), homes, total adults, women 18-49, 25-64, 25-49, total housewives and housewives under 50.

1:00 P.M.

KNOXVILLE

WBIR—M-F

#**1** in rating & share (ADI tie & Metro), homes, total adults, total women, women 18-49, 18-34, 25-64, 25-49, total housewives and housewives under 50.



Host **GARRY MOORE**
REGULAR PANELISTS, KITTY CARLISLE,
PEGGY CASS, BILL CULLEN PLUS GUESTS

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Growth market in black radio

It's still a separate medium, but becoming less so as polish, professionalism and commercial acceptance grow

The term "black radio" has always brought to mind a particular format, as definable in its way as top 40, country or "beautiful music." That format—popular soul music and personalities—is still very much alive; quantitatively and commercially, it continues to dominate its field. But it no longer has the field to itself. Slowly, tentatively, the diversity of black America is beginning to find expression on the radio dial.

It follows. Specialization is overtaking all of radio, as entrepreneurs recognize the commercial advantages of acknowledging audience diversity; and if the black audience was ever a monolith (which is, at the least, doubtful), it is anything but that in 1972. But diversity in black radio has been a long time coming; four years after picket signs crying "soul music is not enough" went up, more than a decade after the black struggle assumed center stage, diversity on the radio dial is just passing its infancy. But if the stations are still few in number, their progress is being watched closely, and their number is likely to grow.

There are, for example, stations that emphasize a particular kind of black music other than soul, such as gospel or jazz. There are noncommercial and/or educational stations, either operated by black institutions or devoting a substantial portion of their schedule to black programming.

Most interesting, though so far numerically insignificant, are the stations known at least provisionally as "progressive" black radio. These stations, born of a new black consciousness and geared specifically to that portion of the black community for which soul music alone is no longer enough, combine all aspects of the black experience—soul, gospel, jazz, African music, talk, whatever.

All of these stations, whether mainstream or specialized, are identifiably, consciously black, but their interpretations of what a black station ought to

be in 1972 are taking them in quite different directions. The soul station—a lineal descendant of the raunchy sound that used to be called "race radio"—is now, in its more successful incarnations, as slick and commercial as any general-market station. This version of black radio is slowly becoming homogenized. Its advertisers, personalities, economic incentives and professional standards owe at least as much to the traditions and practices of commercial radio in general as to the distinctive demands of blackness. Only in its playlist—which is dominated although not monopolized by commercial black artists—a few of its

Special Report



public-service efforts, and some of the slang and off-the-cuff remarks by air personalities ("Ahhh . . . When will my black brothers find peace?" wonders the DJ, introducing a record), does this kind of station stand firmly apart from its more general counterparts.

And even that distinction may be lessening. With the overlap between playlists of black and general stations; the airing on top-40 stations of features like "He's a Black Man," a series of short tributes to significant blacks; general-market stations that are beginning to seek black announcers in an effort to carve a bigger share of the minority audience; and the continuing specializa-

tion of radio in general, there are some who think that "black radio" as a separate entity may eventually disappear. In fact, some think it would be a good thing.

"I hope black radio is headed out of business," says Paul Yates, general manager of WILD(AM) Boston. "I look for the day when there is no need for black radio, or Spanish radio, or any kind of ethnic radio." That day will come, he says, only when there is racial integration, philosophical consensus and economic equality on a level far beyond that of the present.

The growing specialization in black radio is firm evidence that many others find that goal neither attainable nor desirable. One good way to understand the combination of prosperity and uncertainty in traditional black radio is to look in some detail at the new kinds of radio that have sprung up to compete with it.

In Washington, for example, a pioneering attempt to win a special audience with an all-gospel format has been going strong for about a year at WUST(AM). Consciously surrendering the teen-age and subteen market, WUST installed an "upbeat" gospel format, mixed it with a smooth, general-market sound, and nearly tripled its audience, according to General Manager Perry Walders.

"Over the years," Mr. Walders says, "we've always found that our gospel programming came up with the highest ratings. On Sunday we were all gospel and church programming, and our ratings then were the highest for the week."

The "gospel soul" sound that WUST developed to replace its former soul programming is not unselectively "religious." "We don't play some slow, draggy Mahalia Jackson song just because it's religious," Mr. Walders says. "Our sound is upbeat."

Other stations devote a considerable portion of the broadcast day to gospel, but WUST is believed to be the first 100% gospel station. Not surprisingly, Mr.

Walders is among those who say that new forms of black radio will continue to gain in the competition with soul stations.

One reason, as he sees it, is the fact that soul stations are beginning to sound less and less like "black stations." The standard soul stations, he says, "would never have the high ratings if it weren't for the white teen-agers who suddenly went for soul music." Although there are no audience-research figures that either support or refute statements about which race listens to which stations, Mr. Walders says: "Just go to any suburban high school and listen to what's being played on the transistor radios."

To find an even more marked departure from the traditional soul format, look at WLIB-FM New York, where Frankie Crocker last year launched the new sound that has been called "progressive" black radio.

He'll play jazz or African music or gospel or soul, black or white artists, "anything we think relates to our format," Mr. Crocker says. "We choose records by feeling. Sure we look at the charts, but we're usually so far ahead of the trades that it takes time for them to catch up."

Another experimenter is Harvey Holiday, who programs WDAS-FM Philadelphia. The station switched nine months ago from progressive rock to a black progressive sound.

"The white kids who disliked top 40 could turn to the underground stations," Mr. Holiday says. "But the black kid who grew up a little—and may not dislike black AM, R&B radio, but wanted something a little more relevant, had to go to the underground too. But when he did, he lost the tie to the black community and music of black awareness."

Both Mr. Crocker and Mr. Holiday are hesitant about comparing the advent of black progressive formats with the rock formats. But it's undeniable that many of the same needs that dictated the necessity for progressive rock formats also helped bring the progressive black format into being. Audiences simply wanted to hear on the radio what they were hearing on their record players. The scope of black music has expanded as rapidly as the rest of pop music in the last half decade. The lyrics of songs like the Temptations' "Ball of Confusion," the Chi-Lites' "Give More Power to the People," and the Staple Singers' "Respect Yourself," indicate at least an attempt for relevance and awareness. But these songs made it onto top 40 as well as R&B because, although their lyric content was something new, they weren't much different musically.

There was no place on the dial for artists like Curtis Mayfield (who left a popular group, the Impressions, because he wanted to say something that



*Frankie Crocker,
WLIB-FM New York:*

Black progressive radio has developed to provide a home not merely for one kind of music, but for "all black professional talent," in a mix dictated as much by the gut as anything. "We choose records by feeling. Sure, we look at the charts, but we're usually so far ahead of the trades that it takes time for them to catch up."

went beyond the standard, slick sound; Melvin Van Peebles (producer of the hit black movie "Sweet Sweetback's Baadasssss Song") and his "Ain't Supposed to Die a Natural Death"; Roberta Flack and Donny Hathaway, and Grover Washington Jr. Black jazz artists have long lamented the fact that they get no airplay on black music stations.

*Jack Davis, executive vice president,
Bernard Howard & Co.:*

"If you could physically remove the Negro population from the United States, it would rank as the ninth nation in the world from the standpoint of disposable income. A lot of dollars are being spent by the black population. . . . A major advertiser today probably cannot achieve success or a number-one position in most major urban areas without seeking the support of the black market."

Radio audiences that wanted to hear Ornette Coleman, or Rahsaan Roland Kirk, or Charles Mingus, or Miles Davis, had few places on the dial to call their own.

This is the point where progressive rock and progressive black radio diverge. Rock radio has developed in order to provide a forum for a particular kind of music (and in some cases, the accompanying culture); black progressive radio was developed in order to encompass the full range of "all black professional talent," as Mr. Crocker puts it.

Hy Lit was once the top-rated disk jockey in the Philadelphia market while at WIBC(AM). Three years ago, tired of the regimentation in top 40 he, took the job of general manager at WDAS-FM to make the station into an underground rocker. But the ratings never quite lived up to expectations. It was then decided that perhaps they might try an idea that Bob Klein, general manager of WDAS(AM)—an R&B station—had had even before Hy Lit took over. So around March of last year, Mr. Holiday started programming album cuts, and African groups, and segued sets of songs together with montages. An audience in Philadelphia's black community lined up to listen to this new sound, the advertisers stayed with them, and the station was off and running. In eight months, its quarter-hour average ratings doubled from 77,000 people in January to 156,000 people in September. WDAS's theme, "Music for the People," proved to be no hype.

"Harvey had jocks who like to swing and swing hard; they like to break records, and because of that they created an audience," says Harold Freidman of Poppy Records. He likes to tell a story that indicates the kind of influence that WDAS now has. In October, Poppy released an album of a speech Dick Gregory made at Kent State University on the first anniversary of the killing of four students there. Harvey Holiday played parts of the album on his show; played underneath it was "Ohio," a song by the Isley Brothers about the shootings. As the weeks passed, Mr. Holiday chose different parts of the album and different songs to go with it. In the Philadelphia market, the album sold 10,000 copies (sales nationally have totaled 20,000) and climbed to number 10 on the soul charts, a rarity for a spoken album.

WLIB-FM was an all-jazz station before Frankie Crocker, formerly a DJ with WMCA(AM) New York, was brought in as program director. The station was something new; Mr. Crocker provided it with "The Total Black Experience in Sound."

"Our audience is of course mostly black, but in New York, if you want



Phil Watson,
WHUR(FM) Washington:

The station's goal is "nation-building," or developing among blacks an awareness of themselves as a people. "[We want to present] the black truth, not only for blacks, but for anyone who wants to know what it is. Our target is the black community, but we'll be reaching out for the white suburbs, too."

basic black music, no matter what nationality you are, this is the only place to get it. We're also the only black station in stereo."

Mr. Crocker splits the playlist into four sections—R&B, jazz, Latin and gospel—and programs to balance each category equally. The playlist is revised every two weeks, without any guidelines as to how much new product to program or how many records there can be on any list. Albums are placed on the playlist and each of the four disk jockeys is allowed to choose which cut he will play.

Mr. Crocker is also planning the station's first broadcast of a live show from Harlem's famed Apollo Theater, some time in February.

WLIB-FM's rating jumps since its format change are worth noting. In January and February of last year, with a jazz format, WLIB-FM was fifth in the market with adults between 7 p.m. and midnight; the quarter-hour average was 64,100. In September and October, with the new format, it had jumped to number three in the market with adults for the same time period, with 75,400 per quarter-hour.

Many broadcasters and record companies are watching these two stations to see if the experiment will work. Black

radio has always had an intensely loyal audience, but the black audience—once thought to be almost monolithic by researchers and businessmen—has splintered as a result of new socio-political awareness and an influx of more dollars into the black community. The power of the black progressive format (like that of rock radio) lies in the fact that it is an alternative for an audience that has been offered few alternatives.

But for the moment, the visibility and commercial power still belong to mainstream black radio. And here the message is not so much the change in programming style—it is simply a continuation of a long-standing trend toward mellow, slicker, more general-sounding radio—but the way that large national advertisers have adopted it as perhaps the best possible vehicle for reaching this specialized audience.

Its desirability grew during the sixties, as the number of blacks living in metropolitan areas increased by 6%, accelerating an already obvious trend. Today, nearly 75% of all blacks live in cities. Most of them listen to traditional black-oriented radio. And as blacks increasingly gravitate to urban centers, major national advertisers are slowly, belatedly recognizing the demographics of major markets.

For example, more than 14 million blacks reside in the 50 largest metropolitan areas alone; they represent 63% of the country's total black population. Black-oriented stations operating from those 50 cities reach that group of listeners and more—over 80% of the total black population, according to reliable estimates.

What this can mean to a national advertiser is summarized by Jack Davis, executive vice president of Bernard Howard & Co., the rep for 44 black stations in the top-50 markets: "A major advertiser today probably cannot achieve success or a number-one position in most major urban areas without seeking the support of the black market." He notes that in cities like Washington, Atlanta, Detroit and Gary, Ind., the black population is 45% or more, and in many others blacks constitute a sizable minority. "Obviously," Mr. Davis notes, "you have to sell that [black] segment to assure a pre-eminent position for your product in the market." That's pure, unsentimental commercialism: Advertisers seek these stations "not because they're white or black, but because we're delivering people, people with money."

A lot of blacks, watching the slow pace of social change, might be more than intrigued to learn that they're "people with money." But, considered in coldly commercial terms—as an economic lump—that's what they are. Estimates of black America's spending

power run in the \$30-40-billion range. It is a classic illustration of the way money talks.

There is also the related matter of corporate image for advertisers to consider. "They know it is to their advantage to court, to woo minorities," says Herman Sitrick, vice president and general manager of WGRT(AM) Chicago.

But the decisive fact is the change that has taken place over the past several years in the prosperity of black Americans and the way their money is spent. The products that are finding their way into black radio reflect these changes: "We know specific product categories have done extremely well in the black community—cars, shoes, beer, personal hygiene products—but we're seeing a change now," says agencyman Howard Nass of Cunningham & Walsh, New York. "Travel is coming in; the airlines, for instance. In the past, social restrictions prevented Negroes from having the money to travel, but that's changing. Blacks did not have the spendable income in the past that they have now."

The respectability of today's advertising on black-oriented stations is a far cry from the fly-by-night companies that crept onto the air 10 or 15 years ago. As Nashville's Race Relations Information Center noted two years ago in a report on the medium: "Advertising on black-oriented radio . . . underwent a radical change in the sixties. Previously, nearly every 'soul' station regularly promoted easy-credit clothing and furniture stores, often unscrupulous used-car dealerships . . . and cure-all patent medicines. It mattered little or nothing to



Lucky Cordell, general manager,
WVON(AM) Chicago:

"I don't see in the foreseeable future the day when radio is radio, when there is a complete merger of radio. That will come only when there is no need in society to have special voices for ethnic minorities."

ad salesmen whether the advertising claims were true, so long as the clients paid for their commercial time. . . . National advertisers' awareness of black economic growth played a major role in changing this economic policy."

Among the advertisers cited as having made a strong investment in the black medium are Colgate-Palmolive. Arco gasoline, American Airlines, Bond clothes, Hormel meats, Parkay margarine, Robert Hall clothes, and such substantial regional advertisers as Macy's and Continental Bank of Chicago. The list could go on but the point has been made: Big advertisers are seeking out black radio for the reason most persuasive to them—its economic value.

For all the obvious improvement in this area, management still needs to be on its guard. "We check it out with the Better Business Bureau," says Lucky Cordell, general manager of WGN(AM) Chicago, "and if they don't have any complaints, we take the ads. You [as a radio station] have to accept advertising from all businesses that are legitimate if you accept it from one."

If an advertiser is later found by the station to be exploiting the black community, he is taken off the air, Mr. Cordell says. "We investigate every single complaint, and follow each one through to satisfaction," he says. "But it takes time to eliminate the exploiters."

Another development that accompanied the emergence of larger advertisers in black radio is the decline of the "ethnic" sound in commercials. Some may occasionally be heard, but they are often regarded by black radio-men themselves as counterproductive. Reggie Lavong, general manager of WHAT(AM) Philadelphia, calls them "a big turnoff. In the early days," he adds, "there was a need for identity, to say: 'O.K., he's black so he sounds like he's from down home.' I'm 38, my parents were born in the ghetto and so was I, and I really don't relate to that and I really don't have to hear that. Now, I have children and they can't possibly have any particular ties to that type of sound."

This concern for professional sound extends to the programing side. When asked what a manager looks for in an announcer, Reggie Lavong says: "I won't hire a DJ unless he has a general sound. Most of the jocks here have worked pop stations before. Sound has no color; it's either good or bad. Blacks are no different."

Paul Yates shares that viewpoint but carries it a step further. "I agree that professionalism is desirable, but I won't hire a guy unless he's part of the mission," he says. "Color is not important, but to work here an announcer has to share a belief in aiding, informing and influencing the community we serve, the

WGRT is closer to the heart of Black Chicago

With our new transmitter location...all-new modern equipment and great new signal strength...



There are over 1,500,000 Blacks in the Chicagoland area. More than the total population of all but the 5 largest cities in the United States, according to the 1970 Census.

WGRT is listened to by more different persons than any other Black oriented station in the Chicago area ... 6 am to 7 pm ... Monday through Friday.

Source: PULSE Chicago Report, July-August, 1971

WGRT has "center of the dial" position for the



Best Soul Sound in Greater Chicagoland

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National Representatives: Alan Tarbet Associates, Inc. 555 Fifth Avenue
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... BUY the GREAT SOUL SOUND of WGRT

ONE RADIO STATION

CAN CARRY YOUR MESSAGE TO THE *ONE-MILLION, THREE-HUNDRED THOUSAND BLACKS IN MARYLAND, WASHINGTON, D.C., BALTIMORE, DELAWARE, NORTHERN VIRGINIA, SOUTHERN NEW JERSEY, AND SOUTHERN PENNSYLVANIA.

Wann

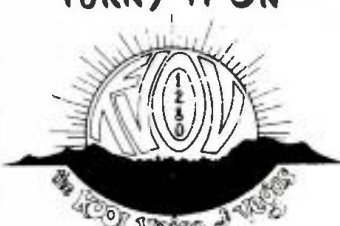
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M. H. Blum, *President and General Manager*
25 years under the same ownership and management.

*0.1 MV/M-approx. figure-1970 Census

**LAS VEGAS
Glitters
BUT ITS
SOUL
IS
BLACK*
AND
KVOV radio
TURNS IT ON****



*45,000+ blacks in Greater Las Vegas
**Over \$52 million buying income

**FIRST IN ATLANTA,
BIRMINGHAM, AND
COLUMBUS . . . TOTALLY
INVOLVED BLACK RADIO**

WXPB
Atlanta

WENN
Birmingham

WOKS
Columbus, Ga.

Hertz

COMMUNICATIONS GROUP, INC.

black community. If a white man came in here and was sincerely interested in doing that, I'd hire him if I thought he could do the job."

This kind of commitment to professionalism and community service, within the bounds of the economic realities faced by any broadcaster who hopes to be a commercial success, is the rule in standard black radio. It has helped win for the medium not only audience, but also the same kind of criticism that has been directed at general-market stations by reformers.

A recent example is a nationwide study conducted by the Rev. Anthony J. Meyer, S.J., of the Stanford University Institute for Communication Research. He concluded that black radio suffers because too much effort is put into maximizing profits at the expense of public service. That means, he said, that news must be kept in its place, that only token amounts of money and man-hours need be invested in community-service programming, and that ethically marginal advertising dollars are still accepted. This philosophy is followed, Father Meyer contends, until public outrage threatens to harm the station's image. It all sounds very much like the barbs thrown at general commercial radio.

And, to carry the parallel still further, one possible source of alternative programming is university radio. The newest of the breed is WHUR(FM) at Washington's Howard University.

The station began broadcasting under Howard's management last month, having been donated by Post-Newsweek Stations. What is its first priority? You're not likely to hear this answer often among commercial managers; Phil Watson, chairman of Howard's radio department and general manager of the station, lists it as "nation building." Radio is to him a means of building group identity and awareness of blacks as a "people," which he feels must come before they can achieve their rightful place in the society.

"I take seriously the old saying that black people have rhythm," he says, and he uses that rhythm to pace his programming efforts. "Everything is being done from a black perspective—editorials, music, cultural programs." He's out to prove that a black station can both produce quality programming and market it. In pursuing that end, WHUR wants to present the "black truth, not only for blacks, but for anyone else who wants to know what it is. Our target is the black community, but we'll be reaching out for the white suburbs too."

One of his future projects is to institute a black news service. There is now only one—the Black Audio Network, which services some 80% of all black-oriented radio stations in the country

with actualities of black newsmakers or newsmakers of interest to a black listening audience. Jay Levy, president of BAN, says his service has on many occasions transmitted items from and of the black community far ahead of their appearance on the general news wires. This is a result, Mr. Levy says, of having newsmen working in most major cities with a large black population. "They're in the community every day and are able to get the news days before a formal press conference is held, for example."

All the reports are transmitted to New York for distribution to his client stations—more than 90 in most major markets—that phone BAN twice daily for audio feeds.

The natural conclusion would be that BAN's success contradicts the notion of



Curtis Shaw, operations manager of WABQ(AM) Cleveland, president of National Association of Television and Radio Announcers, and chairman of board of Association for Black Broadcasting:

"Because of the increasing degree of social consciousness on the part of television and general-market radio stations, they are seeking out black talent . . . Black radio is not paying out the dollars it should to influence young blacks to stay in black radio once they get in. It doesn't matter what the job is; if a man is offered twice his salary, he's going to move."

"homogenization" in standard black radio. If the vast majority of black stations are seeking a specifically black news service, doesn't that mean that they're getting into blackness and claiming it as an identity?

Mr. Levy doesn't think so. He joins the consensus and says: "Black radio is tending to lose its identity. More and more black stations are trying to outdo their downtown competition instead of striving to retain black identity while at the same time trying to reach the general-market community."

One path away from homogenization might be an increase in black ownership and management of radio stations. There has been movement in that direction, but it's still too sluggish to be called a trend. Of the more than 400 stations that program for blacks at some time during the day (about 115 of them broadcast exclusively to blacks), only 16 are minority-owned. The consensus is that there has been improvement on the management side—it's particularly hard to find a white program director at a black station—but the increase in black ownership has been slower.

Richard Eaton, a white owner whose holdings include black-oriented stations WOOK(AM) Washington, WJMO(AM) Cleveland and WSD(AM) Baltimore, says: "There's a definite lack of well-trained, well-qualified black executives. They just don't have the opportunity to climb up through the ranks, to acquire the experience and training needed to run a modern radio station."

But the list *is* growing—there were only five black-owned stations in 1968—and the commitment of many new black owners is strong. The latest example is the acquisition of WSOK(AM) Savannah, Ga., by BCC Georgia Inc., a subsidiary of New York-based Black Communications Corp., whose executives are black artists and businessmen. Ben Tucker, BCC chairman—he's a jazz musician, composer and independent TV-radio and record producer—will direct the day-to-day operations at WSOK as general manager. "Absentee ownership doesn't cut it with me," he says. "How can I institute community affairs or public affairs from New York? No way in the world."

The stations owned wholly or substantially by blacks are WEBB(AM) Baltimore; WJBE(AM) Knoxville, Tenn.; WRDW(AM) Augusta, Ga.; KWK(AM) St. Louis; WCHB(AM) Inkster, Mich. (Detroit); WEUP(AM) Huntsville, Ala.; KPRS(AM) Kansas City, Mo.; WGPR(FM) Detroit; WTLC(FM) Indianapolis; WMPP(AM) Chicago Heights, Ill.; WORV(AM) Hattiesburg, Miss.; WWS(FM) Saginaw, Mich.; WVOE(AM) Chadbourn, N.C.; WSOK(AM) Savannah, Ga.; KOWH-FM Omaha; and WBLK-FM Buffalo, N.Y. The sale of WLIB(AM) by New Broad-

casting Inc., a white-owned firm, to Inner City Broadcasting Inc., a black group in Harlem, for \$1.9 million is awaiting FCC approval.

There's no way to tell what will come of the interaction between slowly widening black ownership and management on the one hand, and the slowly emerging trend toward polish in programming on the other. Black ownership doesn't necessarily mean that the programming will be strongly "black" (as opposed to general market) in character; at the same time, polish alone hardly constitutes proof that a station is "going white."

What does matter is the *kind* of polish and professionalism a station seeks, and all the evidence there—you can hear it on radio in any good-sized city—points toward the acceptance by many black stations of much of the sound and commercial outlook of general-market radio.

This development shouldn't be interpreted to mean that black radio or any important segment of it is about to disappear, to melt into something called "just plain radio." In the diverse, prosperous world of radio in the seventies, there *is* no such thing as "just radio." The measure of black radio's change and growth is that, in its own way and for its own audience, it is beginning to reflect that same diversity.



Jay Levy, president of
Black Audio Network:

Mainstream black radio "is tending to lose its identity. More and more black stations are trying to outdo their downtown competition instead of striving to retain black identity while at the same time trying to reach the general-market community."

1000 watts

1400 kc

WWIN

**The Radio Leader for
the Black Community
in Baltimore!**

24 hours a day

It's not all over yet

Pastore sets hearings to study the violence study and to determine what further action should be taken

The storm warnings that flew in anticipation of the surgeon general's study of TV violence were unnecessary at the official release of the report last Monday (Jan. 17). But the man who requested the two-and-a-half-year, \$1-million study—Senate Communications Subcommittee Chairman John O. Pastore—has scheduled “Television and Growing Up: The Impact of Televised Violence” for a thorough going-over.

The senator hailed the report as a “major breakthrough”, a spokesman said last week, because it has established for the first time a causal relationship between violence on television and aggressive behavior in some children (BROADCASTING, Jan. 17). Senator Pastore now wants to find out what

should be done about TV violence, the spokesman said, and has scheduled hearings on the report for March 21-24. Witnesses to be invited include Surgeon General Jesse L. Steinfeld and his 12-member Scientific Advisory Committee on Television and Social Behavior, which conducted the study; FCC Chairman Dean Burch, and representatives of the Federal Trade Commission, the three networks and the National Association of Broadcasters.

The spokesman said the report is considered to be as significant as the surgeon general's 1964 report on smoking and health, which identified cigarette smoking as a health hazard.

Also, House Communications Subcommittee Chairman Torbert H. Mac-

donald (D-Mass.) is likely to include the violence report in hearings on children's television, a spokesman said last week. But dates for those hearings have not yet been set. Mr. Macdonald labeled the report “bland,” noting that it arrives at no firm conclusion.

The report was made public at a news conference held by the surgeon general last Monday. Also in attendance were Dr. Eli Rubinstein, who directed the study; Dr. Ithiel de Sola Pool and Dr. Alberta E. Siegel, two members of the advisory committee, and Dr. Bertram S. Brown, director of the National Institute of Mental Health.

“This is not a whitewash,” Dr. Steinfeld said. “It is a strong, positive report signed by all the members of the committee.” He said the study should stimulate more research and provide “a basis for intelligent action by the networks, the FCC and the Congress.” And, he added, the information can be applied to “new media” such as CATV to help predict the effects of violence and to use the media for “prosocial behavior.”

The surgeon general and his colleagues declined to give their personal opinions on whether there is too much violence on television, but Drs. Pool and Siegel indicated they thought the problem sufficient to warrant action.

“It is not only the amount of violence involved, but the way in which it is handled,” Dr. Pool said. “It is perfectly clear that it makes a great deal of difference whether it is fantasy or reality” and how it is perceived by the child. The “cathartic” effects of violence are small if they exist at all, he said, and “we cannot justify violence on TV.”

Asking if there is too much violence on TV is also asking if there is too much violence in American life, Dr. Siegel said. “I say yes. And, I am interested in the sources of it and what can be done about it.”

NBC said last week that the report “is consistent with preliminary findings of a long-range study NBC began in 1969, at the initiative of NBC President Julian Goodman.”

NBC has committed \$500,000 to a five-year study designed by Dr. Thomas



At a news conference last week, Surgeon General Jesse L. Steinfeld (top) announced the results of a study that showed a causal link between TV violence and aggressive behavior in some children. Others who fielded questions were (bottom, l to r): Dr. Eli Rubinstein, director of the study; Dr. Bertram Brown, director of the National Institute of Mental Health, and Dr. Alberta Siegel and Dr. Ithiel de Sola Pool, two members of the advisory committee that supervised the research.

Coffin, its vice president for research (BROADCASTING, March 10, 1969). In a progress report on the study, NBC said last spring it is using the panel study—which measures the same people at two different points in time and then examines the differences between them—to measure the social effects of TV.

"We have read the surgeon general's report and feel that it speaks for itself," said John A. Schneider, president of CBS/Broadcast Group. "When the studies become available, we plan to examine them carefully."

Mr. Schneider was referring to five volumes of research reports, used in compiling the advisory committee's report, that are to be published by the Government Printing Office.

CBS has committed more than \$600,000 to violence-research studies under grants to independent academicians (BROADCASTING, May 10, 1971).

ABC, which is conducting similar research said the surgeon general's report "tends to be consistent with the preliminary findings of ABC-sponsored research in this area" (BROADCASTING, July 19, 1971). This research is a continuing project.

In a statement issued from Marco Island, Fla., where NAB held its winter board meeting last week (see page 26), NAB President Vincent Wasilewski said: "The report confirms previous research results and supports our often-stated position that the effects of such TV programing are much more limited than is frequently charged. The facts set forth give balance and perspective in an area where exaggeration and loose charges have been rife. The report provides useful information to the broadcasting industry."

In other quarters, there was criticism of the makeup of the advisory committee.

FCC Commissioner Nicholas Johnson noted that the TV industry was allowed to blackball seven of the 40 persons originally considered for the study committee. He was echoing charges lodged earlier by Representative John M. Murphy (D-N.Y.) (BROADCASTING, Jan. 17).

Mr. Murphy, in a prepared statement, identified the seven as Dr. Ralph Garry, Dr. Albert Bandura, Leonard Berkowitz, Otto Larsen, Percy H. Tannenbaum, Leo Bogart and Leon Eisenbert. "Most of these seven," he said, "through major university research, had published scientific papers indicating the grave social dangers of television violence."

The approval procedure also "resulted in five of the 12 members having close ties with the industry . . .," he charged. As examples, Mr. Murphy

This time, ACT honors television

Action for Children's Television, which has been in the forefront of the fight for regulation and upgrading of children's TV programing, last week announced the recipients of its first annual "Achievement in Children's Television Awards."

ACT is presenting them to those who "take a step towards upgrading children's television programing and eliminating commercialism."

Most of the series named by ACT received only "commendations" rather than the actual award because "many of them are still interrupted by commercials," ACT said. However, two of the awards did go to advertisers: Hallmark Cards was honored for its sponsorship of the NBC-TV special, *The Snow Goose*, on Nov. 15, 1971. And Health Tex received an award for "outstanding institutional advertising within a children's TV program shown in early prime time" (*Babar Comes to America*, NBC-TV, Sept. 7, 1971).

Other award recipients: Post-Newsweek Stations for "seeking out quality programs for children" and "clustering commercials on such programs." *Doing/Being*, which appears on Post-Newsweek stations, is one of those programs. Children's Television Workshop for its initiative as a creative unit devoted to children's programing and "experimentation in television education for young



Post-Newsweek's *Doing/Being* stars (l to r): Ernie Fields, Denny Meyers and Cockroach are all smiles over ACT award.

children": Fred Rogers of the Public Broadcasting Service's *Misterogers Neighborhood* and Robert Keeshan of CBS-TV's *Captain Kangaroo*; WHDH-TV Boston for its series of five special half-hour programs for children during the summer entitled *The Kid's Thing*, which did not contain commercials, and PBS for "presenting a variety and diversity of programs for children, aired at times when many . . . are watching."

Commendations without awards were given to Group W's *Earth Lab*; CBS-TV's *Children's Film Festival*, *In the News* and *You Are There*; ABC-TV's *Jackson Five*, *Curiosity Shop* and *Make a Wish*, and NBC-TV's *Take a Giant Step* and *Mr. Wizard*.

mentioned Mr. Coffin of NBC and Dr. Joseph T. Klapper, director of social research for CBS. The congressman vowed to "seek a thorough investigation" by the House Commerce Committee (of which he is a member) "of the makeup and history of the committee."

At the surgeon general's news conference, Dr. Rubinstein said the seven deletions were recommended by ABC, NBC and NAB. They did not state their reasons, he said, because none were called for by the surgeon general. He added that CBS made no recommendations because it thought them more appropriate for the surgeon general.

"We didn't want to be accused of picking a committee slanted against the television industry," Dr. Steinfeld said, although he agreed it was unfair to give the networks a veto power denied other participating groups and said it would have been preferable to have no industry representatives involved.

Does the Department of Health, Education and Welfare plan to continue studies in the violence field? Dr. Brown said at the news conference that several related studies are now under way at

NIMH and there will be more if they are warranted.

An NIMH spokesman later said there are five "active" grants being made to universities totaling just under \$200,000.

The topics are: "research on repeated exposure to film violence" (University of Wisconsin); "guilt desensitization via exposure to mass-media violence" (Yale); "training parents in management of antisocial boys" (University of Denver); "effects of observing violence on human aggression" (Western Michigan), and "effects of filmed aggression on subsequent behavior" (University of Pennsylvania). The spokesman said NIMH is prepared to spend "double or triple" the \$200,000, if needed, for violence-related research.

The FCC, which has been awaiting the report of the surgeon general's committee as a possible guide to its future action in the area of children's programing, apparently is not going to be satisfied with the report itself. Chairman Dean Burch's office was conferring with Dr. Steinfeld last week on the establishment of a panel of experts who would brief the commission on the report. Under consideration as panelists are



They have a dream ■ At a news conference, Mrs. Martin Luther King Jr., and executives of Screen Gems division of Columbia Pictures Industries announced plans to distribute a three-hour film documentary, "King: A Filmed Record . . . Montgomery to Memphis." Until these plans were made known, the film had been shown only once, on March 24, 1970, when it was presented simultaneously in more than 700 theaters in 300 cities in the U.S., to more than 500,000 people. Each person then in attendance had contributed \$5 to a special memorial fund. William Hart, vice president of syndication for Screen Gems, hopes to raise at least \$250,000 for the fund from television presentation. The film will be licensed to stations for showing during the week of April 2, in commemoration of Dr. King's assassination four years ago. Mr. Hart said the film will be carried in one, two or three segments, with commercials permitted between segments. Discussing the film's distribution plans are (l to r): Jerome S. Hyams, senior executive vice president, Columbia Pictures; Mr. Hart; Marvin Kornan, vice president of advertising and public relations for Screen Gems; Coretta King, widow of Dr. King, and Ely Landau, producer of the film.

members of the committee, as well as those social scientists who had been considered for membership but were vetoed by the networks.

Officials said the panel would aid the commission in giving direction to its consultants on children's programming, Elizabeth Roberts and Dr. Alan Pearce. Another possibility is that the commission may hire additional consultants to read and analyze the five volumes of research material on which the committee's report is based, and to advise the commission on the research's implications for broadcasting. The back-up material is not expected to be published until mid-March.

Chairman Burch hopes the panel could be established in time to brief the commission within "the next couple of weeks," according to one source. That timetable would help the commission prepare for its appearance at Senator Pastore's hearings.

Looking to TV: Cinemation

Cinemation Industries, New York, theatrical motion-picture distribution company, has announced that it is moving into television and motion-picture pro-

duction. Harris Katleman, formerly president of Four Star Entertainment Corp., the sales arm of Four Star International Inc., has been appointed to implement Cinemation's production plans. Mr. Katleman has been named to a newly created post as vice president in charge of motion pictures and television. According to the company, Cinemation is currently involved in network discussions concerning video-tape and film production of half-hour, hour and 90-minute shows. Mr. Katleman plans to establish Cinemation offices in Hollywood.

New format for WGMS, job shuffle at RKO

RKO Radio Division of RKO General Inc. announced last Thursday (Jan. 20) it has notified the FCC of a change of format of WGMS(AM) Bethesda, Md. (a suburb of Washington) from classical to contemporary music, effective on or about March 1, with a 60-day transition period.

WGMS(AM) and WGMS-FM Washington have been broadcasting classical music, simulcasting 49% of the broad-

cast time. WGMS-FM will remain fully classical music, according to Ross S. Taber, vice president, RKO Radio Division, who said the station's power will be increased from 20 kw to 34 kw and other engineering improvements instituted.

In explaining the changes, Mr. Taber said the company believes an FM stereo station dedicated to classical music can be economically viable and that a "distinctive contemporary service to Washington's nonclassical listeners can widen our audience and economic base."

Mr. Taber also announced a series of executives changes at various company-owned stations resulting from the format revision in Washington. Paul Drew, program director, KFRC(AM) San Francisco, has been transferred to Washington as program director of WGMS(AM). Harry Ward, who has been program director of WGMS-AM-FM, remains with the FM facility in the same capacity.

Sebastian Stone, program director of WOR(FM) New York has replaced Mr. Drew at KFRC(AM). Mel Phillips, program director at WRKO(AM) Boston, has succeeded Mr. Stone in New York. A successor to Mr. Phillips in Boston has not yet been named as yet. All appointments are effective immediately.

CBS comes back strong in post-holiday Nielsen

CBS-TV recaptured the ratings lead by three full percentage points and with eight out of the top 10 shows in the week ended Jan. 9, according to the Fast Nielsen prime-time ratings report out last week. The averages: CBS 23.1, NBC 20.1, ABC 18.8.

CBS's *All in the Family* celebrated its first full year—it was inserted in the CBS schedule as a midseason replacement on Jan. 12, 1971—with a 40.7 rating and a 62% share of audience. In second position, ABC's *Marcus Welby* was followed in order by six CBS shows, *Here's Lucy*, *Gunsmoke*, *Mary Tyler Moore*, *Dick Van Dyke*, *Mannix* and *Hawaii Five-O* in a tie, and by ABC's *Movie of the Week* and CBS's *Doris Day*. NBC's *Flip Wilson* was 11th. CBS's midseason show, *Sonny & Cher*, ranked 17th, in a tie with NBC's *Ironsides*.

Meantime, NBC noted that its replacement series, *Sanford & Son*, Friday, 8-8:30 p.m. EST, in its first showing (Jan. 14) rated a 52% share of audience in New York and a 46% share locally in Los Angeles, according to Nielsen overnight ratings. Opposite it, CBS's *O'Hara* locally had 16 and 11 shares and ABC's *Brady Bunch* 26 and 23 shares in the respective cities.

Film buyers seen unzipping wallets

Syndicator sees upbeat as stations adjust to FCC access rule

The general market for syndicated TV product in 1972 will be decidedly more bullish than it was in 1971. The reason: Stations, at first confused by the FCC's prime-time access rule, have learned to live with it.

Charles D. McGregor, executive vice president in charge of worldwide distribution for Warner Bros. Television, made this forecast at a meeting of the company's domestic sales executives in Burbank, Calif. "The rule had a marked impact on the syndication business," Mr. McGregor said afterward. "Stations didn't understand it. They waited and asked: 'What'll we do?' But now they're living with it and realize it costs more money than we can afford to produce first-run product for their 7:30 slots."

Mr. McGregor and Warner Bros. Television have not given up the possibility of producing first-run for syndication. The company still examines projects that might answer the 7:30 station need. Still the dilemma of how to produce network-quality programs for station dollars was not solved at the recent sales meeting.

Yet Mr. McGregor has spotted a

trend of another kind coming into play. "I see more first-run features going into syndication," is his evaluation.

Apparently this move is taking place without great fanfare. WB-TV's just released "Volume 17" of 30 features (BROADCASTING, Jan. 10), includes five movies that never before have played on television.

In the recent past, first-run features were at a premium in syndicated packages. They went to the networks initially, with stations getting them only for off-network runs. Now, it appears, with networks having built up backlogs of features, and also making numbers of features specifically for first showing on television, first-run movies are being made available again at the station level.

The irony in it, Mr. McGregor says, is that stations no longer seem as eager as they once were for first-run features, feeling more secure, evidently, with movies that have played the networks first and established a track record. "We're going to have to wean them back into it," he notes.

'News to us,' says CBS of schedule speculation

The broadcast department of Foote, Cone & Belding speculated last week that CBS-TV might well announce by next September a 7:30 p.m. NYT nightly start of its prime-time schedule. CBS-

TV authorities, asked about the FC&B report, said such a move was "well down on the list of probabilities for the fall." From CBS's initial reaction, it appears that the report was news to the network.

According to CBS-TV President Robert Wood, the network has no current plans for unilaterally setting a 7:30 starting time. He recalled that last year, prior to the effective date of the prime-time access rule, CBS had opted for a 7:30 start time but that subsequently all the networks went to a common starting time of 8 o'clock, with a 7:30 start time permitted on Sunday and Tuesday.

Although CBS itself was surprised by the agency's assertion, the FC&B report was being circulated to its clients and others in the TV industry receiving its "Channel One" newsletter. Said the agency: "Will CBS explode scheduling bombshell? Syndicators, to say nothing of NBC and ABC, are holding their breath waiting to see if CBS will announce an across-the-board 7:30 p.m. network start for next September.

"This would open up 10:30-11 p.m. for local programing." But "Channel One" predicts that if this happens, "most CBS affiliates would move their 11 p.m. news to 10:30-11 p.m. This would enable CBS to start its network movies a full half-hour ahead of Carson and Cavett. Other nets, for competitive reasons, would be forced to follow."



Three young girls from Bethlehem, their journey to Rome and the first film ever of an audience in the private residence of Pope Paul VI—all are part of *The Untold Story*, a 30-minute documentary produced by Capital Cities Broadcasting Corp. and shown so far, at no charge, over 100 U.S. stations. The synopsis: Pope Paul had invited Mother Elizabeth Marie and Monsignor John Nolan to Rome in recognition of their work in the Middle East. Three orphan children (Gluzar, Mimi and Farideh) were chosen to accompany them. Cap-

cities producer-director Milton Fruchtmann came on the story while on assignment in the area, and obtained permission to follow the five principals on their journey and into the private audience. The production stills above show (at left) Pope Paul, Monsignor Nolan and the girls in the Apostolic Palace, and (at right) location shooting among the columns of the Pantheon in Rome. Mr. Fruchtmann is on the far right. The cameraman is Michael Murphy; his assistant, Mario Ronchetti.

Uproar over NAB fizzles in Florida

Differences are settled; at winter meeting in the sun, Wasilewski to be given new contract, more help

The revolt against the leadership of Vincent T. Wasilewski, president of the National Association of Broadcasters, collapsed last week when the 44-man joint board gave him a unanimous vote of confidence at its winter meeting in Marco Island, Fla.

The expression of solidarity with Mr. Wasilewski came the day after the radio board met in a special session to allow members to vent their dissatisfaction with the NAB leadership. That dissatisfaction had been the basis for what appeared last month as a potential rebellion, with Mr. Wasilewski's head as its objective. His victory, however, had two apparent strings attached. One was the joint board's direction to Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., who is chairman of NAB, to appoint a special committee to investigate and study the purposes and the organization of the association. The other was the charge to Mr. Chapin to name another committee to negotiate a contract with Mr. Wasilewski, basically involving compensation and tenure. Mr. Wasilewski has served without a contract from his first day as president in 1965, except for an understanding regarding tenure reached two years ago with the then NAB chairman, Willard

E. Walbridge, Capital Cities Broadcasting Corp., Houston. In that agreement Mr. Wasilewski promised to give the association six months notice if he intended to resign.

In the course of the joint board's meeting on Jan. 18, Mr. Wasilewski also was instructed to "beef up" the government-relations activities of the association, including, it is understood, spending more money and adding personnel, if needed.

Underlying the dissidents' attitude is the poor score in government relations for broadcasting in general, ranging from the loss of cigarette advertising last year to license renewal jeopardy this year. In fact, one of the principal subjects at the joint board meeting was a boxscore on 45 issues presented by Dale G. Moore, KGVO-TV Missoula, Mont., that showed broadcasters had won on only three issues, lost on 25 with 17 still undetermined in the last few years. Also impressing board members was a statement from the office of Representative Richard G. Shoup (R-Mont.), also submitted by Mr. Moore, asserting that neither he nor Representative Bill Frenzel (R-Minn.) had ever been visited by the NAB on the political-spending bill. Mr. Shoup's statement also declared

that the association had not appeared before committees considering the political-spending bill (he is a member of the House Commerce Committee). NAB government-relations staffers maintained that both congressman had been contacted on that bill.

One of the goals of disgruntled board members apparently was the resignation of Paul Comstock, executive vice president of the NAB's government-relations department. No changes in personnel were ordered but the charge to upgrade government relations is seen by some members as forecasting his departure, perhaps after the November election.

There also is speculation that Mr. Wasilewski will devote more time to government-relations activities. To that end, some sort of rearrangement of NAB executive personnel is anticipated, probably resulting in the appointment of a senior executive vice president—perhaps Grover C. Cobb, now one of the association's three executive VP's—to administer the affairs of the association, plus other changes ("Closed Circuit," Jan. 17).

The vote of confidence for Mr. Wasilewski came after Mr. Moore raised the question of the president's contract. This move took place at an executive session of the joint board from which all staff members were excluded. The motion to give Mr. Wasilewski a vote of confidence was made by Ben A. Laird, WDUZ-AM-FM Green Bay, Wis.

The collapse of the rebellion, which had been led mostly by some radio broadcasters, became evident Monday (Jan. 17) during the special four-hour session of the radio board. This resulted in the venting of all the dissatisfactions and is said to have served as a safety valve. That meeting saw three formal presentations—by William A. Merrick, KBMN(AM) Bozeman, Mont.; Jerry Lee, WQVR(FM) Philadelphia, and Philip Spencer, WCSS(AM) Amsterdam, N.Y. All three were leaders of the abortive attempt to convene a Dec. 13, 1971, meeting in Denver. That meeting was dropped when the radio board chairman, Andrew Ockershausen, Evening Star Stations, Washington, arranged



NAB President Wasilewski: He keeps the office

for a special meeting in Florida the day before the regular board meeting. Aside from providing a forum for the expression of unhappiness with the NAB organization and leadership, the special radio board meeting concluded with a single resolution: that a special committee be named to study the direction in which the NAB is going and to make recommendations—a move taken by the joint board the next day.

Although the radio meeting on Monday began on a highly emotional level, it soon cooled down. It was evident early on that day any drive to force Mr. Wasilewski out was doomed, with one estimate holding that 23 of the 29 radio board members would oppose that objective.

Support for Mr. Wasilewski was voiced at the joint board meeting by Mr. Chapin who also acknowledged what he cited as shortcomings in the staff as well as lack of successes in the government-relations field. Echoing others on the board, Mr. Chapin noted that not many association staff executives have had operating broadcast experience. He also agreed that the NAB's staff seems to pay too much attention to large broadcasters and not enough to the needs of smaller-market members.

Mr. Chapin warned against splitting the industry into two organizations, one for radio and the other for TV, as had been suggested more and more over the last two months. To do this, he said, would only satisfy those "who will be joyously fulfilled with the demise of American free broadcasting."

He also noted that broadcasters for too long have failed to establish a continuing dialogue with legislators and, he added, support against attacks on broadcasting have not come from the "prime benefactors" of the system—the audience and the business establishment.

Among other actions the joint board:

- Discussed the Federal Trade Commission's filing with the FCC that recommended counteradvertising provisions under the fairness doctrine, and ordered the staff to oppose it.
- Authorized James Hulbert, NAB executive vice president for public relations, to spend up to \$25,000 to buy advertisements in Washington newspapers to brief congressmen and senators on issues affecting broadcasting.
- Ordered the staff to draft legislation that would prevent the siphoning off of programs from TV to CATV.
- Reiterated opposition to the provisions of the political spending bill that would impose special limitations on candidates using broadcast media. (Two days later the bill passed without change [see page 38].)
- Discussed the establishment of a po-



Evangelist Billy Graham is the first choice to receive the National Association of Broadcasters' Distinguished Service Award at its annual convention in April. The selection was made at last week's joint board meeting in Marco Island, Fla., subject to Dr. Graham's acceptance. He was reported last week to be meditating on an island in the Caribbean. Should Dr. Graham decline, the honor would fall to comedian Jack Benny, assuming he accepted. Mr. Benny was second choice of 10-man NAB selection committee. Others considered for award were Walter Cronkite, CBS News; Ward Quaal, WGN Continental Broadcasting; Arthur Godfrey and Robert Young (for his role in Marcus Welby).

litical-action committee to contribute to the campaigns of sympathetic candidates and agreed that the NAB—as an association—cannot become involved. Moves in this direction, it was agreed, must come from individual broadcasters acting in a private capacity.

L.A. schools win round in quest for ch. 58

A rarity among FCC cases—competition for an educational TV channel—moved a step closer to conclusion last week, as FCC Hearing Examiner Chester F. Naumowicz recommended that the Los Angeles Unified School District be awarded that city's channel 58.

Examiner Naumowicz said the decisive factor was the questionable financial status of the competing applicant, Viewer Sponsored Television Foundation. Although the group has raised slightly more than 25% of the \$529,000 it would need to build the station and operate it for a year, its anticipated revenues are "hopes rather than reasonable expectations," the examiner said.

The question had been raised during the year-long hearing whether California state law would prohibit the school district from using state funds to produce educational programs. However, Examiner Naumowicz said that said existing statutes are ambiguous in this area: the county attorney's assurance that there is no such prohibition will stand unless overturned by the courts, he said.

Gone: NAB's VP's for radio and TV

Also OK'd by radio board: Radio Information Office, consolidation of services

The first move toward realignment of the staff of the National Association of Broadcasters took place last Wednesday (Jan. 19) when the association's radio board accepted a recommendation from the executive committee that the offices of vice president for radio and TV be abolished. In their place, the radio board agreed that an office of station services should be established ("Closed Circuit," Jan. 17).

A similar recommendation was adopted by the TV board Thursday (Jan. 20) and was expected to be approved by the joint board Friday (Jan. 21).

Action by the boards, meeting in Marco Island, Fla., was required, it was noted, because both offices were established by board action; radio in 1954, TV in the mid-sixties.

Following this formal detail, it is anticipated that Vincent T. Wasilewski, NAB president, will name Grover C. Cobb, now executive vice president for station relations, as senior vice president in charge of administration. This is expected to free Mr. Wasilewski from administrative duties so that he can spend more time on government relations and in traveling to see broadcasters and address civic groups.

Mr. Wasilewski was given a unanimous vote of confidence in his leadership at the first joint-board meeting (see page 26).

Also anticipated is the naming of William Carlisle, now vice president for television, as director of the station-services department. This department, it is understood, will not only include the services now performed by the TV and radio vice presidents but would also include the activities of the association's membership field staff. The field staff is headed by Alvin King. Both Mr. King and Charles Stone, now vice president for radio, are expected to be reassigned to other duties.

The radio board also adopted the resolution passed at the informal session on Monday (Jan. 17), calling on the joint board to name an ad hoc committee to make an in-depth study of the organization and the direction of the NAB. And indicating its concern with government relations, the radio board voted to ask the joint board to use some of the association's financial reserve to strengthen that activity. The

association has about \$1 million in liquid assets, including some \$200,000 profit from last year's convention. This action came when the radio board agreed to the new fiscal budget recommended by the executive committee. That runs about \$3.4 million.

As part of the drive to make radio a larger part of the NAB's activities, the radio board adopted an executive-committee recommendation that a Radio Information Office be established to promote radio broadcasting. This will be part of the association's public-relations department, at least initially. RIO will be budgeted for about \$80,000 yearly, some of which will come from existing public-relations funds. This is about the same amount that the NAB provides to the Television Information Office which, however, receives substantial additional contributions from other sources—the three TV networks and station subscribers.

The radio board made only one change in the RIO recommendation: Instead of a salary of \$18,000 for the director, the level was set at \$25,000.

On code matters, the radio board accepted the recommendation of the radio code board that off-track betting advertising be permitted on radio, provided that such activity is legal and that advertising is sponsored by an official in-

stitution. It also imposed a requirement that such advertising be institutional in character and must not directly attempt to persuade the audience to gamble. It also asked the executive committee to look into the legality of requiring all NAB members to subscribe to the code. This has been suggested for a number of years but most legal advice warns that the association may run afoul of the antitrust laws.

Ray Johnson, KMED-AM-FM Medford, Ore., was reappointed chairman of the radio code board, whose members were all renamed, except that Jack Hinton of CBS was named to replace Charles A. King of Mutual as the network representative.

Changing Hands

Announced

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

■ WBRC-AM-FM Birmingham, Ala.: Sold by Taft Broadcasting Co. to Mooney Broadcasting Co. for \$2,050,000 (see page 29).

■ KTOM(AM) Salinas, Calif.: Sold by Thomas J. King Broadcasting Corp. to Kilibro Broadcasting Corp., F. Robert

Fenton, president, for \$450,000. Kilibro Broadcasting owns KFIV(AM) Modesto and KAH(AM) Auburn, both California. KTOM operates on 1380 khz with 5 kw. Broker: Hogan-Feldmann Inc., Burbank, Calif.

■ WALY(AM) Herkimer, N.Y.: Sold by RMC Productions Inc. to Owego Community Service Broadcasting Corp. for \$200,000. James Graham is president of RMC Productions. Owego Community Service Broadcasting is a subsidiary of Community Service Broadcasting Corp. of Amsterdam, N.Y. Phil Spencer is its president. Buyers own WCSS(AM) Amsterdam and WITS(AM) Ticonderoga, N.Y. WALY operates on 1420 khz with 1 kw day. Broker: Hamilton-Landis & Associates.

■ WZOW-FM Utica, N.Y.: Sold by Philidely Inc. to Lawrence J. Horwin and Janet B. Horwin for \$73,000. Buyers reportedly have no other broadcast interests. Mr. Horwin was formerly with WWRL(AM) New York in sales capacity. WZOW-FM is on 107.3 mhz with 3.6 kw and an antenna height of minus 165 feet. 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 55).

■ WLIO(TV) (ch. 35) Lima, Ohio: Sold by WLOK Inc. to Lima Communications Corp. for \$1.5 million. WLOK Inc. is owned by Northwestern Ohio Broadcasting Corp., which is in turn owned by George E. Hamilton, Suzanne Hamilton Stewart, R. W. Mack and Franklin Mack. Buying firm is 75% owned by the Toledo Blade Co., Toledo, Ohio, and 25% by Midwestern Broadcasting Co. The Toledo Blade Co. publishes newspapers in Toledo, Pittsburgh and Red Bank, N.J., and has other print interests in Monterey, Calif., and Port Clifton, Ohio. It also has an interest in a Toledo CATV system. Its chairman, Paul Block Jr., and first vice president, William Block, have an interest in WWSW(AM) Pittsburgh. Midwestern is the licensee of WOHO(AM) Toledo, and is applicant to buy WGLN-FM Sylvania, Ohio.

■ Wsms-TV (ch. 51) Fort Lauderdale, Fla.: CP for dark station sold by Gold Coast Telecasting Co. to Channel 51 Inc. for \$473,615. Sellers said the permittee corporation was insolvent and capital sufficient to return the station to the air was unavailable. William F. Johns is president and Paris G. Singer, secretary and director of Channel 51. Eighty percent of the company is owned by Recreation Corp. of America. The commission stipulated that cer-



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tain principals of Recreation do not take an active management role in Channel 51, or in Recreation, whichever they choose. John A. Kemper, who was involved in an ABC-TV affiliation controversy in Dayton, Ohio, has a 20% stock interest in Recreation Corp. with his wife. He is not involved in management at present, however, and has placed his stock in voting trust.

Cable television

American Television & Communications Corp., Denver, has exercised purchase options to acquire four cable television systems in Pennsylvania and Tennessee. The acquisitions were made for an undisclosed amount of cash. In Pennsylvania, ATC acquired the remaining two-thirds interest in Reading CATV Inc., owner of Berks TV Cable Inc., with an estimated more than 18,000 subscribers in Reading, Pa. In Tennessee, ATC acquired the remaining 50% interest in Milex Inc., which operates systems in Milan, Lexington and Henderson, Tenn. ATC also announced that it has been awarded two franchises by the communities of Maitland and Casselberry, near Orlando, Fla.

Taft's WBRC-AM-FM sold for \$2 million

Group broadcaster Taft Broadcasting Co. will sell its WBRC-AM-FM Birmingham, Ala., to Mooney Broadcasting Co., subject to FCC approval. Price was fixed at \$2,050,000.

Taft will retain its WBRC-TV Birmingham. Company President Lawrence H. Rogers II explained that the sale was being made to enable the firm to "devote our full energies" to the operation of the television outlet there. He added that the radio sale does not presage a move by Taft to break up its radio-TV combinations in its other markets. He instead emphasized that the company is looking into other broadcast acquisitions, although no specific buys are presently in progress. Taft also owns WGR-AM-FM-TV Buffalo, N.Y.; WNEP-TV Scranton-Wilkes-Barre, Pa.; WTAF-TV Philadelphia; WTVN-AM-TV and WBUK-FM) Columbus, Ohio; WKRC-AM-FM-TV Cincinnati; WDAF-AM-FM-TV Kansas City, Mo. It also has communications-oriented subsidiaries, including Hanna-Barbera Productions. Hollywood.

Mooney Broadcasting is a publicly owned corporation headed by George P. Mooney. It owns WMAK(AM) Nashville and WKGN(AM) Knoxville, both Tennessee; WBRB(AM) Pensacola, Fla., and WUNO(AM) San Juan, Puerto Rico.

WBRC(AM) operates on 960 khz with 10 kw. WBRC-FM is on 106.9 mhz with 13 kw and an antenna 1,110 feet above average terrain. Broker is Hamilton-Landis & Associates.

Burch bends an ear toward radio

He wants 'special group' at FCC to listen to ad hoc radio committee

Radio broadcasters look to be in for more positive attention from the FCC. This, apparently, is the meaning of an exchange of letters between Richard Chapin (Stuart Enterprises, Lincoln, Neb.) and FCC Chairman Dean Burch which was made public at last week's National Association of Broadcasters' joint board meeting in Marco Island, Fla. (see page 26).

Chairman Burch told Mr. Chapin, chairman of the NAB joint board, that he has instructed John M. Torbet, the FCC's executive director, to work with NAB President Vincent Wasilewski to explore the feasibility of establishing an ad hoc radio broadcasters committee to study FCC policies, rules and procedures. Recommendations from this committee, Mr. Burch said, would go to "a group staffed by the FCC's Broadcast Bureau." This "special group" would in turn make recommendations to the FCC commissioners as appropriate.

Mr. Chapin, who since last fall has

been advocating special FCC services for radio broadcasters — particularly those in small markets—had written Mr. Burch last November urging moves at the FCC to lighten the regulatory burden of radio broadcasters. Mr. Chapin was particularly anxious to have the commission provide a special unit that would act as a sympathetic center for radio broadcast inquiries.

Mr. Wasilewski said last week he would contact Mr. Torbet to establish broadcasters committee.

Radio broadcasters still hope for a formal move to de-regulate radio, as suggested to the International Radio & Television Society last fall by Clay T. Whitehead, director of the Office of Telecommunications Policy (BROADCASTING, Oct. 11, 1971).

Light viewer

The audience for NBC-TV's *Today* show, high by standards of its early time of day, might be higher yet if it could persuade parent company executives to tune in. The *New York Times* reported last week that Robert W. Sarnoff, president of RCA Inc., asked at *Today*'s 20th anniversary party whether he watched the show, replied: "Yes. I think I looked at it about a year ago."

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Two men, two missions

The Stern brothers of New Orleans are both activists, but their quests send them down different trails

Money, like a gun, is beyond morality. It's all in how it is used, whether to serve only the owner's comfort and personal ambition, or to advance the human condition. In America, the staggering \$30 billion to \$40 billion in assets owned by foundations indicates that the talent Americans have for piling up great wealth is often accompanied by a conscience, even if sometimes a guilty one (not to mention, in some cases, a desire to beat the tax collector). And foundations and their gift-giving—for religion, for the study of art and literature and science, for aiding international understanding, for studying the resources of the future—are so ingrained in American life they are not only part of the establishment, they have come under the questioning eye of some in Congress who feel they are too big, too powerful, too tax free. But not all foundations are housed in soaring steel-and-glass towers in New York or Chicago or are of the establishment. Some are becoming radicalized, even to the point of dividing the families whose wealth made them possible. Take the broadcasting establishment, for instance, and the Stern brothers.

■ Tucked away on the second floor of a two-story commercial building in Washington, a few blocks from the FCC but safely outside the high-rent district, is the headquarters of one of the key figures in what the National Association of Broadcasters regards as the "conspiracy" dedicated to making life difficult for broadcasters. The small offices, with walls covered with posters that somehow fail to overcome a feeling of structural weariness, are those of the Stern Community Law Firm ("The Whole Earth is in jail, and we're planning this incredible jail break—Wavy Gravy, *The Realist*, Jan./Feb. 1971 p. 11," a hand-lettered sign on the door advises visitors).

The Mr. Big inside is not Tracy Westen, the law firm's one-man show, but Philip M. Stern, 45, author, one-time deputy assistant secretary of state for public affairs, and scion, as they used to say, of one of the wealthiest families in New Orleans. He operates two foundations—the Philip M. Stern Family Fund, with assets of some \$300,000, down from an original total of some \$500,000, and the Stern Fund, established by his father, the late Edgar B. Stern, and mother, Edith Rosenwald Stern, as the Edgar B. Stern Family Fund (his mother is still vice president), with assets of over \$5 million. One of his major concerns at the moment is strengthening the public's right of access to broadcasting; he feels there is an undue restriction on the amount and kind of information that is aired. And while he is not out to tear the system down, he certainly wants to shake it up.

Besides the public-interest Stern firm, whose particular interest is access cases, he supports the Los Angeles-based Stern

Concern, which brings together the politics and research savvy of Washington (supplied in large part by Mr. Stern and Mr. Westen) with the creative talents found in Los Angeles, where Marvin Segelman, former manager of Pacifica Foundation's KPFF(FM) Los Angeles, is in charge. Object: the creation and dissemination of intelligence designed to "hasten the pace of social change." And if the concern develops TV spots on, say, the Indochina war that stations will not accept, the law firm would probably attempt to serve as a kind of enforcer, filing a complaint with the FCC.

Mr. Stern is supporting both organizations this year with a \$100,000 grant from the Philip M. Stern Family Fund and, obviously, dipping into capital to do so—something sensible businessmen rarely contemplate. "If I feel it's important, the fund will run out of money," he says matter-of-factly. "But I doubt that it will. I can put more money into it." And he talks of selling land he owns in Washington and New England to raise additional capital.

Mr. Stern last year also aided—with a \$53,000 grant from the Stern Fund—the Citizens Communications Center of Washington, which was the first public-interest law firm in the broadcast field and which has helped numerous citizen groups petition to deny the renewal applications of stations whose service the groups found wanting. The CCC was also one of the plaintiffs in the suit that led the U.S. Court of Appeals in Washington to overturn the FCC policy statement designed to protect broadcasters against challengers seeking their frequency at license-renewal time. And, with an assist from Mr. Westen, the CCC's Albert Kramer wrote the brief in the BEM (Business

Executives' Move for Vietnam Peace) case in which the same court held that the public does indeed have a First Amendment right of access to broadcasting.

Nor is that all. The Stern Fund several years ago provided some of the funds to start the Institute for Policy Studies, of Washington, a kind of think tank for radical thinkers, which Mr. Stern served as chairman for a year, and helped finance its study of television broadcasting. The study resulted, two years ago, in a sharply critical report that included what might be termed a how-to manual for those interested in opposing license-renewal applications (BROADCASTING, Oct. 6, 1969). In fact, a statistical analysis of 32 mid-Atlantic states' television stations, which was included in the report, provided the basis for a petition of 15 Washington-area blacks seeking the denial of the renewal application of WMAL-TV. The commission denied the application, but the blacks are appealing.

The situation in broadcasting that concerns Mr. Stern is "symbolized most dramatically by a narrowness," he says. The number of broadcast owners is quite small in relation to the population as a whole, which "leaves the rest of the broad spectrum of people gaining access at the sufferance of the owner. You get the incredible spectacle of people having to sue the broadcaster to buy time to put on an antiwar spot. This is made all the more remarkable by the fact that the station is owned by one of the most public-interest-minded owners in the country"—a reference to Post-Newsweek Stations, owner of WTOP(AM) Washington, the station in the BEM suit.

Mr. Stern is concerned, too, about the public being "deluged" with commercials but denied access to information that some of the products being promoted are worthless. Pointing to a copy of a report of the American Medical Association's Council on Drugs that concludes that some over-the-counter drugs are irrelevant and not to be recommended, he asks: "How does the public learn about this? If the broadcaster decides he doesn't want that fact to go on the air either paid or as public service, how does the public learn about this? I think it's important that the public learns this. This is essentially what the Stern firm and the Stern Concern are all about—to gather the facts and see that those facts get to the public."

He is talking in his small office, taken up largely by a desk and a copying machine. Lying on its back on a shelf along one wall is a photograph of two men in Batman and Robin costumes, taken at a charity ball in Washington six years ago. The photograph is inscribed to Mr. Stern, the Robin of the piece,

from the Batman, E. William Henry, then chairman of the FCC.

■ Cut now to the ski country of Aspen, Colo., and somewhat more sumptuous surroundings than those of the Stern firm; these are the headquarters of Philip's 49-year-old brother, Edgar B., president of the Royal Street Corp., which owns WDSU-AM-FM-TV New Orleans but which is branching out into nonbroadcast interests. Edgar Stern is presently overseeing two large real-estate developments near Aspen, the construction of a ski resort which will include "two or three" hotels and several lodges on 12,000 acres near Salt Lake City, and the conversion of an old apartment house on San Francisco's Nob Hill into a 400-room hotel. (The fact that he is a ski enthusiast probably explains the move from New Orleans a year and a half ago.) So he is not in day-to-day contact with the WDSU stations or broadcasting matters generally.

But he hears of his brother's activities. And what he hears troubles him. He regards those activities as "unfortunate" and says he is "critical of them." Edgar takes the conventional broadcaster's position that the public does not have a right of access to the medium—that it is the broadcaster's responsibility to select the points of view to be aired. "I've talked to him," Edgar says of his brother. "But I can't convince him of anything."

In a way, the situation calls to mind the Alka-Seltzer commercial featuring

the twin brothers—one always indulging in food and drink while the other gets the upset stomach. But the image is not quite right for Edgar. He has a foundation of his own (the Six Foundation, with assets somewhat *appreciated* from \$500,000; Edgar really is the businessman in the family), which permits him to indulge a social conscience of his own, though in a relatively unspectacular fashion—support of research aimed at increasing the efficiency of educational methods, help for cultural enterprises in Aspen, donations to the United Fund and churches, things like that.

And former WDSU employees remember him not only as a sympathetic boss (he has kept disabled employees on the payroll for months; two cancer victims remained on for more than a year until they died) but as a broadcaster who provided New Orleans with quality service, particularly in news and public affairs during the South's time of troubles, the early 1960's, when the civil rights controversy was most intense. The station provided the news straight, according to one ex-WDSU newsman. "There were no sacred cows. Edgar wouldn't take anything from anybody. Hell, he probably could have bought and sold New Orleans a couple of times." Edgar Stern recalls it as a "brutal" time. "We had to have the home phone disconnected because of the obscene phone calls."

So in their attitude toward broadcasting, the Stern brothers demonstrate the

conflicting ways two possessors of wealth seek to justify that possession. The impulse to social activism they share is a family characteristic; but in Edgar it is anchored by another family trait, one that makes it possible for both to practice their respective kinds of activism—an interest in and an ability to make money.

■ Most of the Stern legacies come from their grandfather, Julius Rosenwald, who in the early 1900's bought a small Chicago mail-order house called Sears, Roebuck and served as its president from 1909 to 1924. As his fortune grew, so did his philanthropies. In all, he gave away some \$63 million, to Negro education, Jewish causes and a wide range of educational, religious, scientific and community organizations and institutions. He also established the Museum of Science and Industry in Chicago.

The tradition was not only carried on by Mr. Rosenwald's daughter Edith and her husband, Edgar B. Stern, a New Orleans cotton broker, but deliberately passed on by them. They established the first Stern family fund, and as their children—the two sons and a daughter, Audrey—grew up, put them on its board of directors; later they gave each \$500,000 to start his own fund. Edith Rosenwald Stern remains a vital and active force in the cultural and civic life of New Orleans, as financial supporter and board member of a long list of organizations. She also maintains a gift-giving program of her own, inde-



Philip M. Stern (l) is shown in his office at the Stern Community Law Firm, on L Street in Washington, where he presides over two family funds that have

aided public-interest law firms active in broadcasting. His brother, Edgar B. Stern, president of the Royal Street Corp., which owns WDSU-AM-FM-TV

New Orleans, is pictured before one of Royal Street's nonbroadcasting ventures—the transformation of this San Francisco apartment house into a hotel.

pendent of the Stern Fund, that includes aid to religious and educational institutions—and to Ralph Nader's Center for the Study of Responsive Law, up to \$28,000 this year for a study of the National Academy of Sciences, particularly in its role as adviser to the government.

The children attended private schools in New Orleans and Connecticut and, in 1936-37, when their parents were traveling in Europe, in Switzerland. Edgar and Philip both went to Harvard, and did well—Edgar graduated cum laude in 1943, Philip in 1947 as a member of Phi Beta Kappa. So the background was the same. But once out of the nest, the Stern brothers took different courses.

Philip, who was always interested in government, worked for a time as a reporter and editorial writer for the *New Orleans Item*, but was soon in Washington as a government intern (under a program sponsored by the Rockefeller Foundation, as it happened). He was at State and Interior, and then on Capitol Hill, in the office of then Representative Henry Jackson (D-Wash.). Later he was the congressman's legislative assistant, then moved over to the office of Senator Paul H. Douglas (D-Ill.) in the same capacity. He was a campaign aide to Adlai E. Stevenson in his unsuccessful run for the Presidency in 1952, and director of research for the Democratic National Committee, from 1953 to 1956.

He tried the world of commerce once, with admittedly disastrous results. In 1957, motivated by the feeling that "people with means ought to do something" and "lured by the image of William Allen White and Emporia, and also *Newsday*," he and several associates, including Clayton Fritchey, who had been Governor Stevenson's news secretary in 1956, and George Ball, the Wall Street lawyer who had held important government posts during World War II, founded the *Northern Virginia Sun*, in Arlington. Somehow, Arlington turned out to be not Emporia, or even Long Island, and Mr. Stern and his friends not William Allen White. The paper was sold in 1961.

But by then, Democrats were back in the White House, and the former *Sun* owners were working for them—Mr. Ball as a top State Department official; Mr. Stern a lesser one, as deputy assistant secretary of state for public affairs (or "flack", as he will tell you), and Mr. Fritchey at the United Nations with Adlai Stevenson.

Mr. Stern left his job at State after a year to devote himself to writing. In 1964, he produced *The Great Treasury Raid*, a book about tax loopholes that, oddly for that kind of book, reached the best-seller lists for a while and which he now plans to update. He also wrote

FCC faces Pastore Feb. 1

Senator John O. Pastore (D-R.I.) announced last week that his Communications Subcommittee's FCC overview hearing will be held on Feb. 1.

The hearing is held annually by the Senate subcommittee and its House counterpart to review the commission's work and to explore major policy questions. Issues likely to be discussed in the Pastore hearing include CATV, violence on television, renewal policy and the fairness doctrine.

The session is scheduled for 10 a.m. in room 1318, New Senate Office building, Washington.

The Shame of a Nation, a photographic essay on American poverty, with photographs by George deVincent, and, with his wife, who is an artist and sculptor, *O Say Can You See*, by Dawn's *Urban Blight*, a book that in words and photographs (again by George deVincent), contrasts the grim reality of life for most of Washington's residents with the sights seen by the capital's tourists. And in 1969, his *The Oppenheimer Case*—a reconstruction of that celebrated security proceeding—was published.

In his philanthropies, Mr. Stern looks for causes more conventional foundations generally overlook. One activity he takes considerable satisfaction in having brought to life is the Center for Investigative Journalism, which financed Seymour Hersh's investigation of the My Lai massacre. Mr. Stern conceived the idea nine years ago, but was unable to breathe life into it when he ran the center himself, so the project lapsed. The center is now perking along in lively fashion under the direction of James Boyd, whose first venture into investigative journalism involved the transmission of compromising records belonging to his former boss, the late Senator Thomas Dodd (D-Conn.), to Jack Anderson.

The Stern Fund two years ago also helped to establish the Center for Law and Social Policy, in Washington. Its concerns are consumerism, environment and health—but these have led its attorneys to file a number of fairness complaints against broadcasters with the FCC. And one led to the court decision extending the fairness doctrine to commercials for automobiles and leaded gasoline.

In Tracy Westen's view, Mr. Stern, though his resources are relatively small, helps fill an important gap in the world of foundation gift-giving. "Foundations are generally conservative," he says. "They want to know who's on your board of directors. They'll give you money to do a study, but not if you're going to sue somebody." The Stern firm

and CCC, obviously, will sue anyone. So will the Center for Law and Social Policy. As a result, they have had an impact, which is what Mr. Stern wants.

The Stern philanthropies did not take a seriously activist turn until fairly recently. "My wife and I thought we had been putting money into good causes," Mr. Stern says. "But it was like putting Band-Aids on a hemorrhaging patient. We weren't changing anything." He started the law firm, in July 1970, under the influence of Gordon Sherman, of Chicago, and his Businessmen for the Public Interest, which attempts to use the law to bring about social change. (Mr. Sherman, a former president, and son of the founder, of Midas International Corp., was one of the original backers of CCC [BROADCASTING, Oct. 13, 1969]). "The general purpose of the firm was reform, not relief," he says.

Originally, it focused on Washington matters. But over its first year, it shrank in size from six lawyers to Tracy Westen (the lawyers had signed on for only one year), and it began concentrating on media and the question of the public's right of access to them. Mr. Stern saw other public-interest law firms springing up, and he was casting about for a cause not being served. The decision not only to concentrate on access cases but to establish the Stern Concern, in July 1971, was in response to his feeling "that there are a number of people who wanted to get into social change but didn't know how."

Mr. Stern, who spends much of his time researching and preparing fact sheets for the Stern Concern on a variety of subjects, like the AMA drug evaluation report, says he would like to do a book on the restrictions placed on the dissemination of information. I'm more concerned with information the public receives in superabundance—they are told to Buy! Buy! Buy!—and the difficulty of getting the other part of the picture across."

■ "I've been consumed by interest in business," Edgar Stern says, by way of explaining the different routes he and his brother have taken since college. "We have totally different interests." And in discussing his business affairs he exhibits at least the same enthusiasm his brother does in discussing the Stern Concern. Edgar does not simply talk about his various enterprises, he sells them. (The apartment house being transformed into a hotel is in the same block as the Mark Hopkins, he will say, or the ski resort is "20 miles from Salt Lake City, and only 30 minutes from the airport, and will represent \$100 million worth of sales and improvements over the next decade.")

Edgar Stern entered the broadcasting

business in December 1948 as his father's partner in the acquisition of WDSU-AM-FM-TV for \$600,000. The television station was put on the air 10 days after the Sterns acquired it, just ahead of the FCC-imposed freeze on television authorizations that was to last until 1952. As a result, WDSU-TV was not only one of the first television stations in the deep South, it was the only one for more than three years. But like many early TV stations, it was also losing money. Edgar Jr. emerged as the dominant figure in the ownership of the stations in 1951, when a corporation he headed and which included Robert Swezey (who has since been replaced as a principal by Dwight Martin) and A. Louis Read, acquired the stations from the partnership with \$1,185,000 lent by the elder Stern. (Philip was later to receive parental financial help when he went into the newspaper business).

A business associate of Edgar's who

has known the family for years, sees Edgar fulfilling the role of the older child who feels a special burden. "He felt he should follow in his father's footsteps [the elder Stern died in 1959], and do things for the family his father would. He has the seat on the Sears, Roebuck board his father and grandfather occupied. Edgar felt he had responsibility to the family for fulfilling those functions."

The friend also suggested another reason for the different paths taken by the brothers. Edgar, he says, "didn't feel guilt about doing business. He has a strong social orientation. He got it naturally, from his grandfather. . . . But he had no guilt feelings about making a profit or doing things businessmen do that make it possible for him and Philip to engage in their philanthropies." But Philip, he adds, "seems to have a guilty feeling about the money he has."

Philip generally advances another

reason to explain his activities, one offered by many men of means before him to explain their efforts to perform a public service: "I have a feeling that anyone blessed with a lot of money has certain obligation for public service of one sort or another."

But he is also a reflective and at times, at least, a candid man. And when he was asked recently whether he ever thought that feelings of guilt were involved in his work, he said: "Hell, yes, I've thought of that. It can't help but be a factor. But it's diminishing as time goes on. I think it's a small factor now. It's a negative thing if you give away money because you feel you have to. I don't feel I have to. I enjoy it. My grandfather used to say that it's as much work to give away a million dollars *well* as it is to make a million dollars. I take my philanthropy seriously. I work at it, and I think I do it well."

Aim now at ABC: to solidify gains

That's how Rule sees his new job, sitting next to Goldenson, now chairman and chief executive

ABC Inc.'s new top-management team, Leonard H. Goldenson and Elton H. Rule, have tasted blood and like it. As was made clear last week, the two of them are out to accentuate the company's recent gains on Wall Street and Madison Avenue. With their stock prices booming and with television ratings that can now be quoted in the same breath with those of CBS-TV and NBC-TV, the two settled into their new jobs in a spirit of optimism.

Last week on cue (BROADCASTING, Jan. 17), American Broadcasting Companies elevated Mr. Rule, president of the ABC Broadcast Division, to president and chief operating officer of the parent company. Mr. Goldenson, who had been president since 1953, was elected board chairman and chief executive officer.

Mr. Rule said that ABC's goal is to continue on the course begun about four years ago. He said he was charting no new directions and instituting no drastic changes.

He paid tribute to Mr. Goldenson, and to Simon B. Siegel, executive vice president of ABC Inc., who will relinquish his daily duties on April 7, for their roles in planning and accelerating the company's growth.

"For the past few years we have had game plans setting up certain goals," he explained. "And we have been on target—or ahead—in reaching these goals in all areas of operations."

He made it clear that at some time

in the future, the company would diversify. Mr. Rule indicated the expansion would be confined to the entertainment-communications fields—"our logical areas."

"What restrained us from diversifying in recent years was the dilution of our stock," he said. "At one time our stock was selling as low as 20-21, and we knew it was undervalued. It made no

sense to give up our stock at such low prices."

Mr. Rule said that his former post of president of the ABC Broadcasting Division and Mr. Siegel's executive vice presidency will not be filled—at least in the foreseeable future. "About 75% of the corporation's income comes from broadcast," he noted. "I'll continue to oversee this area and work closely in other sectors."

Mr. Rule added that the company has outstanding and seasoned executives in Everett H. Erlick, group vice president and general counsel of the parent company, and Samuel H. Clark, group vice president for nonbroadcast operations. They are expected to take on broader responsibilities.

One executive change that will be made shortly is the move of I. Martin Pompadur to the corporate staff where he will function as Mr. Rule's assistant. Mr. Pompadur has been a vice president, ABC Broadcasting Division, serving as chief aide to Mr. Rule.

The new ABC president is sanguine over prospects for all areas of the company. He said the television network, which has not been profitable since 1961, and the four radio networks "will operate in the black in 1972." He cited the more widespread acceptance of ABC television news and the improved daytime television ratings as other signs that ABC is on the move.

"We're careful to say that we are not the number-one network in prime time,"



Mr. Rule

ANY WAY YOU LOOK AT IT

GREEN IS

NOV. '71 ARB RATINGS *

#1 COLUMBUS, OHIO 7:30 PM
PROGRAMMED SAT. ONLY
Rating & Share (ADI & Metro), Homes, Total Adults, Total Women, Women 18-49; 18-34 (tel): 25-64

STATION	PROGRAM	ADJ. RATING	ADJ. SHARE	METRO RATING	METRO SHARE	TV HOMES	ADULTS	TOTAL	18-49	18-34	25-64
WVNS	GREEN ACRES	23	43	23	43	126	133	151	84	48	29
(A)	PROGRAM A	18	34	21	34	80	98	115	61	38	23
(B)	PROGRAM B	9	17	9	17	45	51	61	12	10	7

#1 AUSTIN, MINN. 6:30 PM
PROGRAMMED FRI. ONLY
Rating & Share (ADI & Metro), Homes, Total Adults, Total Women, Women 18-49; 18-34 (tel): 25-64 (tel): 25-49; Total Housewives (tel): Housewives Under 50

STATION	PROGRAM	ADJ. RATING	ADJ. SHARE	METRO RATING	METRO SHARE	TV HOMES	ADULTS	TOTAL	18-49	18-34	25-64
KATV	GREEN ACRES	17	29	25	33	18	17	18	9	5	13
(A)	PROGRAM A	15	26	23	34	11	9	10	6	5	8
(B)	PROGRAM B	15	26	23	34	11	9	10	6	5	8

#1 WILMINGTON, N.C. 1:30 PM
PROGRAMMED MON. TUES. WED. THURS. FRI.
Rating & Share (ADI & Metro), Homes, Total Adults, Total Women, Women 18-49; 18-34 (tel): 25-64 (tel): 25-49; Total Housewives (tel): Housewives Under 50

STATION	PROGRAM	ADJ. RATING	ADJ. SHARE	METRO RATING	METRO SHARE	TV HOMES	ADULTS	TOTAL	18-49	18-34	25-64
WVNS	GREEN ACRES	23	43	23	43	126	133	151	84	48	29
(A)	PROGRAM A	18	34	21	34	80	98	115	61	38	23
(B)	PROGRAM B	9	17	9	17	45	51	61	12	10	7

#1 FARGO 6:30 PM
PROGRAMMED FRI. ONLY
Rating & Share (ADI & Metro), Homes, Total Adults, Total Women, Women 18-49; 18-34; 25-64; Total Housewives, Housewives Under 50

STATION	PROGRAM	ADJ. RATING	ADJ. SHARE	METRO RATING	METRO SHARE	TV HOMES	ADULTS	TOTAL	18-49	18-34	25-64
KXIB	GREEN ACRES	21	39	34	46	24	11	7	16	8	23
(A)	PROGRAM A	10	19	16	15	5	2	1	4	1	5
(B)	PROGRAM B	12	22	21	22	13	7	4	7	4	12

#1 ROCKFORD 4:30 PM
PROGRAMMED MON. TUES. WED. THURS. FRI.
Rating & Share (ADI & Metro), Homes, Total Adults, Total Women, Women 18-49; 18-34 (tel): 25-64 (tel): 25-49; Total Housewives (tel): Housewives Under 50

STATION	PROGRAM	ADJ. RATING	ADJ. SHARE	METRO RATING	METRO SHARE	TV HOMES	ADULTS	TOTAL	18-49	18-34	25-64
WVNS	GREEN ACRES	23	43	23	43	126	133	151	84	48	29
(A)	PROGRAM A	18	34	21	34	80	98	115	61	38	23
(B)	PROGRAM B	9	17	9	17	45	51	61	12	10	7

#1 CHARLESTON—HUNTINGTON 4:30 PM
PROGRAMMED MON. TUES. WED. THURS. FRI.
Rating & Share (ADI & Metro), Homes, Total Adults, Total Women, Women 18-49; 18-34; 25-64; 25-49; Total Housewives, Housewives Under 50

STATION	PROGRAM	ADJ. RATING	ADJ. SHARE	METRO RATING	METRO SHARE	TV HOMES	ADULTS	TOTAL	18-49	18-34	25-64
WVNS	GREEN ACRES	22	42	22	42	126	133	151	84	48	29
(A)	PROGRAM A	19	36	20	35	80	98	115	61	38	23
(B)	PROGRAM B	7	19	9	23	45	51	61	12	10	7

#1 ASHEVILLE 7:30 PM
PROGRAMMED THURS. ONLY
Rating & Share (ADI & Metro), Homes, Total Adults, Total Women, Women 18-49; 18-34; 25-64; 25-49; Total Housewives, Housewives Under 50

STATION	PROGRAM	ADJ. RATING	ADJ. SHARE	METRO RATING	METRO SHARE	TV HOMES	ADULTS	TOTAL	18-49	18-34	25-64
WVNS	GREEN ACRES	23	43	23	43	126	133	151	84	48	29
(A)	PROGRAM A	18	34	21	34	80	98	115	61	38	23
(B)	PROGRAM B	9	17	9	17	45	51	61	12	10	7

#1 WEST PALM BEACH 4:30 PM
PROGRAMMED MON. TUES. WED. THURS. FRI.
Rating & Share (ADI & Metro), Homes, Total Adults, Total Women, Women 18-49; 18-34; 25-64; 25-49; Total Housewives, Housewives Under 50

STATION	PROGRAM	ADJ. RATING	ADJ. SHARE	METRO RATING	METRO SHARE	TV HOMES	ADULTS	TOTAL	18-49	18-34	25-64
WVNS	GREEN ACRES	23	43	23	43	126	133	151	84	48	29
(A)	PROGRAM A	18	34	21	34	80	98	115	61	38	23
(B)	PROGRAM B	9	17	9	17	45	51	61	12	10	7

#1 LANSING 4:30 PM
PROGRAMMED MON. TUES. WED. THURS. FRI.
Rating & Share (ADI & Metro), Homes, Total Adults, Total Women, Women 18-49; 18-34; 25-64; 25-49; Total Housewives, Housewives Under 50

STATION	PROGRAM	ADJ. RATING	ADJ. SHARE	METRO RATING	METRO SHARE	TV HOMES	ADULTS	TOTAL	18-49	18-34	25-64
WJIM	GREEN ACRES	15	43	15	44	38	22	16	11	6	10
(A)	PROGRAM A	5	14	5	15	13	16	13	6	4	8
(B)	PROGRAM B	4	11	3	9	9	16	13	6	4	12

* All ratings shown are from the ARB TELEVISION MARKET REPORTS OF NOVEMBER 1971 (ADI & METRO)
Data quoted here are estimates only, subject to certain effects and limitations described in the report.

ACRES

#1

#1 MEMPHIS 5:30 PM
PROGRAMMED MON., TUES., WED., THURS., FRI.
Rating & Share (Metro), Women 18-49; 18-34, 25-49, Housewives Under 50

STATION	PROGRAM	METRO RATING	METRO SHARE	WOMEN 18-49	18-34	25-49	HOUSEWIVES
WBDB	GREEN ACRES	18	35	40	25	31	34
(A)	PROGRAM A	17	33	32	17	24	28
(B)	PROGRAM B	13	25	21	9	17	19

#1 LOUISVILLE 7 PM
PROGRAMMED TUES. ONLY
Rating & Share (ADI & Metro), Homes, Women 18-49; 25-64; 25-49 (tie)

STATION	PROGRAM	METRO RATING	TV WOMEN 18-49	18-34	25-49
WAVE	GREEN ACRES	21	37	35	22
(A)	PROGRAM A	19	33	37	19
(B)	PROGRAM B	12	21	35	17
(C)	PROGRAM C	7	12	26	11

#1 GREENSBORO 7:30 PM
PROGRAMMED THURS. ONLY
Rating & Share (ADI)

STATION	PROGRAM	ADI RATING	ADI SHARE
WGHP	GREEN ACRES	19	33
(A)	PROGRAM A	15	26
(B)	PROGRAM B	18	31

#1 ORLANDO 5:30 PM
PROGRAMMED MON., TUES., WED., THURS., FRI.
Rating & Share (ADI & Metro), Homes, Women 18-49; 18-34, 25-64, 25-49, Housewives Under 50

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV WOMEN 18-49	18-34	25-49	HOUSEWIVES
WBDB	GREEN ACRES	18	37	19	39	63	21	13	14
(A)	PROGRAM A	17	35	16	33	58	13	5	24
(B)	PROGRAM B	11	22	11	22	41	14	5	20

#1 SPRINGFIELD, MO. 4 PM
PROGRAMMED MON., TUES., WED., THURS., FRI.
Rating & Share (ADI), Homes, Total Adults, Total Women, Women 18-49; 18-34 (tie); 25-64; 25-49, Total Housewives, Housewives Under 50

STATION	PROGRAM	ADI RATING	ADI SHARE	TV WOMEN 18-49	18-34	25-49	HOUSEWIVES
KTVY	GREEN ACRES	14	47	27	32	19	8
(A)	PROGRAM A	10	33	17	11	8	5
(B)	PROGRAM B	2	7	4	2	2	1

#1 COLUMBUS, OHIO 1 PM
PROGRAMMED MON., TUES., WED., THURS., FRI.
Rating & Share (ADI & Metro) (tie), Homes (tie)

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV WOMEN 18-49
WBNS	GREEN ACRES	8	33	8	40	44
(A)	PROGRAM A	5	21	4	20	30

#1 MADISON 6:30 PM
PROGRAMMED THURS. ONLY
Rating & Share (ADI & Metro), Homes, Total Adults, Total Women, Women 18-49; 18-34, 25-49, Total Housewives, Housewives Under 50

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV WOMEN 18-49
WVOW	GREEN ACRES	15	33	15	33	28
(A)	PROGRAM A	13	28	10	24	20
(B)	PROGRAM B	10	20	10	20	15

#1 CHARLESTON, S.C. 5:30 PM
PROGRAMMED MON., TUES., WED., THURS., FRI.
Rating & Share (ADI & Metro), Homes

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV WOMEN 18-49
WCSC	GREEN ACRES	17	37	16	34	26
(A)	PROGRAM A	14	30	13	30	20
(B)	PROGRAM B	12	26	14	30	15

#1 CHARLOTTE 5 PM
PROGRAMMED MON., TUES., WED., THURS., FRI.
Rating & Share (ADI & Metro), Homes, Total Adults, Total Women, Women 18-49; 18-34, 25-49, Total Housewives, Housewives Under 50

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV WOMEN 18-49
WMTV	GREEN ACRES	14	37	14	37	28
(A)	PROGRAM A	13	34	13	34	20
(B)	PROGRAM B	10	28	10	28	15

#1 SIOUX CITY 6:30 PM
PROGRAMMED WED. ONLY
Rating & Share (ADI & Metro), Homes, Total Adults, Total Women, Women 18-49; 18-34, 25-64; 25-49, Total Housewives, Housewives Under 50

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV WOMEN 18-49
KCAU	GREEN ACRES	27	44	26	46	58
(A)	PROGRAM A	12	20	16	27	15
(B)	PROGRAM B	9	15	13	19	10

#1 DALLAS 6:30 PM
PROGRAMMED SAT. ONLY
Rating & Share (ADI & Metro), Homes, Total Adults, Total Women, Women 18-49; 18-34, 25-49, Total Housewives, Housewives Under 50

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV WOMEN 18-49
WFAA	GREEN ACRES	59	73	46	63	33
(A)	PROGRAM A	12	37	11	35	29
(B)	PROGRAM B	0	0	0	0	0

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he stressed. "I think that in the future no one network is going to be number one for any length of time. It will be back and forth over a period of time."

"We now have a three-network economy, and I think it's healthy for our business."

In a statement after ABC's board meeting Monday (June 17), Mr. Goldenson took note of Mr. Rule's "outstanding knowledge of the communications industry," and said "his years of seasoned experience within ABC highly qualified him for his promotion. It was most merited and typifies the talented and younger executive team that we have built up and developed within our organization."

Mr. Rule, 54, is a tall, trim man of commanding presence. He is popular with network affiliates but has had scant outside exposure in the four years he has been with ABC in New York,

initially as president of ABC-TV and since last March as president of the broadcasting division. But he is expected to take a more active role from now on in representing the company at various governmental and industry functions and will increase public contact through more speaking engagements.

"I was never one for making speeches as an industry spokesman," he said, "but I suppose I'll be doing more of that."

Mr. Rule began his broadcast career with KROY(AM) Sacramento, Calif., as an announcer-salesman in 1938 and held sales and managerial posts at various stations in Los Angeles before joining KECA-TV, now KABC-TV. He was vice president and general manager of the ABC-owned TV station before moving to New York in 1968.

He described his business philosophy as "basically conservative." And, his conversation runs to such phrases as

"steady progress" and "realistic goals."

Mr. Rule arrives at his desk by 9 a.m. (He occupies the same office on the 39th floor of the ABC building to which he moved last year as president of the broadcast division.) He usually reaches his home in Scarsdale, N.Y., at 8 p.m. He plays paddle tennis and does five-minute exercises each morning. He is a third-generation Californian and says he "enjoys the way of life there, particularly the sunshine." He still maintains a house in Malibu and spends a month there each summer, with his wife, Betty, and two of their three children, Christie and James. A daughter, Mrs. Peter Dunne, lives in Los Angeles.

"We're looking forward to five or six days in the sun in early February," Mr. Rule said. But this trip will be in a different direction. "We are going down to Martinique."

Another move to block the CATV package

Petersmeyer makes plea to key members of Congress;
FCC make take final action on staff draft this week

With the FCC continuing on what appeared to be an inexorable march toward adoption of its long-pending package of proposed CATV rules, a second prominent broadcaster last week appealed to Congress to step in and exercise its oversight responsibility.

"The Congress," C. Wrede Petersmeyer, chairman and president of Corinthian Broadcasting Corp., said in a letter to the chairmen of four key subcommittees, "should prevent the FCC from committing a serious, irrevocable blunder which will cripple the public's free local television service and launch the nation on a path of no return to a system of pay cable that eventually will be dominated by a handful of program distributors in New York, Chicago and Los Angeles."

The letter was addressed to Senator John O. Pastore (D-R.I.), of the Senate Communications Subcommittee; Senator John L. McClellan (D-Ark.), of the Senate Subcommittee on Patents, Trademarks and Copyrights; Representative Torbert H. Macdonald (D-Mass.), of the House Communications Subcommittee, and Representative Robert W. Kastenmeier, of the House Judiciary Subcommittee dealing with copyright matters.

Two weeks ago, the same members of Congress received a letter from CBS Vice Chairman Frank Stanton asserting that the commission's package—including the provisions implementing the compromise agreement among repre-

sentatives of the broadcasting and cable TV industries and the copyright owners—poses serious dangers for the future viability of the present television system (BROADCASTING, Jan. 10).

As of last week, at least, the letters had had no discernible effect. Senator Pastore said he had no plans to respond and Senator McClellan said he was waiting for the commission to complete its work on the CATV package. Representative Kastenmeier said the issue was in the Senate's court, and Representative Macdonald had no reaction to the letters.

Senator Pastore is waiting for the presentation of the administration's position on long-range CATV policy, which is now being prepared by a special committee of cabinet secretaries and White House aides under the chairmanship of Clay T. Whitehead, director of the Office of Telecommunications Policy. (The committee's self-imposed deadline for presenting a report to the President has been slipping for months. There was no firm indication last week as to when the job will be completed.)

However, the senator is certain to discuss the matter with the commission during a hearing on the commission's activities, scheduled for Feb. 1 (see page 32).

Dr. Stanton focused primarily on the proposal for copyright legislation which parties to the agreement agreed to support. CBS has a copyright-infringement suit pending against Teleprompter Corp., which CBS officials are confident

will result in a decision, possibly in a matter of weeks, that will afford broadcasters far more protection than that promised in the proposed legislation. This would provide for compulsory copyright licensees.

Mr. Petersmeyer, in his letter, said copyright legislation is essential to a solution of the CATV problem, but not enough by itself. He said the nub of the issue is the importation of distant signals. "By permitting the importation of distant signals from other cities, the compromise plan could seriously damage the public's free television service," he said, particularly in markets below the top 10 or 15.

He said Congress should assure the adoption of a national policy under which CATV would be subjected "to fair and equitable copyright law" and which would permit CATV systems to import distant signals—and then only the nearest ones—to the extent necessary to provide their subscribers with the service of each of the three national networks, plus one independent station and one educational station.

Under the commission's proposed plan, systems in the top-50 markets would be permitted to import whatever signals they needed to provide a minimum service of three network and three independent stations; those in markets 51-100, three network and two independent outlets. (Local signals would include those of nonlocal stations "significantly viewed"—network affiliates with a 3% share and 25% net

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January 20, 1972

Dr. Clay T. Whitehead, Director
Office of Telecommunications Policy
Executive Office of the President
Washington, D. C. 20504

Dear Dr. Whitehead:

There is no practical solution to the problems caused by bringing distant television signals from one market into another. Sooner or later those who are trying to come up with the solution must face that fact. As I indicated in my letter to Representative Kastenmeier dated December 3, 1971 "I doubt whether anyone can come up with recommendations that will overcome the serious inequities involved with the proposed compromise." Even my own proposed revenue sharing plan would impose serious inequities on broadcasters whose share of the revenue from cable companies on their station would be insufficient to compensate for fractionalization of their particular audience by the importation of additional channels.

Elimination of the current market system, which divides up the country covered by the various television stations, will inequitably restructure one industry into something less desirable for the public. Free television will be devoid of local expression. Over-the-air television will dwindle to a few stations as the medium to small ones are forced out of business to become slave satellites of the large telecasters.

Distant signal pirating destroys the only practical method the film producer has to collect a just return for himself and the labors of his artists. The compulsory copyright proposal applying a single arbitrary figure to all products is not realistic. A product must be sold on its merit subject to negotiations based on the situation at hand. To illustrate: KGGM Television has purchased the license to the hour Perry Mason show. KBIM in Roswell microwaves the show from KGGM at one-fifth the price to the producer based on a prorated market size. Ironically the Roswell cable company, KBIM's competition, can bring this same show in at no charge. This is unequal treatment under the law.

The Fortnightly Decision, where the Supreme Court overruled the lower courts by not making a distinction between incidental extension of the antenna (to improve a signal) and commercial extension of the antenna, has caused a lack of attention to pertinent facts by the legal minds which fashion the law. At the time of this Supreme Court decision there was not sufficient information nor clear enough understanding of a still infant industry to arrive at a proper ruling. If the Supreme Court were given the opportunity to reexamine the case today they would no doubt have a reverse decision in the light of updated information.

I am in conference with a prominent Senator at this time who is considering the possibility of a bill which will prohibit distant signal importation into "B" areas of existing television. This will not preclude the use of cable for incidental extension of the antenna for the purpose of improving a signal in an area of inadequate television service. Nor will it prohibit the development of cable within "B" areas predicated on the many heralded other services such as burglar alarm systems, wired bookkeeping etc.

It's time this complicated subject matter be exposed to the broader experience of Congress so its lobbying processes can ferret out the truth. Congressional action will of course supersede the unfortunate Fortnightly Decision.

Sincerely,

Bruce Hebenstreit

Bruce Hebenstreit
New Mexico Broadcasting Company
President

weekly circulation, and independents with a 2% share and a 5% net weekly circulation.) In addition, top-100 market systems would be entitled to import two distant signals, regardless of local availabilities. Systems in smaller markets would be authorized to carry three network stations and one independent.

Mr. Petersmeyer said the commission's plan would permit CATV to use signals of free television to damage that system. "If cable can offer programs and services in the market place not now offered by free broadcasting, it will perform a useful service. But its service

should succeed or fail on its own merits."

Mr. Petersmeyer said Corinthian had urged the trade associations to which it belongs—the National Association of Broadcasters and the Association of Maximum Service Telecasters—to reject the compromise agreement, which paved the way for the commission to move toward the adoption of its CATV package. Both associations approved the agreement. CBS's representatives on the NAB board abstained when it voted on the issue.

The commission last week, mean-

while, was reported nearing its review of the staff draft of the proposed rules and the accompanying report and order. Criticism of the documents reportedly were still being voiced principally by Commissioner Robert E. Lee, who was expressing concern about the possible impact on UHF stations and small-market stations generally, and by Commissioner Nicholas Johnson, who feels the compromise leans too far in favor of the broadcasters. However, commission officials were talking of final action this week, and indications were that the package would be adopted.

BroadcastAdvertising®

Still in for '72 elections: Section 315

Campaign-spending reform bill goes to Nixon; equal-time provision for candidates is not withdrawn

Now awaiting the President's signature is the political spending bill, S. 382, and it omits what broadcasters wanted most—repeal of Section 315. The House last week passed the compromise version of the bill by a lopsided 334-to-19 vote.

The action last Wednesday (Jan. 19) seemingly removes the last roadblock facing the legislation.

Deputy White House Press Secretary Gerald L. Warren said the bill "meets the President's objectives" for comprehensive campaign reform. He declined to predict when Mr. Nixon would sign the measure into law, but said the bill would be subjected to normal study by the Office of Management and Budget before it reaches the President's desk.

The conference version, which passed the Senate shortly before the end of the first session of the 92d Congress (BROADCASTING, Dec. 20, 1971), contains no repeal of Section 315 of the Communications Act, the statutory mandate of equal time for all candidates for an office if time is given to one candidate.

Political-spending by all federal-office candidates is limited to 10 cents per eligible voter (or \$50,000, whichever is more). But no more than six cents may be spent in broadcast. There is no spending limit, within the 10-cent ceiling, for print media. The bill covers spending in TV, radio, CATV, newspapers, magazines and periodicals, and telephones.

Broadcast charges to candidates cannot exceed "the lowest unit charge . . . for the same class and amount of time for the same period" in the 45 days

preceding primaries and the 60 days preceding the general election. Print media may charge candidates no more than comparable rates given commercial advertisers.

In addition, the bill empowers the FCC to revoke the licenses of stations "for willful or repeated failure to allow reasonable access to or to permit purchase of reasonable amounts of time" by federal-office candidates.

The bill contains no limit on individ-

Martin-Trigona on politicalals

Anthony R. Martin-Trigona, of Urbana, Ill., a persistent litigant before the FCC, last week presented the commission with his own version of campaign-spending regulation as it applies to broadcasting. Mr. Martin-Trigona filed a petition asking the commission to prohibit any broadcast station from carrying political advertising on behalf of a candidate for any public office unless that announcement exceeds four-and-one-half minutes in length. Mr. Martin-Trigona contended that such a prohibition would not work against the short-funded candidate because stations' rates for five-minute advertising segments are usually "roughly equivalent" to the rates they charge for 60-second spots. Mr. Martin-Trigona also asked the commission to rule that stations must afford time for all candidates in a specific election, as long as they give the broadcaster a week's notice beforehand, and that candidates should have access to all broadcast time periods.

ual contributions, but does limit amounts candidates can contribute to their own campaign. Candidates would be required to file reports on contributions and expenditures with the secretary of the Senate, the clerk of the House or the comptroller general.

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

Before the vote was taken on the conference report, there was general discussion of the measure in which some members lauded the bill as "workable," "a good compromise," or "a long step forward" in campaign reform.

Three congressmen, who subsequently voted for the bill, rose to criticize aspects they said give unfair treatment to broadcasters. And, there was talk about changing that situation.

Jake Pickle (D-Tex.) pointed out that his amendment allowing broadcasters to charge candidates comparable rates passed in the House but was "traded off" in conference in exchange for the Senate's agreement not to repeal Section 315.

The difference in charges between print and broadcast is "patently unfair and should be corrected," Mr. Pickle said, "and I hope to take steps this year to do that."

The same criticism was voiced by Ancher Nelsen (R-Minn.). "I do not wish to go home and tell my broadcasters—the little, struggling stations—that they must take the lowest rate," he

told his colleagues on the House floor.

Hastings Keith (R-Mass.), ranking minority members of the Communications Subcommittee, also labeled the bill "unfair" to broadcasters, and added, "perhaps unconstitutional."

In a statement prepared for the *Congressional Record*, Mr. Keith was critical of the rate provisions, the spending limits and the "unfair, repressive" lack of Section 315 repeal.

Who can say what "reasonable access" is and who is going to determine if it is reasonable? he asked.

He charged that the access clause "flies in the face" of the industry's record of treating candidates fairly.

NBC President Julian Goodman described Congress's failure to repeal or suspend Section 315 as "regrettable." He said "the equal-time provision deprives the American public of full coverage of political campaigns, and as long as it is in effect it bars broadcasting from doing what it can do, and wants to do, to increase public knowledge of the candidates and the issues."

CBS Vice Chairman Frank Stanton also was critical of the bill in a speech last week at Ohio State University (see page 43).

ABC officials had no comment.

Discount chains step up TV spending

The television spending of the "mass merchandiser" or discount house is on the rise, according to a Television Bureau of Advertising report to be released today (Jan. 24).

TVB said that the 10 leading users of television among the discounters in the first nine months of 1971 invested \$6,908,200, or a 104.5% increase over the comparable period in 1970.

E. J. Korvette, New York-based, was the top advertiser in the category (from \$210,500 to \$1,365,000, a 548% increase). White Front, a West Coast chain, ranked second although its \$863,200 spent in the period represented a 20% decline for the stores. K-Mart, a division of Kresge Co., Detroit, was third with billings up from \$641,600 to \$852,900, an increase of 33% (White Front's two largest TV markets were Los Angeles and Detroit).

Others in the leading 10 and their 1971 nine-month spending and percentage increases over the comparable period in 1970: Community Discount Center \$829,000, a 130% increase; Zayre \$761,000, a 2,599% rise; Bargaintown U.S.A. \$750,000 (up 160%); Woolco (F. W. Woolworth is parent), \$656,700 (up 70%); S. Klein \$463,100 (up 1,428%); Warwick Shoppers World \$184,300 (none in 1970 period); Topps \$182,300 (down 50%).

Give and take in television code

Commercials cut back in children's programs; Preparation H let in

The National Association of Broadcasters last week reduced the quantity and frequency of ad content in weekend children's programming as permitted by the TV code. The action was taken by the association's TV board on the recommendation of the TV code-review board (BROADCASTING, Jan. 10).

The standards adopted by the TV board last week permit 12 minutes of nonprogram material per hour. The code board had proposed a ceiling of 11 minutes. The present limit is 16 minutes per hour in all daytime programming.

Under the new standards commercial interruptions in weekend children's shows will be kept to two within 30-minute programs and four within hours. The present limits are four and eight interruptions, respectively.

In still another move to reduce commercialism in weekend programming for the young, the board voted a code ban on the delivery of commercials in or adjacent to children's shows by hosts or primary cartoon characters.

All of the advertising restrictions in children's programming were originally proposed by ABC-TV. CBS-TV had argued for the imposition of similar standards on all children's programs throughout the week. Richard W. Jencks, CBS Inc. Washington vice president and member of the NAB television board, urged that extension in last week's meeting, and the board instructed the code board to review the proposal and make recommendations at the June meeting of the TV board.

The new standards in children's commercials are effective Jan. 1, 1973.

While tightening standards in weekend programming, the TV board loosened a long ban on advertising for hemorrhoid remedies. It agreed to admit Preparation H commercials to television, subject to policing of claims, taste and scheduling. Of the 15 members of the board four opposed that action: Leonard Patricelli, WTIC-TV Hartford, Conn.; Leslie G. Arries Jr., WBBM-TV Buffalo, N.Y.; Peter Storer, Storer Broadcasting, Miami Beach, and Donald P. Campbell, WMAR-TV Baltimore. At last summer's meeting Preparation H was rejected by a one-vote majority.

A third major code issue settled last week was a restriction on multmessage advertising in 30-second commercials. The TV board adopted a code-board recommendation that multiproduct com-

mercials in less than minute lengths will be acceptable only "if voice or voices, setting, background and continuity are used consistently throughout to appear to the viewer as a single announcement."

More rigid restrictions on multmessage spots were urged on the board by James Richdale and Charles H. Tower of Corinthian Broadcasting, who made a personal presentation. They wanted the commercials confined to products or services "closely related in character, purpose and use."

Advertisers will be notified that all multmessage commercials must conform to the new standards after July 1.

Another recommendation of the code-review board—that principal ingredients in over-the-counter drugs be identified in commercials that make any mention of the efficacy of particular ingredients—was referred back for refinement. Drug manufacturers had objected that the provision, as drafted, would place drug products with combination ingredients at a disadvantage.

The television board approved an increase in code-subscriber dues. The new schedule puts a station's fee at one and a half times its highest hourly rate, with a minimum of \$450 yearly and maximum of \$1,950. The present fee base is the station's highest hourly rate plus 15%. The new scale is effective April 1.

Equal time for the FTC

FTC representatives were on the road last week, talking generally about the agency's thrusts into advertising regulation and defending specifically the FTC's controversial proposal that the FCC enlarge the fairness doctrine to encompass product advertising.

Speaking before a Jan. 18 meeting of the American Marketing Association in Detroit, Robert Pitofsky, FTC director of consumer protection, said that full disclosure and counteradvertising were the surest remedies to the problems of "phony uniqueness" and half truths which confront the consumer.

Dwelling on children's advertising, Mr. Pitofsky added that there is "a difference between 'truth' as seen by a child and that as seen by an adult." It is that difference which he feels the FTC must span—helping to break down the visual persuasiveness and hero worship which the child cannot comprehend, and in their place substituting "truth."

Mr. Pitofsky also said that the regulations recommended by the FTC to the FCC (BROADCASTING, Jan. 10) were really "quite modest" and were in no way intended to "eliminate persuasion and emotional appeal." What the Trade Commission wants, he said, is some-

thing that has been stated many times before—the elimination of deceptive and false ads.

A day later (Jan. 19), Thomas J. Grady, an attorney in the FTC bureau of consumer protection, addressed the Advertisers Club in Cincinnati. He too touched on corrective advertising as a means to “cure consumer misimpressions.” In a move to make advertising “informational” as well as persuasive, he favored full disclosure and, where needed, counteradvertising. He hoped that this would be carried out by the individual station licensee, who would promote an opposing viewpoint in controversial issues.

Moving away from the actual controls, Mr. Grady noted that much of the criticism levelled against the FTC for its actions in the regulation arena was a result of people not really looking into “what it [FTC] is about and where it’s trying to go.” It is trying to emphasize information in ads, in the belief that “only with an informed consumer, can we have a free economy,” and is not trying to be a “superagency for truth,” he said.

FTC Chairman Miles Kirkpatrick was also scheduled to address the directors of Industrial Research in New York last Friday (Jan. 21).

RepAppointments

- KYOK(AM) Houston: Avco Radio Sales Inc., New York.
- WXTR(AM) Providence, R.I.: Petry Radio Sales, New York.
- WKRX(FM) Louisville, Ky.: Avery-Knodel, New York.
- WNEB(AM) Worcester, Mass.: Grant Webb & Co., New York.
- WHUM(AM) Reading, Pa.: AAA Representatives, New York.
- KRVN-AM-FM Lexington, Neb.: Katz Radio, New York.

Semantic solution to Winchesters

Reynolds agrees to clearly identify it as little cigar, but TV ads still worry Moss

To ease the Justice Department’s concern as to whether the advertising of Winchesters “little cigars” violates the law, the R. J. Reynolds Tobacco Co. has agreed to modify its marketing.

But the agreement between Reynolds and the Justice Department, which Attorney General John Mitchell announced last week, did nothing to ease congressional concern about Winchesters advertising.

At issue is the law barring the television or radio advertising of cigarettes. The Senate Consumer Subcommittee, whose chairman, Senator Frank E. Moss (D-Utah), was a key figure in the adoption of that law, will hold hearings next month on whether it is being evaded by manufacturers of “smoking products which look like cigarettes” and are inhaled like cigarettes. The subcommittee explicitly mentioned Winchesters (BROADCASTING, Jan. 17).

And a subcommittee spokesman last week noted that the Justice Department-R. J. Reynolds agreement, by omitting mention of the advertising for the product, in effect is an endorsement. “It legitimizes it,” Edward Merlis, of the subcommittee staff, said.

Under the agreement it reached with Justice, Reynolds will increase the size of the words “little cigar” on the product’s package, change the letters from gold to white and ask stores not to display Winchesters in racks with cigarettes or in cigarette vending machines.

Justice also said that Reynolds promised that Winchesters “will continue in the future to be clearly and conspicuously designated and marketed as a

little cigar.” The Internal Revenue Service ruled last year that Winchesters were considered cigars—not cigarettes—for tax purposes.

A spokesman for the tobacco company said the radio and television commercials would not be affected by the agreement with Justice. The agency for Winchesters, Dancer-Fitzgerald-Sample, described the TV commercials (30 and 60 seconds) as follows: The Winchesters man, mustachioed and in cowboy garb, walks down the road where he encounters a beautiful blonde with an unattractive man. She is so taken with the cowboy that she goes off with him. He offers her a cigar, which she takes with great pleasure. The spots close with the Winchesters theme song. The radio spots, which run for 60 seconds, use the theme song and the theme “Winchester is something else.”

The spots have been tested in Boston and Dayton, Ohio, and are currently running in New York. They are expected to be placed on stations throughout the country.

In announcing the subcommittee’s hearings, Senator Moss said there was a need to amend the anticigarette-advertising law to “eliminate the unconscionable overreaching” that Reynolds is practicing with Winchesters. And Mr. Merlis last week said the Justice Department’s deputy assistant attorney general for antitrust matters, Bruce B. Wilson, who is scheduled to testify on Feb. 10, will be asked about the agreement with Reynolds.

The ban: one year after

There are two ways to look at the figures. If you’re an antismoking activist, cigarette companies spent \$133 million more last year on advertising in magazines, newspapers and billboards than in 1970, the last year they were permitted to advertise on television and radio. If you’re in the tobacco business, cigarette companies last year spent \$200.2 million on cigarette advertising, a 28% decrease from 1970 and less than was spent in that year on broadcast advertising alone (\$236 million).

From whichever angle you look, the statistics—released last week by the Tobacco Institute—show that advertising in newspapers increased more than four times over, from \$13.5 million in 1970 to \$56 million in 1971. Magazine advertising doubled, from \$45.7 million to \$91.6 million. Outdoor advertising was six times greater, up from \$8.1 million to \$52.1 million.

But Horace Kornegay, president of the Tobacco Institute, said the “pattern” of 1971 advertising “belies the dire predictions of antismoking crusaders that cigarette companies would ‘flood’ other media with their sales messages.” He

dialasound
promotes
radio time sales
is a service for
radio time buyers

said that of the \$211 million spent on broadcast cigarette advertising in 1971, 20% went to newspapers, 22% to magazines, 21% to outdoor advertising, and 37% (\$78 million) for uses other than advertising.

Fairness comments deadline

The FCC last week extended the filing date for reply comments in Phase III of its fairness doctrine inquiry, dealing with access to the broadcast media as the result of carriage of product commercials, to Feb. 10. The move came as the result of a number of late-filed comments in this phase of the inquiry, including one submitted by the Federal Trade Commission (BROADCASTING, Jan. 10).

Agency Appointments

■ Calgon Corp., Pittsburgh, a subsidiary of Merck & Co., has appointed BBDO, New York, to handle its entire line of bath products, estimated to have billed some \$2.5 million in 1971. Calgon has been a broadcast advertiser, and was formerly with Ketchum, MacLeod & Grove, Pittsburgh.

■ D'Arcy - MacManus - Intermarco, St. Louis, has picked up additional product assignments from Ralston-Purina there. Checkerboard Farms Division, frozen poultry products and Purina variety menu, canned cat food (along with undisclosed new products, now in testing), moved from Cunningham & Walsh. New assignments are expected to spend a "significant percentage" of their ad budgets in broadcast, according to D'Arcy spokesman. Agency handles Ralston's Chicken of the Sea products and Ry-Krisp.

■ Monarch Wine Co., Atlanta, has appointed Cargill, Wilson & Acree, Atlanta-based subsidiary of Doyle Dane Bernbach, New York, to handle advertising and promotion for all its brands. Monarch, which is mainly distributed in the Southeast, has spent the bulk of its advertising budget in broadcast. Former agency was Bozell & Jacobs, Atlanta.

Business Briefly

Chevrolet will fully sponsor a musical fantasy special, *The Special London Bridge Special* (tentative title) on NBC-TV Sunday, May 7 (9-10 p.m. NYT). Program is being packaged by Winters/Rosen Productions, with Burt Rosen as executive producer. Agency for Chevrolet is Campbell-Ewald, Detroit.

Samsonite Luggage, Denver, will co-sponsor series of eight live telecasts of World Championship Tennis on NBC-TV (Feb. 20 - May 14). Samsonite has signed professional tennis stars Rod Laver and John Newcombe to appear in its commercials, J. Walter Thompson, New York, is agency.

3M Co., St. Paul, through BBDO, New York, will sponsor on ABC-TV six half-hour programs in 1972 featuring ABC News correspondent Harry Reasoner on such diverse subjects as California, church architecture, small-town America, personality of individuals, man's need for animal pets, and dining out in America. Programs will be carried in various time periods, starting in March and ending in September.

Talley Industries, Phoenix, diversified corporation, through Della Femina Travisano, New York, will sponsor *China: An Open Door* (Mizlou Productions) on about 125 stations the week of Feb. 6-13. NBC International is handling overseas sales.

Scott's Liquid Gold Inc., Denver, through Advertising Promotions, New York, will begin its first network television campaign on three NBC-TV daytime programs, *Hollywood Squares* (11:30 a.m.-12); *Jeopardy* (12-12:30 p.m.); and *The Doctors* (2:30-3 p.m.). Campaign will begin during the first week in March and continue for approximately three months.

Kawasaki Motors Corp., Santa Ana, Calif., through Cunningham & Walsh Inc., Los Angeles, is introducing its 1972 line of Kawasaki motorcycles with a more than \$2-million campaign that will include network TV and spot radio.

A goodly buy on ABC Radio

A commercial schedule costing in excess of \$1 million has been purchased on ABC Radio by C.I.T. Financial Services, New York. It is scheduled to begin today (Jan. 24) and continue through mid-December.

C.I.T. will concentrate one-minute spots in news and news features during drive time on the American Entertainment and American Information networks. C.I.T. will be promoting its personal, real-estate and homeowner loans, and Accutax, a newly created tax service.

Hodes-Daniel, Elmsford, N.Y., and SFM Media Service Corp., New York, represented the finance firm in contract negotiations with ABC. C.I.T. is a subsidiary of C.I.T. Financial Corp., New York.

The broadcast part of the campaign gets underway in March and will run through September. Both 30- and 60-second spots are being produced for network TV. National, male-oriented magazines also will be used in the campaign, the first for the advertiser in this country.

Also in Advertising

DDB buys Hawaiian agency ■ Doyle Dane Bernbach announced last week the acquisition of Milici Advertising Agency, Honolulu, for an undisclosed amount of DDB stock. Milici, with billings of approximately \$7.5 million, will continue to operate under its own name, management and staff as a member of the DDB Group of Companies.

FCB buys San Juan agency ■ Foote, Cone & Belding has agreed in principle to acquire the stock of Ufferman & Schoemaker Advertising Inc., San Juan, Puerto Rico, it was announced last week. U&S, with annual billings of some \$2.5 million, numbers among its clients, Hertz, Minnesota (3M) de Puerto Rico, Shell Co. (Puerto Rico), Rheingold Breweries and Volkswagen Del Caribe.

On coast ■ New advertising agency—Seller, Ferlisi, Jensen and Wells—has been formed in Portland, Ore. Company, which will also have office in Seattle, has acquired all accounts of Ad Factors Advertising, same cities, as well as several of Ad Factors' key personnel. H. Richard Seller, former general manager of Ad Factors, is president; Gary Ferlisi, formerly general sales manager of KATU(TV) Portland, is executive vice president.



Exchanging signatures on the C.I.T. Financial Services' million-dollar advertising buy on the ABC Radio Network are (l to r): Simon B. Siegel, corporate executive vice president, ABC; Henry Watkins, chairman, C.I.T.; Glen E. Jorgensen, president, C.I.T.; and Walter A. Schwartz, president, ABC Radio Network.

Networks get ready for China visit

For sure: some live coverage, large contingent of broadcast personnel

Plans for broadcast coverage of President Nixon's visit to China Feb. 21-28 were shaping up last week, despite uncertainty as to what portions of the trip will be seen live in the U.S. and how many technicians and correspondents each network will be allowed to send.

The TV-radio coverage will be on a pool basis via satellite with individual commentary by network correspondents. It is known that Mr. Nixon's arrival in Peking will be broadcast live and it is estimated that as many as 30 of the proposed contingent of 80 journalists to make the trip will be from the three television networks. As of late last week, however, the White House had not detailed those to be in the accompanying press corps.

Those chosen by their respective networks to make the trip, depending on accommodations, are NBC's John Chancellor, Herbert Kaplow, John Rich and

Barbara Walters; CBS's Walter Cronkite; ABC's Harry Reasoner, Ted Kotter, Tom Jarriel and Howard Puckner; Mutual's Forest Boyd and UPI Audio's Don Fulsome.

Broadcasters have been assured by White House News Secretary Ronald Ziegler that technical arrangements in China will meet their needs. The Broadcast Committee for President Nixon's Trip to the People's Republic of China, composed of representatives from all the networks, said last week that live coverage of many events of the President's visit is planned in conjunction with Peking Television.

Robert Siegenthaler (ABC News), chairman of the committee, and one of those who already have been in China discussing broadcast arrangements, characterized the talks there as "most cordial" and praised the Chinese for their "extensive cooperation" in the enterprise.

According to present plans, broadcasts will be transmitted from an earth station in Peking to the Intelsat satellite above the Pacific. A broadcast center, which will contain television and radio studios, film processing and projection rooms and video-tape and related support facilities, will be manned jointly by

Chinese technical personnel and U.S. pool broadcast engineers serving as technical advisers. In addition, two mobile vans will be deployed to transmit live television signals from several points in Peking. The vans also will be taken to Hangchow and Shanghai where they will tape coverage of the President's visit. Since there are no networks in China, the President's activities outside of Peking will be taped and then flown to Peking for transmission to the satellite.

The networks have indicated that in addition to formal coverage of the president, they hope for an itinerary that allows them to focus on life in China. An MBS spokesman said his network hoped to broadcast as much "color" material as circumstances and technical facilities permitted, including a day in the life of a Chinese family.

All the networks expect to have daily radio and television coverage of the trip featuring taped evening specials summarizing the President's activities. ABC-TV will be anchored in New York by Howard K. Smith and Frank Reynolds. Assisting them will be Dr. James Thompson, an expert in American-East Asian relations from Harvard.

Specials now set include NBC-TV's

Joe McCaffrey turns to the 'little man'

The times they are a'changing. This philosophy apparently holds true no less for the newsman than for his public. Joseph McCaffrey, 25-year veteran of Washington news coverage, has found this to be the case and on a segment of his *McCaffrey At Large* interview program on WMAL-TV Washington went on to elaborate.

Interviewed by WMAL radio newsman Eric Engberg, Mr. McCaffrey expressed sorrow over the changes that he said have taken place in Washington reporting, changes that he feels have affected news coverage in general and himself in particular. While his comments were personal, he felt the frustration over the modern-day newsman's role was fairly widespread.

Discussing his views on the changing philosophy of broadcast journalism with BROADCASTING, Mr. McCaffrey pointed up the widening chasm between the role of the reporter and that of the news analyst. The reporter, he felt, was in a far more precarious position than his fellow. While the news analyst was



Mr. McCaffrey (r) on his beat

free—if not expected—to speak his mind, the clout of the journalist dealing in hard news was diminished by his fear of losing news contacts and being branded a subjective news critic.

In the case of Capitol Hill reporting, Mr. McCaffrey saw mutual distrust between newsmen and their sources adding to the problem. "And it isn't just among the older members of Congress."

Certain that no blanket solution to the problem could be anticipated, Mr. McCaffrey is apparently moving toward what he saw as journalism's coming trend. Despite WMAL's willingness for him to continue both his news and commentary broadcasts, Mr. McCaffrey indicated that he will withdraw from hard-news coverage to become "the voice of the little man," who generally is far removed from government and who needs a voice on the scene to state his case.

Concurrent with his announcement to limit the scope of his broadcasts to issues which interest him, Mr. McCaffrey said that he is writing a book detailing why he is leaving the hard-news business.

half hour on Feb. 15, 8:30-9:30 p.m. NYT entitled *China Lost and Found*, a background report on past and present relationships between China and the U.S., narrated by John Chancellor, and ABC-TV's *The China Trip—President Nixon Goes to Peking*, (Feb. 19, 10:30-11 p.m. EST), with commentator Howard K. Smith as host and promising a look at the sites the President is scheduled to visit.

End run for 315: debates as news

Dr. Frank Stanton, a firm believer in televised debates for political candidates, feels that Section 315 has put a damper on such encounters in providing that all candidates for a particular political office must be provided equal broadcast time if one is given time. Last week the CBS vice chairman suggested a means of skirting that situation: Let the candidates do their debating—but on college campuses and with full press coverage, TV and radio included.

In a speech at Ohio State University on Jan. 19, Dr. Stanton said that these debates would provide a "sorely" needed "spontaneity and individuality" in campaigning—while noting that the political-spending legislation passed by Congress last week (see page 38) "is likely to have a significant impact in some particulars on the manner in which future political campaigns are conducted." Dr. Stanton was critical of the failure to repeal 315. He said the legislation is thus "guilty of glaring and, in my opinion, an unconscionable weakness." He said 315 "must surely rank as one of the prime absurdities of the Twentieth Century.

"Amid all the reforms and campaign-spending limitations contained in the legislation on the President's desk, Section 315 is left untouched, thus once again indulging the perpetuation of an anachronism which for 45 years has been antipathetic to the public interest."

Dr. Stanton said that his proposed campus debates would be "at least a partial solution" to the loss of face-to-face candidate appearances on nationwide TV and radio.

He suggested specifically that Ohio State initiate a series of eight joint discussions of campaign issues by the major-party presidential candidates between Labor Day and election day. Though radio and TV would be prevented from covering them live and in full, the events could be covered on regularly scheduled radio and TV news broadcasts, which are exempt from 315, he said.

Dr. Stanton said the initiation of such debates by Ohio State would surely stir

the interest of other universities. He foresaw closed-circuit telecasts of the campus debates by individual political parties for fund-raising.

WBAI fights subpoena in news-source case

A showdown between noncommercial WBAI(FM) New York and a state grand jury, brought on by the station's refusal to submit a document on an Albany, N.Y., bombing, is coming to a head.

WBAI's situation stems from the Sept. 17, 1971, bombing of State Corrections Commissioner Russell Oswald's office in Albany by the so-called Weather Underground radical group. The station received a phone call from the group on the day of the bombing telling it to pick up a letter deposited in a New York phone booth.

Contents of the letter were broadcast over WBAI and Albany police were alerted to the threat by the station as well as by the *Albany Times Union*, which also received a call. The building was evacuated before the explosion.

A subsequent request for the two-page document by the FBI resulted in a planned meeting on Sept. 20. Representatives from the FBI failed to appear, according to a WBAI spokesman.

Then on Oct. 6, 1971, the Albany county district attorney, Arnold Proskin, subpoenaed the station to appear before a state grand jury and produce the letter. The station's attorneys filed a motion to quash the subpoena, citing article 78 of the Civil Rights Law of New York, which protects journalists from being held in contempt for not disclosing news sources.

The motion was denied by Supreme Court of New York Appellate Division Judge Martin Schenck on grounds that the law only protects journalists who "gather" the news, not those who receive it "passively."

Two stays were granted to give the station additional time to file an appeal, now scheduled for Feb. 17.

Reports on AID offered

Overseas Mission, a public-affairs radio series, now is being made available to stations at no charge. The program, produced at noncommercial WAMU(FM) Washington, is currently on a number of public stations. *Overseas* highlights foreign-aid officials from the Agency for International Development (AID), and has included interviews with officials of other international agencies such as the World Bank, the Inter-American Bank and various agencies of the United Nations. Contact radio-TV department, AID, room 4893, State Department, Washington 20523.

Baton Rouge violence takes toll of newsmen

A newscaster for WBRZ(TV) Baton Rouge was described as in "very critical" condition and in a coma, from injuries received in an outbreak of racial disorder in the city two weeks ago.

Newsman Bob Johnson, according to a station spokesman, was "attacked and beaten severely" Jan. 10 by Black Muslims who attempted to block a downtown street and threatened to turn the city over to blacks.

Morris Cockerham, a WBRZ cameraman with Mr. Johnson, was injured and hospitalized, but was released two days later. Cameraman Henry Baptiste, also injured, was not hospitalized.

Radio scores TV fumble

TV coverage of pro football has been charged with lacking journalistic independence and objectivity.

The accusation was made on CBS Radio's *CBS Views the Press* by commentator Allan Jackson on Jan. 15. He said television fails to cover developments off the field, such as labor-management disputes, charges of monopoly, racial problems and economic issues. He said the networks have become part of the game itself because of the \$40-million invested yearly in TV rights alone. He claimed most play-by-play announcers are "more boosters than reporters."

'Selling': for the record

A 144-page collection of primary documents relating to the *Selling of the Pentagon* controversy has been published as a special edition of *Educational Broadcasting Review*.

The papers are divided into four categories. The first section comprises letters by representatives of CBS, the FCC and the House Commerce Committee prior to the House's negative vote on a proposal to cite CBS's Frank Stanton for contempt of Congress. The other three sections are the Commerce Committee's report, including minority views, on the proposed contempt citation; a collection of commentary and background material, including the text of the "operating standards" that CBS adopted after the *Pentagon* dispute developed, and a variety of comments given on the House floor during debate on the citation.

The special edition, "CBS and Congress: 'The Selling of the Pentagon' Papers," is available from the National Association of Educational Broadcasters, which publishes EBR as a bimonthly. Price is \$6.95 to nonmembers and \$3.95 to members.

Kerkorian tightens grip

Financier Kirk Kerkorian, who last December issued a tender offer for 240,000 shares of MGM common stock, has obtained 110,000 shares, or less than 50%, of the amount he sought. The tender offer, at \$19 a share, ended Jan. 17.

Mr. Kerkorian, MGM's largest single and controlling stockholder, now has increased his ownership of the company's common shares to about 41%, up from more than 39% previously. The 110,000 shares cost him \$2.1 million. Acquisition of the additional 130,000 shares he sought would have increased his interest in the company to 44%.

The tender offer was made Dec. 22, 1971. The purchase of the stock was made through Tracinda Investment Co., which is privately owned by Mr. Kerkorian.

Company Reports

■ American Television & Communications Corp., Denver, cable-TV operator, reported sharply increased revenues and net income for the first half of the current fiscal year.

For the six months ended Dec. 31, 1971:

	1971	1970
Earned per share	\$ 0.14	\$ 0.01
Revenues	6,667,743	4,919,288
Net income	554,797	213,813
Shares outstanding	2,261,784	2,143,460

Note: 1970 figures restated to reflect acquisition of Capitol Cablevision in June 1971.

■ Filmways Inc. reported net income, revenues and earnings per share for the first quarter of fiscal 1972, ended Nov. 30, 1971, were down from the comparable period in 1970:

	1971	1970
Earned per share	\$ 0.02	\$ 0.12
Revenues	14,251,000	16,786,000
Net income	92,000	262,000

Note: 1970 figures restated to reflect additional shares issued or issuable pursuant to acquisition agreements.

■ Columbia Cable Systems Inc. reported record earnings, revenues and cash flow for the fiscal year ended Sept. 30, 1971. The company's subscriber count increased 25% during the year and now exceeds 62,000.

For the fiscal year ended Sept. 30:

	1971	1970
Earned per share	\$ 0.45	\$ 0.34
Revenues	4,056,000	3,374,000
Net income	464,000	320,000

■ The Kansas State Network Inc., Wichita, FM and TV stations owner and operator, reported a 10.5% increase in revenues and an 8.3% rise in net income

for the first quarter of fiscal 1972 (three months ended Nov. 30, 1971). KSN has also declared a regular quarterly dividend of 3 cents per share, payable April 10 to stockholders of record April 1.

For the three months ended Nov. 30:

	1971	1970
Revenues	\$1,915,832	\$1,732,266
Net income	272,228	251,294

■ Doyle Dane Bernbach, New York, reported a 1.5% rise in gross income and a 6% loss in net income for the year ended Oct. 31, 1971. An approximate \$7-million loss in billings and sales for the period were largely attributed to the loss of the Alka-Seltzer account.

For the year ended last Oct. 31:

	1971	1970
Earned per share	\$ 1.83	\$ 1.96
Billings and sales	271,745,000	278,687,000
Gross income	44,506,000	43,828,000
Net income	3,538,000	3,763,000

■ Wells, Rich, Greene Inc., New York, reported a 17.9% increase in billings and a 32.4% rise in net income for fiscal 1971. WRG also said it is billing currently at the rate of \$130 million.

Charles Moss, president, attributed the agency performance (32.8% increase in per-share earnings, net worth of over \$10 million compared with \$8.3 million in the previous year) in part to "stringent management and cost controls" and to company investments in oil and gas, noting also WRG had new accounts and assignments.

For the year ended Oct. 31, 1971:

	1971	1970
Earned per share	\$ 1.66	\$ 1.25
Gross billings	108,008,000	91,589,000
Operations revenues	16,193,095	13,731,537
Net income	2,619,000	1,978,480
Shares outstanding	1,576,301	1,578,669

■ Collins Radio Co., Dallas, reported a drop in earnings in the first quarter of fiscal 1972, ended Oct. 29, 1971:

	1971	Oct. 30, 1970 (Restated)*
Earned per share	\$ (3.08)	\$ (1.04)
Revenues	52,656,000	77,071,000
Net income	(8,826,000)	(3,087,000)

* For comparative purposes, the financial statements as of Oct. 30, 1970, and for the quarter then ended, have been restated to reflect the effect of the change in accounting for company-sponsored new product design to recognize such costs as current period expense and to reflect the effective income tax rate experienced for the fiscal year ended July 30, 1971.

Financial Notes

■ Teletronics International Inc. has retired \$850,000 in long-term debt held by Chase Manhattan Capital Corp. (\$600,000) and two undisclosed foreign investors (\$250,000). Chase purchased \$300,000 of Teletronics stock—50,000

common shares at \$6—as did the two foreign investors. The proceeds from these sales was used to retire the \$600,000 owed Chase. The foreign investors also exercised warrants to purchase 44,444 shares at an exercise price of \$5.625 per share, accounting for the \$250,000 owed them.

■ Ad-agency complex, Interpublic Group of Companies, New York (McCann-Erickson; Erwin Wasey; Tinker, Dodge & Delano; Marschalk), has declared a dividend of 10 cents per share on common stock (and class B common stock), payable March 15 to stockholders of record Feb. 16.

■ Memorex Corp., Santa Clara, Calif., and IBM Corp., Armonk, N.Y., have entered into a settlement agreement that would terminate a suit filed by IBM more than a year ago. The suit stemmed from a complaint that Memorex allegedly misappropriated trade secrets from IBM. In a cross-complaint, Memorex alleged abuse of legal process by IBM and interference in Memorex relations with its customers. The agreement involved no financial payment by either party or any admission with respect to any legal or factual matter at issue. Memorex makes broadcast equipment as well as magnetic-disk data-storage equipment.

■ Ogilvy & Mather International, New York, has declared a regularly quarterly dividend of 20 cents per share, payable Feb. 29 to shareholders of record Feb. 8.

■ Wells Rich Greene, New York, has declared a regular quarterly dividend of 15 cents per share, payable Feb. 10 to shareholders of record Jan. 24.

■ Cox Broadcasting Corp., group broadcaster, has acquired "substantially all" assets of Metropolitan Milwaukee Auto Auction Inc., Milwaukee, for an undisclosed amount of cash and notes. The new acquisition, the 10th auction in Cox's services division, provides facilities and services where auto dealers can buy and sell used cars.

■ CBS Inc. has acquired for cash the assets of Pacific Electronics Inc., Emeryville, Calif., and its related companies, it was announced last week. Pacific Electronics is engaged in the retail sale of high-fidelity component systems and accessories. Pacific Stereo operates six stores in the San Francisco Bay area and five in Los Angeles. Pacific Electronics will function as a wholly owned subsidiary of the CBS/Records Group.

BroadcastingStockIndex

A weekly summary of market activity in the shares of 112 companies associated with broadcasting.

	Stock symbol	Ex- change	Closing Jan. 19	Closing Jan. 12	Net change in week	High	Low	1972	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting										
ABC	ABC	N	55 3/4	52 3/4	+ 3 3/4	55 3/4	25		7,095	\$375,113
ASI Communications	ASIC	O	.08	3 3/4	-3.29	4 3/4	108		1,815	5,209
Capital Cities	CCB	N	51 3/4	49	+ 2 3/4	40	17 3/4		6,236	299,328
CBS	CBS	N	50	49 3/4	+ 3/4	50	30 1/2		27,858	1,312,669
Cox	COX	N	40	38 1/4	+ 1 3/4	52 1/4	29		5,802	214,674
Gross Telecasting	GGG	A	13 1/2	14	- 1/2	16	10 1/2		800	11,400
LIN	LINB	O	16	15 1/2	+ 1/2	16 1/2	6 1/4		2,294	36,979
Mooney	MOON	O	8 3/4	9 1/4	- 1/4	9 1/4	4		250	2,218
Pacific & Southern	PSOU	O	11 1/4	11	+ 3/4	17 1/2	8		1,930	20,014
Rahall Communications	RAHL	O	12 1/2	13	- 1/2	29	8 3/4		1,037	14,000
Scripps-Howard	SCRH	O	23 1/4	21	+ 2 1/4	25	18		2,589	53,722
Sonderling	SDB	A	25 1/2	26 3/4	- 1/4	34	17		997	25,792
Starr	SBG	M	19 1/2	17 1/4	+ 1 3/4	20 1/2	8 3/4		691	10,966
Taft	TFB	N	44 3/4	45 1/4	+ 1/2	45 1/4	23 3/4		3,707	156,139
									Total	63,101 \$2,538,223

Broadcasting with other major interests

Avco	AV	N	17 3/4	17 1/4	+ 5/4	18 3/4	12 1/2		11,472	\$ 20,076
Bartell Media	BMC	A	5 1/4	4 3/4	+ 1/4	8	2 3/4		2,254	10,413
Boston Herald-Traveler	BHLD	O	17	16	+ 1	28	19		577	9,232
Chris-Craft	CCN	N	6	6 1/4	- 1/4	9 1/4	5 1/4		3,974	23,844
Combined Communications	CCOM	O	—	29 1/2	—	29 1/2	10 1/2		2,206	63,423
Cowles Communications	CWL	N	11 1/2	11 3/4	- 3/4	13 1/2	8		3,969	41,159
Dun & Bradstreet	DNB	N	64 3/4	65 1/4	- 1/2	67 3/4	52 1/2		12,838	831,261
Fuqua	FQA	N	22 3/4	22 3/4	+ 1/4	26 1/2	13 1/4		7,896	180,582
Gable Industries	GBI	N	29	29 3/4	- 3/4	29 3/4	9 3/4		1,872	49,608
General Tire	GY	N	25 3/4	26 3/4	- 3/4	28 1/4	21 1/2		18,713	491,216
ISC Industries	ISC	A	8 1/4	8 3/4	- 3/4	8	4 3/4		1,646	11,720
Kansas State Network Inc.	KSN	O	6 3/4	6	+ 3/4	7 1/2	6 1/2		1,471	8,826 1/2
Lamb Communications		O	3 1/4	3 1/4	—	2 3/4	2		475	1,544 1/2
Lee Enterprises	LNT	A	19 3/4	19	+ 3/4	20	16 1/2		2,936	54,316
Liberty Corp.	LC	N	19 3/4	19 3/4	- 1/4	24	16 1/2		6,744	134,880
Meredith Corp.	MDP	N	24 3/4	24 1/4	+ 1/2	29 1/2	19 3/4		2,772	67,221
Metromedia	MET	N	30 3/4	28 3/4	+ 2 1/4	30 3/4	17 3/4		5,764	161,392
Multimedia Inc.		O	37 1/2	37 1/2	—	37 1/2	25		2,407	89,661
Outlet Co.	OTU	N	16 1/2	16 3/4	+ 1/4	22	13 1/2		1,334	22,345
Post Corp.	POST	O	23 3/4	22 1/4	+ 1 1/2	23 3/4	9 1/4		909	21,134
Publishers Broadcasting Corp.	PUBB	O	3 3/4	3 3/4	- 1/4	4 3/4	1 1/4		919	3,446
Reeves Telecom	RBT	A	2 3/4	3 3/4	- 1/4	3 3/4	2		2,292	6,578
Rollins	ROL	N	47 1/4	47 1/4	- 1/4	49 3/4	25 1/2		8,087	388,176
Rust Craft	RUS	A	26 3/4	25	+ 1 3/4	24 3/4	18 1/2		2,318	56,791
Schering-Plough	PLO	N	87 3/4	89 3/4	- 2 1/4	89 3/4	60 1/2		25,174	2,209,019
Storer	SBK	N	32 1/4	33 1/2	- 1 1/4	33 3/4	19		4,223	133,025
Time Inc.	TL	N	58 3/4	56 3/4	+ 2	62 3/4	40 3/4		7,258	408,263
Turner Communications		O	2 3/4	2 3/4	—	4	2		1,328	3,147
Washington Post Co.	WPO	A	24 3/4	24	+ 3/4	27 1/2	19 3/4		4,753	118,825 1/2
Wometco	WOM	N	21	20 1/4	+ 3/4	23 3/4	14 3/4		5,815	107,578
									Total	174,958 \$6,254,939

CATV

Ameco	ACO	O	5	5 1/2	- 1/2	12 1/4	1 1/2		1,200	\$ 5,244
American Electronic Labs	AELBA	O	7 1/4	7 1/4	—	10	3		1,668	11,459
American TV & Communications	AMTV	O	38 1/2	32 3/4	+ 6 3/4	38 1/2	19 1/2		2,434	78,180
Burnup & Sims	BSIM	O	25	24 1/4	+ 1/2	37 3/4	20 1/2		3,061	74,995
Cablecom-General	CCG	A	15 1/2	15 3/4	+ 1/4	17 3/4	9 3/4		2,485	38,518
Cable Information Systems		O	3	2 1/2	+ 1/2	4 3/4	1 3/4		955	2,626
Citizens Financial Corp.	CPN	A	14 1/4	13 3/4	+ 3/4	15 1/2	11		1,590	22,053
Columbia Cable	CCAB	O	18 1/4	15 1/4	+ 3 3/4	18 1/4	9 3/4		900	13,725
Communications Properties	COMU	O	11 1/4	11 1/2	+ 1/4	11 1/2	7 3/4		1,906	22,148
Cox Cable Communications	CXC	A	27	26 1/4	+ 3/4	27	15 3/4		3,552	86,562
Cypress Communications	CYPR	O	11 1/4	12 1/4	- 3/4	12 1/2	7		2,384	29,800
Entron	ENT	A	5 3/4	6 1/4	- 1/2	7 3/4	2 1/2		1,320	6,428
General Instrument Corp.	GRL	N	23 3/4	23 1/2	+ 1/4	29 3/4	13 1/2		6,371	136,977
LVO Cable Inc.	LVOC	O	11 1/4	12	- 1/4	11 3/4	7		1,466	17,592 1/2
Sterling Communications	STER	O	7 1/4	5 1/4	+ 2	7 1/4	3 1/2		2,162	11,610
Tele-Communications	TCOM	O	27 3/4	24 3/4	+ 3 3/4	27 3/4	12		2,856	70,315
Teleprompter	TP	A	131 1/2	125 3/4	+ 6	131 1/2	36 1/2		3,077	370,779
Television Communications	TVCM	O	11 1/4	11 1/16	+ 13/16	10 3/4	5 3/4		3,804	39,942
Viacom	VIA	N	17 3/4	17 3/4	+ 1/2	21	9 3/4		3,791	61,604
Vikoa	VIK	A	10 1/2	9 3/4	+ 3/4	14 1/4	4 3/4		2,344	20,791
									Total	49,326 \$1,121,348

Programing

Columbia Pictures	CPS	N	11 1/2	10 1/4	+ 1 3/4	17 3/4	6 3/4		6,342	\$ 61,835
Disney	DIS	N	150 3/4	135 3/4	+15	150 3/4	77		13,111	1,769,985
Filmways	FWY	A	7	7	—	11 1/4	4 1/4		1,756	12,064
Four Star International		O	3 1/4	3 1/4	+ 1/4	1 1/4	5/8		666	500
Gulf & Western	GW	N	33 3/4	32	+ 1 3/4	33 3/4	19		15,549	454,808
Kinney Services	KNS	N	36 3/4	35 3/4	+ 1	39 3/4	25 3/4		12,716	445,060
MCA	MCA	N	25 3/4	26 1/4	- 1 3/4	30	17 3/4		8,165	212,290
MGM	MGM	N	20 1/2	19 1/4	+ 1 1/4	26 3/4	15 1/2		5,895	110,531
Music Makers	MUSC	O	1 1/4	1 1/4	- 1/4	3 3/4	1 1/4		534	598
Tele-Tape Productions		O	2	2	—	2 3/4	1		2,190	3,548
Transamerica	TA	N	20	18 3/4	+ 1 1/4	20 1/2	14 3/4		63,841	1,181,059
20th Century Fox	TF	N	14 3/4	13 3/4	+ 3/4	15 3/4	7 3/4		8,562	111,306
Walter Reade Organization	WALT	O	2	2 1/4	- 1/4	5 3/4	1 3/4		2,414	4,828
Wrather Corp.	WCO	A	10 3/4	11	- 1/4	11 3/4	5 1/4		2,164	23,804
									Total	143,905 \$5,392,216

(continues on page 46)

(continued from page 45)

	Stock symbol	Ex- change	Closing Jan. 19	Closing Jan. 12	Net change in week	High 1972	Low	Approx. shares out (000)	Total market capitali- zation (000)
Service									
John Blair	BJ	N	18½	17½	+ ¾	24¼	13	2,597	\$ 45,110
ComSat	CO	N	61½	62½	- 1	84½	49½	10,000	630,000
Creative Management	CMA	A	11½	11½	+ ½	17¾	7½	969	9,322
Doyle Dane Bernbach	DOYL	O	25¾	25¾	+ ½	26½	20	1,934	48,350
Elkins Institute	ELKN	O	4½	4½	- ½	16¾	3	1,664	6,440
Foots, Cone & Belding	FCB	N	11¾	11½	- ¼	13¾	7½	2,196	25,254
Grey Advertising	GREY	O	15¾	16	- ¾	16¾	9½	1,209	19,489
Interpublic Group	IPG	N	26	26¾	- ¾	27½	17½	585	4,580
LaRoche, McCaffrey & McCall	O	O	—	8½	—	16½	7½	1,407	2,983
Marketing Resources & Applications	O	O	9½	10½	- ¾	18½	2½	557	2,295
Marvin Josephson Assocs.	MRVN	O	9½	9½	- ½	12	5½	505	5,050
Movielab	MOV	A	2½	2½	—	4	1¾	5,299	229,182
MPO Videotronics	MPO	A	5½	5½	—	8½	3½	1,096	45,210
Nielsen	NIELA	O	43¾	43	+ ¾	49¾	38½	778	5,252
Ogilvy & Mather	OGIL	O	43¾	42½	+ ¾	42½	24	2,703	119,256
PKL Co.	PKL	A	8½	7½	+ 1½	10½	3½	1,602	36,237
J. Walter Thompson	JWT	N	40¾	44¾	- 4	60	34½	1,673	43,498
Transmedia International	O	O	—	24¾	—	—	—	—	—
Wells, Rich, Greene	WRG	N	24¾	23½	+ 1½	25½	15½	825	7,013
Total								38,134	\$1,784,621
Manufacturing									
Admiral	ADL	N	18½	17½	+ 1	21	8	5,163	\$ 96,806
Ampex	APX	N	10½	11½	- 1½	25½	10½	10,873	149,504
CCA Electronics	CCAE	O	4½	4½	- ¼	5½	2½	881	3,850
Collins Radio	CRI	N	14½	14½	- ¼	20½	9½	2,968	44,134
Computer Equipment	CEC	A	3½	3½	—	7½	2½	2,394	7,781
Conrac	CAX	N	34¾	30¾	+ 4	35½	15½	1,259	35,252
General Electric	GE	N	64	64½	- ½	66½	52½	181,607	11,441,241
Harris-Intertype	HI	N	54½	52¾	+ 1½	69¾	45	6,344	334,646
Magnavox	MAG	N	46½	45½	+ ½	55	37½	17,283	797,092
3M	MMM	N	131¾	132	- ¼	133½	95½	56,251	7,488,133
Motorola	MOT	N	87¾	82¾	+ 5½	89¾	51½	13,370	1,116,395
RCA	RCA	N	38	38½	- ¾	40¾	26	74,437	2,865,825
RSC Industries	RSC	A	3½	3½	- ¾	6½	2½	3,500	11,375
Telemation	TIMT	O	8½	8	+ ½	13¾	6	14,040	112,320†
Westinghouse	WX	N	46	46	—	48½	41½	86,829	4,080,963
Zenith	ZE	N	45½	45½	- ½	54½	36½	19,025	829,871
Total								496,224	\$29,415,191
Grand Total								965,648	\$46,506,538
Standard & Poor Industrial Average			114.76	114.32	+ .44				

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 Jan. 5.
Over-the-counter bid prices supplied by Merrill Lynch,
Pierce Fenner & Smith Inc., Washington.

* Prices not available.
† As of Jan. 12.

Equipment&Engineering

Combined efforts for faster animation

Optical Systems Corp., Los Angeles, and the Vidtronic Co., Hollywood, have signed an exclusive agreement allowing Vidtronic to process animated material directly on video tape. Vidtronic will use Optical's patented De Joux animation system.

In a joint statement by Geoffrey M. Nathanson, president of Optical, and Joseph E. Bluth, president of Vidtronic, the combining of the De Joux system of animation with videotape technology is said to enable producers of animated commercials to be ready for television presentation 12 hours after finished art has been completed. According to Mr. Nathanson, the combined processes make it possible to complete animation one day and record the material the following day. The claim is also made that an animated commercial that might take 10 weeks to produce on film can now be finished in less

than three weeks and at half the cost.

The De Joux animation process has been modified by Optical Systems. The process involves an animation table that reduces the number of drawings necessary to achieve full animation.

Vidtronic, formerly a division of Technicolor Inc. (Technicolor still owns 50%), is an autonomous company engaged in video-tape processing. Optical Systems has interests in channel leasing for cable television and the development of motion-picture projection equipment.

Sears' Chicago stores now into cartridge

Sears, Roebuck will initiate "the first cartridge television system to the consumer market" in its Chicago stores next June. The store chain is integrating Avco's Cartridge Television Inc. system into Sears' consoles.

Sears' officials said in New York last Thursday (Jan. 20) that its "cartridge

television centers," containing a 25-inch color receiver, CTI tape deck and monochrome portable TV camera, will sell for about \$1,600—\$1,350 without the camera.

CTI will provide programming from its cartridge library of more than 600 movies or "feature programs," ranging from 15- to 114-minutes in length. Sears' distribution system will permit delivery of pre-recorded tapes to the customer within 48 hours of the order. The store chain also will rent full-length movie cartridges for \$3-\$5 and blank tapes or pre-recorded programs for \$13 up to \$40, both depending on length and content.

Sears' TV-set manufacturer, Chicago-based Warwick Electronics, is integrating the CTI system into Sears' consoles. Movies used will be supplied by Embassy Studios, United Artists, British Lion and American International.

Sears' officials said the chain will use radio and TV as well as print to promote its cartridge TV centers.

Arthur Collins opens own firm

Arthur A. Collins, 62-year-old founder of Collins Radio Co., Dallas, has resigned as a director and honorary chairman of that firm to start another business.

Mr. Collins is forming Arthur A. Collins Inc., an engineering-studies firm serving the communications and computer industries. His departure from Collins Radio comes after his resignation as that company's president and chief executive officer (BROADCASTING, Nov. 29, 1971). At that time Robert C. Wilson, executive vice president of North American Rockwell Corp., New York—which went to the aid of Collins Radio by infusing \$35 million into the financially ailing company and became its majority stockholder—took over as head.

According to Mr. Collins, the new company, wholly owned by him, will be operated by a small staff and will not engage in production activities. In his association with Collins Radio, he continues as a major shareholder and as consultant for technical projects.

IBEW walks out at WTOP stations

Local 1200 of the International Brotherhood of Electrical Workers struck WTOP-AM-TV Washington two weeks ago when contract negotiations broke down over wages, hours and an on-the-job training program for the disadvantaged.

WTOP-AM-TV's 68 broadcast technicians had been working without contract during the negotiations that started last Nov. 6. But after the Post-Newsweek stations made a "final wage offer," they struck on Jan. 11. Richard C. Hotvedt, attorney and spokesman for the stations' negotiating committee, said the offer included "a 6% first-year weekly wage increase, which would bring the technicians immediately to more than \$15,500 a year, even before overtime."

The union claimed the proposed increases would not offset the value in money of a proposed reduction in time allowed for breaks and meals.

Both stations are staying on the air with management personnel.

Goldmark's EVR encore

The electronic video recording (EVR) TV cassette technique and its creator will be reunited—in the business sense.

The London-based EVR Partnership has named Dr. Peter C. Goldmark as a consultant and technical adviser. Dr. Goldmark developed EVR at CBS Laboratories from which he retired as presi-



Station managers, sales managers and traffic and accounting personnel of television stations subscribing to the Broadcast Industry Automation System (BIAS)—which automates station time sales and billing operations—attended a two-and-one-half day workshop in Memphis last week. Representatives of the participating stations—numbering 14 at last count and covering several major market areas—discussed all aspects of the on-line computerized system, in addition to new additions and refinements. BIAS officials anticipate that meetings of this sort will be scheduled at six-month intervals. On hand for a demonstration of TC500 terminal equipment at last week's workshop are (l to r): David Baltimore, general manager, WBRE-TV Wilkes-Barre, Pa.; Aubrey Holman, general sales manager, KPIX-TV San Francisco; Art Porter, business manager, KPIX-TV, and Mori Greiner, general manager, WMC-TV Memphis. At the terminal is Wanda De Shazier, BIAS employee. BIAS is a division of Data Communications Corp.

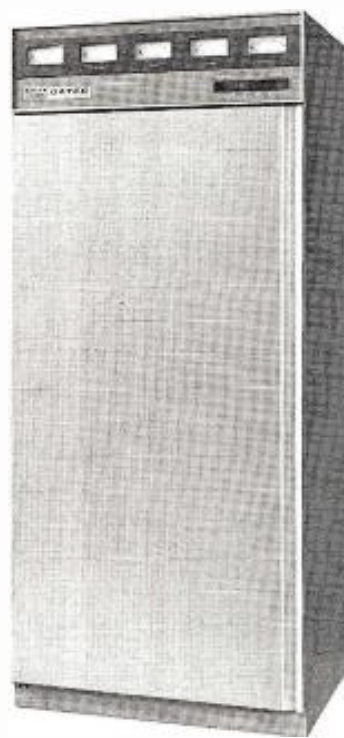
dent at the end of 1971. He then formed Goldmark Communications Corp., Norwalk, Conn., of which he is president and which now has the financial backing of Kinney Services (BROADCASTING, Jan. 10).

CBS, as part of its retrenchment in EVR, converted to loans its 50% interest in the EVR partnership, which it had formed with Imperial Chemical Industries Ltd. and Ciba-Geigy Ltd. to manufacture and market the EVR system outside North America.

Ampex drops Illinois plant

Ampex Corp., which earlier had announced expectations of a record loss of \$40 million in the current fiscal year and indicated it would drop certain product lines (BROADCASTING, Jan. 17), last week said that it will discontinue its consumer equipment division at Elk Grove, Ill. The division turns out consumer tape recorders, including cassette, open reel and cartridge units. "Inadequate profitability" was given as the

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Gates' new BC-1H 1000 watt AM transmitter features reliable, long life 833A tubes, solid state oscillator, instantaneous power cut back to 250 watts, and 120% positive peak modulation capabilities. It will be operating reliably at your station for years to come. Get the details on tomorrow's transmitter today. Write Gates Radio Company, 123 Hampshire Street, Quincy, Illinois 62301.



reason for the closing of the plant.

Ampex has been in the consumer recorder business since 1955. The Redwood City, Calif.-based company, principally a producer of recording equipment and magnetic tape for industry, said it will remain in the consumer market with prerecorded and blank tapes.

United front for 'fair trade'

Officials of five leading electronic companies have announced the formation of an industry-wide committee to seek governmental action for the removal of barriers to fair international trade in consumer electronics products and components. The organizing group of the committee consists of the presidents of Zenith Radio Corp., Magnavox Co.,

Corning Glass Works, G.T.E. Sylvania Inc. and Stackpole Carbon Co. The group last week cited the loss of 121,000 jobs in the electronics industry because of foreign competition and \$1 billion in lost business as the reasons for forming the committee. Robert D. Murphy, honorary chairman of Corning International Co., is chairman of the committee.

Technical Topics

Echo effect ■ Fairchild Sound Equipment Corp. has introduced the third generation of its Reverbertron artificial reverberation system used by profes-

sional recording studios to enhance sound characteristics. The model 659A features instant selection of three delay times.

ETV by microwave ■ Genesys Systems Inc., Palo Alto, Calif., has contracted with the University of Maryland, College Park, to plan and construct a \$500,000 four-channel microwave instructional TV network. The network would link the College Park campus with industrial and governmental organization in the Maryland and District of Columbia areas, as well as with the school's Baltimore campus. The first two channels are expected to be operational during the 1972-73 academic year.

Promotion



Prometheus unbounded ■ Robert E. Eastman & Co., New York, radio station representative, has outlined an ambitious five-point plan to promote the radio business in general and itself in particular. The activities include brochures, "top brass" personal mailings, as well as a stepped-up effort to communicate its business via speaking engagements and creative presentations on radio advertising. In addition Eastman will begin an advertising campaign to convey "the things we believe in—our guiding principles as a radio company." In good spirits and good company is Robert E. Eastman, board chairman and founder, passing the symbolic torch of its new campaign to Frank Boyle, president and chief executive officer. They are surrounded by representatives of the nationwide Eastman staff, all against the backdrop of the statue of Prometheus in New York's Rockefeller Plaza.

All but the fireworks for cable promotion

A national college conference, a national essay contest for elementary- and secondary-school students, a set of special brochures and other materials on political cablecasting in an election year, a kit for cable operators containing sample speeches, press releases and public-relations activities—all these are included in the hoopla surrounding next month's National Cable TV Week.

As planned and approved by the public-relations committee of the National Cable Television Association, the week (Feb. 13-19) will focus on ways that cable can and does "positively affect the quality of life." The theme is far broader than in past years, when Cable Week meant an emphasis on subscriber promotion.

Perhaps the most ambitious project is the national college conference on cable, to be held Feb. 11 at Washington's George Washington University. The conference is designed to expose young people — principally communications students—to the practical problems of cable development and regulation, and to give them an opportunity to express their views.

Among the participants will be Amos B. Hostetter, vice president of Continental Cablevision Inc.; Sol Schildhouse, chief of the FCC's Cable Television Bureau; Walter B. Hinchman of the Office of Telecommunications Policy; Ted Ledbetter, president of the Urban Communications Group, and Patricia M. Wald, of the Center for Law and Social Policy,

and a former member of the Sloan Commission on Cable Communications.

The topic for the essay contest will be: "Television tomorrow—how will it improve the quality of life?" A panel of judges chosen by local operators will select three winners in each of three age-group categories. At the national level there will be a grand-prize winner and two runners-up. NCTA's goals in putting together the contest are to "stimulate good community relations by involving individuals and families in a system-sponsored activity . . . [and] to promote community consideration of the future of TV, specifically the present and future potential of cable TV."

Promotion contests endangered in Missouri

A group of Missouri broadcasters, faced with the threat of application of a state lottery law to broadcast promotional games and contests, has gone to court seeking to prevent such an action. A petition filed in federal district court in Kansas City asks that the court rule that broadcasters fall under federal law respecting lotteries and that the state is without authority to impose the stricter lottery statute that is incorporated in the Missouri constitution.

The action was taken by the Missouri broadcasters after State Attorney General John C. Danforth issued an advisory opinion last April that held that various broadcast contests, games and giveaways violated state law. Mr. Danforth, a Republican, began eyeing TV and radio contests last year. Up until then, the state lottery law, one of the strictest among the 50 states, had not been applied to broadcasters.

The suit was brought by the 80-member Missouri Broadcasters Association; the Kansas City Advertising and Sales Executive Club; KCMO-AM-TV, KFMU-FM and KMBC-TV, all Kansas City; WIL(AM) St. Louis; KTGR-AM-FM Columbia; KMAN(AM) Butler; KDMO(AM) Carthage; KBOA(AM) Kennett, and KXEO(AM) Mexico.

AWRT prepares red carpet

The American Women in Radio and Television's educational foundation board of trustees held three days of meetings in Hollywood (Jan. 14-16), during which logistics were set up for the visit to the U.S. in March of four women broadcasters from foreign countries. They will tour the country for two months and study the American system of broadcasting. These annual visits, held in conjunction with the U.S. State Department, are a continuing project of AWRT's nonprofit educational foundation adjunct.

Plans also were formulated at the

meetings for a month-long study tour of six countries in Africa in August by some 20 AWRT members. The educational foundation's board of trustees also discussed how to improve efforts on behalf of the career clinics project, through which the educational foundation supports individual chapters of AWRT to assist young people interested in broadcasting careers.

The Hollywood meetings, the first board of trustees sessions held on the West Coast since 1968, were attended by 11 of the 16 members of the board. At the conclusion of the sessions, the Southern California chapter of AWRT held a reception at the Hollywood Holiday Inn honoring the trustees as well as local industry leaders. The reception was attended by about 200 people.

PromotionNotes

New B&J unit established ■ Bozell & Jacobs Inc., New York, has formed a new subsidiary, Bozell, Jacobs and Wallrapp Inc., to handle public-relations and management-communications counseling. The new firm is headed by Yustin Wallrapp, formerly vice pres-

ident and chief operating officer, Ayer Public Relations, a division of N. W. Ayer & Son. It will have headquarters at 655 Madison Avenue, New York, with offices also in Chicago, Los Angeles, Houston, Phoenix, Atlanta and Omaha. The subsidiary will assume about \$650,000 in billings from the public-relations department of B&J.

B'nai B'rith spots ■ The Anti-Defamation League of B'nai B'rith, New York, is distributing 30- and 60-second television announcements to some 400 television stations across the country on "The Poison of Prejudice". The public-service spots were created for the league by Manning Rubin, senior vice president, Grey Advertising.

Telethon reward ■ Howard University, Washington, was presented with a check for \$100,000 by the Sickle Cell Anemia Telethon for Research Inc. The funds were part of a collection of \$200,000 raised by a telethon conducted over WOR-TV New York last Sept. 12. The money will be used to conduct research into sickle cell anemia at Howard.

Honesty is the best policy ■ WFBC-TV Greenville, S.C., has its own views on truth in labeling. In order to tell its viewers the truth about the quality of films

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it presents, the station has instituted its own rating system—ranking the films from one (lowest) to five (highest). On one occasion it even offered a certificate of appreciation for those who could sit through a particularly poor movie. Twenty-four respondents submitted resumes of the film and were lauded for their fearless filmanship.

Widened turf ■ The San Francisco Radio Broadcasters Association has expanded and now includes all of northern California. The regional promotional organization officially will be known as the Northern California Broadcasters Association. This expansion move was taken

at a membership meeting during which current officers were re-elected to a second term. Edward F. McLaughlin, ABC vice president and general manager of KGO-AM-FM San Francisco, continues as president. Howard S. Kester, vice president and general manager of KYA(AM) San Francisco, was reelected secretary-treasurer.

Expanded distribution ■ J.P.I. Inc., Beverly Hills, Calif.-based TV syndication firm, has formed Goodshow Corp., which will operate as a worldwide distributor for cable TV and theatrical product, as well as for the production of theatrical and TV proj-

ects. Goodshow will be located at J.P.I. headquarters.

Win wins ■ The first presentation of the Thoroughbred Racing Association's Eclipse Award in the radio category will go to CBS Radio sportscaster Win Elliot this Wednesday (Jan. 26) in New York. Mr. Elliot was cited for his "outstanding coverage of thoroughbred racing" on CBS's *Sports Central, U.S.A.* radio series, heard during the weekend. The Eclipse award, named for an undefeated thoroughbred, has been presented since 1950, but was only opened to radio and television achievement last year.

International

41 stations planned for CBC 'Radio Two'

In a large-scale effort to bring its minuscule FM network into a position of substance, the Canadian Broadcasting Corp. has announced plans for 41 FM stations stretching from coast to coast. The move is part of the corporation's aim to "stream" its network radio two separate ways: Radio One will feature light music and information on AM, while Radio Two will feature "good" music and attention to the arts on FM channels. While this split seemed relatively simple, CBC programing authorities announced a mix of the two, known as "Radio 1½" which would be fed to areas not served by FM stations.

Confessing to "failure to adjust to changing public demands in radio," the publicly owned network hopes to provide "a meaningful service to a large segment of the people." Some listener doubt has been cast on these aspirations, with sizable opposition to the proposal coming from the general public. One Toronto columnist is quoted as having received more mail against the splitting of the network than on any recent issue, with most writers expressing fear of possible dilution of the CBC's consistently high caliber of AM programing.

The entire plan must pass a public hearing of the Canadian Radio Television Commission in Ottawa March 28.

No copyright fees on records in Canada

Canadian broadcasters who have been liable for payment for performance fees to record manufacturers whenever a phonograph record was played on the

air are breathing easier now. The House of Commons has passed an amendment to the Canadian copyright law which expunges from that law a clause which provided for such fees. It is retroactive to Jan. 1, 1970.

The clause had been part of the original copyright law in Canada since 1921, but had never been invoked by record manufacturers. But three years ago, the Canadian Record Manufacturers Association sought to establish a performing-fee tariff for radio and TV broadcasters, as well as for theaters, restaurants and other public places. The record makers had asked for 2.6% of gross revenues of radio stations, with 1% of gross revenues from FM and TV stations.

Last year, the government authorized the collection of 0.15% of gross revenues from radio stations only.

The tariff was fought by the Canadian Association of Broadcasters as well as individual broadcasters. They were instrumental in getting bill S-9, revoking the clause, passed by the House of Commons on Dec. 21.

U.S. broadcasters successfully fought payment of such fees in the mid-1930's. A proposal to impose a performance fee each time a record is played is part of the pending copyright bill in the U.S. Congress.

Cable TV sessions set for Cannes in March

Conference on international cable television will be held March 5-10 in Cannes, France, under the auspices of MIP/TV-Midem, Paris, an organization that arranges various international marketing meetings.

Concurrently with the CATV sympo-

sium, called MICAB (market international cable) 1972, MIP/TV also plans VIDCA (video cassettes) 1972, an international conference devoted to the video-cassette market. Both meetings will be held in the Palais des Festivals in Cannes, with a registration fee of \$205 permitting entrance to the exhibit halls of both conferences and to the discussions of one. For an additional \$50, registrants can attend program meetings of both conferences.

Further information about exhibiting at or attending either VIDCA or MICA may be obtained from John Nathan, 250 West 57th Street, New York 10019 Telephone: (212) 489-1360.

On again, off again CFCF purchase off again

In the latest chapter of the selling of CFCF-AM-FM-TV Montreal, the Marconi Co. property appears again to be on the market. CHUM Ltd. President Allan Waters has decided not to purchase the station under conditions set by the Canadian Radio-Television Commission. The regulatory body had ruled that CHUM could acquire CFCF only if the company divested itself of CKVR-TV Barrie, Ont. and did not purchase CFCF's AM, FM and shortwave radio operations.

Despite the setback, Mr. Waters plans to proceed with an attempt to purchase CKCW-TV Moncton, N.B., for an undisclosed sum. The East Coast station, with satellites in several New Brunswick centers, conceivably would round out CHUM's holdings in the area, which now include CJCH-TV Halifax and CJCB-TV Sydney, both Nova Scotia. CKCW would not be involved.

Meanwhile, a disgruntled spokesman

for Marconi Ltd. indicated the U.K.-based firm may request a waiver of the government's directive to sell CFCF due to the problems experienced in finding a qualified buyer. A previous bid to buy the complex by Bushnell Communications Ltd. of Ottawa fell through partially because of CRTC sanctions on Bushnell's cable holdings, which in turn prejudiced the deal's financing. At that time, Marconi retained an almost-\$4 million deposit as part of the agreement. Mr. Waters, who put down \$1 million as deposit, says his terms call for the money to be returned.

The present license extension for the CFCF stations under Marconi ownership expires on June 29.

Baton broadcast buy

John Bassett's Toronto-based Baton Broadcasting Ltd. has offered \$14.5 million to A. A. Murphy and Sons Ltd. for CFQC-AM-TV in Saskatoon, Sask. The purchase, if approved by the Canadian Radio-Television Commission, would complement Baton's CFQC-TV Toronto and CKLW-AM-TV Windsor-Detroit.

Branching out

USP Needham, the Australian affiliate of Needham, Harper & Steers, New York, has opened USP Needham S.E. Asia Pte. Ltd. in Singapore. In addition, the Australian agency announced its

affiliation with Marklin Advertising Ltd., Hong Kong.

April Fool flop

Television channel 8 in Quito, Ecuador, was closed and its news director jailed for broadcast of a false news item on Dec. 28, 1971, the so-called "April Fools Day" in Ecuador. The station announced suspension of the elections scheduled for June, and said President Jose M. Velasco would remain in power. Several minutes afterward, the station announced the item was a joke, but by then the rival Channel 6 had picked it up and broadcast it seriously. The government contended the "joke" caused public alarm.

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Broadcast Advertising



Dr. Miles

Dr. Virginia Miles, VP in charge of Young & Rubicam's Concepts group, New York new-product development facility, named senior VP, first woman appointed to that rank at agency.

Dwight F. Smith, VP and director of finance-international, Young & Rubicam International, also New York, elected senior VP and treasurer, as new head of recently formed corporate financial group. Succeeding Mr. Smith is **Kenneth Hourigan**, staff accountant, and newly elected VP.

Richard N. McHugh, VP in charge of network relations and programing, corporate division, Needham, Harper & Steers, New York, elected senior VP. **Edward A. Haymes**, assistant treasurer and assistant secretary, NH&S, elected VP and treasurer.

Robert McKeown, VP-assistant director, medical advertising group, Ted Bates, New York, elected VP-director of group. Mr. McKeown succeeds **Joseph Goodyear**, senior VP and group director, who retires.

James J. O'Neal, former executive VP and board member of D'Arcy Advertising Co.'s New York branch, named senior VP and manager of Campbell-Ewald's New York office.

Bill Sheehy, local and regional sales manager, WHAS-TV Louisville, Ky., joins Kentuckiana Advertising Agency there

as president. **Tom Dudgeon**, acting president of agency for past year, becomes executive VP.

Jacqueline End and **Bert Neufeld**, copywriters, and **Frank Kirk** and **Maurice Mahler**, art directors, elected VP's at Wells, Rich, Greene, New York.

John Brinck, assistant VP, Milici Advertising Agency, Honolulu, named VP in charge of marketing.

Thomas T. Ryan, director of advertising services, Gillette North America, Boston, named VP.

John P. Kelley, director of advertising, Goodyear Tire & Rubber Co., Akron, Ohio, named VP of advertising.

James Adkins, account supervisor, **Kenneth Charof**, copy supervisor, and **Jay Wold**, art director, John Rockwell & Associates, New York agency, elected VP's.

Jack Maloney, with New York sales staff, Metro Radio Sales, named VP and sales manager of New York office of Radio One Representatives, newly formed radio representation division of Pacific & Southern Broadcasting, New York-based group owner (BROADCASTING, Dec. 13, 1971). **Stanley Simon**, Broadcast Computing consultant involved in data processing of radio audience studies, appointed consultant for rep in areas of research and sales development. **James M. McMullin**, manager of Major Market Radio, Chicago office, appointed manager of Chicago office of Radio One; **David Winston**, formerly with sales staff, Major Market Radio, Detroit, appointed manager of Detroit office of Radio One; **Jim Johnson**, with sales staff, KABC(AM) Los Angeles, appointed Radio One office manager there, and **Edward R. Boyd**, with

Davis Broadcasting, Los Angeles-based group owner, appointed Radio One sales manager in San Francisco.

Dick Williams, sales manager for one of its three station sales groups, New York office of Metro TV Sales, named VP.

F. Scott Kimmich, copy group director, William Douglas McAdams, New York, joins Grey Medical Advertising there as VP-director of creative services.

W. S. Redpath, board chairman, Ketchum, MacLeod & Grove, New York, retires after 27 years with agency.

Thomas R. Twells, director of advertising, Home Products Division of Black & Decker Manufacturing, named chairman of cooperative advertising committee, Association of National Advertisers.

William D. Murdock, founder, William D. Murdock Advertising Agency, Alexandria, Va., named board chairman.

Robert Warner, director of television and radio production, Tinker, Dodge & Delano, New York, elected VP.

Stuart Mackie, account executive, ABC Television Spot Sales, New York, appointed Midwest regional sales manager.

Richard A. Bonipane, director of research, WCBS-TV New York, joins Harrington, Richter & Parsons there as an associate research director.

Robert G. Steadman, with sales staff, Petry Radio Sales Inc., Chicago, appointed sales manager.

Robert F. Kane, media supervisor, St. Louis office, D'Arcy-MacManus-Intermarco, appointed regional account executive, based in Chicago.

Martin Beck, broadcast producer, Car-

gill. Wilson & Acree, Charlotte, N.C., appointed broadcast manager-producer in agency's Atlanta office.

Shirley Weintraub, radio-TV buyer, Altman. Stoller. Weiss, New York agency. joins E. T. Howard Co., agency there. as broadcast buyer.

Richard L. Koeth, account executive. Lewis & Gilman, Philadelphia agency, appointed account supervisor.

Paul E. Russell, with Dailey & Associates Advertising, Los Angeles, joins Clinton E. Frank/West Coast there as account executive.

W. C. Woody, with sales staff, Time-Rite Inc., Dallas, advertising division of Southern Baptist Radio and Television Commission, named VP and manager of Dallas office of TimeRite.

Nolan Quam, with TV sales staff, KRNT-AM-FM-TV Des Moines, Iowa, appointed general sales manager of station group. He succeeds **Ralph R. Powers**, who leaves after more than 20 years with stations to enter private business in Marengo, Iowa.

Stan Kovics, partner in Jack Byrne Advertising, New York, joins Van Brunt & Co., agency there as senior VP and director of creative services.

The Media

George Logan, WIBW-AM-FM-TV Topeka, Kan., elected president, National Association of Farm Broadcasters. He succeeds **Dean Curtis**, KDHL-AM-FM Fari-bault, Minn. **Russell Pierson**, WKY(AM) Oklahoma City, elected first VP; **Lynn Adair**, KSL-AM-FM-TV Salt Lake City, elected second VP; **Bob Buice**, KARK-AM-FM-TV Little Rock, Ark., became historian. **George Stevens**, KCMO(AM) Kansas City, Mo., continues as secretary-treasurer. Regional VP's named include: **Rich Hull**, WFRV(TV) Green Bay, Wis., Northeastern region; **Verne Strickland**, WRAL(FM) Raleigh, N.C., South-eastern region; **Chuck Lilligren**, WCCO-AM-FM Minneapolis, North central region; **Dick McHargue**, KHMO(AM) Hannibal, Mo., South central region; and **Bob Burtenshaw**, KID-AM-FM-TV Idaho Falls, Idaho, Western region.

Edward McLaughlin, VP and general manager, KGO-AM-FM-TV San Francisco, elected president, Northern California Broadcasters Association. **Howard S. Kester**, VP and general manager, KYA(AM) there elected VP and secretary-treasurer.

Larry Gersham, sales manager, WNBC-TV New York, appointed station manager.

Ray Nordstrand, president and general manager, WFMT(FM) Chicago, and **John Catlett**, station manager, WBBM-FM there, elected co-chairmen of 1972

National Association of FM Broadcasters convention.

Roger E. Jeffers, VP, Hopkinsville Broadcasting Co. licensee of WHOP-AM-FM Hopkinsville, Ky., named president. He is succeeded as VP by **Sherry Jeffers**, with staff of stations. **Virginia Embry** continues as secretary-treasurer of parent.

Dennis C. Stanfill, chairman and chief executive officer, Twentieth Century-Fox Films, Los Angeles, elected treasurer of Community Television of Southern California, parent of noncommercial KCET(TV) Los Angeles.

Ollie Hayden, general sales manager. KCBS-AM-FM San Francisco, joins Horizon Communications as VP and general manager of its KPAT-AM-FM Berkeley, Calif. He also becomes a member of Horizon's board of directors.

J. Fred Pierce, former president of Regency Broadcasting Co., and general manager of its WXLN(FM) Savannah, Ga., elected executive VP and station manager, WJCL(TV) there.

Eugene Spry, general manager, KPAZ(TV) Phoenix, joins KOLO(AM) Reno, as VP and general manager.

Herbert J. Weber, VP and general manager, WLYV(AM) Fort Wayne, Ind., named executive VP of Shepard Broadcasting, group owner and station's licensee.

Jack P. McCarthy, general sales manager. WHIO-AM-FM-TV Dayton, Ohio, appointed assistant general manager.

Bill Sawyers, assistant manager and general sales manager, KJEO(TV) Fresno, Calif., appointed station manager.

Bill Thomas, national program, KNOK-AM-FM Dallas-Fort Worth, joins WHER(AM) Memphis, as general manager.

James A. Hice, general manager, WXQR(FM) Jacksonville, Fla., joins WNCT(AM) Greenville, N.C., in similar capacity.

Phillip B. Laeser, manager of radio and TV, Journal Co., Milwaukee, licensee of WTMJ-AM-FM-TV there, retires after 43 years with firm.

Joel J. Plavin, assistant general manager, WEVD-AM-FM New York, appointed general manager, succeeding Norman Furman, who retires.

Russell Wittberger, general sales manager, WMYQ(FM) Miami, appointed general manager of Bartell Broadcasting of Florida, station's licensee.

Programing

Robert J. Kolb, former Northeastern divisional manager, CBS Films, New York, joins NBC Films there, division

of NBC Enterprises, as Eastern sales manager..

John D. Ryan, account executive, central division, ABC Films, Chicago, appointed division manager.

Weston Harris, station manager, WNBC-TV New York, named VP for programing, NBC-owned stations.

Will Roth, director of operations, Teletronics International, video-tape studio facility, New York, elected VP-operations.

Joseph Morris, deputy county attorney of Nassau County, New York, joins ABC-TV, as program attorney.

Harvey Reinstein, former VP and national sales manager, Four Star Entertainment Corp., New York, appointed Central division sales manager of Special Projects Division of Metro-media Producers Corp., whose primary responsibility is new syndicated *Merv Griffin Show*.

Paul Boorstin, associate producer in documentary department of MGM Television, Culver City, Calif., joins Wolper Productions, Hollywood, in production development of special projects.

Charles R. Reeves, community affairs director, WCBS(AM) New York, joins CBS News there as producer of special events broadcasts for CBS Radio Network.

Morton Dubin, president, Directors Circle Inc., New York, elected president, Videotape Production Association there. In addition. **Al Markim**, executive VP, Teletronics International, New York, elected VP; **Al De Caprio**, president, Worldwide Video, **Nat Eisenberg**, president, NBE Productions. **Karl Genuis**, president, GIII. **Elmer Smalling**, VP Rosner TV Systems, **Lou Lessard**, VP, Teletape Productions, all New York, and **Grey Hodges**, VP Jefferson Productions; Charlotte, N.C., elected directors; **Peter Hollidge**, president, Advertel Productions Ltd., Toronto, elected Canadian member representative; and **Tom Belcher**, VP, Screen Gems, Los Angeles, elected West Coast member representative.

Dick Lawrence, head of his own program consulting firm, Albany, N.Y., joins Beasley Broadcast Group, group owner, Goldsboro, N.C., as national program director.

Andrew J. Fenady, TV producer-writer associated with such series as *The Rebel*, *Branded* and *Hondo*, appointed director of TV development and production for Bing Crosby Productions Inc., Hollywood.

James H. Nicholson, president, American International Pictures, Beverly Hills, resigns to go into independent production. He will continue on American

International's board of directors.

Burt Michels, with WAKY(AM) Louisville, Ky., joins WBBF(AM) Rochester, N.Y., as program director. Both are LIN Broadcasting stations.

David G. Handy, news director, WSPA-AM-FM-TV Spartanburg, S.C., appointed program director of WSPA-TV.

Bernie Alan, station manager, WRTI-(FM) Philadelphia, joins KFAC-AM-FM Los Angeles, as program director.

Jay Clark, program manager, WTRY-AM-FM Troy, N.Y., joins WPRO-AM-FM-TV Providence, R.I., as program director. He succeeds Al Herskovitz, who moves to KPOL-AM-FM Los Angeles in similar capacity.

Bert Kleinman, staff director, WABC-AM New York, joins WPLJ-FM there as program director.

Jack McCov, program director, WAPE-(AM) Jacksonville, Fla., joins KCBQ(AM) San Diego, in similar capacity.

John C. Fortner, director of news, KORJ-(FM) Orange, Calif., appointed director of operations, West Coast Media, station's licensee. **Robert C. Norris**, with KORJ, appointed production manager of licensee. West Coast Media also owns and operates KDIG(FM) San Diego.

Broadcast Journalism

Earl Casey, assistant news director, KNOE-TV Monroe, La., named VP and news director.

Michael J. Summers, WAKY(AM) Louisville, Ky., joins WDXB(AM) Chattanooga as news director.

Susan Schiffer, Washington bureau chief, WTEV-TV New Bedford, Mass., appointed Washington TV correspondent for Group W stations.

Richard Benedict, with WCKT(TV) Miami, joins KCBF-TV Lubbock, Tex., as news director. He succeeds C. W. Ratliff, who remains with station in semiretirement as editorial and special-assignment editor.

Larry Maisel, WDBJ-TV Roanoke, Va., named head of Associated Press Broadcasters Association's freedom of information committee for 1972. Others on committee are: **Paul Kuntz**, WTIC-AM-FM Hartford, Conn.; **Don Owen**, KLSA-TV Shreveport, La., and **Bill Armstrong**, KOSI-AM-FM Aurora, Colo. Mr. Armstrong also serves as member of APBA board of directors.

Martin Plissner, editorial director, CBS News election unit for *Campaign '70*, appointed editor for *Campaign '72*.

L. Richard Martin, former production supervisor, WLVA-TV Lynchburg, Va., appointed news director. **Alan R. Lofin**, producer-reporter, WLVA-TV news staff, appointed assistant director of news.

Ralph Penza, news correspondent, WCBS-TV New York, named co-anchor-man on *The Eleven O'Clock Report* with Jim Jensen. Also, **Gary Essex**, WKYC-TV Cleveland meteorologist, joins WCBS's *Six O'Clock and Eleven O'Clock* news reports as weatherman. Mr. Essex succeeds **Gordon Barnes**, who will continue to give weather reports on WCBS-AM New York and on the CBS Radio network.

Tim Bornheimer, news editor, WLBC-AM-FM-TV Muncie, Ind., joins WSBT-TV South Bend, Ind., as anchorman.

John Rhodes, news director for KTSA-(AM) San Antonio, joins KITE(AM) Terrell Hills, Tex., in similar position.

Carl Brazell, Washington bureau chief, Metromedia Radio, appointed news director of Metromedia's WNEW(AM) New York.

Clip Smith, operations manager, WUSJ-(AM) Lockport, N.Y., joins WKBW-TV Buffalo, N.Y., as on-air sports and weather reporter.

Michael R. Whitney, reporter and producer for WOR(AM) New York, appointed editorial and community news manager. **Penny Pinsker**, with station's community relations staff, joins Mr. Whitney as research associate, working on editorials and community news projects.

Bob Scott, sports director, WJET-AM-TV Erie, Pa., joins WQXI-AM-FM-TV Atlanta as sports reporter.

Promotion

Lawrence C. Christopher, communications adviser to Illinois Commerce Commission, Chicago, joins American Mutual Insurance Alliance there as director of communications, responsible for all PR, news media, information and publication activities. Prior to his post with Illinois Commerce Commission Mr. Christopher was senior editor, BROADCASTING's Chicago office.

Sue Riordan, with publications, exhibits and radio-TV division, Milwaukee Public Library, joins WITI-TV there as director of community relations, responsible for PR activities at station.

Jacqueline M. Fisher, PR director and music programmer, noncommercial KFUD-FM Clayton, Mo., appointed manager of music and promotion, noncommercial KWMU(FM) St. Louis.

Equipment & Engineering

Joseph L. Stern, formerly VP, engineering, CBS-TV services division, named to newly created post of VP for engineering. Goldmark Communications Corp., Norwalk, Conn., subsidiary of Kinney Services. New company was

announced earlier this year (BROADCASTING, Jan. 10).

Leo J. Murray, former director of information services for CBS Laboratories, named VP of corporate affairs for Goldmark Communications. He will direct public affairs and government relations activities for newly formed company.



Mr. White general manager, CBS-TV network operations, New York, named VP, operations and engineering. He succeeds **Drew Brinckerhoff**, who has been made VP for manpower management, heading newly established CBS Inc. department (BROADCASTING, Dec. 6, 1971).

Leonard L. Rosenfeld, president and general manager, KMS Industries, Arlington, Va.-based computer software firm, joins American Electronic Laboratories Communications Corp., CATV subsidiary of AEL, as president.

J. Allen Fisher, supervisor of publications section, Philco-Ford Corp., Palo Alto, Calif., appointed manager of advertising-sales promotion department for Ampex Corp., Redwood City, Calif., with responsibilities covering company's California-based divisions that manufacture and market broadcast and closed circuit TV units, among other equipment.

Michael A. Gales, promotion executive, Conde Nast Publications division of Newhouse Communications, New York, joins Vidtronic, video-tape production division of Technicolor Inc. there, as director of marketing.

Jack A. Mauck, assistant VP, sales and marketing, Vidtronic division, Technicolor Inc., Hollywood office, named VP, planning and development, Trans-American Video Inc., Hollywood-based independent mobile color video-tape facility.

Robert H. Tanner, director of information, Bell-Northern Research, Ottawa, elected president, Institute of Electrical and Electronics Engineers, New York. In addition, **Dr. Harold Chestnut**, consultant, General Electric corporate research and development, Schenectady, N.Y., elected VP; **Harold S. Goldberg**, Data Precision Co., Wakefield, Mass., **Grover F. Daussman**, Military Department of Tennessee, Nashville, **William E. Cory**, Southwest Research Institute, San Antonio, Tex., **Douglas M. Hinton**, Bell Canada, Belleville, Ontario, and **Ernesto Obregon**, Colseguros, Bogota, Columbia, appointed regional delegates-regional directors; and **Dr. M. E. Van**

Valkenburg, Princeton University, Princeton, N.J., and **Linder C. Hobbs**, Hobbs Associates Inc., Corona Del Mar, Calif., appointed divisional delegates-divisional directors.

John R. Dawson, special projects engineer, Philips Broadcast Equipment Corp., Montvale, N.J., appointed manager of applications engineering.

Ronald Adamson, manager of sales systems engineering, Sarkes Tarzian, Bloomington, Ind., appointed national sales manager for all broadcast TV products.

Rupert F. Goodspeed, marketing manager, Kenyon Marine, manufacturer of appointed general manager for newly formed Fernseh division of Robert Bosch Corp., Chicago. Sarkes Tarzian continues as sales agent for Fernseh products in TV industry.

Hugh S. Wagner, VP and general manager, Kenyon Marine, manufacturers of electronic instruments, clocks and mechanical accessories, Guilford, Conn., joins Raytheon's Manchester, N.H., operation as marketing manager.

John Hitt, assistant chief engineer, KSLA-TV Shreveport, La., appointed chief engineer.

Allied Fields

Carlos Conde, formerly director of information and publications for U.S. Commission on Civil Rights, named to staff of Herbert G. Klein, White House director of communications. Mr. Conde will work mainly as contact man for

Spanish-language media. Mr. Conde, who had worked as newsman in Texas, Washington, and South America, joined Civil Rights Commission in February 1971.

John W. Murray, VP, WOR-TV, named chairman of AWARE, New York-based organization dedicated to "civic-consciousness-raising through the arts."

Arnold Snyder, producer of special events ABC News and producer of daily electronic feed, ABC News syndicated service, assumes added responsibilities of instructor of communications, School of Contemporary Arts, Ramapo College of N.J., Mahwah.

Francis E. Fletcher Jr., attorney with law offices of Michael L. Glaser, Washington communications law firm, made partner of firm to be known as Glaser & Fletcher. New offices are at 1150 17th Street, N.W., Washington 20036.

Stan Major, with staff of WRIT(AM)-WFWO(FM) Milwaukee, has announced he will run for Illinois state senate.

Charles W. Vaughan, general manager of noncommercial WCET(TV) Cincinnati, appointed by Ohio Governor John J. Gilligan to four-year term on nine-member Ohio Educational Television Network Commission.

Desi Arnaz, actor-producer, appointed to distinguished visiting lectureship at San Diego State College's department of telecommunications and film for 1972 spring semester. He will conduct courses in studio production and acting for TV and film.

Deaths

Ross S. Bagdasarian, 52, songwriter and producer of *The Alvin Show*, TV series, died Jan. 16 in Beverly Hills. Mr. Bagdasarian, who used stage name David Seville, was famous for his "The Chipmunk Song," for which his voice was used. Chipmunk characters later were translated into animated half-hour series for CBS-TV produced by Bagdasarian Film Corp. Mr. Bagdasarian is survived by his wife, Armen, one daughter and two sons.

A. C. Spector, 61, associate publisher, *Playboy* magazine, died Monday, Jan. 17 in St. Croix hospital, Christiansted, Virgin Islands. Mr. Spector, joined NBC in 1952 as senior editor of *Home*, weekday, one-hour service-magazine program. He left that post in 1956 to join *Playboy*. He is survived by his wife, Joan, and four children.

Rochelle Hudson, 55, motion-picture actress of the 1930's and 1940's and later regular performer in TV series, died Jan. 17 in Palm Desert, Calif. of unknown causes. Miss Hudson, who made her motion-picture debut in 1930 and appeared in some 75 feature films, played opposite Eddie Mayehoff in 26 episodes of 1954 CBS-TV half-hour series, *That's My Boy*. She is survived by her mother, Mae Hudson.

Donald P. Wise, 57, consulting engineer, Barkley & Dexter Laboratories, Fitchburg, Mass., died at his home Dec. 31 after brief illness. He is survived by his wife, Doris, and one daughter.

ForTheRecord®

As compiled by Broadcasting, Jan 12 through Jan. 18, 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

• Homewood, Ala.—FCC dismissed requests by Birmingham Broadcasting Co., Birmingham Television Corp., and by Congressional Black Caucus of U.S. House of Representatives for initiation of non-adjudicatory inquiry into past record of compliance with Civil Rights Act by business firms with which principles of Alabama Television Inc. are associated. Alabama Television is applicant recommended in initial decision for grant of CP in Birmingham, Ala., area (Docs 15461, 16760-61, 16758). Action Jan. 2.

Actions on motions

• Chief, Office of Opinions and Review in Terre Haute, Ind. (Terre Haute Broadcasting Corp. and Alpha Broadcasting Corp.) TV proceeding, dismissed as moot application by Alpha Broadcasting Corp. for review of Review board's decision released July 7, 1970 (Docs 18321-2). Action Jan. 7.

• Chief Hearing Examiner Arthur A. Gladstone in

EDWIN TORNBURG & COMPANY, INC.

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Hamden, Hartford and West Haven, all Connecticut. (Quinnipiac College, St. Thomas Seminary and University of New Haven Inc.). TV proceeding, designated Hearing Examiner Frederick W. Denniston to serve as presiding officer; scheduled prehearing conference for Feb. 23, and hearing for Mar. 20 (Docs 19393-5). Action Jan. 7.

Other actions

- Review board in Fort Smith-Jonesboro, Ark., TV proceeding, enlarged hearing issues against KAIT-TV Jonesboro, to include determination of whether station's programming has been meritorious, particularly with regard to public-service programs, to mitigate possible adverse findings under Issue 1. Issue is to determine all facts and circumstances surrounding payments made by George T. Herreich to representative of ABC and relevant changes in KAIT-TV affiliation agreement. Action Jan. 11.

- Review board in New York TV proceeding, granted request by Forum Communications Inc., for further extension of time to Jan. 13 to file oppositions to petition to enlarge issues filed by WPIX Inc. on Dec. 13 (Docs 18711-12). Action Jan. 5

- Review board in New York, TV proceeding, granted request by Broadcast Bureau for extension of time to Jan. 20 to file responsive pleadings to petition by WPIX Inc. to enlarge issues. Action Jan. 14.

Existing TV stations

Final actions

- WSMS-TV, Fort Lauderdale, Fla.—Broadcast Bureau granted CP to change ERP to vis. 355 kw; aur. 70.8 kw; change trans. location; make changes in ant. structure; ant. height 1,020 ft. Action Jan. 12.

- WSWB-TV, Orlando, Fla.—Broadcast Bureau granted mod. of CP to change ERP to vis. 1120 kw and aur. 224 kw; change type trans. and ant.; make changes in ant. structure; ant. height 1480 ft. Action Jan. 13.

- KMBC-TV Kansas City, Mo.—FCC ruled that no action is warranted in response to complaints from two Kansas City attorneys, Sidney Willens and Russell Millin, alleging that KMBC-TV did not fulfill its responsibilities under fairness doctrine and personal attack rules in presentation of 17-part program series entitled "Criminals and the Court.", Action Jan. 12.

- KGNC-TV, Amarillo, Tex.—Broadcast Bureau granted license covering operation of former main trans. as aux. trans. at main trans. and ant. location. Action Jan. 13.

Actions on motions

- Hearing Examiner Frederick W. Denniston in Dubuque, Iowa (Dubuque Communications Corp. [KDUB-TV]), TV proceeding, denied petition by chief of Broadcast Bureau for continuance (Doc. 19339). Action Jan. 10.

- Chief Hearing Examiner Arthur A. Gladstone in San Juan, Mayaguez, and Ponce, all Puerto Rico (Telesanjuan Inc. [WTSJ(TV), WMGZ(TV), WPSJ(TV)]), TV proceeding, set certain procedural dates and cancelled hearing presently scheduled for Feb. 7; ordered that date of hearing be established by further order of presiding officer and date to be specified will be date as may fit presiding officer's calendar six weeks following announcement of commission's disposition of applicant's petition for reconsideration, if such disposition is adverse to petitioner (Docs. 19353-5). Action Jan. 10.

- Hearing Examiner Forest L. McClenning in Jacksonville, Ill. (Look Television Corp. [WJYY-TV]), TV proceeding, set certain procedural dates and scheduled hearing for April 19 (Doc. 19340). Action Jan. 11.

Network affiliations

ABC

- Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial

availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

- WMAZ-TV Macon, Ga.—Multimedia Broadcasting Co. agreement dated Nov. 8, to replace one dated Aug. 21, 1969, effective Sept. 1, 1971 through Sept. 1, 1973. Programs delivered to closest convenient point, network rate \$611; compensation paid at 30% prime time.

- KID-TV Idaho Falls, Idaho—KID Broadcasting Corp. agreement dated Nov. 5, 1971 to replace one dated May 6, 1968, effective Sept. 1, 1971 through Sept. 1, 1973. Network rate \$314, compensation paid at 30% prime time.

New AM stations

Actions on motions

- Hearing Examiner Charles J. Frederick in Youngstown, Ohio and Ellwood City, Pa. (Media Inc. and Jud Inc.) AM proceeding, granted petition by Jud Inc., for leave to amend its application to satisfy rules (Docs. 18768-9). Action Jan. 10.

- Hearing Examiner Lenore G. Ehrig in Corpus Christi, Tex., Brush, Colorado Springs and Boulder, all Colorado (A. V. Bamford, et al.), FM and AM proceeding, set certain procedural dates and scheduled hearing for March 7 and prehearing conference for Jan. 25 (Docs. 19089, 19157-9). Action Jan. 11.

- Chief Hearing Examiner Arthur A. Gladstone in Fajardo, P.R. and Frederiksted, St. Croix, Virgin Islands (Fajardo Broadcasting Corp. and Carlos A. Lopez-Lay) AM proceeding, designated Hearing Examiner Ernest Nash to serve as presiding officer and scheduled prehearing conference for Feb. 24, and hearing for March 21 (Docs. 19386-7). Action Jan. 7.

Other action

- Review board in Charlottesville, Va., AM proceeding, dismissed motion by Welk Inc. for leave to file reply to opposition by Broadcast Bureau to joint motion for extension of time to file exceptions briefs to initial decision. Action Jan. 1.

Existing AM stations

Final actions

- WGAD Gadsden, Ala.—Broadcast Bureau granted CP to change maximum radiation value for N pattern. Action Jan. 6.

- KTLK Denver—FCC extended time to reply to Broadcast Bureau's opposition to petition for reconsideration of commission action setting for hearing application of Action Radio Inc., for renewal of license of KTLK through Feb. 14 (Doc. 19274). Action Jan. 14.

- WTOW Towson, Md.—Broadcast Bureau permitted remote control. Action Jan. 13.

- WTRU Muskegon, Mich.—Broadcast Bureau granted CP to make changes in N pattern of MEOV's. Action Jan. 6.

- KXEN Festus - St. Louis, Mo.—Broadcast Bureau granted CP to change ant.-trans. location and main studio location to .5 miles north of U. S. 270 and just east of Illinois Route 111, St. Louis-Festus, Mo. Action Jan. 6.

- WKYC Cleveland—Broadcast Bureau granted license covering aux. ant. to use with main trans. Action Jan. 10.

- KPNW Eugene, Ore.—Broadcast Bureau granted CP to change from DA-1 to DA-2 with different directional pattern for D operation using two of existing four towers. Action Jan. 6.

- WUNO Rio Piedras, P.R.—Broadcast Bureau granted mod. of license covering change of station location to San Juan, P.R. Action Jan. 6.

- KBEN Carrizo Springs, Tex.—Broadcast Bureau granted mod. of license and permit for change in hours of operation to U. Action Jan. 12.

- KENR Houston—Broadcast Bureau granted CP to change D MEOV's. Action Jan. 6.

Actions on motions

- Chief, Office of Opinions and Review in Lexington, Ky. (Bluegrass Broadcasting Co.) for renewal of license of WVLC, granted motion by applicant and extended through Jan. 24, time to prepare its reply brief (Doc. 18285). Action Jan. 11.

- Hearing Examiner Basil P. Cooper in New York, (City of New York Municipal Broadcasting System [WNYC]) AM proceeding, granted request by applicant and continued certain procedural dates: continued evidentiary hearing to April 10 (Docs. 11227, 17588). Action Jan. 12.

- Chief Hearing Examiner Arthur A. Gladstone in Fargo, N.D. (Northwestern College [KFNW]) AM proceeding, having under consideration absence of presiding examiner Jay A. Kyle because of illness, rescheduled hearing for Feb. 23, (Doc. 19313). Jan. 6.

- Hearing Examiner Chester F. Naumowicz Jr. in Boynton Beach, Fla. (North American Broadcasting Co., and Boynton Beach Community Services Inc.) AM proceeding, granted joint request of applicants and extended to Jan. 31 time to file proposed findings of fact (Docs. 18310, 18312). Action Jan. 10.

- KEWQ Paradise, Calif.—FCC ordered Butte Broadcasting Co., licensee of KEWQ Paradise to forfeit \$25 for repeated violation of rules by failing to file renewal application at least 90 days prior to expiration date of license. Action Jan. 12.

New FM stations

Final action

- Oak Ridge, Tenn.—FCC assigned FM ch. 262C to Oak Ridge, Tenn., and made related ch. changes in Jamestown, Tenn., Pineville, Barbourville and Middlesboro, all Kentucky and Big Stone Gap, Va. (Doc. 19074). Action Jan. 12.

Other actions

- Review board in Macon, Ga. FM proceeding denied request by Broadcast Good Music Committee asking to intervene in proceeding on application of Middle Georgia Broadcasting Co., for new FM to operate on ch. 300 in Macon. (Doc. 18279). Action Jan. 12.

- Review Board in Rochester, N.Y., FM proceeding, granted request by Monroe County Broadcasting Company Inc., for extension of time to Jan. 19 to file responsive pleadings to petition by Auburn Publishing Co. to enlarge issues. Action Jan. 14.

Actions on motions

- Chief, Office of Opinions and Review in Bangor, Me. (Bangor Broadcasting Corp. and Penobscot Broadcasting Corp.) FM proceeding, granted motion by Bangor Broadcasting Corp. and extended to Feb. 1 time to file its application for review to memorandum opinion and order of Review board denying Bangor's petition to enlarge issues (Docs. 19165-6). Action Jan. 11.

- Hearing examiner Lenore G. Ehrig in Anderson, Ind. (Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson) FM proceeding, granted joint request of parties and continued hearing to Feb. 17 (Docs. 19018-9). Action Jan. 12.

- Chief Hearing Examiner Arthur A. Gladstone in Sun City, Ariz. and Albuquerque, N.M. (Alvin L. Korngold et al.) FM proceeding, ordered that hearing presently scheduled for Jan. 11 is cancelled and that further proceedings in matter shall be as directed by presiding officer (Docs. 19087-8, 19178-9). Action Jan. 1.

- Chief Hearing Examiner Arthur A. Gladstone in Lorain, Ohio (Lake Erie Broadcasting Co. and Lorain Community Broadcasting Co.) FM proceeding, ordered Hearing Examiner Frederick W. Denniston to serve as presiding officer in lieu of Hearing Examiner James F. Tierney (Docs. 19213-4). Action Jan. 5.

- Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both N.Y. (Auburn Publishing Co., et al.) FM proceeding, granted petition by Monroe County Broadcasting Co. for leave to amend its ap-

Summary of broadcasting

Compiled by FCC Jan. 1, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,335	3	17	4,355	56	4,411 ¹
Commercial FM	2,259	1	44	2,304 ²	112	2,416
Commercial TV-VHF	503	2	5	510 ³	17	527 ²
Commercial TV-UHF	179	0	10	189 ³	66	255 ³
Total commercial TV	782	2	15	699	83	782
Educational FM	470	1	8	479	76	555
Educational TV-VHF	85	4	2	89	2	91
Educational TV-UHF	110	0	7	117	14	131
Total educational TV	195	4	9	206	6	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.

plication by reporting bankruptcy proceeding involving one of its stockholders (Docs. 18674-6). Action Jan. 11.

• Hearing Examiner Herbert Sharfman in Southern Pines, N.C. (William R. Gaston and The Sandhill Community Broadcasters Inc.) FM proceeding, as Sandhill has complied with Gaston's request for inspection of records, dismissed request as moot (Docs. 19349-50). Action Jan. 10.

• Hearing Examiner James F. Tierney in Lorain, Ohio (Lake Erie Broadcasting Co. and Lorain Community Broadcasting Co.). FM proceeding, granted petition by Lorain Community Broadcasting Co. for leave to amend its application to reflect changes in elected offices and directorships of company (Docs. 19213-4). Action Jan. 4.

Rulemaking action

• FCC proposed amendment of FM table of assignments to assign 224A or 253 to Crystal River, Fla.: 253 or 269A to Gainesville, Fla., in addition to presently assigned 279 and 288A: 240A in place of 285A at Charles City, Iowa: 285A at Hampton, Iowa: 277 or 292A at Pella, Iowa, and 231 in place of 240A at Keyser, W. Va. Action Jan. 12.

Existing FM stations

Final actions

• KPSC (FM) Sacramento, Calif.—Broadcast Bureau granted license covering changes: ERP 64 kw; ant. height 280 ft. Action Jan. 12.

• KSRF (FM) Santa Monica, Calif.—Broadcast Bureau granted license covering changes: ERP 1.85 kw; ant. height minus 95 ft. Action Jan. 14.

• KOSI-FM Denver—Broadcast Bureau granted license covering changes: ERP 86 kw; ant. height 780 ft. Action Jan. 14.

• WKTZ-FM Jacksonville, Fla.—Broadcast Bureau granted license covering changes: ERP 90 kw; ant. height 830 ft. Action Jan. 14.

• WNIU-FM Dekalb, Ill.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Jan. 14.

• WAAF (FM) Worcester, Mass.—Broadcast Bureau granted CP to install new trans. and new ant.: ERP. 16.5 kw; ant. height 780 ft.; remote control permitted. Action Jan. 11.

• KUSN-FM St. Joseph, Mo.—Broadcast Bureau granted CP to change trans. location and studio location to 2414 S. Leonard Rd., St. Joseph: install new ant.: make changes in ant. system: ERP 3.9 kw; ant. height 225 ft.; remote control permitted. Action Jan. 11.

• KFMZ (FM) Columbia, Mo.—Broadcast Bureau granted mod. of CP to change type trans.: granted CP to install new aux. trans. at main trans. location to be operated on chan. 252.98.3 mhz: ERP 710 w; ant. height 300 ft. Action Jan. 6.

• WSHR (FM) Lake Ronkonkoma, N.Y.—Broadcast Bureau granted license covering changes: ERP 1.85 kw; ant. height 145 ft. Action Jan. 5.

• KPNW-FM Eugene, Ore.—Broadcast Bureau

granted request for SCA on sub-carrier frequency of 67 khz. Action Jan. 14.

• WCAU-FM Philadelphia—Broadcast Bureau granted license covering use of former aux. trans. as alt.-main trans. Action Jan. 4.

• WKJF (FM) Pittsburgh—Broadcast Bureau granted license covering aux. trans.: ERP 13.5 kw; ant. height 550 ft. Action Jan. 12.

• KLLL-FM Lubbock, Tex.—Broadcast Bureau granted license covering changes: ERP 4.1 kw; ant. height 540 ft. Action Jan. 18.

• WSVA-FM Harrisonburg, Va.—Broadcast Bureau granted license covering changes: ERP 7.2 kw; ant. height 340 ft. Action Jan. 12.

• WROE (FM) Neenah-Menasha, Wis.—Broadcast Bureau granted license covering resumption of operation in accordance with rules as modified. Action Jan. 4.

Renewal of licenses, all stations

• Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries:

KASL (AM) Newcastle, Wyo.: KCMJ (AM) Palm Springs, Calif.: KCSJ (AM) Pueblo, Colo.: KFLI (AM) Mountain Home, Idaho: KIXX (AM) Provo, Utah: KKHI-FM San Francisco: KKNU (FM) Fresno: KNNU (FM) Tulare: KLBS-AM-FM Los Banos, all California: KMIN (AM) Grants, N.M.: KNGS (AM) Hanford, Calif.: KRGO (AM) Salt Lake City: KSBW-FM Salinas: KSBY-FM San Luis Obispo: KUHL (AM) Santa Maria: KUZZ-AM Bakersfield: KWUN (AM) Concord: KVCRC-FM-TV San Bernardino: KZIN-FM Bakersfield, all California: WCIN (AM) Cincinnati: WKYC (AM) Cleveland, both Ohio. Action Jan. 11.

Other actions, all services

• FCC denied petition by Federated Organizations on American-Arab Relations for reconsideration of July 14, 1971 finding by commission that NBC and CBS and affiliated stations did not violate fairness doctrine in coverage of Arab-Israeli conflict. Action Jan. 12.

• FCC granted request by ABC, for waiver of "prime time access" rule, to permit stations affiliated with network to telecast NBA basketball game Sunday Jan. 16, *Andy Williams San Diego Golf Tournament* Saturday and Sunday Jan. 29 and 30, and *Hawaiian Open Golf Tournament* on Saturday and Sunday, Feb. 5 and 6. Waiver does not cover presentation of any material concerning events following completion of telecasts.

• Chief, FCC Complaints and Compliance Division, has informed ABC and NBC and Washington affiliates WMAL-TV and WRC-TV that they have complied with fairness doctrine in presentation of views concerning air bags, automobile safety device. Center for Auto Safety had complained that "one-sided, controversial and inaccurate advertisements" by Ford Motor Co. attacking device had been broadcast by licensees and neither NBC nor ABC offered evidence that it had "adequately presented opposing points of view." Center requested that commission "require

all networks and individual broadcast stations to devote suitable amount of time, in format of comparable repetition, force and intensity, to opposing points of view." Action Jan. 11.

Translator actions

• Dinuba, Calif.—Broadcast Bureau granted CP for new UHF translator to serve Visalia and Dinuba, both Calif. operating on ch. 69 by rebroadcasting programs of KQED ch. 9 San Francisco. Action Jan. 11.

• K08FX, Lake Isabella area, Calif.—Broadcast Bureau granted CP to change type trans. and increase output power of VHF translator. Action Jan. 6.

• New Idria, Calif.—Broadcast Bureau granted CP for new UHF translator to serve Lemoore, Calif. operating on ch. 82 by rebroadcasting programs of KQED TV (ch. 9) San Francisco. Action Jan. 11.

• K13KF Stateline, Calif.—Broadcast Bureau granted mod of CP to extend completion date of VHF translator to July 12. Action Jan. 12.

• Canon City, Colo.—Broadcast Bureau granted CP for new FM translator to serve Canon City operating on ch. 292 by rebroadcasting programs of KRDO-FM, ch. 236 Colorado Springs. Action Jan. 10.

• WJG-74, Miami—Broadcast Bureau granted mod. of license covering increase in power to 1 w and change trans. of STL. Action Jan. 13.

• Waterville, Kan.—Broadcast Bureau granted CP for new VHF translator to serve Waterville, operating on ch. 8 by rebroadcasting programs of WIBW-TV ch. 13, Topeka, Kan. Action Jan. 12.

• W04AR Madawaska, Me.—Broadcast Bureau granted CP to change trans. location to 200 ft due east of Madawaska water district storage tank at end of Seventh Street in Madawaska and to make changes in ant. system of VHF translator. Action Jan. 10.

• K75CM Windom, Minn.—Broadcast Bureau granted mod. of CP to change primary TV station of UHF translator to KSTP-TV ch. 5, St. Paul. Action Jan. 10.

• K10AT Circle, Sheep Mountain, Brockway and Washington School all Montana—Broadcast Bureau granted CP to replace expired permit for VHF translator: granted mod. of CP to change type of trans.: increase output power and make changes in ant. system. Action Jan. 12.

• Ainsworth, Neb.—Broadcast Bureau granted CP for new VHF translator to serve Ainsworth operating on ch. 11 by rebroadcasting programs of KOLN-TV ch. 10 Lincoln, Neb. Action Jan. 7.

• K02BD Verdigr, Neb.—Broadcast Bureau granted renewal of license of VHF translator. Action Jan. 12.

• K78CJ Lovelock, Nev.—Broadcast Bureau granted CP to change type trans. and increase output power of UHF translator. Action Jan. 12.

• Alamogordo, N.M.—Broadcast Bureau granted CP for new UHF translator to serve Alamogordo and Holloman AFB both N.M., operating on ch. 77 by rebroadcasting programs of KELP-TV ch. 13 El Paso. Action Jan. 11.

• W60AA San German and Sabana Grande both P.R.—Broadcast Bureau granted license covering new UHF translator. Action Jan. 14.

• Fairburn, S.D.—Broadcast Bureau granted CP for new VHF translator to serve Fairburn, operating on ch. 13 by rebroadcasting programs of KRSD-TV ch. 7 Rapid City, S.D. Action Jan. 12.

• K10CE, Mobridge, S. D.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 10, 192-198 mhz to ch. 9, 186-192 mhz: change call letters to K09KK. Action Jan. 7.

• W12AT Fredericksted, St. Croix, Virgin Islands—Broadcast Bureau granted renewal of license for VHF translator subject to condition that, after WTJX-TV (ch. 12) Charlotte Amalie, St. Thomas, Virgin Islands, goes on air, W12AT (which also operates on ch. 12) shall cease operation. Action Jan. 12.

• Darlington, Wis.—Broadcast Bureau granted CP for new UHF translator to serve Darlington operat-

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ing on ch. 67 by rebroadcasting programs of WHA-TV ch. 21. Action Jan. 4.

• W74AG Darlington, Wis.—Broadcast Bureau granted CP to change frequency of UHF translator from ch. 74, 830-836 mhz to ch. 69 800-806 mhz; change type trans.; increase output power; make changes in ant. system; change call letters to W69AB. Action Jan. 4.

• W82AB Darlington, Wis.—Broadcast Bureau granted CP to change frequency from ch. 82, 878-884 mhz to ch. 56, 722-728 mhz change type trans.; increase output power to 100 w; make changes in ant. system and change call letters of UHF translator to W56AB. Action Jan. 7.

Modification of CP's, all stations

• WMOB-FM, Mobile, Ala.—Broadcast Bureau granted mod. of CP to extend completion date to June 30. Action Dec. 30.

• KRXA Seward, Alaska—Broadcast Bureau granted mod. of CP to change specified hours of operation to: 7:00 a.m. to 7:00 p.m. Monday-Thursday and 7:00 a.m. to 12 midnight Friday-Sunday; change main studio and remote control location to 3rd and Adams Street, Seward. Action Jan. 10.

• KXGO (FM) Arcata, Calif.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action Jan. 14.

• WPLO Atlanta—Broadcast Bureau granted mod. of CP to extend completion date to July 1. Action Jan. 12.

• WYAZ Yazoo City, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to July 25. Action Jan. 12.

• KXLW Clayton, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to May 1. Action Jan. 12.

• K02GQ East Missoula, Milltown and Clinton all Montana—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to July 12. Action Jan. 12.

• WVNJ Newark, N.J.—Broadcast Bureau granted mod. of CP to extend completion date to March 15. Action Jan. 12.

• WHOM New York—Broadcast Bureau granted mod. of CP to specify top loading and nighttime MEOW's. Action Jan. 6.

• WNPI-TV Norwood, N.Y.—Broadcast Bureau granted mod. of CP to operate trans by remote control from Champion Rd., Watertown, N.Y. Action Jan. 5.

• W07BA Syracuse, Nedrow and Onondaga City all New York—Broadcast Bureau granted mod. of CP to change trans. location to adjacent to Onondaga Sanitarium, 1,500 feet north of Seneca Turnpike 2,100 ft. east of South Avenue. Syracuse. Action Jan. 6.

• W07BD Syracuse-Dewitt section, N.Y.—Broadcast Bureau granted mod. of CP to change trans. location of VHF translator to Elmcrest Childrens Center, 960 Salt Springs Road, Syracuse. Action Jan. 6.

• WGLX Galion, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to May 27. Action Jan. 12.

• KHF-80 Milwaukee—Broadcast Bureau granted mod. of CP to add ch. B-2 and install additional trans. of instructional TV fixed station. Action Jan. 7.

Ownership changes

Applications

• KMEO(AM) Phoenix—Seeks assignment of license from Southwestern Horizons Inc. to KMEO Inc. for \$400,000. Sellers: M. Kenneth Cowan, president, et al. Buyers: Edward D. Oskierko (49%), Raymond L. Peterlin (25 1/2%) and Frank J. Peterlin (25 1/2%). Mr. Oskierko is president of KMEO Inc. He also has been associated with WJOB(AM) Hammond, Ind. as vice president, announcer and director of foreign language programming. Messrs. Peterlin own 50% each in companies concerned with trucking, cartage and warehousing in Chicago. Ann. Jan. 3.

• KTOB(AM) Petaluma, Calif.—Seeks assignment of license from Joseph H. McGillvra and Agnes I. McGillvra dba Broadcasting Co. to KTOP Inc. for \$210,000. Sellers: Joseph H. McGillvra and Agnes I. McGillvra, co-owners. Buyers: Robert S. Lipman (35%), David F. Devoto (20%), Jack R. Garrison (20%) and Irwin B. Lipman (25%). Robert Lipman is president of KTOB Inc. He was formerly sole owner of Lipman-Walters Public Relations/Advertising in Petaluma. Irwin Lipman is attorney in private practice in Washington-Silver Spring, Md. Mr. Garrison is real estate broker in Petaluma. Mr. Devoto is insurance broker in Petaluma. Ann. Jan. 7.

• WVLN(AM)-WESI(FM) Olney, Ill.—Seeks assignment of license from Illinois Broadcasting Co. to Public Service Broadcasters Inc. for \$250,000. Sellers: F.M. Lindsay Jr., president, et al. Buyers: Donald G. Jones (20.38%), George F. Ferry (14.46%), et al. Mr. Jones is president of Public Services Broadcasters Inc. in Taylorville, Ill. Dr. Ferry is dentist in Taylorville. Ann. Jan. 3.

• KYNA(FM) Des Moines, Iowa—Seeks assignment of license from Contemporadio Inc. to Mid America Broadcasting Inc. for \$225,000. Sellers: Dwight E. Herbert, vice president and Carl L. Williams, president, et al. Buyers: Burrell L. Small (69.334%), et al. Mr. Small is president of Mid America Audio-Video Inc., licensee of WKAN(AM) Kankakee, Ill. He is also president and majority stockholder of Mid-America Broadcasting Inc., licensee of WQUA(AM) Moline, Ill. and KIOA(AM) Des Moines, Iowa and of Mid America Media Inc., licensee of WIRL-AM Peoria, Ill. He is also vice president of Mid America Radio Inc., licensee of WIRE(AM) Indianapolis and president of Kankakee TV Cable Co. in Kankakee. Ann. Jan. 3.

• KJFJ(AM) Webster City, Iowa—Seeks assignment of license from Nachusa Corp. to Whitesell Broadcasting Co. for \$170,000. Sellers: J.J. Donnellan, comptroller, et al. Buyers: John P. Whitesell (50%) and Patricia A. Whitesell (50%). Mr. Whitesell is president and owns 50% of law firm in Iowa Falls, Iowa. He was formerly president and 50% owner of PBW Broadcasting Corp., licensee of KIFG-AM-FM in Iowa Falls. He also has interests in rental properties, warehouse rentals and legal research firms in Iowa Falls. Mrs. Whitesell is sole owner of H&R Block Tax Service, income tax consultant, in Iowa Falls. She also has interests in rental properties and legal research in Iowa Falls. Ann. Jan. 7.

• KQAW(FM) Webster City, Iowa—Seeks assignment of license from PBW Broadcasting Corp. to Whitesell Broadcasting Corp. for \$9,753.95. Sellers: Dwight M. Brown, vice president, et al. Buyers: See KJFJ(AM) above. Ann. Jan. 7.

• WKJK(AM) Granite Falls, N.C.—Seeks transfer of control of Broadcasting Enterprises Inc. from Robert W. Scott (19.2% before, 11.5% after) to John R. Morris (46.2% before, 53.8% after). Consideration: \$7,000. Mr. Morris is vice president of Broadcast Enterprises Inc. Ann. Jan. 3.

• WHOK-AM-FM Lancaster, Ohio—Seeks assignment of license from Hocking Valley Broadcasting Corp. to WHOK, Inc. for \$525,000. Sellers: Don Turnbull, secretary treasurer, et al. Buyers: William M. France (24%), Anthony S. Oceppek (24%), Richard H. Gehring (24%), Raymond Q. Armington (24%) and Richard E. Streeter (4%). Mr. France is president of WHOK Inc. Painesville, Ohio. Mr. Oceppek is president of Lake Communications Corp., licensee of WPVL(AM) Painesville, Ohio. Mr. Gehring is vice president of Lake Communications Corp. He is also vice president of Lintern Corp. in Mentor, Ohio. Mr. Armington is president of The Triax Co. in Cleveland. He is also director of Lake Communications Corp. and of various other businesses in Cleveland. Mr. Streeter is director of Lake Communications Corp. Ann. Jan. 5.

• KNND(AM) Cottage Grove, Oregon—Seeks assignment of license from Milton A. Viken to Keith L. Stiles and Eleanor B. Stiles for \$110,000. Sellers: Milton A. Viken, owner assignor. Buyers: Keith L. Stiles and Eleanor B. Stiles, (jointly 100%). Mr. Stiles is administrative analyst for city of Pasadena, Calif. Mrs. Stiles was formerly employed by state of California. University of California. Los Angeles in accounting work. Ann. Jan. 3.

CATV

Final actions

• WJT-44 Destin and Eglin Air Force Base, both Cable Television Bureau granted CP for new CARS local distribution service station to be used with CATV systems in Destin and Eglin Air Force Base. Action Dec. 16.

• WEF-76-80 Kalamazoo, Mich.—Cable Television Bureau granted licenses covering permits for new CARS. Action Dec. 14.

• Duluth, Minn.—FCC authorized Northeast Minnesota Cable TV Inc., to carry distant signal of WTCN-TV Minneapolis on its CATV system at Duluth. Action Jan. 12.

• WHA-64 Dexter and Poplar Bluff, both Mo.—Cable Television Bureau granted license covering permit for new CARS. Action Dec. 16.

• WDY-77 Poplar Bluff, Mo.—Cable Television Bureau granted license covering permit for new CARS. Action Dec. 16.

• WJT-46 Fort Lee and Edgewater, both New Jersey—Cable Television Bureau granted CP for new CARS to provide CATV programming to systems in Fort Lee and Edgewater. Action Dec. 14.

• WDY-79 Clovis and Cannon Air Force Base, both New Mexico—Cable Television Bureau granted license covering permit for new CARS. Action Dec. 16.

• WJT-47 Brookhaven, N.Y.—Cable Television Bureau granted CP for new CARS to provide CATV programming to CATV system in Brookhaven, Long Island, N.Y. Action Dec. 14.

• Harrisburg, Pa.—FCC granted Adtel, Ltd., waiver of carriage provisions of CATV rules for one year to permit it to carry out market research project at Harrisburg on experimental basis. Action Jan. 12.

• WJT-45 Port Lavaca, Tex.—Cable Television Bureau granted CP for new CARS to bring TV signal KWEX-TV San Antonio, Tex. to CATV system in Port Lavaca. Action Dec. 16.

Actions on motions

• Hearing Examiner Isadore A. Honig in Dayton, Wash. (Touchet Valley Television Inc.) CATV proceeding, on request of Columbia Empire Broadcasting Corp. postponed hearing conference to Jan. 27 (Doc. 18825). Action Jan. 11.

• Hearing Examiner Ernest Nash in Allentown and Bethlehem, Pa. (Service Electric Cable TV Inc.) CATV proceeding, on request of WBRE-TV Inc. scheduled hearing for Feb. 24 and procedural dates shall be as agreed to among parties (Doc. 19321). Action Jan. 6.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Jan. 11. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

• Alton, Ill.—Madison County Cablevision has been awarded franchise by city council.

• Henderson, Ky.—Multiple-CATV owner Telesis Inc. has been awarded franchise by city council.

• Fridley, Minn.—General Television of Minnesota Inc., subsidiary of multiple-CATV owner General Television Inc., has been awarded 15-year franchise by city council.

• Omaha—Multiple-CATV owners Viacom Communications and Athena Communications, subsidiary of Gulf & Western Co. have applied to city council for franchise.

• Newark, N.J.—Multiple-CATV owners Telecable Corp. of Virginia and Sullivan Productions Inc. and Licking Cablevision Inc. have applied to city council for franchise.

• Grand Island, N.Y.—Amherst Cable Vision Inc., STV Cable Television and Grand Island Cablevision Inc. have applied to city council for exclusive 20-year franchise.

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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.

Midwestern top 40 station looking for young, eager salesman to step up to local sales manager of our four man sales department. Exceptional opportunity in our station group. Your reply held confidential. major market station. Box A-163, BROADCASTING.

Sales manager and salesman for midwest metro FM station. Excellent future for an aggressive personality who will be willing to work. Send resume immediately. Box A-262, BROADCASTING.

Wanted "super-aware" salesman. If you are a conscious begin, young, aggressive, plugged into today's music and movements, if your goal is management through sales and related programing you can move ahead as rapidly as you let yourself. Send resume and complete information to: Wm. R. Varecha, General Manager, CHOM-FM, 1310 Greene Avenue, Montreal 215, Quebec, Canada.

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.

Aggressive pros in sales wanted now at number one station in Michigan market of 150,000. Only ambitious, experienced men should apply. Great opportunity with group broadcaster. Contact Wayne Blackmon, WIBM, Box 1450, Jackson, Michigan 49204.

Florida coastal station offers tremendous opportunity for advancement, delightful living to person with proven sales record to take over as Sales Manager. Salary, commission with draw and override. Send needed guarantee, complete resume of jobs since school listing sales by years to Hudson Millar, WIRA, Fort Pierce, Florida, an Airmedia Station, equal opportunity employer.

Sales Continued

WKMC openings for salesman-announcer and announcer-news-production. Town-country format. Send tape, resume, photo to Box 191, Roaring Spring, Penna. 16673.

Will consider offering part ownership in northern Arizona radio station to highly qualified person with knowledge of sales and management. State qualifications, give references and availability for personal interview. Reply: Royal Building, Gen. Del., Lake Havasu City, Arizona.

U.P. Michigan (St. Ignace) station manager wanted immediately. Must have experience in sales and announcing. 5000 watt station. Call 417-482-9695 and nights 417-484-0792 or write 1005 Bank of Lansing, Lansing, Michigan.

Announcers

Time is of the essence! 5,000 watt, mid-western radio station in the 25 top markets. Looking for a young mature, well-informed man. Black or white, that can wear two hats—both music and talk, and digs people. I think you answer that description, please send tape resume and photo to: Box A-164, BROADCASTING.

Need experienced announcers first ticket Central Florida regional. Box A-182, BROADCASTING.

Suburban Philadelphia MOR daytime AM station wants experienced commercial radio airman-salesmen combinations. Sports and sales—D.J. and sales. Also, combination daily women's show female host—continuity writer. Commercial radio experience necessary. Include complete resume, home phone, address, etc. first time. Box A-188, BROADCASTING.

Top fifty market progressive MOR seeks dynamite jock for important air shift. Good pipes, top 40 background and aggressive, competitive spirit all assets. Long established station has top major market programing and management people and offers great fringe benefits too. Send complete resume with references that can be checked, air check (any format), and earnings history to program director. Box A-202 BROADCASTING.

Are you ready for the New York area? The man who's comfortable and professional hasn't shown up yet, the north east's best local adult radio station needs a professional communicator with good ideas and production ability who wants to grab and serve a market of two and a half million. If you're ready for us we need you soon. Send tape, resume and salary requirements to Box A-205, BROADCASTING.

Je Ne Sais Quoi!—Well known Boston MOR seeks creative, experienced morning man presently tops in his market, but ready to move up. Our man is not a time/temp jock, but an imaginative, proven pro with the "je ne sais quoi." Rush tape, resume: Box A-217 BROADCASTING. An equal opportunity employer.

\$200 weekly for top 40 jock. Experience & first phone required. No maintenance. Large market. Box A-229, BROADCASTING.

Iowa MOR station needs experienced announcer. No beginners. Send tape and resume to Box A-239, BROADCASTING.

KCFI Cedar Falls, Iowa. Strong, aggressive first phone announcer for un-temoo MOR, 50% gold. Craig Eaton, 319-277-1918.

Opening February 1st for modern C/W format staff announcer. Evening FM shift. Send tape, resume, current references today. WASA/FM, P.O. Box 97, Havre De Grace, Maryland 21078.

Experienced, first phone, combo announcer for morning drive. Must be able to relate to the community. Top-rated, 24 hour contemporary MOR. Advancement opportunities available to right person. Send air-check, resume and financial requirements to W.E. McClenahan, WCHV, Box 631, Charlottesville, Va. 22902.

Announcers Continued

Portuguese language radio. Announcer. Experienced in broadcasting required. References. 40-hour week at \$150.00 Write to Radio Station WGCY, 270 Union Street, New Bedford, Massachusetts 02740.

Growing! Need MOR-oriented announcer, strong newscasts, first ticket. Tape, complete info first letter please. WPOC, Box 1600, Elizabethtown, Pa. 17022.

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.

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 fulltime local and FM stereo in Southeast. Middle age no handicap. Salary \$150 per week. Box A-50, BROADCASTING.

First phone man for transmitter. WAMD Aberdeen, Maryland 21001.

Are you a young eager, really interested technical type with a first class ticket? Like to work in a pleasant, sympathetic environment under a savvy boss—lots of test equipment good spacious lab. Maintenance only—no announcing—no dull routines expanding 5—KW, AM station and CATV system. Contact WCOJ, Coatesville, Pa. 19320 215-384-2100.

Chief engineer: midwest. 5KW N/DA. 1 KW D/N. Full responsibility. Excellent pay and benefits in this prosperous community. 812-425-2221.

News

Professional newsmen, who will gather, edit, and voice local news. Salary commensurate to ability. EOE M/F. Box A-37, BROADCASTING.

News director, 5000 watt station. EOE. Box A-171, BROADCASTING.

\$600.00 to start for newsmen who can also handle board shift. Central midwest medium market Experienced men only send news and commercial tape, resume and photo. Box A-257, BROADCASTING.

Massachusetts, top rated, MOR/news station needs experienced local newsmen. Must have aggressive and creative ability, who can dig, write and air newscasts. Fully equipped news department. AP, UPI and UPI audio wires. Full fringe benefits. Send resume, salary requirements, picture, newswriting samples and air-check, Station Manager, WCAP, Lowell, Mass. 01852.

Programing, Production, Others

PD. WEAM, Arlington, Va. (Washington, D.C. metro market). Send resume, references and current picture.

Situations Wanted

Management

Renaissance man. Engineer, programmer, sales. Ready for management. Box M-119, BROADCASTING.

1st phone manager—proven success sales/programing pro—family, 29, no hurry. Box A-44, BROADCASTING.

Solid background in local sales, station operation, programing. No problems. Box A-94, BROADCASTING.

Experienced, adult operations manager. First class license, first class programing, first class references. South. Box A-170, BROADCASTING.

Situations Wanted Management Continued

Successful station manager looking for target market and more money. 13 years experience, programing, sales and management. First phone. Attained highest broadcast rating ever in large city while on air. Personally billing \$15,000 per month for present station. Highly qualified, proven record, active in civic affairs. Excellent references. Married, age 32, know the business. Box A-193, BROADCASTING.

Experienced manager...desires managers position in mid-east, mid-west or eastern small market. Handle all phases of operation. Box A-210, BROADCASTING.

Attention small market managers. Need a number 2 man? I can handle programing, news and sales. 6 years experience. Presently employed. Midwest only. Box A-220, BROADCASTING.

Arizona, Nevada, New Mexico—General manager/chief engineer position. Broad background AM/FM/TV. Successful professional wants to be an asset to your Pacific Southwest station. For resume write Box A-223, BROADCASTING.

Corporate or station management. A solid professional broadcaster. Heavy sales experience...small and large station, ind. and netw. Ten years as rep and AM sales mgr. in New York. Strong in programing, administration, FCC and finance. Currently Gen. Mgr. (over 3 years)...billings up 30% over last year. Will also consider good investment situation. Top references from all previous employers. Write Box A-242, BROADCASTING.

Highly qualified broadcaster seeks general managers position in small or medium market station. Five years managerial experience. Presently sales manager in large market. Can do license renewal. Family man. Box A-249, BROADCASTING.

Total and dedicated professional in sales and management, possessing a genuine talent for selling in a competitive market. Seeks change. Looking for managerial position in middle to large market or sales management in large market. 15 years broadcast experience large market. Age 38, married, 3 children. Degree. Box A-251, BROADCASTING.

Operation executive. Shirt sleeve and or Tuxedo. Creative manager. Prefer contemporary. Know more about broadcast engineering than most engineers. Profit oriented. Top track record in major markets. Expert production, radio-TV. More than full measure of performance, loyalty. Ready for career move. Box A-258, BROADCASTING.

Major market management wanted. Currently successful sales manager, medium market, largest radio station. Twelve years sales and management experience. Thirty-two. Family. Excellent references. Box A-268, BROADCASTING.

Red Ink? I've changed it to black for one FM owner already in 20 station metro market. Highly qualified station manager seeks larger station and market. Proven record includes sales, programing, management. Expert in ratings and profits. Eleven years AM/TV/FM. Dedicated professional. B.A., M.B.A. Excellent references. Ownership participation preferred. Top 30 markets only. Box A-273, BROADCASTING.

Harvard MBA in marketing/finance seeks position with diversified group broadcaster in June. Former AM/FM college station manager in major West coast market. B.A. in communications. Jeffrey Eustis, Mellon B-21, Harvard Business School, Boston, Mass. 02163.

Hard-working, honest, dependable, sober manager. Proven record includes sales, programing, administration. Phone Charles Doll, (301) 761-0998.

Sales

Salesman-announcer-first. 9 years experience. Seeks stable MOR station. Salary and commission. Box A-209, BROADCASTING.

Announcers

DJ, tight board, good news, commercials. 3rd phone. Box A-57, 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.

One and one half years radio and limited television experience. Third phone, will relocate. Box A-118, BROADCASTING.

Announcers Continued

First phone announcer desires top forty position in Carolinas or Virginias. Two years experience. Box A-140, BROADCASTING.

Competent, young, (25) and in need of a steady job. Four years experience (progressive rock, rock, MOR and news). Box A-161, BROADCASTING.

I'm young but I've been the route, looking for competition that's fierce but people who aren't. 5 yrs MOR, news and net announcing. Will relocate in or out of U.S.A. Box A-172, BROADCASTING.

Number one rated morning and afternoon drive personality. 11 years...major midwest MOR...also TV personality. Top production...1st ticket. Married. Currently working contemporary. Box A-191, BROADCASTING.

Experience DJ, one year. Any format considered. Third endorsed. Box A-198, BROADCASTING.

Guaranteed to be good. College grad, first phone, tight, and personality will go only to large market rocker. Box A-199, BROADCASTING.

No. 1 morning man in medium market (adult top 40) seeks slot in large medium or major. Voice style, production, 3rd, all pro. Box A-201, BROADCASTING.

Jock seeks position in the Pacific Islands, Alaska, Canada, Australia, Europe, Asia, or Caribbean. College. 1st phone, and single. Box A-204, BROADCASTING.

Keen sense of humor and dependability are just two of my attributes. Now working in medium market (drive time slot, proven ratings) am ready for major market. 5 years experience in C&W. Box A-208, BROADCASTING.

Highly-experienced first phone announcer/dj/newsman, excellent production, good voice. Currently P.D. suburban N.Y. station. Seeking any excellent opportunity (no selling) any format: MOR, soul, rock, news, P.D./news director, etc. Prefer N.E.: consider elsewhere. Medium, suburban, major market. Write today, stating salary. Box A-230, BROADCASTING.

Experienced DJ, looking for home and happiness writing ability, professional. Fit all formats—tape, resume on request. Try me! Box A-234, 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-237, BROADCASTING.

Like small town life. 1st ticket, ten years experience, mature voice, married. Prefer management in small market, will consider others. Box A-245, BROADCASTING.

Soul jock available wants chance to prove talent. Box A-247, BROADCASTING.

Sure your medium/major market, top 40 station has an exciting sound, but do you back everything up with creative production and intelligent talk? Supertight jock with the polish and originality to create audience interest both on-air and through imaginative production. Married. B.A., first phone. Box A-248, BROADCASTING.

Deejay. Works tight board authoritative newscaster—versatile, creative—experienced—dependable. Box A-256, BROADCASTING.

Postal—employee—3rd endorsement but no experience to challenge the country—western field in or near Louisville, Kentucky. Pay unimportant. Box A-259, BROADCASTING.

Experienced graduate of N.Y. school—willing to relocate—tight board—third—endorsed—seeks new, challenging position. Box A-261, BROADCASTING.

First phone—announcer—salesman. Ten years experience. Can work into management for stable MOR station. Middle age, morally straight. Box A-264, BROADCASTING.

First phone announcer, 11. experience, desires position. B.M. degree. Reply with salary range. Box A-267, BROADCASTING.

Western Pennsylvania—two years experience: MOR, top 40. B.S. music, will have first phone. Box A-272, BROADCASTING.

1st phone, bright, dependable, happy sounding. Tight board, 18 mos. exp., single, draft-exempt. Sonny Stevens, 1-513-825-2430.

Announcers Continued

Had it with a lemon—ready for real radio. C/W jock, 3rd endorsed, professionally trained, dedicated, some experience. Prefer S.E. George Fellows, 214 South St., N.E., Ft. Walton Beach, Fla. 32548 (904) 242-8943.

I'm a personality, that's what just plain Bill Paley told me—so I prevaricate a little. Need an opportunity. Fierce dedication monumental desire, 4 years experience. Try me. Tom Curtis. (513) 423-5378, Middletown, Ohio.

Full time only. 3 years college, Brown Institute, 1st, years experience, dependable, music, sports, C. John LaDage, 2465 S. Downing, 104, Denver 80210. 777-1214.

Announcer, 3rd endorsed. 2 years exper., good head, good voice, 26, rabblestocktongok/production, prefer part-time, MOR or contemporary FM and maybe rock, in D.C., Va. or Md. area. 332-1215; 1736 Q St., N.W., Wash., D.C. 20009.

Heavy 1st phone, versatile, relocate anywhere U.S. All formats radio is my profession. Mark Wald, (213) 390-3018, 12470 Culver Blvd., #1, L.A., Ca. 90068.

1st phone, trained on the air for one year desires position in announcing/news/sales prefer east coast FM progressive format will consider all leads. Contact Sam (213) 698-2878 send station letter head c/o 9525 Mina, Whittier, Ca. 90605.

1st phone/professionally trained, dedicated to radio. Guarantees 1 year. Great attitude, creative, will relocate anywhere. Digs top 40, any format OK. 27, mature, married. Ready to do his best for you. Call now Gary Hamilton, (213) 796-7471. 69 N. Michigan, #1, Pasadena, California 91106.

1971 broadcast school graduate, 3rd FCC endorsed. 2 yrs. Univ. Dayton broadcast major, John Osborn, 3089 Glenmere Ct., Dayton, Ohio 293-4707 (513).

"Mr. Dynamite", 3rd endorsed. 2 years experience, DJ with board. Young, single, will relocate. Call (212) 375-7736 ask for Al...I'm ready to rock!

Ohio-Midwest. MOR, uptempo-MOR. Young, married, first phone with experience. Minimum \$125. No nights. Randy Swingle, (614) 596-5093, McArthur, Ohio.

Third phone pro, desires East Coast contemporary one year guaranteed. Hire—Tom Ferrell, (213) 923-2369, 7836 Stewart & Gray, Apt. 11, Downey, Ca. 90241.

Sincere hard working beginner desires first job. Likes MOR, but can adjust to any format. Will relocate, 3rd class. Michael Thompson, 8346 Langdon St., Philadelphia, Pa. 19152, (215) PI 2-5080.

Seeking board/prod./copy—29, married, 3rd endorsed, school trained, working news desk NW Ohio now, will relocate. Please call (419) 422-0212.

First phone Don Martin trained announcer seeks position on MOR, rock, R&B, or jazz format. 24, Army vet, some related college—I'll go anywhere. (213) 763-6685.

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.

Situations Wanted Technical

Chief engineer—1st phone, radar endorsement since 1951. Available now. 415-751-1974 or Box A-221, BROADCASTING.

Experienced first phone engineer. Prefer Western or midwestern states but will consider other areas. Call 202-291-9140 after 6 or Box A-231, BROADCASTING.

Experienced engineer, automation system's AM-FM stereo and directional operation. No announcing. Box A-238, BROADCASTING.

Chief engineer, experienced Collins FM, Gates AM, announcing and continuity. Resume upon request. P.O. Box 176, Madison, South Dakota 57042.

Chief engineer/announcer. Twenty years experience. Good maintenance, proofs, directionals. Western states preferred. Available immediately. Call George Webb 408-637-7189.

News

Reliable, dependable, hard working 1st phone newsman looking for good news operation... good digger-heavy on local news... Viet vet. Box A-132, BROADCASTING.

For a deep-voiced staffer to read wire copy maybe you should look elsewhere. But for a college grad with authoritative delivery and full-time suburban market and part-time top ten market experience at network O&O who'll bring good actualities and community involvement to your news, maybe I'm your man. Box A-157, BROADCASTING.

Seasoned Washington newscaster seeks challenging news directorship. Has sure-fire format ideas. Seven years experience. Degree. Box A-177, BROADCASTING.

Member top rated Washington news department looking for exciting new position. Box A-185, BROADCASTING.

Somewhere in midwest, major radio, TV or combine needs non-activist but thorough police, municipal reporter. Experienced, degree now in top medium market. Box A-212, BROADCASTING.

Major market newsman with excellent voice, smooth delivery, and six years professional experience wants to relocate. College grad. Willing to audition in person. Available immediately. Box A-214, BROADCASTING.

Top flight newscaster, 8 years experience all facets broadcasting. Now operations manager in addition to news. Excellent references. 27, single, hard worker. Box A-216, BROADCASTING.

Nine years experience. Newsman, sportscaster, writer. Play-by-play all sports, telephone conversation. Ambitious. Creative. Reliable family man. Will relocate. Box A-225, BROADCASTING.

Great Lakes, N.E. area—expert sports announcer will give you a professional sports program and play-by-play. Five years in TV and radio, Navy vet, 26, married with child. Mature and responsible. Box A-246, BROADCASTING.

Position wanted: Radio newsman young aggressive. Just released from military. Honorable. Experience with American forces Korea network and Texas State Network, KFJZ, Ft. Worth. References and resume. Call or write Bob Williams (317) 255-8548, 2430 E. 58th St., Indianapolis, Indiana 46220.

Experienced sports director all play-by-play, news, dj, 3rd class, will relocate. Call collect (516) MA 1-3583.

Experienced, dependable college grad, 23, will relocate preferably north U.S. or Canada. Full details contact Mark Ackerman, 4032 Verona, Cleveland, Ohio 44121.

Need a 20-year experienced newsman, announcer, DJ, PD, etc. that WSM, CBS, & NBC authorities say is one of the very best in the nation?... Contact Neil Lovett, Double Springs, Ala. 35553, Ph. 489-5080!

Programing, Production, Others

Production director, B.S., first phone, 3 years major market production experience. Box A-158 BROADCASTING.

I'm being held captive in my hometown. Send help. Send inquiries. Creative writer/producer/director/talk/jock/character-voices. References glow in the dark. Looking for agency or station work with amusing people. Bert Thomas. Box A-159, BROADCASTING.

Black P.D. looking. Call R. J. 515-244-5008.

Third phone jock was P.D. country in nine radio station market. Also has worked in rock and MOR. Will relocate. (815) 968-2708, Jeff Kopp.

Any format, anyplace, third, Chubby Barnett, Box 1022, Fresno, Calif. 93714.

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.

Wanted—manager for Cable System of 3,000 in Texas. Spanish language essential. Microwave experience and license necessary. Box A-190, BROADCASTING.

Announcers

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.

Announcer, on-air experience preferred but will consider good booth man. Successful southeastern VHF, CBS affiliate. Send tape, resume, salary requirement. Box A-155, BROADCASTING.

Technical

Maintenance supervisor for a top five major market all color television station located in midwest. Send resume to Box M-9, BROADCASTING.

Operation—maintenance engineer for medium market—NBC affiliate... Box A-207, BROADCASTING.

TV board shift with maintenance responsibility. Transmitter operating and maintenance, TV switching experience desired. Equal opportunity employer. Box A-213, BROADCASTING.

Engineer wanted to run large CATV local origination dept. In Northwest Ohio reply Box A-226, BROADCASTING.

Engineering manager for combination AM/FM VHF TV—midwest location. Box A-241, BROADCASTING.

News

TV newsman needed in expanding southeastern section TV station. Applicants must be news oriented. Radio experience acceptable in lieu of TV potential. Self-starters only. Send video tape or request for personal audition to Box A-236, BROADCASTING.

City county reporter, opportunity for some anchor work, \$6,000 to \$6,500 start. Send resume VTR, to WSAZ TV, 201 9th St., Huntington, W. Va., 25701. An equal opportunity employer.

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

Production director for medium market—NBC affiliate... Box A-206, BROADCASTING.

We need a crazy director who lives to create. Tell us about yourself, Box A-211, BROADCASTING. Top 15 market; network affiliate; major group owned.

New affiliated TV station soon to be fully operative; needs operation, traffic, production, film, promotion, sales personnel. E.O.E. Box A-219, BROADCASTING.

Copywriter. Girl Friday for commercial producer/directors. Flair for feasible, creative copy. Some clerical. Must type. Prefer shorthand. Major top 30 upper midwest market. Send resume and sample of work. Box A-265, BROADCASTING.

Cablecasting analysis covering all phases of successful origination. Four man team, multi-talented with expertise in development of programing, sales, news and physical design. We will develop and train your personnel in the total operation of your system on contract basis. Write Box A-266, BROADCASTING.

TELEVISION

Situations Wanted Management

Operations—program manager. Qualified. Experienced. Dedicated. Management ability. Married. Presently employed. Box A-186, 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.

Broadcast equipment manufacturers—I want to sell broadcast equipment in the southwest U.S. I like to win and want to be on your team. Chief Engineer with solid AM/FM/TV background. Let's talk. Complete resume upon request. Box A-224, BROADCASTING.

Sales Continued

I need fresh air. Successful New York media pro with major agency and advertiser associations, wants to jump the fence and put his 5 years buying experience to work selling your station; no "fun city" replies please! Box A-254, BROADCASTING.

Announcers

Excellent TV/radio announcer/newsman/host/writer, mature (40), effective on-air salesman, seeks challenging position. Employed. Box A-243, BROADCASTING.

College grad good voice/personality desires work at small market television station. Will relocate. Salary flexible. Resume, portfolio, video tape available. Write: 1519 Ramblewood Road, Baltimore, Maryland 21239.

Pro top-rated TV host—M.C.—entertainer. Talkmaster—interviews—phoners—humor. Master Ad-lib. Now radio, want video (or both). Produce—prepare show. Hard worker. (813) 360-7320.

Technical

First phone: AM-TV, strong on maintenance, east. Box A-149, BROADCASTING.

Studio supervisor or assistant chief—25 years broadcast experience—21 in TV. All phases of technical operation. First phone. Prefer western or southwestern location. Box A-187, BROADCASTING.

Chief engineer, 21 years experience all phases. TV, FM, AM directional and microwave. Prefer southeast. Box A-200, BROADCASTING.

Progressive chief with major market experience seeks new challenge. Box A-228, 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.

First phone eighteen years, formerly NBC, TV, AM, FM, operations and maintenance. (216) 981-7771.

News

Not "Walter Cronkite," but a dependable, versatile pro. Box A-144, BROADCASTING.

Talented field reporter-anchorman, 27, seeking new position in major market. Eight years broadcast news experience. Creative, energetic. College grad. Box A-215, BROADCASTING.

TV weatherman. AMS. Professional with interesting informative program seeks new opportunity, Box A-218, BROADCASTING.

Young pro with big market experience wants news directorship E. of Mississippi. Ex-Air Force PIO, Columbia J-School grad. Knows news, people, budgets. 30, married. Box A-232, BROADCASTING.

Aggressive, young cameraman seeking opportunity in documentary or news magazine filming, 7 years TV experience, now working top 10 market. Box A-263, BROADCASTING.

Experienced announcer, play-by-play, all phases, all letters answered prefer Pacific northwest, but will consider all openings. Ron Dent. Box 506, Superior, Montana 59872.

Experienced young Black TV sportscaster—reporter. Also major market radio. Available immediately. John Loyd, 412-363-1306.

Programing, Production, Others

Producer/director: Five years solid experience in major market television and film production... including studio, news (local and network), documentaries, and switching. Currently employed with network VHF in top five market. Desire to relocate in small, medium or major market. Alert, dependable, young, college graduate, military veteran. Excellent references. All replies answered. Box A-156, BROADCASTING.

Art director: Take charge man. Experience in all adv. media and photography. Visuals from concept to production. Excellent sales promoter. Seeking medium or large market in South only. Box A-260, BROADCASTING.

TELEVISION

Situations Wanted Programing, Production, Others

Continued

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.

Switcher director, experienced in switching breaks and directing live news, shows and commercials. Also experience running camera and on air as sidekick for kids show. Will relocate if salary is right. Young, single, and energetic. Contact Richard Weronko 314 Ohmann, N.W. Grand Rapids, Michigan 49504.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: Studio equipment for radio station—Box A-240, BROADCASTING.

Stereo automation equipment. "Brain" and enough equipment for 18 hour daily operation. WLAG-FM, Drawer 1429, La Grange, Georgia 30240.

Interested in purchasing used VTR, low band, Ampex. Address: Koliner Recording Studios Ltd. P.O. Box 7119, Tel-Aviv, Israel.

For Sale Equipment

Helax-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 @ 500 ft. \$1.50 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. Griswold 16mm splicers brand new \$25.00. Harwald Hot Splicers Model B used \$99.50. Free list. SK Film Equipment Co., Inc., 254 Firalda Avenue, Coral Gables, Florida.

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 Dipelex not included. Priced to move. Chief Engineer, KSD-TV, 1111 Olive St., St. Louis, Mo. 63101.

Auricon cine voice II camera, zoom lens, tripod, amplifier etc. Like new. Box A-233, BROADCASTING.

Special sale: Whitmore 16mm portable B&W processor, up to 50' per minute. Complete auto, only need water & power. \$495.00 Box A-235, BROADCASTING.

For Sale: Autolog Equipment. 1-A1-100R Rust, 1-AP-12 Rust, 1-BCR-11 Rust. 6-3B-units Rust. Trade for reel-to-reel and/or cast machines. WIZM Radio, LaCrosse, Wisconsin. 608-782-1230.

For Sale: Hewlett-Packard FM frequency monitor, model 335-B, needs repair. Rust remote control model 108-OD, needs repair. And Collins peak limiting amplifier type 26U-1, good condition. First reasonable offer takes all. WKIC, Hazard, Kentucky.

2 RCA TK60A ¼ inch I.O. cameras. Includes 350 feet camera cable per camera, remote control panel, WP16 power supply, instruction books, 75-foot and 5-foot remote control cables. Price \$3,000 each f.o.b. Green Bay, Wis. Contact: M. Williamson, WLUK-TV, Box 7711, Green Bay, Wis. 54303 (414) 494-8711.

For Sale Equipment

Continued

Spotmaster 1070RP-S stereo record/playback. Used 9 hours 10 minutes 8 seconds. \$740.00 delivered your place. WORO, Box 415, Halo Rey, Puerto Rico 00919.

Two GBC VF-7001, three tube color cameras with tripods and control units, cable, \$18,500 for both. Contact D.C. Thranhardt, TCS Television Productions, 5550 Whitner Dr., Atlanta, Ga. 30327 (404) 252-7158.

Capstan Idlers for Ampex 300, 350, 440 series, self aligning with replaceable ball bearings. \$22.50 net. VIF International, Box 1555, Mtn. View, Cal. 94040. (408) 739-9740.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog... everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

On air talent, if you qualify, our national coverage makes your work personally available (via direct phone line) to 2,000 bccasting 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 greats, 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.

Repair your radio gear on your premises, hard to get parts, or proofs. Licensed quotes Box 8352, Savannah, Georgia 31402.

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.

INSTRUCTIONS

Continued

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.

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) 960-5212.

How to get and keep a radio job. Only \$1 and stamped, addressed envelope, Rizzone, Box 545, Seneca, Pennsylvania 16346.

Radio Help Wanted

NEW MEXICO IS A GOOD PLACE TO LIVE
Applicants wanted (DJ's, sales, news, engs., etc.) for occasional openings in small to medium markets, especially from nearby states. Don't call, send typed resume, tapes and requirements.
New Mexico Broadcasters Association, 120 Amherst NE, Albuquerque, N. Mex. 87106

News

WCAU-CBS Philadelphia needs an overnight news man. Must be able to creatively write and deliver newscasts, work a telephone and spot news, and enjoy overnight work. Equal opportunity employer. Mail tape, resume and salary requirements to

WCAU Radio
City Line Avenue and Monument Road
Philadelphia, Pa. 19131

News continued

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

Applicants from all races desired.

Management

NEEDED IN CHICAGO GENERAL MANAGER FOR ALL SPANISH LANGUAGE RADIO STATION

Must have considerable success and background in programing, sales and promotion. Fluent use of Spanish and an understanding of the problems and needs of the Latin-American community a necessity. Salary plus incentives. Potential over \$50,000.

BOX A-253, BROADCASTING

Situations Wanted

Management

GENERAL MANAGER

13 years in broadcasting—experience in MOR-telephone talk—C&W formats. 5 yrs. in top 10 market. Sales oriented. Family man with excellent references looking for that final move in small or medium market. Possible interest in stock option. If you need results and profit, I'm ready to talk.

803-772-8135

Programing, Production, Others

Top contemporary P.O., now in top ten market, looking for a more suitable environment to raise family. Outstanding credentials. If you are sincerely interested in a long-term association of mutual benefits—let's talk. All replies considered.

BOX A-227, BROADCASTING

Television Help Wanted

Programing, Production, Others

ASSISTANT PROMOTION DIRECTOR

Major midwest TV station with network affiliation has an immediate opening for a creative person who has had extensive experience producing on-air spots. Applicants must be familiar with editing video tape and film. Individual selected will train for #1 position in Promotion Department. Send resume in confidence to:

BOX A-250, BROADCASTING

An Equal Opportunity Employer

Television Help Wanted Technical

T.V. field service engineers

We have immediate openings in the Field Service Department of our leading commercial broadcast equipment manufacturing company for Service Engineers. You will be responsible for handling customer technical problems involving field service trips and telephone/correspondence contacts. We require 3-5 years technical broadcast station experience (TV) and formal electronics schooling. Extensive travel is required. Salary is fully commensurate with background and responsibilities plus a full range of benefits including relocation expenses.

For further information, send your resume, in confidence to or
CALL: Robert T. Fluent, Assistant Personnel Manager. (217) 222-8200



GATES RADIO COMPANY

A Division of Harris-InterType Corporation
123 Hampshire St., Quincy, Illinois 62301
An Equal Opportunity Employer (m/f)

Television Help Wanted

Management

MAJOR TV PRODUCER DISTRIBUTOR

Seeking top level advertising, publicity, promotion director. New York headquarters. Salary commensurate with experience and ability. Replies kept in strictest confidence.

BOX A-274, BROADCASTING

Instructions

ATTENTION BROADCASTERS — Not Making It!!!!
What's Wrong? Maybe it's your vibes and delivery. Three broadcasters with 21 total years of experience will listen closely to your 5-10 minute tape and examine your resume. Maybe we'll tell you to forget it! Critiques returned promptly. Mail \$10.00 MO. to:

Project Improvement
P.O. Box 5037
Columbus, Ohio 43212

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 . . .



THE ALPHA OMEGA COMPANY
Post Office Box 18
Sapulpa, Oklahoma 74068
918-224-7455

For Sale Stations continued

- Class "C" FM. Middle west. Primary service area population over 2,000,000.
- Class "A" FM. California. Primary service area population over 1,500,000.

Very easy terms if bought together. No brokers.

BOX A-69, BROADCASTING

LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N.Y.

EAST COAST
(212) 265-3430

WEST COAST
(213) 677-0055

Major market Florida FM station available on reasonable terms. The station is stereo and horizontally polarized. No real estate involved. No long-term leases. Priced to sell at \$300,000. No brokers, please.

BOX A-197, BROADCASTING

LARSON/WALKER & COMPANY

Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067
1801 Ave. of the Stars
Century City, Suite 501
213/277-1567

Wash., D.C. 20006
1725 Eye St., N.W.
Suite 714
202/223-1553

FOR SALE Stations

WI	Small	Daytime	\$125M	25%	Fla.	Small	Daytime	\$93.3M	Terms
Ohio	Small	AM/FM	275M	Terms	SE	Medium	AM/FM	335M	29%
MO	Medium	Fulltime	275M	29%	South	Metro	Daytime	175M	46M
Plains	Metro	VHF	4.25MM	Nego	East	Metro	Fulltime	275M	100M
SE	Metro	AM/FM	483M	SOLD	Central	CATV	5M Sub/20M Pot	2MM	Cash



CHAPMAN ASSOCIATES
media brokerage service®

• ATLANTA • CHICAGO • DALLAS • DETROIT • NEW YORK •

Please write: 5 Dunwoody Park, Atlanta, Ga. 30341

For Sale Stations continued

STATIONS FOR SALE

1. **TOP THIRTY MARKET.** AM-FM. \$1,000,000. Terms.
2. **EAST NORTH CENTRAL.** Serves market of half-million plus. \$300,000. Terms.
3. **WEST NORTH CENTRAL.** Exclusive to market. Profitable. \$250,000. Terms.
4. **SOUTHWEST.** Requires experienced owner-operator. \$125,000. \$25,000 down. Negotiable.

**Jack L. Stoll
and ASSOCIATES**
6430 Sunset Blvd., Suite 1113
P.O. Box 550
Los Angeles, California 90028
Area Code 213-464-7278

AM DAYTIMER

1 KW-sm. mkt. Central Wash. Grossing \$65,000.
Good potential—\$79,500.00. \$22,500 down. Good terms.

BOX A-203, BROADCASTING

Would like to lease in the Dallas area an FM or AM radio station from 2 to 5 years. Call Gus Escobedo at the Fiesta Record Shop in Dallas.

Phone: 631-9182

SOVRAN
INCORPORATED
BROKERS & CONSULTANTS
PARK CITIES BANK BLDG.
DALLAS, TEXAS 75205 (214) 526-8427

FOR SALE Equipment

SCHAFFER 800 AUTOMATION SYSTEMS

Well maintained systems available for immediate purchase. Each complete with 6-8 program decks, network switches, and spotters for carousels. TRU-8 production units also available.

BOX A-222, BROADCASTING

NEW FM 5,000 WATT

broadcast transmitter with stereo available for immediate sale. Solid state exciter and stereo generator, will tune and test to your frequency delivered. Meets all FCC specifications. Manufacturers guarantee. Write:

BOX A-270, BROADCASTING

How you can fight Leukemia

**Where there's a will,
there's a way**

When you remember the Leukemia Society of America in your will, you help sponsor research to find a cure for leukemia that may also help unlock the secrets of cancer itself.

Ask your attorney to add the following to your will:
"I bequeath to the Leukemia Society of America, Inc., the sum of \$_____ to be used for the support of the Society's research, patient-aid and education programs."
The gift of hope today could be the gift of life tomorrow.

Fight leukemia with *your* will.

NOTE: Legacies to the Leukemia Society of America are deductible for estate tax purposes. Always consult your attorney for current tax information and guidance.

Check telephone directory for address of your local **LEUKEMIA SOCIETY OF AMERICA** chapter.

Please send

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name _____ Position _____

Company _____

☐ Business Address
☐ Home Address

City _____ State _____ Zip _____

SUBSCRIBER SERVICE

- ☐ 1 year \$14
- ☐ 2 years \$27
- ☐ 3 years \$35
- Canada Add \$4 Per Year
- Foreign Add \$6 Per Year
- ☐ 1971 Yearbook \$13.50
- ☐ 1972 Yearbook \$14.50 (if payment with order: \$13.)
- ☐ Payment enclosed
- ☐ Bill me

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing; mailing labels are addressed one or two issues in advance.

When Paul Klein received his BA degree shortly before his 25th birthday, his mother asked querulously, "When are you going to get a regular job?"

Mr. Klein now is president of Computer Television Inc., New York, and hopes to make his fortune by wedding the computer to cable television on a pay-as-you-view basis—a venture for which he left well paid and permanent employment at NBC. The question raised by his mother 19 years ago has acquired new pertinence.

At the time of its original asking, Mr. Klein had attended both the University of Miami (Fla.) and Columbia University and had dropped out. He worked for four years as a shipping clerk for a New York publishing firm while continuing his education at night at Brooklyn College. He was earning \$75 a week as a shipping clerk but agreed with his mother that this was not a "regular job" for a college graduate.

"I received my degree in philosophy and mathematics and I really wanted to be a philosopher," he says with a grin. "But who has jobs for philosophers? There was no listing for philosophers in the *New York Times* want ads."

He did reply to an ad for a "mathematically oriented person" and he was accepted as a research analyst at the Biow Co., a New York advertising agency, in the fall of 1953.

"The salary was only \$55 a week—so I had to take a \$20 cut in order to take a 'regular job,'" Mr. Klein says in mock disbelief.

From this relatively lowly beginning, Mr. Klein parlayed a penchant for facts and figures, an aggressive, outspoken manner and an innovative approach to research that led to progressively more important posts in the advertising agency and broadcast fields. In 1966, he was appointed vice president, audience measurements, NBC.

Mr. Klein is a tall, heavily built man with a nonstop speech delivery. He spices his conversations with wisecracks and protestations of his shortcomings ("I have a terrible temper and was fired from Doyle Dane Bernbach because of it" and "To this day I don't know how NBC put up with all my shouting and noise.")

One top executive at NBC, which Mr. Klein left in 1970 to launch his own company, offered this evaluation:

"Paul has a tremendous amount of drive and a lot of ego and can rub people the wrong way. When you first hear him, you think he came off some street corner in Brooklyn. But that's deceptive. He is a terrific salesman of ideas and knows how to get his ideas into other people's heads. I think of him as a Jewish guru.

"He fought hard, long before it was fashionable, to emphasize the demo-

One-man orchestra for 'computer' TV: Paul Lester Klein

graphic values of ratings and was a leader in convincing NBC that it was important for the network to go 100% color. He was considered so important in programing that he was one of the few nonprogram executives permitted to sit in and offer ideas at the program-department conferences."

Mr. Klein's stature within NBC grew steadily during his tenure there of almost 10 years but he maintained a relatively low profile within the industry until two years ago. At that time Mr. Klein emerged as the spokesman for NBC during a well-publicized dispute with Michael Dann, then CBS-TV vice president for programing, over which network was the leader in the 1969-1970 ratings race.

"I've never met Mike Dann and never really wanted to meet him," Mr.

Week's Profile



Paul Lester Klein — president, Computer Television Inc., New York; b. Nov. 6, 1928, Brooklyn, N.Y.; University of Miami (Fla.), 1946-47; Columbia University, 1947-48; BA, Brooklyn College, 1953; research analyst, Biow Co., New York, 1953-54; research analyst, research manager and director of research, Doyle Dane Bernbach, New York, 1954-60; with NBC from 1961 to 1970 as supervisor of ratings; manager of audience measurements; director of audience measurements and VP, audience measurements; president, Computer Television Inc., August 1970; m. Janet Goldstein, 1959; children—Adam, 10, and Molly, 9; member—New Rochelle (N.Y.) Tennis Club, Radio-Television Research Council and president of board of trustees, Schools for the Future, New York.

Klein says. "I was afraid if I met him I would actually like him." Mr. Klein decided to leave NBC in the summer of 1970, he says, because "I had always wanted to have my own business." His years in the broadcasting and advertising fields had convinced him that "people will pay to watch programs on television free of commercials."

Although Mr. Klein has been critical of much of the programs on commercial television, he concedes the medium has a role to play in the future, particularly in the areas of news, sports, special events and variety programs.

"But who needs all the situation comedies and adventure series?" he asks. "They are like grade C movies running for a hundred years."

Mr. Klein's view is that conventional television doesn't fulfill the needs of all audiences because people are often "forced" to watch a program since they have no other choice (this is his least-objectionable-program theory). He feels that cable television alone cannot provide required programing because of the cost involved. He dismisses video cassettes, saying both the cost of equipment and of programing, even on a rental basis, would be exorbitant.

His solution is computerized cable television for a fee. What is delaying this development, he says, is sufficient funds for necessary hardware, but he believes the concept will be tested later this year or early 1973.

To test his conviction that people would pay to view movies, Mr. Klein and his partner, producer Paul von Schreiber, formed a subsidiary called Computer Cinema in early 1971 to feed motion pictures into hotel and motel rooms for a fee. Last summer, Computer Cinema ran on an experimental basis at a Newark, N.J., motel.

"The test was successful beyond our expectations," Mr. Klein says. "We learned that people will pay to see good movies that are carried at their convenience. We found that product was available to us from major distributors. And we learned something about the types of movies that people in motels and hotels will watch. We plan to expand our Computer Cinema business extensively, starting this spring."

Mr. Klein confesses he is not showing a profit from either business, but he is hopeful over their prospects. He noted that both Time Inc. and Schroeder Capital Corp., New York, have acquired "substantial minority positions" in Computer Television.

"But I'm not starving," he says with a shrug. "I'm a paid consultant to both the Public Broadcasting Service and the Ford Foundation and I'm a contributing editor on television subjects to *New York* magazine."

Starting at the bottom

As was expected, the upheaval in affairs of the National Association of Broadcasters never came off at last week's meetings of the organization's boards of directors. Vincent T. Wasilewski will get a new contract as president. There will be a new committee to survey future needs and accommodations. No blood flowed in the lagoons of Marco Island, Fla., where all the visions were seen and decisions made.

It is just as well. The reassignments of staff that Mr. Wasilewski and the executive committee recommended are aimed at eliminating unnecessary or optional functions and putting the chief executive in the front line of political contact, where he belongs. As to larger and longer-range adjustments, they can await the board committee's study and report.

Nobody may anticipate miracles. The present status of broadcasters in Washington is such that the NAB may be worth its \$3-million keep if it does no more than prevent the extermination of radio and television. It should, of course, do more than that, but if it doesn't, the staff may not be entirely to blame. Not all of the direction received from the association's boards can be considered first rate, as proved by several votes taken last week.

Nor can the support given NAB causes by its members be counted on as a source of strength. In response to the latest broadcaster campaign, this one mounted to oppose the political-spending bill, the House last week voted 334 to 19 against the broadcasters.

There is no way to go but up.

Nobody in charge

Absent an unexpected presidential veto of the political-spending bill that was passed last week by the House, federal law will soon contain the following provision: The FCC "may revoke any station license or construction permit . . . for willful or repeated failure to allow reasonable access to or to permit purchase of reasonable amounts of time for the use of a broadcasting station by a legally qualified candidate for federal elective office on behalf of his candidacy."

Nobody in the broadcast establishment evinced much interest in that section of the bill. Attention had been concentrated on the monetary provisions. The broadcasters loudly protested the requirement that they give a candidate the lowest unit rate for time he buys while any other medium is permitted to impose comparable charges on commercial accounts and political advertisers. They also objected to the six-cents-per-voter ceiling imposed on combined spending in radio and TV as compared to the dime per voter that a candidate may spend in any other medium.

Granted that the monetary provisions may immediately touch the P&L statement, and therefore a nerve, of the average American broadcaster, the provision establishing access to the air by every passing candidate is the one that will come back to haunt the business. Once this bill is law, the way is cleared for broadcasters to cede all editorial discretion to federal candidates in any campaign.

A mention of history may be in order. Back in 1959 when broadcasters were beseeching Congress to eliminate news programming from the equal-time requirements of Section 315, the political-broadcasting part of the Communications Act, nobody raised much fuss when an endorsement of the principle of fairness was inserted in the bill. The rationalization was that fairness already existed as an FCC doctrine and would be unaffected by inclusion in the bill. Those who

lived to see the fairness doctrine applied to cigarette advertising and then stretched farther and farther by the courts—all citing the 1959 amendment—have had reason to regret that the reference was ever given the status of law.

So with the latest restriction, the first to use the word "access" in formal legislation. If it survives in law, the principle of "reasonable access" will inevitably be stretched beyond its original application to political candidates. It will be cited as justification for anyone with a grievance or a cause to air.

Just for the record it may be well to recall that a Republican senator from Prairie Village, Kan., James B. Pearson, authored this new access amendment, which he was farsighted enough to include as a part of Section 312, not 315, of the Communications Act. If a new movement starts, as some believe it will, to obtain repeal or modification of Section 315, Senator Pearson's legacy would be untouched. He must be slicker than he looks to be.

Crusade in Chicago

There are probably a thousand reasons to give Billy Graham a prize. In any contest for rectitude, oratory, clean living and manful set of jaw he would best most fields of human contenders. He is, as a recent convert once observed, one hell of an evangelist.

It is not quite clear, however, why the National Association of Broadcasters would choose him, as the NAB board did last week, to appear at its forthcoming convention in Chicago as the 1972 winner of the award for distinguished service to broadcasting. If the selection were made in gratitude for Mr. Graham's purchase of broadcast advertising, Procter & Gamble has a priority claim. Perhaps, on the other hand, it was an act of desperate men who think their last hope at the FCC or the office of Clay T. Whitehead lies in divine intercession.

Whatever the reasoning, it is made the more obscure by the reminder that in the same balloting from which Mr. Graham emerged as the judges' number-one choice, the first runner-up was Jack Benny.



Drawn for BROADCASTING by Sid Hix

"Good news, dear! The agency says you won't have to go to Hawaii to shoot those surfing spots after all—they've found stock footage."



Fire engines chase kids.

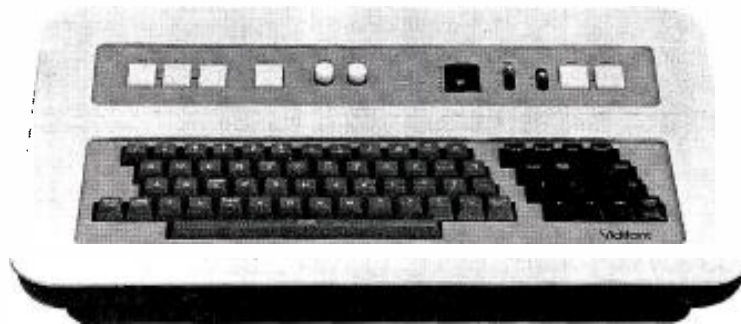
It's normal enough to have kids follow the fire engines, but it was the other way around during Fire Prevention week in Sioux City. Following a suggestion from 2 Fetzter television station newsmen, officials took fire equipment right into the school yards. Hundreds of children got a close look at equipment and lessons in using breathing devices. Then the station followed through with news film reports of the visits, spreading the word on fire prevention to adults. It's an example on how a television station can contribute through ideas as well as air time.



The Fetzter Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids	
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac	KMEG-TV Sioux City

automated graphic arts department



Vidifont is the completely automated television display system that does all your titling instantaneously. One typist can compose news flashes and other messages in real time that are graphically superior. Because Vidifont features proportional letter spacing . . . a choice of type fonts and sizes . . . upper and lower case characters . . . word-by-word color . . . push-button centering . . . three-speed flashing . . . built-in edging . . . and roll and crawl. Vidifont can pay

back your investment in less than one year . . . while making your station the undisputed leader in your market.

CBS LABORATORIES

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227 High Ridge Road, Stamford, Connecticut 06905