



NEWSPAPER

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Broadcasting

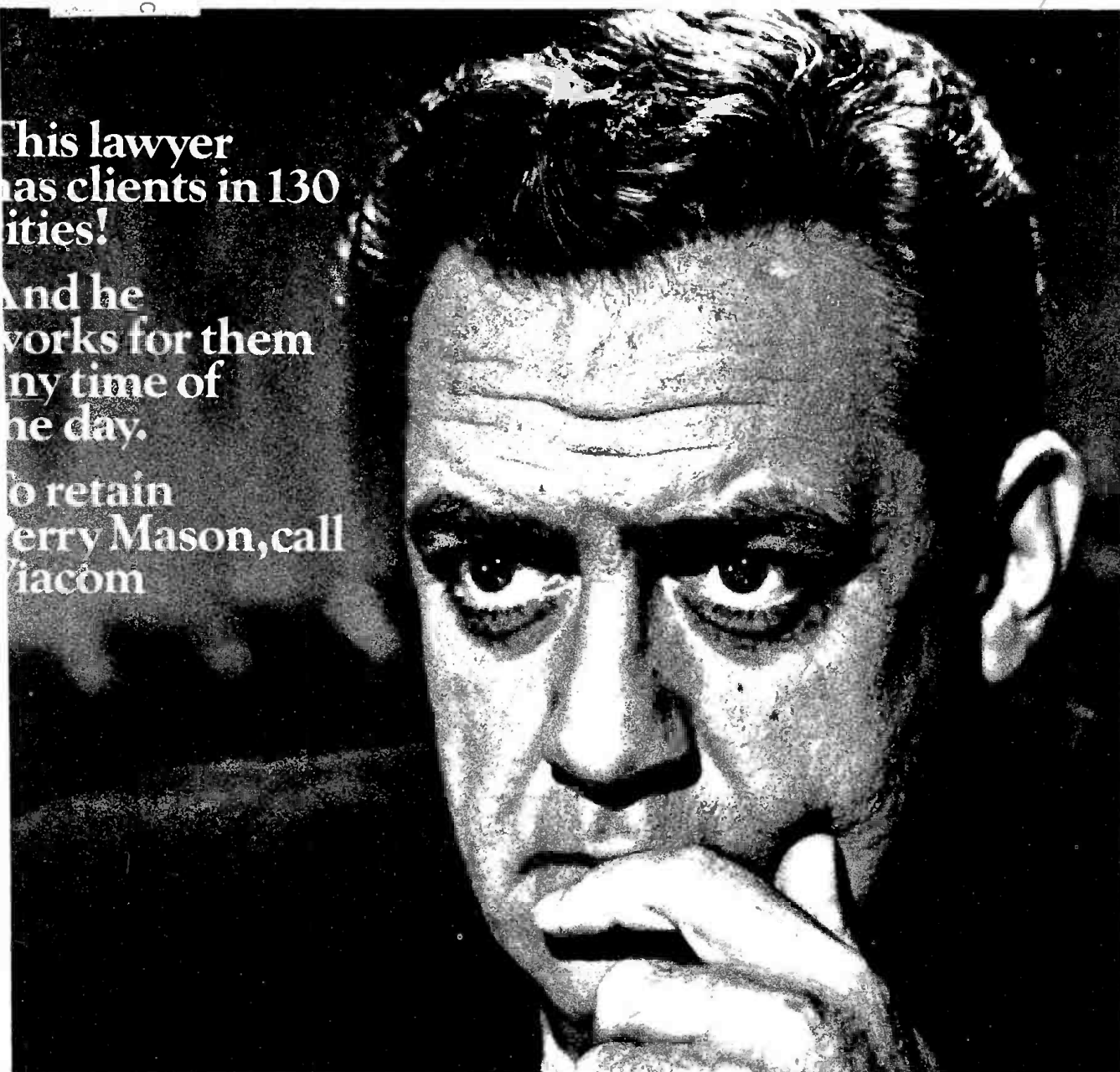
THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

In wake of cable rules: Industry goes to work, FCC explains to Pastore
Facts of life: Slender prospects for license protection from 92d Congress
Second thoughts about cigarette ban, but as yet no changes of heart
Alabama educational TV system joins commercial targets of renewal hearings

This lawyer
has clients in 130
cities!

And he
works for them
any time of
the day.

To retain
Jerry Mason, call
Viacom



His grin grows on you.

Rank in time period,
Los Angeles (6:30 pm, Mon-Fri)

THE ANDY GRIFFITH SHOW

3

OCTOBER 1971

2

NOVEMBER 1971

1

DECEMBER 1971

Sheriff Andy started on independent KTTV, Los Angeles, as Number Three in his time period last October. Grew to Number Two in November. And in December, became the Number One attraction at 6:30 in this tough 7-station market.

If "The Andy Griffith Show" can climb to the top in Los Angeles, it's no wonder Andy is winning his time periods in such other markets as Chicago (35% share), Dayton (35% share), Greensboro (42% share), Hartford-New Haven (28% share), Kansas City (35% share), Norfolk (45% share) and Wilmington, N.C. (67% share!).

Let a guy with an infectious grin win a time period for your station. Call us for 249 half hours of "The Andy Griffith Show."

Another
great sitcom
from **Viacom**

Source: NSI. Oct., Nov. and Dec. 1971 for Metromedia's KTTV in Los Angeles.
Nov. 1971 for other markets. Ranking based on share of audience.
Estimates are subject to qualifications available on request.

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Vidifont is the electronic character generator system that's tops in its field. It's the one system than can do all your titling instantaneously with the help of only one operator. The graphic qualities of news flashes and all messages are 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. Little wonder that Vidifont was chosen to play a big

part in the world-wide telecast of the Olympics. With Vidifont on your side, your station could break a few records in the race for viewer ratings. To discuss your station's requirements, call (203) 327-2000 or write:

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*Vidifont used in 1972 Winter Olympics, Sapporo, Japan



What's the cable industry going to do now, with the FCC's new blueprint for the future at last in its hands? Word from operators, manufacturers and money sources is that progress will be evolutionary, rather than convulsive. See . . .

Cable comes down to earth—slowly . . . 14

Meanwhile, the FCC—having fulfilled its primary task of delivering the cable goods—was explaining its work to concerned legislators. 'Special relief' from rules will be available, if needed, Burch tells Pastore. See . . .

FCC allays some Hill fears on CATV . . . 15

Elsewhere on the Hill, another controversial issue was under consideration. Senate Consumer Subcommittee hears Justice official express second thoughts on whether ban of cigarette advertising was best pursuit. See . . .

Afterthoughts on cigarette ads . . . 18

The Federal Trade Commission's counteradvertising proposal elicits mixed reviews in pleadings to the FCC. Association of National Advertisers president warns against it; Consumer Federation of America pledges support. See . . .

The retreat signal for advertisers . . . 24

The FCC's prime-time access rule topped the agenda at the NATPE conference in San Francisco. While no ready answers to executives' questions were forthcoming, O&M 'cooperative buying' proposal evoked interest. See . . .

The agitation over access rule . . . 26

Sympathy—but no solid pledge of action—toward broadcasters' renewal problems: That was the downbeat story from both the Hill and the FCC, as Burch, Pastore and Staggers balk at taking initiative. See . . .

Lukewarm support on license renewal . . . 30

The Alabama Educational Television Commission's nine TV stations may be one of the largest and best networks of its kind. But that didn't stop the FCC from setting the stations for hearing on discrimination grounds. See . . .

Stars and all fall on Alabama . . . 39

According to media representatives' testimony before a Senate Subcommittee on Constitutional Rights, First Amendment privileges are endangered by both governmental intervention and internal TV program practices. See . . .

Threats to the press: outside, inside . . . 43

Network news organizations have pulled out all the stops in preparation for President Nixon's visit to China next week. A hundred broadcast journalists will make the trip with a network budget of as much as \$3 million. See . . .

Live by satellite from Peking . . . 45

The quiet maneuvers of Martin Starger, ABC-TV's vice president in charge of programing, emerge as a dynamic force in the network's quest for parity with its two competitors. He works hard at it. See . . .

The VP in charge of getting even . . . 67

Departments

AT DEADLINE	8	WEEK'S PROFILE	67
BROADCAST ADVERTISING	18		
BROADCAST JOURNALISM	43		
CHANGING HANDS	38		
CLOSED CIRCUIT	7		
DATEBOOK	10		
EDITORIALS	68		
EQUIPMENT & ENGINEERING	47		
FATES & FORTUNES	52		
FOCUS ON FINANCE	48		
FOR THE RECORD	55		
LEAD STORY	14		
THE MEDIA	30		
MONDAY MEMO	13		
OPEN MIKE	11		
PROGRAMING	26		
WEEK'S HEADLINERS	9		



Broadcasting

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WTEV commitment to religion includes three LIVE programs weekly

WTEV produces a live studio program for each of the three major faiths every week of the year. And we've been doing it for some nine years. The series not only permits local ministers, priests and rabbis to reach people beyond the confines of their immediate communities, but equally important, it provides the Channel 6 tri-state area with a consistent and effective means of building fellowship and developing religious understanding.

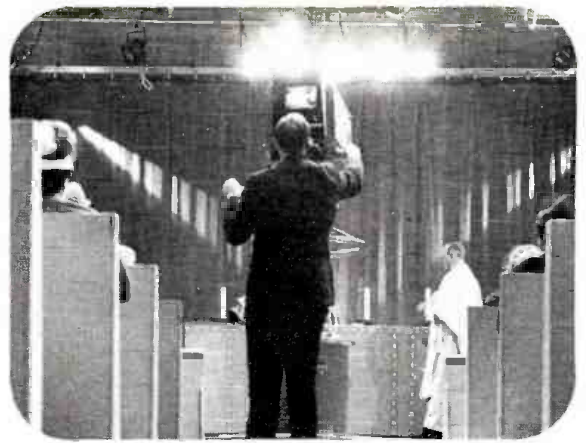
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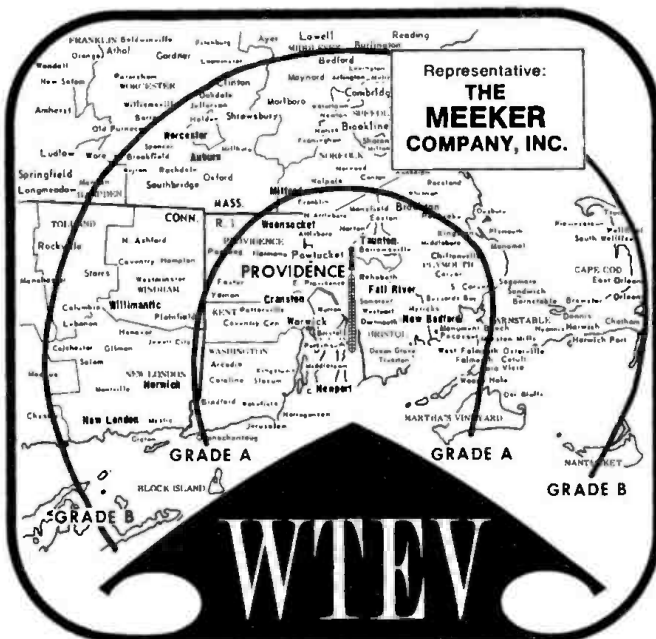
Channel



Filled pews flank the Channel 6 cameraman as a live "Television Mass" is celebrated for studio attendees and viewers.



Proud parents and relatives watch as a baptism is performed in studio on Channel 6's "Worship Series."



The traditional Seder meal is celebrated during WTEV's "Faith of our Fathers."

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WTEV Providence, R. I./New Bedford-Fall River, Mass. • WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

Evolution in access

FCC is preparing to look at possible modification of its prime-time access rule, though no movement to repeal it is yet discernible. Modification, suggested by Commissioner Robert E. Lee, would permit affected affiliates (in top-50 markets) to take 21 hours of prime-time network programming to which they are entitled over seven-day period on weekly basis, rather than at rate of three hours per night, as rule now states. Aim would be to obviate need for waivers that stations have been seeking to accommodate local programming problems.

It's doubtful commission could act fast enough to have impact on network's 1972-73 scheduling plans.

Proposal also includes wrinkle for Rocky Mountain stations, which can now call either 6-10 p.m. or 7-11 p.m. prime time. Under proposal, prime time would be 6-10—period. Again, purpose would be to eliminate need for waivers.

Hole at the top

Jack Gould, who was generally regarded as most influential TV critic in U.S. until he gave up reviewing last spring, is reported to be retiring from *New York Times*, which he has served since 1937 (with one brief gap in 1954 during which he was at CBS). Word is that Mr. Gould is now negotiating terms of his retirement with paper's management; exact date of departure is unsettled. Mr. Gould, who is 58, was radio and TV critic for *Times* from 1944 until 1971. In past year he has been concentrating on broadcast-industry news for *Times*.

Rigged quiz

Harley O. Staggers (D-W. Va.) keeps professing concern about instability of present broadcast license-renewal conditions while simultaneously professing difficulty of finding room in crowded agenda of his House Commerce Committee for hearings on legislative relief (see page 30). Behind scenes, however, it's now learned he will find room for full-scale hearings on surgeon general's report on effects of TV violence in real life. And tone of hearings will be taken from contention of Representative John Murphy (D-N.Y.) that surgeon general rigged report to favor television.

Mr. Murphy, who has been vocal in criticism of surgeon general's report, will submit as prime exhibit report compiled by three Stony Brook Uni-

versity researchers who worked on TV-violence study and now claim conclusions were corrupted. Their report asserts there is "statistically reliable and socially significant relationship between exposure to televised violence and aggressive behavior." Surgeon general found that effect only on children who were predisposed to such behavior.

Tenure

Vincent T. Wasilewski, National Association of Broadcasters president, is about to get new contract amounting to some \$100,000 a year—\$65,000 in salary, \$10,000 in deferred compensation, \$5,000 in insurance premium, rest in automobile and expenses. Informal agreement was reached last week with members of special negotiating committee appointed by NAB board. Details await consultation with tax lawyer and possible change in NAB bylaws, which now make no provision for presidential contracts.

Outlook is for three-to-five-year deal, terminable on year's notice by either party. It's in contrast to conditions existing couple of months ago when dissidents on NAB board called rump meeting, which never materialized, to clean house at NAB staff, beginning at top. Later, NAB joint board unanimously endorsed president.

Revival

King Features Syndicate is about to reactivate its television and motion-picture divisions after inactivity of several years. KFS is said to be developing number of programs for syndication and planning to set up commercial-production unit. Company had motion-picture hit several years ago in "The Yellow Submarine."

Nothing easy

With CATV behind it and domestic communications-satellite policy now on its agenda, FCC appears to have traded one major headache for another. Although open-skies policy recommended by White House has nice free-enterprise ring to it, commission staff is pointing out that there is not enough business to support anywhere near capacity that eight applicants would provide. And if hard market-place economics were allowed to work, possibly only two or three would survive (joint AT&T-Communications Satellite Corp., for sure).

One alternative under consideration is

to assign limited portions of spectrum to different kinds of technology; effect would be that systems proposing similar technology would be obliged to join forces. There is likelihood that commission will simply attempt to develop tentative proposal, then hold panel discussions (as was done in development of CATV policy), to permit experts and interested parties to attempt to point out flaws.

On the mark

Jesse Helms, executive vice president and editorial voice of WRAL-TV Raleigh, N.C., on Friday, Feb. 18, will announce candidacy for Republican nomination for Senate seat now held by veteran B. Everett Jordan, Democrat. Mr. Helms, effective with announcement, will terminate air appearances but continue as executive with WRAL with which he has been identified since 1956. His editorials now run in some 200 newspapers and on 70 radio stations through Tobacco Network. Mr. Helms, 60, is minority stockholder in channel-5 outlet, of which A. J. Fletcher is controlling stockholder.

Man in court

Next chief of FCC's litigation division is expected to be Joseph Marino, now acting chief. He would succeed John Conlin, who left commission last October. Mr. Marino, who has been with commission 11 years and had been Mr. Conlin's deputy, is said to be choice of new FCC general counsel, John Pettit.

Downbeat

First meeting between All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers, looking toward negotiation of new contract for use of ASCAP music by radio stations, is set for Wednesday (Feb. 16). ASCAP reportedly has offered to renew current contract, which expires Feb. 29. Committee, headed by Elliott Sanger of WQXR-AM-FM New York, is expected to reject offer and seek rate of payment lower than current 2% of their receipts from advertisers (after specified deductions). Though current contract expires end of this month, consent decree governing ASCAP's operations sets up procedures under which, if no deal is reached by then, stations may continue using ASCAP music, subject to retroactive application of rate finally set.

Public broadcasting by the Johnson plan

Congress and administration have been dancing out of step "to the tempo of the times," so far as public broadcasting is concerned, Commissioner Nicholas Johnson said in speech Friday (Feb. 11). "The tune seems to have been arranged by Herb Klein, orchestrated by Dr. Clay T. Whitehead, and performed by most of the 535 members of Congress," he said.

Commissioner Johnson, who was speaking at Harvard Law School Forum, took point-by-point issue with Mr. Whitehead, director of Office of Telecommunications Policy, on public-broadcasting policy.

Commissioner also endorsed CPB funding bill introduced by Representative Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, which provides for five year funding at levels rising from \$65 million to \$160 million annually. However, he also said discussion of financing should start at figure of \$500 million, approximate amount of money he said is available to each of three commercial television networks.

But his point was that "we've got to

put an end to the funding system which allows congressmen, senators, and the White House to hold the blackmail power over public broadcasting—do it our way or don't get your money."

In laying out his views on public broadcasting, commissioner differed with Mr. Whitehead in these areas:

- Ratings. Mr. Whitehead accused CPB of paying too much attention to ratings. Public television is not supposed to compete with commercial broadcasting for ratings, commissioner said. But that is not to say television is "somehow doing something wrong" if it develops program that captivates mass audience.

- Creation of centralized, fourth network. "Simple economies of scale dictate a need for national public-affairs and news reporting," commissioner said, but added that there are variety of television production sources.

- He suggested this "ideal funding system": one-third to national networks, one-third to local stations, one-third to individual artists and producers (to assure them artistic freedom he feels they otherwise lack).

- Public-affairs programing. Mr. Whitehead has questioned whether federally funded service should carry public affairs and commentary, since it would attract "political attention." Commissioner Johnson called this "disingenuous" statement from member of administration he says has criticized CPB and refused to provide plan for funding it through insulated funding mechanism. "The fact is that there probably is a great need for public-affairs programing by public broadcasting," he said.

Commissioner Johnson also suggested that public broadcasters consider alternatives to television, radio and CATV. Radio is now part of public broadcasting, but commissioner said that if money for television is going to be scarce, they should concentrate on building "first rate, strong, national radio service" to rival BBC. But he saw real future of public broadcasting in cable television. Diversity CATV can offer, he said, will "wipe out all the artificial diseconomies that prevent commercial television from serving" needs of public.

WRG loses car maker

American Motors late last week terminated its \$18-million relationship with agency Wells, Rich, Greene effective with new-model introductions in fall. American Motors's broadcast budget is between \$10 million and \$11 million,

with almost \$9 million in television, most of that in network. Car manufacturer said Friday (Feb. 11) that it would choose new agency by early March.

The why's of Alabama case

FCC Chairman Dean Burch says commission action in setting nine Alabama Educational Television Commission license applications for hearing (see page 39) is "not penalty or punishment" but simply requirement of law.

Chairman, in concurring statement in which Commissioner Charlotte Reid joined, says courts have not left commission leeway to ignore statutory requirement of hearing when it is unable to make public-interest finding.

And chairman said there are several unresolved questions of fact in case brought by two Alabama University students and priest. Petitioners accused network of discriminating against blacks in programing and employment.

Chairman Burch's statement was one of three separate opinions in case released on Friday (Feb. 11). Commissioner Robert T. Bartley, lone dissenter, said majority acted "on flimsy grounds," noted that commission found that AETC had established "one of the best non-commercial educational television networks" in country. He said case has "aspects of 'a nuisance suit.'"

Commissioner Nicholas Johnson, who concurred in part and dissented in part endorsed order designating application:—eight for renewal, one for license to cover construction permit—for hearing. But he dissented to omission of issue: he said are needed to resolve allegation: of racial discrimination in programing hiring and serving needs of Alabama citizens.

Network news hit again

Southern broadcaster and head of Southern Baptists' Radio and Television Commission charged Friday that network news was tilted to left and is causing antibroadcasting reaction from public and politicians. Charges were made at meeting of Baptist commission in connection with presentation of its annual awards to broadcasters (see page 29).

Jesse Helms, executive vice president WRAL-TV Raleigh, N.C., said network were trying to "defend the indefensible when asserting their news is objective." Dr. Paul Stevens, director of church commission, said his organization has had "thousands" of letters protest

In Wells's footsteps?

FCC Commissioner Nicholas Johnson is considering resigning to seek Democratic Senate nomination in home state of Iowa.

His special assistant, Robert Thorpe, said on Friday (Feb. 11) that "local leaders in Iowa" had urged commissioner to make race. Contacts were made after Representative John Culver (D-Iowa) on Wednesday abandoned unexpectedly what had been regarded as sure-thing bid for nomination to oppose Senator Jack Miller (R-Iowa).

Mr. Thorpe said Commissioner Johnson is considering matter, and would resign if he decided to run. Mr. Johnson's term expires June 30, 1973.

Commissioner Johnson, who is 37, left Iowa 20 years ago, when he entered University of Texas. However, he has maintained ties there, and his mother lives in Iowa City, where he was born.

Commissioner will have opportunity to check political climate when he returns to Iowa this week for long-planned participation in 50th anniversary celebration of WOC(AM) Davenport and for speech at University of Iowa.

liberalism of network commentators. No one from networks was at Friday morning meeting.

Hill asked to get in on cable

Congressional hearing on FCC's new cable-TV rules has been requested by National Association of Theater Owners in letter sent last week and disclosed by NATO today (Feb. 14). In issuing rules, NATO charged, FCC usurped congressional authority and reneged on earlier invitation to Congress to help develop CATV regulations.

NATO said charges and call for congressional action were contained in letter sent by Martin H. Newman, co-chairman of NATO's pay-TV committee, to Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee; Senator Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee; Representative Torbert H. Macdonald (D-Mass.), chairman of House Communications Subcommittee, and Representative Harley O. Staggers (D-W. Va.), chairman of House Commerce Committee.

NATO said FCC Chairman Dean Burch had submitted one FCC plan to those legislators last August along with invitation to participate in developing final regulations. "The result of the commission's action [in adopting rules]," NATO said, "is to improperly deny Congress the partnership role the com-

mission previously acknowledged."

NATO said FCC rules "go far beyond the mere adjustment of relationships between cable-television systems and television broadcast stations whose signals the CATV systems carry." Actually, it said, they "lay the groundwork for an entirely new communications—even entertainment—system, and can affect not only television broadcast stations, but motion-picture theaters, legitimate theaters, and sports arenas."

In attempting "to define the respective spheres of authority of the federal and local/state governments," theater organization said, FCC usurped authority properly vested in Congress alone.

Earlier in week, first outright challenge to cable rules took place when KVVU(TV) Henderson, Nev., filed court appeal (see page 38).

Oversaturation?

Critics who say President Nixon has had undue amount of television exposure were cited by President in explaining absence of TV cameras from news conference he summoned last Thursday, primarily to disclose details of his China trip (see page 45). Reporter at conference questioned what he regarded as infrequency of presidential news conferences and, in particular, what President had against televised news conferences.

President said he will hold news conferences whenever he feels they will

"serve the public interest," noting that he has talked to reporters in variety of formats over past several months. As for televised conferences, he said they are no more work for him than those that are not televised. But he said he had noted "eyebrow-raising on part of some columnists as to 'why has the President been on television so much?'" Then, after ticking off several TV network specials on which he has appeared recently, he said, "I think television has probably had as much of the President as it wants at this point, and that is why you are getting this kind of conference."

Punch line to Paulsen joke

NBC-TV said Friday (Feb. 11) it will give equal time—30 seconds worth—to two presidential candidates to balance brief appearance by comedian Pat Paulsen in movie carried by network.

Equal-time requests by House Republicans Paul N. McCloskey (Calif.) and John M. Ashbrook (Ohio) were made late last week, following appearance of Mr. Paulsen Feb. 5 in *NBC Saturday Night Movie*, "Where Were You When the Lights Went Out?"

NBC-TV said Messrs. McCloskey and Ashbrook would be given 30 seconds each in its Saturday night movie on March 4.

FCC had determined several weeks ago that Mr. Paulsen was bona fide Republican presidential candidate (BROADCASTING, Jan. 31).

Week's Headliners



Mr. Shafer



Mr. Block



Mr. Stakes



Mr. Ockershausen



Mr. Pompadur

Raymond P. Shafer, former governor of Pennsylvania, named chairman and chief executive officer of Teleprompter Corp., New York (see page 48).

Willard Block, VP and general manager, Viacom Enterprises Division, elected president, assuming title formerly held by Ralph M. Baruch, president of parent company, Viacom International Inc. Mr. Block was with pred-

ecessor companies, CBS Films and CBS Enterprises, serving from 1957 to 1971, in various executive posts including VP international sales.

Richard S. Stakes, VP and general manager, Evening Star Broadcasting Co., elected executive VP. **Andrew M. Ockershausen**, assistant general manager and secretary-treasurer of *Evening Star*, elected VP and secretary. (He is also

present chairman of the National Association of Broadcasters radio board.) *Evening Star* is licensee of WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C.

I. Martin Pompadur, VP broadcast division, ABC Inc., elected corporate VP. He will continue to work closely with Elton H. Rule, president of ABC Inc., in all operations and administrative activities of corporation. Earlier Mr. Pompadur was with ABC-TV.

For other industry developments see "Fates & Fortunes," page 52

M&H

TENTH ANNIVERSARY

We're pleased that this year we are celebrating our tenth anniversary as consultants to television and radio stations in this country, Canada and the Caribbean.

It's been a fast ten years, a decade that has seen major improvements in television news presentation, and placed new demands on management's knowledge of programs and people. A great burst of new problems related to the industry has been seen at both local and government levels.

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Our company, that stood almost alone in its use of the social scientist and the idea of an annual working relationship with its clients ten years ago, now has a variety of competitors. This is healthy. It makes the broadcast media conscious of the feelings of its audience and able to produce a far better program product.

We feel our success as a company is due to keeping not only abreast, but well ahead of what's going on in our particular field. We believe we are still unique, and we have been able to prove the value of our service many times over.

We are proud that our first five clients are still with us, that we've helped 61 clients in almost as many markets, and that 85% of our clients from last year have already renewed for another year—many on two year contracts.

Maybe we can help you—we'd like to. For a presentation with no obligation on your part, just give us a call.

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Area Code 313
644-9200

Datebook © A calendar of important meetings and events in communications

This week

Feb. 13-15—Annual convention, *Illinois-Indiana Cable Television Association*. St. Nicholas hotel, Springfield, Ill.

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—New deadline for program entries for *Major Armstrong Awards*. Contact: Kenneth K. Goldstein, 510 Seeley W. Mudd building, Columbia University, New York 10027.

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

Feb. 15—Deadline for entries in 38th annual *Headliners* competition. Competition covers any material printed or aired during 1971 and is open to all newspapers, magazines, television and radio outlets in U.S. Contact: Elaine Frayne, National Headliners Club, 2300 Pacific Avenue, Atlantic City 08401.

Feb. 15-16—Membership meeting, *Mid-America CATV Association*. Hilton inn, Tulsa, Okla.

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—Luncheon meeting, *New York chapter, Sales Promotion Executives Association*. Lawrence H. Rogers II, president of Taft Broadcasting Co., will speak.

Feb. 17—*Senate Constitutional Rights Subcommittee* continues hearing on application of First Amendment to broadcast and print journalism. 10 a.m., Room 318, Old Senate Office building, Washington.

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. 18-19—Second annual convention, *South Carolina Cable Television Association*. Thunderbird motor inn, Florence.

Feb. 19—Ninth annual awards dinner of *Institute of Electrical and Electronics Engineers*. 6 p.m., Center of Adult Education, University of Maryland, College Park.

Feb. 19—15th District Conference, *American Advertising Federation*, featuring dialogue with legislators. Newporter inn, Newport Beach, Calif.

Also in February

Feb. 22—Annual meeting of Doyle Dane Bernbach shareholders. Museum of Modern Art, 11 West 53d Street, New York.

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

Feb. 23—Deadline for filing reply comments to late-filed comments in Phase III of FCC's fairness doctrine inquiry (access to the broadcast media as the result of product commercials) (Doc. 19260).

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. 25—Fourth Annual Southern California Broadcasters Association Management Conference. Three-part agenda includes panel discussion on "Consumerism, as it relates to advertising, the advertising agency and the radio industry." Delivering separate talks: former FCC staff members, Robert Cahill and Frank Walsh, and broadcast attorney Harry Warner. Sportsman's Lodge, North Hollywood.

Feb. 26—Full day conference on "CATV and Broadcast Television—A Positive Approach to Co-existence," sponsored by Hollywood chapter, *National Academy of Television Arts and Sciences*. Speakers include Sol Schildhouse, chief, CATV task force, FCC; and John Gwin, chairman, National Cable TV Association. Beverly Hilton hotel, Beverly Hills.

Feb. 28-March 3—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.

Feb. 28-29—Washington conference on "New Developments in Advertising and Marketing Law," sponsored by *Federal Bar Association* and *Bureau of National Affairs*. Miles W. Kirkpatrick, chairman of Federal Trade Commission.

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

March

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

March 1—*Advertising Club of Los Angeles* luncheon meeting, with Mrs. Virginia H. Knauer, White House special assistant for consumer affairs speaking about "The Future of Advertising." Sheraton-West hotel, Regency room, Los Angeles.

March 1-3—Annual convention, *Florida CATV Association*. St. Petersburg Ramada Inn, St. Petersburg.

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*. Americani Bal Harbour, Miami Beach.

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

March 5-10—M1CAB 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 to black community. Washington.

Major meeting dates in 1972

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

Nov. 14-16—Annual meeting, *Television Bureau of Advertising*. Waldorf-Astoria hotel, New York.

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

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Protectionist partisans

EDITOR: Your Jan. 31 editorial, "Bad Case, Worse Law," should serve as a warning to the entire communications industry that the words uttered by Benjamin Franklin, "We must all hang together, or assuredly we shall all hang separately," are applicable to us. We must unite and exert an all-out effort to get Congress to rewrite the antiquated and outdated Communications Act of 1934, an act which has been misinterpreted and mutilated by the FCC and, now, by the courts. It is inconceivable that in a so-called "free democracy" a person can be dispossessed and his property expropriated without cause, as exemplified by the discussion in the case of WHDH-TV Boston.

It should be obvious to broadcasters that the existing national and state associations are not adequately representing the interests of broadcasters. I believe it is time to look for new, strong and dedicated leadership to work for a new Communications Act that will reestablish stability [in broadcasting].

Your editorials are praiseworthy, inasmuch as you have alerted the industry to the deterioration of [its] stability. The rest is up to them.—*Max M. Leon*, president, WDAS-AM-FM Philadelphia.

EDITOR: It seems to me that [Representative Robert F. Drinan (D-Mass.)] needs to do some homework. [See story page 42.] If Father Drinan's ignorance of FCC license-renewal procedures—"routine," as he is quoted as saying—is indicative of an apparent sad lack of knowledge possessed by any of our representatives concerning FCC activities, it is about time that the broadcasting industry throw off the apathetic cloak that covers it, don the crusader's cape and unite in an all-out effort to educate all people, particularly our representatives in Washington, to the fact that nothing—but nothing—is "routine" where the approval of a station's license renewal by the FCC is concerned. To accomplish this task, it will take the concerted efforts of all broadcasters individually and collectively. The efforts of the dedicated few now carrying the ball are not enough.—*Turner Cooke*, regional manager, Broadcast Music Inc., Portland, Ore.

'Monday Memo' multiplies

EDITOR: May I have permission to reproduce [the Jan. 24 "Monday Memo"]? This article by Richard M. Owens [vice president of the Maxwell Arnold Agen-

cy, San Francisco] will be invaluable in helping us to relate our FM rock format to the Orange County retailers. Mr. Owens has done us all a very heavy service.—*Larry Grannis*, general manager, KYMS(FM) Santa Ana, Calif.

EDITOR: We would like permission to reprint your "Monday Memo" featuring Richard Owens discussing advertising on FM rock radio.—*Chester Coleman*, KPCC-FM Pasadena, Calif.

(Permissions granted.)

Regarding black radio

EDITOR: We are extremely pleased about your article on the growth market in black radio, and especially about your mention of Father Anthony Meyer's paper, "Black Voices and Format Regulations" [BROADCASTING, Jan. 24]. Your readers may be interested to learn that this paper is available free from the ERIC Clearinghouse on Media and Technology, Stanford University, Stanford, Calif. 94305.—*Maxine K. Sitts*, editorial associate, ERIC Clearinghouse.

EDITOR: It was erroneously stated [in the special report on black radio] that Perry P. Walders was general manager of WUST(AM) Bethesda, Md. I am not the general manager but the general sales manager. Daniel Diener is general manager.—*Perry P. Walders*.

A grateful colleague

EDITOR: Don't ever let anyone have you believe that "broadcasters" are a hard-hearted, money-hungry bunch. It just isn't so.

In the early morning of Jan. 21, a roaring, uncontrollable fire destroyed the offices and studios of WDXI(AM) Jackson, Tenn. Along with that loss went many of the important items associated with the headquarters offices of The Dixie Network in the same building. It didn't take long for the word to get around. Broadcasters from around the country volunteered their help in generous and many ways. Fortunately, our own stand-by facilities were adequate and business continued without a moment's loss of operation.

Reversals are never pleasant. But a crisis carries with it an inspiring by-product; namely, the manifestations of concern from so many broadcasters who understand the importance of a helping hand.—*Ken Marston*, executive VP and general manager, The Dixie Network.

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And will it all result in 'client lib'?

I recently completed a telephone survey of agencies and media services. The results: According to the buying services, business was never better, particularly with the agencies. According to the agencies, they have not, are not and will not be using media services. Somewhere between these contradictions is the way things really are.

Our agency has used, is using and will continue to use media-buying services. Perhaps it is a peculiarity of our size. But I prefer to think of it as good business sense.

We look upon the independents as an extension of our media department, an opportunity to restrict our overhead investment, as a means of increasing our media department's efficiency and as a negotiating tool in markets we do not have the experience or the time to deal with. But what of those financially pressed media-buying firms (and there are plenty around)? One buying-service principal I interviewed put it this way:

"Agencies have now shaped up—out of fear. They're staffed with better people. They're paying more and getting more."

What has happened is that the very thing the buying services were selling returned to haunt them and in some cases, forced them against the wall. Their own overhead grew. The competition for good people increased and every worthy media person found himself feeling like professional basketball superstars Spencer Haywood or Kareem Jabbar. Only this time it wasn't the American Basketball Association bidding against the National Basketball Association. It was agency against buying service.

Which when you get right down to it is a pretty good deal for the clients. Provided they're big and are doing a lot of broadcast buying. The way the buying-service thing shapes up is quite paradoxical. The big-budget advertisers can deal directly with media-buying services or have their agency compete against the services. They are able to harness all the forces of computer programming, tougher negotiating, smarter bartering, superior planning, etc.

Although this will be disputed, the medium and small-sized accounts and agencies don't have the same profit opportunity for either the media or the agency or the buying service. Commissions on fewer billings amount to less

dollars—right? Or to put it another way: 15% of one million is twice as much as 15% of a half million. And since nobody except the broadcasters and a few very sophisticated buyers knows what the price of broadcast time is or should be, it's quite a mess. And the culprit again is the commission system.

There are good buying services, not-so-good buying services, and bad buying services. And, although a lot of people have said that the current shake-ups are healthy because only the good ones will survive, I wish this were true. But since it has not necessarily been the case in the agency business, why should we expect more of the buying services? Therefore, to become philosophical, the future is for those who survive the present.

Which brings me to this . . . the future of the agency business. First off, it seems to me that the large, full-service, multioffice agency does not have unique problems. The very same problems are shared by the Republicans, the Democrats, the U.S. Army and the Catholic church. These are tough times for hierarchies because of a broadly held suspicion that tradition has become a lousy guide to the future.

Second, it seems to me that what is being discussed here (and just about everywhere else in the advertising business) is simply a by-product of current culture. In fact, I'm surprised someone hasn't come up with the obvious title, "client lib," to personify the struggle.

What's happening in advertising is really no different from what's happening everywhere else—nobody seems willing to play his traditional preordained role any more. It's like the so-called "new morality." When you get right down to the cold, hard realities of it, in a clinical, unemotional evaluation, the traditional client/agency relationship doesn't make any more pure pragmatic sense than monogamy. But you must admit there's a certain old-fashioned comfort about both of them.

The traditional operation of American business is not unlike the old roll-top desk. Open it up and you find a lot of little square boxes. This is great—provided that what you want to put into the boxes fits. The roll-top desk and its counterpart, the organization chart, are creations of convenient logic, not human function. What is happening, it seems to me, is that we're all beginning to discover that it might be better to reconfigure the boxes than mold people or, for that matter ad agencies, to fit the holes.

The whole world is changing. Every single status quo is being challenged, all the way down the pecking order to marketing and client/agency relationships. Who is right and who is wrong aren't nearly as important as who is current. The day seems to be past when long-range strategy can be a winning technique. We're living in a short-term world. And the outfits that come out on top will probably be those with the best string of short-range success.



Jay Chiat is a principal and creative director of Chiat/Day Inc., a three-year-old, Los Angeles agency billing about \$12 million. Prior to forming Chiat/Day, he was head of his own agency for six years and was also vice president and creative director for the Leland Oliver Co., Orange, Calif. Mr. Chiat graduated from Rutgers University (BS in education) and spent a year in graduate school at Columbia University. He has won gold and silver medals as a writer in the Los Angeles and New York Art Directors Show; has also won an Andy, two Cleos, an Effie and several American Advertising Federation "Best in the West" awards.

Cable comes down to earth — slowly

It's probably watch and wait for a while as questions of equipment, financing and markets get hard answers

Cable operators and their suppliers have greeted the FCC's new cable rules by breathing quiet sighs of relief and returning, without fanfare or drastic change, to the usual demands of business.

It was not that the 500-page FCC document (BROADCASTING, Feb. 7) was considered an occasion for yawns; the rules have, of course, been eagerly awaited for months. But precisely because the wait has been so long, and the final outcome ultimately so predictable, necessary plans were made many months in advance.

"I don't think CATV operators saw it as a question of whether this would happen [the new rules], but when it would happen," said Norman Walt, a New York cable consultant. "They prepared accordingly." And there has never been any question of the industry's readiness to act: Whatever apprehension may exist over the prospect of future political setbacks, the rules have been considered reason enough to move ahead with confidence. And indications last week from Capitol Hill appeared to justify that confidence (see page 15).

The results may be witnessed and measured in several ways during the coming year.

"The first hard evidence" of growth "will come in the form of firm orders placed with manufacturing companies," says Leon Papernow, executive vice president of Cypress Communications Corp. That evaluation is a universal one, and most observers foresee a substantially increased demand for equipment within three to six months.

Manufacturers, who watched their business stagnate as cable construction dwindled, are more than eager to meet the demand. The expectation is that they will also be able to meet it. "It would take an awful surge of construction to dry up the manufacturers," says G. Norman Penwell, of the Washington consulting firm of Malarkey, Taylor & Associates. "They'll be able to expand

faster than the cable operators will get financing."

The character of that demand will reflect the kind of innovation that is going on—and, in the early stages, nobody expects any radical changes in the kinds of orders. "I expect 95% of it or more is going to be traditional CATV at first," one source said. The determining factor will be the economics of cable. "I don't believe what the rules state will have any influence on it," says Gordon Woods of Kaiser CATV. "They're really not asking for anything that isn't already being done."

As for the required installation of two-way, its immediate effect will be indirect. "What operators will want right now is the capability to be converted to two-way," Mr. Woods says.

Some say there will be no measurable impact on equipment orders for two or three months; others claim that the first week under new rules brought a "noticeable" upturn (although nobody was quoting figures). Everyone agrees that equipment orders will be a key barometer during the cable "thaw," if there is one—and most look for marked improvement at least in the second half of 1972.

One major equipment company has projected internally that 1972 will be a better year—perhaps by 25%—but not a banner year. With the lead time involved in building cable systems, the projections indicate, initial pick-up will be limited, and existing planned construction will account for nearly all of it.

The key variable may be financing. A Washington source calls it "the weak link" in cable's golden future; a Wall Street analyst identified it as "the real problem." The analyst noted that although Cox Cable Communications Inc. recently announced financing of \$20 million, it took the cable company three years to garner that amount, which he described as a "drop in the bucket."

Teleprompter Corp., in conjunction

with Hughes Aircraft Co., did secure a \$30-million eight-year Eurodollar financing by Western American Bank (Europe) Ltd., to finance construction on the companies' jointly owned New York and Los Angeles cable systems. And further financing is being discussed—\$200 million, over the long term (BROADCASTING, Feb. 7). But figures like those represent the roof in cable. The day-to-day problem, for a young industry just beginning to make its mark in urban areas, will be considerable.

As a result, cable's initial growth will not be in the very largest markets, where even companies with quality financing would find wholesale invasion an impractical prospect. It is expected to be in markets 51-100, where the commission's rules in areas such as exclusivity, are more generous, and the size more manageable. In the largest markets, a substantial portion of the initial activity may be from the "outside in"—from suburban areas that adjoin major cities but are not actually within their jurisdiction.

The very first signs of thaw, however, will not come from new activity in either of these areas. Industry sources estimate that in perhaps a dozen areas—most of them middle-sized municipalities—franchises have been granted with the explicit or implicit understanding that construction would not begin until it became "economically feasible." That was understood to mean after issuance of the rules.

Now, with the rules a reality, the prediction is that these municipalities—and others where franchisees haven't begun construction, for whatever reason—will begin to show their impatience and exert real pressure within six months if progress is not made.

Operators with an eye to expansion will also have to take a new, hard look at which top markets are ripe for cable because of gaps in existing service. "In some cities, you obviously couldn't do anything right now," says a source a

the National Cable Television Association. "Everyone will be concentrating on those areas where they can bring signals in profitably—in other words, they'll be looking at cities where there are holes in the broadcast service."

There is no universal agreement on just which markets will be most affected; as one operator puts it, "one man's gold mine is another man's disaster area." But as good a rule of thumb as any may be to look at those markets in the top 50 where existing service consists only of network stations, with no independents.

Some already have some kind of cable activity, some do not, but the list itself gives an idea of how large cities may be and still have limited service: Memphis, Columbus (Ohio), Albany-Schenectady-Troy (N.Y.), Syracuse (N.Y.), Charleston-Huntington (W. Va.), Oklahoma City, Birmingham (Ala.), Greensboro-High-Point-Winston-Salem (N.C.), Wichita-Hutchinson (Kan.), Salt Lake City and Wilkes-Barre-Scranton (Pa.).

For the major companies, however, the rules are an invitation to long-term development, not an occasion for immediate change. "They don't really change our style," says Cypress's Leon Papernow, "because we don't hold undeveloped franchises." And the service requirements in the rules aren't seen as a new burden. "Everybody who's planning and building cable systems today is ahead of the regulatory requirements," he says. "Municipalities, knowing less and being subject to seduction

Back to the drawing board for NCTA president

The National Cable Television Association's seven-month search for a new president tumbled back into confusion last week when the clear front-runner, NCTA Chairman John Gwin, took himself out of the race.



Gwin: The favorite's out of the race

In a memo to the NCTA board, it was learned, Mr. Gwin listed two principal reasons for the decision: his desire to remain in private business with Cox Cable Communications Inc. and to remain as the NCTA chairman. In that capacity, he was scheduled to appear Saturday (Feb. 12) at a meeting of the presidential selection committee, to discuss his decision and review other presidential possibilities.

Early this year, the race appeared to have narrowed to a choice among Mr. Gwin, Bruce Lovett of American Television & Communications Corp., and Sol Schildhouse, chief of the FCC's Cable Television Bureau. But Mr. Lovett withdrew from the race (BROADCASTING, Jan. 31), and Mr. Schildhouse says he is not and never was a candidate for the job.

The selection committee has indicated that other candidates outside the cable industry have been under consideration, but their names have never been revealed. In his memo last week, Mr. Gwin pledged to do whatever is necessary to speed the selection process.

by all of the blue-sky talk, are writing more difficult requirements into their franchises than any agency of the federal government is imposing. Every city has its own so-called expert."

The prospect is for definite, but ini-

tially gradual development. "Anyone who expects an explosion right away is kidding himself—and some do," said Amos B. (Bud) Hostetter, vice president of Continental Cablevision Inc. "This will be a long, hard pull."

FCC allays some Hill fears on CATV

Pastore oversight hearing told remedial action will be in order where present TV's encounter harm

With adoption of the new CATV rules now behind it, the FCC apparently has a new job: reassuring members of Congress made nervous by constituents in the broadcasting business that the new rules will not lead to the destruction of the corner television station.

Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, cross-examined FCC Chairman Dean Burch on this point for more than an hour Tuesday morning, during a hearing in Washington to complete a review of the commission's activities begun two weeks ago (BROADCASTING, Feb. 7).

Senator Pastore asked the question a half-dozen different ways: Once a

CATV system is given a certificate by the commission and permitted to operate with a certain number of signals, can the commission act on information that it had gone "too far" and move to protect a station suffering economic injury? Do the rules specifically provide for such remedial action? "I've got to nail these questions down," Senator Pastore said. "I got a letter from Mr. Mansfield, and I don't think Mr. Mansfield is a patsy for the broadcasting industry." Senator Pastore, who said Senate Majority Leader Mike Mansfield (D-Mont.) expressed concern over the rules' possible impact on small-market stations, hypothesized a situation in which the only television station in Bill-

ings, Mont., which provides local news coverage and serves local advertisers, is put out of business by a CATV system.

The colloquy resulted in assurances from the FCC chairman that broadcasters might find useful in the future. Yes, the commission could amend its rules or even take remedial action, in individual cases, Chairman Burch said. He noted that the rules provide for "special relief," which can be given CATV systems as well as broadcasters harmed as a result of the rules, and that the commission could in any case act under the "public-interest" standard of the Communications Act. But he also added the cautionary note that it would be difficult for the commission to turn the



FCC Chairman Burch makes an emphatic point as Commissioner Johnson (center) listens and Commissioner Reid (left, foreground) follows chairman's prepared text.

clock back once a cable television system has been authorized to begin operating. "That's why we were so conservative throughout the [CATV rules] document," he said.

Chairman Burch was given support on the point—as to the commission's inherent and explicit authority to protect a station even after a CATV system has begun operating—by Commissioner Nicholas Johnson, although it was one of the few points dealing with the CATV package on which they agree. Commissioner Johnson on Monday issued a 32-page statement elaborating on the one he issued two weeks ago, when the CATV rules were issued, sharply attacking the manner in which the rules were developed as well as the broadcaster-protectionist cast he felt they had been given.

"In future years, when students of government wish to study the decision-making process at its worst, when they look for examples of industry domination of government, when they look for presidential interference in the operation of an agency responsible to Congress," Commissioner Johnson wrote, "they will look to the FCC handling of the never-ending saga of cable television as a classic case study."

He contended that the broadcasting and cable industries and copyright owners were able to use "their White House leverage to fashion their own cable policy," after the commission had submitted its CATV proposals to Congress, on Aug. 5. The compromise agreement that cleared the way for commission action on the CATV package was worked out through the White House Office of Telecommunications Policy, after members of Congress urged the White House to head off Capitol Hill confrontation that they felt was inevitable.

Chairman Burch, who last week was preparing a detailed response to Commissioner Johnson, presented a different version of OTP's participation in the cable matter, after Senator Pastore asked about the FCC-White House relationship. He said that after the Aug. 5 letter was submitted, he was concerned about its failure to deal with the question of program exclusivity and "was importuned by copyright owners and broadcasters to focus" on that issue.

He said Mr. Whitehead became involved because of "my concerns and concerns generally." It was felt "it would be helpful if the industries settled the differences among themselves," so Mr. Whitehead brought the parties together. His first effort to bring off a compromise failed, as did Chairman

Burch's. Finally, though, an agreement was reached that the National Association of Broadcasters, the National Cable Television Association, the Association of Maximum Service Telecasters and the copyright owners ("the Hollywood" branch of that enterprise) signed with some reluctance.

"I advised the commissioners of the agreement, and explained how it was arrived at, and why it was in the public interest," Chairman Burch said. He noted that Commissioner Johnson was critical of the agreement and that other commissioners were concerned as to whether it could be melded into the Aug. 5 letter. Chairman Burch said he felt the addition of exclusivity provisions—which afford run-of-contract exclusivity protection for programs shown in the top-50 markets and for two years in markets 51-100—improved the commission's final document. The compromise agreement also resulted in the inclusion of leapfrogging provisions in the rules and tighter standards for determining whether an out-of-market station could be considered "local," for purposes of CATV carriage. Commissioner Johnson said these three provisions weakened the final document.

Senator Pastore was still concerned, as he was two weeks ago, about Mr. Whitehead's future role in the CATV proceeding: whether "we can expect a policy statement from him." Senator Pastore said he would ask Mr. Whitehead to comment, in writing, on the rules. He also indicated he would be happy to have him testify before the subcommittee. "We'll make time for him," the senator said.

Mr. Whitehead is chairman of a presidential committee developing basic



Senators who did most of the questioning about the FCC's new cable rules were Howard Baker (R-Tenn.) (l) and John Pastore (D-R.I.), subcommittee chairman.



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CATV policy. A final draft of the committee's report will be circulated among its members within the next two weeks. It was not known when the document would be submitted to the President, but it is regarded a certainty it will not be released until after March 31, when the commission's rules are to go into effect.

For Mr. Whitehead is riding two horses. He helped bring off the compromise agreement, and he has told Senator Pastore he endorsed the commission's CATV proposals. But some of the long-range legislative plans being drafted by the presidential committee are believed to conflict with some aspects of the commission's rules; and Mr. Whitehead has also told Senator Pastore Congress should establish basic CATV policy before the commission's rules irrevocably set the mold for CATV development. Accordingly, the special committee's proposals, if released before March 31, might provide ammunition for those determined to shoot down the commission's rules.

In other matters under discussion during the oversight hearing:

■ Senator Pastore expressed concern over an issue that has long troubled Democrats, particularly in this election year—the President's use of television, and the party's inability to command equal time to respond.

He acknowledged that the networks have a difficult job in selecting appropriate spokesmen for opposing points of view and that First Amendment problems are involved in efforts to bal-

Cable text for 20 cents

The complete text of the FCC's cable-television package, released two weeks ago (BROADCASTING, Feb. 7), was scheduled for reprint in the *Federal Register* Saturday (Feb. 12). It is also available for sale at the Government Printing Office starting today (Feb. 14), at a cost of 20 cents. Those ordering by mail should refer to *Federal Register*, Feb. 12, 1972, volume 37, number 30, part two only. Mail requests should be addressed to the superintendent of documents, Government Printing Office, Washington 20402. The publication will also be available over the counter at the Superintendent of Documents Bookstore, North Capitol and H Streets, Washington. It will not be available from the FCC.

ance presidential appearances. But, he said, "something has to be done in this area, because people of this country are entitled to know both side of an issue."

■ Senator Howard Baker (R-Tenn.) asked about the Federal Trade Commission proposal that the FCC move into the field of advertising—normally the FTC's area of responsibility—by requiring broadcasters to make time available for "counterads," which would rebut commercial messages. The proposal has alarmed broadcasters who see it as a distinct threat to their economic well-being. Chairman Burch noted that the proposal is under consideration in the commission's over-all inquiry into

the fairness doctrine, but wondered whether the commission would have the manpower to implement such a proposal. Commissioner Johnson said the commission would decide the issue on ideological grounds, not on the basis of whether it has the manpower (he says it does).

Senator Baker, who described the inquiry as "one of the most important and significant" ever undertaken in that field, asked to be kept informed of developments, and suggested that the FTC and FCC participate in a panel discussion of the issue before the subcommittee. To which Senator Pastore replied: "OK, but not here," pointing down into the hearing room; "in there," and he jerked his thumb back over his shoulder, in the direction of the room where the subcommittee meets in executive session.

■ Senator Pastore said that portions of the surgeon general's committee report on the impact of televised violence on children that he has read thus far "look to be like a little doubletalk." The report, released last month, concludes that televised violence can trigger violence in children predisposed to aggressive behavior but that there is no evidence that it adversely affects the majority of children (BROADCASTING, Jan. 17). Senator Pastore who had requested the surgeon general to make the study, said the subcommittee will delve into the report "in quite some detail" at hearings it will hold March 21-24. The commission is to be briefed on the report by Mr. Steinfeld, on Feb. 22.

BroadcastAdvertising®

Afterthoughts on cigarette ads

Senate hearing hears: Is ban better, or would antismoking spots do more?

Second thoughts about the ban on cigarette broadcast advertising were voiced again last week during a hearing by the Senate Consumer Subcommittee.

The latest doubts were expressed by Bruce Wilson, the Justice Department's deputy antitrust chief. Two weeks ago a similar observation had been made by Dr. Marlin K. DuVal, assistant secretary for health and scientific affairs of the Department of Health, Education and Welfare (BROADCASTING, Feb. 7).

Mr. Wilson, concluded his testimony last week, by commenting: "... there is some question as to the efficiency of

banning smoking advertisements to achieve the ultimate goal of reducing or eliminating smoking in this country. One cannot help but question, in the light of the recent statistics [that cigarette smoking has not decreased] whether the goal ... might not be better served by reverting to the free flow of ideas that surrounded the smoking issue prior to the enactment of the ban ..."

The antismoking announcements that accompanied cigarette advertising on the air, Mr. Wilson noted, "forced people to think."

Mr. Wilson's remarks echoed in part

those of Dr. DuVal two weeks ago when the HEW official expressed regret at the ban on cigarette broadcast advertising because it "severely reduced the public's exposure to anticigarette advertising."

This attitude won a second also from Dr. Ernest L. Wynder, president of the American Health Foundation, another witness at last week's hearing. Dr. Wynder, responding to a reporter's question, said he would agree with the sentiments of Mr. Wilson and Dr. DuVal. But he also expressed doubt that cigarette makers would want to go back to broadcast

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**Thursday • March 23, 1972
9 A.M.-5 P.M.
New York Hilton Hotel**

Recent developments are reshaping the syndicated programming market.

The Prime Time Access Rule certainly scrambled the picture. But it was not the only force for change in 1971-2.

Other considerations have been the shrinking availability of solid off-network and film library material coupled with renewed advertiser interest...the development of special networks...creative new production sources...and strengthened independent stations.

To examine the effect of these developments and explore the current market for syndicated programming, this one-day seminar is being sponsored by the industry newsletter, The Video Publisher.

Join leading experts and decision-makers for an up to the minute, in-depth look at the market place. Make your reservation today to assure your place at the seminar.

THE PROGRAM

9:00
Coffee and Registration

9:30
Station Survey Report—Abstract of survey of television station managers reporting on their experience with prime time access programming and future directions from their point of view. Full report available to all participants.

— Bill Donnelly, Manager Editor,
The Video Publisher

10:00
Program Performance During Prime Time
— Up-to-date ARB report on syndicated program performance during the 7:30 to 8 and 10:30 to 11 time slots created by the prime time access rule.

— American Research Bureau

11:00
Massaging the Numbers—Analysis of program performance, audience movement and demographic data on syndicated programming in prime time.

— Jack Fritz, VP and General Mgr.
Broadcasting, Blair TV
— George Hooper, Dir. Mktg. Services,
NBC-Owned Stations
— George Simko, Sr. VP & Dir. of Media
Management, Benton & Bowles

12:30
Lunch—FCC Commissioner Robert E. Lee:
"The Parameters of the Decision"

2:00

Retrospect and Future Spec—Program producers and distributors discuss the lessons learned during the current season and their impact on the '72-'73 season.

— Joel Chaseman, Sr. VP Corp. Programming
& Production, Group W
— H. Keith Godfrey, VP, Dir. of Sales, MCA-TV
— Burt Rosen, Winters/Rosen Productions

3:30

Advertising and Syndication—Benefits and pitfalls of syndication from the advertisers' point of view.

— Howard Eaton, Sr. VP, Dir. of
Broadcasting, Ogilvy & Mather
— Donald C. Foote, Jr., VP Syndication,
Young & Rubicam
— Arch Knowlton, Dir., Media Services,
General Foods

5:00

Cocktails

Registration Fee: \$150. Includes participation in the conference, luncheon, reception, cocktails and a portfolio of materials. (\$130 for subscribers to The Video Publisher or The Knowledge Industry Report.)

Hotel Accommodations: Not included in fee. Arrangements should be made individually.

Cancellations will be accepted with full refund upon receipt of written notice on or before March 13, 1972...50% refund thereafter.

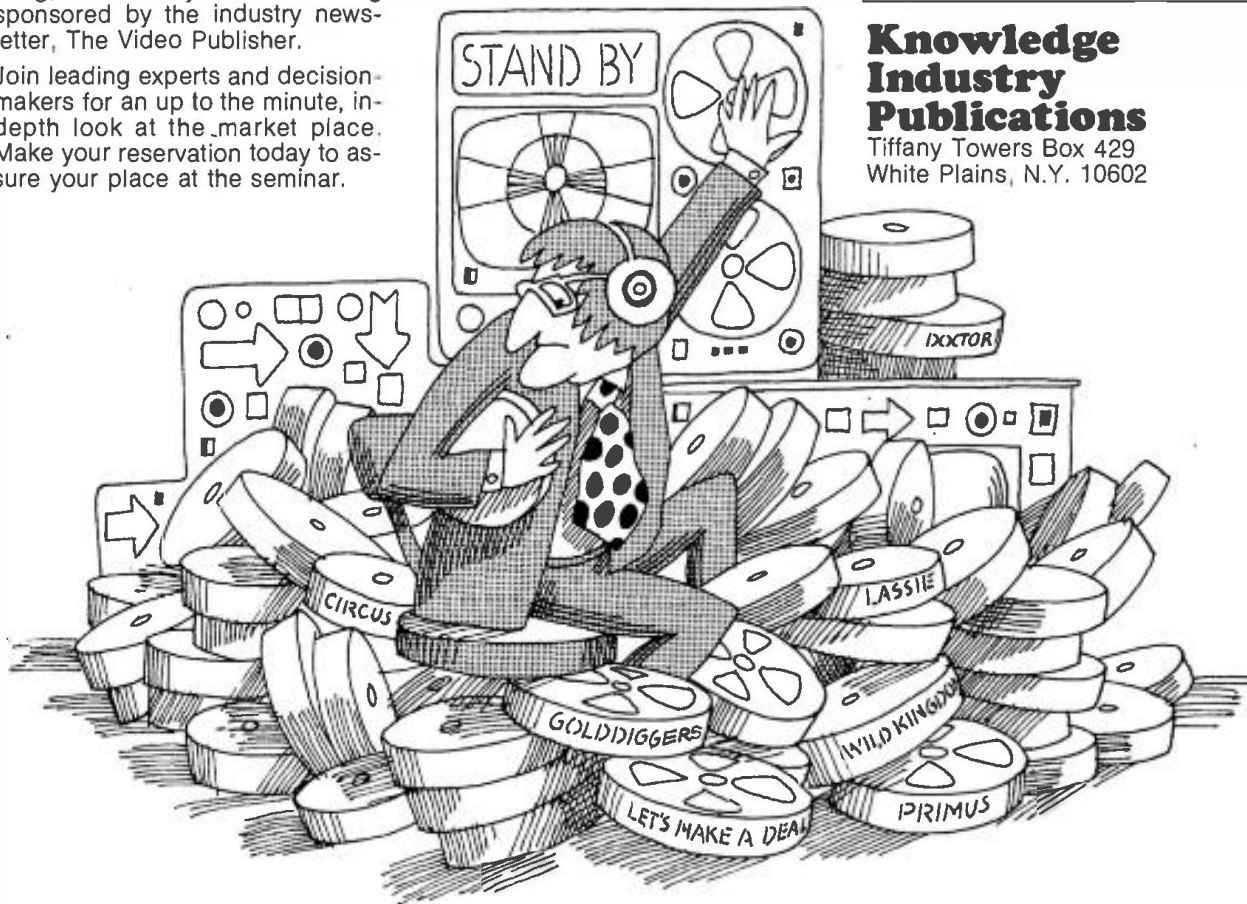
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advertising if this meant an increase in anticigarette spots. Tobacco industry spokesmen present at the hearing seemed to agree with this observation.

Dr. Wynder testified in favor of S. 1454, which would require the Federal Trade Commission to establish maximum levels of tar and nicotine for cigarettes. The bill is sponsored by Senator Frank E. Moss (D-Utah), chairman of the Consumer Subcommittee who also was instrumental in persuading Congress in 1969 to ban cigarette advertising from the air. Senator Moss also has expressed concern about the growth in advertising of little cigars that look like and are packaged like cigarettes. Focus of his attack is Winchester little cigars, now being test-marketed by R. J. Reynolds Co., Winston-Salem, N.C.

The Winchester advertising on TV was also attacked last week by John F. Banzhaf III, executive director of Action for Smoking and Health (ASH), now a George Washington University law professor. It was Mr. Banzhaf who initiated proceedings before the FCC in 1966 that persuaded the commission that cigarette advertising was controversial and required counteradvertising under the fairness doctrine. He charged that Winchester little cigars looked like cigarettes, had a filter like cigarettes, were packaged in soft-packs of 20 like cigarettes, were sold through cigarette vending machines and were being advertised on TV with the same techniques and themes that had been used to advertise cigarettes. He said ASH is considering filing a lawsuit to force Winchester advertising off the air. He also was critical of the Department of Justice and the Internal Revenue Service for finding that Winchester was a cigar, not a cigarette.

Mr. Banzhaf pointedly blamed broadcasters for the dearth of antismoking announcements on the air; there should be more, he said, because it is the broadcasters' public-service duty to air them. This prompted Senator Marlow W. Cook (R-Ky.) to ask the subcommittee staff to check with the broadcast networks to determine how many anti-cigarette smoking announcements are still being carried.

Meanwhile, television advertising for Winchester lit up the ire of the American Cancer Society (ACS). An ACS board, meeting in New York Feb. 5, approved a statement condemning the Winchester campaign as a "violation of the spirit, if not the letter, of the law banning electronic cigarette advertising."

Though James F. Hind, Reynold's marketing supervisor for the cigar, had testified that Winchester is never shown being inhaled, the cancer society board stated that people in the TV commercials for Winchester "take deep, in-

haling drags on the Winchesters," and that "the essential health difference between a cigarette and a cigar is that the latter can rarely be inhaled."

The board directed the cancer society's staff to "urge appropriate government agencies to act against this TV advertising."

In other actions, the board approved Senator Moss's S. 1454, okayed preparation of "fresh, new" anticigarette TV spots that it will offer to networks and stations, and resolved to explore "all possibilities" or restoring antismoking TV messages the society said have diminished in frequency on radio and TV since the cigarette advertising ban of a year ago.

ACS noted that a study it had commissioned found that one-fifth as many anticigarette spots were being aired in the first six months of 1971 as compared with the incidence of anticigarette spots on the air when cigarette advertising was acceptable.

The spending bill becomes official

Nixon signs it; Pastore goes after repeal of 315 for national candidates

President Nixon has signed into law the political-spending bill that passed the Senate last December and cleared the House on Jan. 19 (BROADCASTING, Jan. 24).

In signing the bill, last Monday (Feb. 7), President Nixon called it "realistic and enforceable" and "an important step forward in an area which has been of great public concern." And, he said, the new law "will guard against campaign abuses and will work to build public confidence in the integrity of the electoral process." He signed the bill 10 days after it reached his desk—the last day before it would have gone into effect automatically.

The law will not take effect until April 7—60 days after it was signed—and thus will not apply to presidential primaries in New Hampshire, Florida, Illinois and Wisconsin.

The action was hailed by House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.), who was instrumental in shaping the legislation. "We have curbed the so-called television and media blitz by which candidates package themselves as commercial products and obscure personal merit and qualifications as factors in political decision-making," he said.

But Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) is dissatisfied with the law's failure

to repeal Section 315 of the Communications Act. During his FCC oversight hearing last week (see page 15), he said he will introduce a bill this week to repeal the equal-time provision for presidential and a vice-presidential candidates.

The Senate's campaign-spending bill had contained that provision, but it was stricken when the bill went to conference with the House version (BROADCASTING, Dec. 13, 1971, et seq.).

The law limits media spending by federal-office candidates to 10 cents per eligible voter, or \$50,000, whichever is more. But of that amount only six cents may be spent on broadcast media—TV, radio, CATV. Nonbroadcast media covered are newspapers, magazines and periodicals, and telephones.

Broadcasters may charge candidates no more than "the lowest unit charge . . . for the same class and amount of time for the same period" in the 45 days before the primary or the 60 days before the general election.

Print media may charge no more than comparable rates given commercial advertisers.

The law also empowers the FCC to revoke the licenses of stations "for wilful or repeated failure to allow reasonable access to or to permit purchase of reasonable amounts of time" by candidates.

There are no limits on individual contributions, but the law does limit amounts candidates may contribute to their own campaign. In addition, candidates would have to file reports on contributions and expenditures with the comptroller general, the secretary of the Senate or the clerk of the House.

In addition, the law directs the FCC, the Civil Aeronautics Board and the Interstate Commerce Commission to promulgate rules on the extension of credit, without security, to candidates.

Also Advertising

Tardio goes independent ■ Neil Tardio Productions Inc., New York, has been formed by Neil J. Tardio, who is resigning as vice president, associate creative director and executive producer, Young & Rubicam, New York. Address: 117 E. 39th Street, New York 10016.

Bates moves ■ Ted Bates & Co. has moved all of its New York offices from 666 Fifth Avenue to 1515 Broadway (10036). Telephone (212) 869-3131.

New office ■ Howard Sanders Advertising and Public Relations Agency, with offices in New York and Detroit, has opened a new office in Philadelphia at 250 Broad.

WSYR...

the leader again in Central New York's big radio market!

WSYR reaches more listeners 6:00 to 10:00 a.m. than two of the top five stations reach individually in an entire broadcast week.

Look at the October-November 1971 Syracuse ARB.



Don Dauer
5-7 AM



Ed Murphy
7-11 AM

Research derived from October-November 1971 Syracuse, N. Y. ARB. Data quoted or derived from audience surveys are estimates, subject to sampling and other errors. Advertisers and their agencies are referred to the complete survey for details. Get the full story on Syracuse from Henry I. Christal Co., Inc.

WSYR

Radio in Syracuse
570kc NBC 5000 watts

The retreat signal for advertisers

If the FTC's counterads come in, sponsors will flee, says ANA's Allport

The Association of National Advertisers has served notice on the FCC that if it adopts the Federal Trade Commission's "counterads" proposal it will prompt an advertiser exodus from radio and television.

ANA President Peter W. Allport, in a letter to Chairman Dean Burch, said that "advertising is used to promote the sale of products" and that "winning a debate is not necessarily the way" to accomplish that end. Spending money to carry on such debates "would be an economic waste so far as advertisers are concerned."

Accordingly, he said, if advertisers' "use of broadcasting is going to entangle them in that sort of a hassle, they will simply stay out of it." He said they would shift their resources to other media.

Mr. Allport's position was in contrast to the stance taken by the Consumer Federation of America, which on Jan. 29 voted to endorse the FTC proposal at an annual policy-making meeting. It suggested in its comments that counter-advertising would be an appropriate deterrent to exaggerated and untrue merchandising claims.

CFA Executive Director Erma Angelina stated: "The public must have access to the broadcast media to present counter arguments when commercial advertising raises controversial issues such as matters of environmental protection or nutritional habits, makes claims based on scientific premises currently subject to debate with the scientific community, or is silent on negative aspects of the advertised product."

The FTC proposal, which has caused considerable alarm among broadcasters, would require them to make time available, on a paid or free basis, for advertisements to rebut at least four kinds of commercials—those that explicitly raise controversial issues of public importance, that implicitly raise such issues, that rely on scientific promises subject to controversy within the scientific community, and that are silent "about negative aspects of the advertised product" (BROADCASTING, Jan. 10).

The proposal was filed in the commission's over-all inquiry into the fairness doctrine. And Mr. Allport said it would add no new fairness burdens so far as the first two categories of commercials with which it is involved are concerned. (He said recent court de-

cisions "have already imposed an awesome burden upon the physical and financial resources of broadcasting.") But the balance of the proposal, Mr. Allport said, "would raise the magnitude of the burdens on broadcasting to a critical level."

He said the last two categories would "generate a multitude of on-air debates over issues of little interest to other than very minor segments of the total broadcast audience." He predicted that people would not be interested in listening "to argument and counterargument, rebuttal and refutation in most of the circumscribed controversies embraced in those categories..."

Mr. Allport described the FTC's proposal as being "an unfairness doctrine" for advertisers. He said one side of a debate would be subject "to restricting sanctions and censorship, imposed in accordance with what a governmental agency (FTC) believes to be the truthfulness and fairness of its argument, while the opponent [would be] free of any restraints against falsity, deception... or other unfairness."

He also said advertisers "are bitterly aware" that the cost of subsidizing their opponents "which is an essential element of the Federal Trade Commission's proposal, will ultimately come to rest on their backs, when broadcasters seek to recoup their costs of providing free time to the advertisers' critics. It is hardly realistic to expect them to hold still for that."

BusinessBriefly

Chevrolet and Delco, through Campbell-Ewald, all Detroit, are breaking with new spot-radio buys. Chevrolet spots start on March 6 and reportedly will run eight weeks in top-80 markets; Delco's move into top-50 markets on Feb. 6, the campaign to continue through July 30. Chevrolet will also sponsor, also through Campbell-Ewald, *The 14th Annual Grammy Awards* special on ABC-TV, Tuesday, March 14 (8:30-10 p.m. EST). Co-sponsor will be Kellogg Co., Battle Creek, Mich., through Leo Burnett Co., Chicago.

AT&T will sponsor in full part one of the first television showing of the film, "West Side Story." The picture will be presented in two parts on NBC-TV, Tuesday, March 14 (8-9:30 p.m. NYT), and Wednesday, March 15 (8:30-10 p.m. NYT). Agency for AT&T is Cunningham & Walsh, New York.

Coca Cola Co., Foods Division, Houston, for Hi C, through Marschalk, New York, will be a major sponsor in a one-hour special on CBS-TV, *Clown-around*, Sunday, March 26 (7:30-8:30 p.m. EST).

McCann introduces spot-buying service

Aim is to consolidate control of purchases and analysis of results

McCann-Ericson will be buying spot television and radio for its clients through an in-house national buying operation, effective March 1.

The agency is calling the buying unit Media Investment Service, which will absorb McCann's Communications Counselors Network, for years a spot buyer for Coca-Cola bottlers, McCann clients.

Media Investment Service will come under the responsibility of Herbert D. Maneloveg, McCann's executive vice president and director of media services. In an interview last summer, Mr. Maneloveg had said he intended to overhaul the agency's present structure built around buying for specific accounts. He favored a system of over-all buying with personnel negotiating and buying for all accounts in certain regions (BROADCASTING, Aug. 9, 1971).

McCann said MIS would utilize the "expertise" of more than 60 buyers and buying assistants in 11 regional offices in Boston, New York, Cleveland, Detroit, Chicago, Atlanta, New Orleans, Houston, Dallas, Los Angeles and San Francisco.

Robert W. Jones, McCann-Erickson manager, spot broadcast operations, will head MIS's New York staff and serve as liaison with all offices. He will aid in and coordinate the buying activities through each of the agency's media directors and will supervise post analyses on all spot efforts. With MIS, buyers will continue to work closely with media planning and analysis.

McCann-Erickson last year billed nearly \$60 million in TV and radio spot.

Mr. Maneloveg moved to McCann-Erickson in April 1971 from SFM Media Service, New York, an independent media-buying service, of which he was president. Communications Counselors is also considered a media-buying service, though for specific clients (Coca-Cola).

McCann-Erickson officials said that at present MIS is concentrating on serving the needs of current clients.

Carling shifts agencies

Smith/Greenland and McCaffrey & McCall have received a share of Carling Brewing Co. product advertising reassignment. The Waltham, Mass.-based brewery gave the largest share of the beer accounts to S/G: Black Label lager beer (former agency was Lang,

Fisher & Stashower Advertising) spent \$3.7 million in television in 1971; Black Label malt liquor (former agency, Harold Cabot) used little spot TV. Over-all ad budget for the two brands in 1972 totals \$5 million.

Tuborg beer (\$130,000 in spot TV in 1971) went to McCaffrey & McCall. Future advertising plans and budget were not disclosed. Former agency for Tuborg was Gilbert Advertising.

Second RKO TV outlet limits children's ads

Stiffened standards for commercials and other interruptions in children's TV programs were announced last week by WHBQ-TV (ch. 13) Memphis. This action follows by two weeks the same move taken by WNAC-TV (ch. 7) Boston.

Both stations are owned by RKO General Inc., where a spokesman said last week that the decision to tighten standards was made autonomously by each of the stations.

Both are affiliated with ABC, but WNAC-TV is scheduled to become affiliated with CBS on March 19 when the CBS-affiliated WHDH-TV (ch. 5) Boston is due to go off the air under FCC orders and the new WCVB-TV begins operating on that channel (see page 40).

Both RKO General stations are not only following the new TV-code provisions, applying to weekend children's programming and voted to go into effect Jan. 1, 1973, by the TV Board of the National Association of Broadcasters (BROADCASTING, Jan. 24), but instituted them for all children's programs throughout the week from 7 a.m. to 2 p.m. This, in general, is what was urged by CBS at the TV code review board and again at the NAB board meetings. This extended plan is being studied by the review board for report at the June TV board meeting in Washington.

The newly adopted TV code rules on children's programs, initiated by ABC, limit nonprogram interruptions to 12 minutes per hour, and not more than two interruptions per half hour. Present code provisions limit nonprogram material to 16 minutes per hour and four interruptions per half hour.

Agency Appointments

■ United Bancshares of Florida Inc., Miami-based holding company for the United Banking Group, has chosen Kracht, Ryder, Minicus there to handle its \$400,000 account. Although advertising plans have not been finalized, a KRM spokesman said radio and TV will be included. Former agency was Tinker, Dodge & Delano.

■ International Correspondence Schools,

Scranton, Pa., a division of Intext, a textbook publisher, has chosen Ogilvy & Mather, direct response division, New York, as one of its agencies. Agency said future plans will include the use of radio and television. Former agency was N. W. Ayer, Philadelphia.

■ Borden Inc., New York, has appointed Needham, Harper & Steers there to handle its Wise Foods and Old London Foods product lines. Previous agencies were Richard K. Manoff, New York, for Old London and Lynn Organization, Wilkes-Barre, Pa.

WRG gets Westinghouse

A 23-year relationship between McCann-Erickson, New York, and Westinghouse Electric Corp., Pittsburgh, has been severed. Jack Powers, M-E president, said the association was ended because of "differences in business methodology." Westinghouse, a major appliance account estimated to bill about \$4 million with a good slice going to broadcast, includes refrigerators, freezers, washing and drying machines, and room air conditioners. It will move to Wells, Rich, Greene in 90 days.

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WEP GRAND RAPIDS
WJFM GRAND RAPIDS-KALAMAZOO
WWAM/WWTV-FM CADILLAC

TELEVISION

WWTV-FM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC-TRENTON CITY
WWTV-FM SAGINAW
WWTV-FM TONTON, ILLINOIS
WWTV-FM SAGINAW, ILLINOIS
WWTV-FM SAGINAW, ILLINOIS

WWAM/WWTV-FM

CBS RADIO FOR NORTHERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representative

The agitation over access rule

It dominates station programmers' meeting;
co-op proposed to buy network-quality shows

It has been some four-and-a-half months since the FCC's prime-time access rule went into effect, and still nobody seems to know how to cope with it. This was apparent as the three-day (Feb. 9-11) annual National Association of Television Program Executives Conference opened in San Francisco. Troubled programming people voiced disappointments, frustrations and bewilderment.

▪ "The prime-time access shows just aren't producing."

▪ "It's essential to know what time periods the networks are going to give us for access-programming."

▪ "The networks shouldn't be all over the schedule like a basketball court."

▪ "We need a clarification. Does the prime-access programming have to be locally produced?"

▪ "Is the 7:30 time period or 10:30 time period best for us?"

▪ "What kind of programming will go best at 7:30?"

▪ "How do we get some quality programming?"

▪ "Is it true that the FCC will junk the rule by the 1973-74 season?"

▪ "And if they junk the rule what happens next?"

▪ "Who ever said that this rule is really necessary?"

These were some of the observations and questions that bounced back and forth in conference rooms and corridors. No definitive answers were forthcoming. But Howard Eaton Jr., senior vice president and director of broadcasting for Ogilvy & Mather, New York, made a surprise suggestion. He proposed the establishment of a buying cooperative.

"The simple objective of this cooperative," Mr. Eaton explained, "is to buy new programs which you could otherwise not afford."

According to Mr. Eaton's plan—which he said associates told him to forget because it's impractical ("but I can't, because I see the prime-time access rule going down the drain if I don't try")—the assumption would be that the cooperative would be a membership of stations and station groups covering 43% of U.S. TV homes. Also included as a necessary part of such a cooperative would be the membership of a network's owned group of stations which would contribute approximately 22% more of coverage for a total coverage area by the cooperative of 65% of all the TV homes in the country.

The Eaton plan works from the as-



Opening panel session at last week's convention of the National Association of Television Program Executives dealt with the question that was number-one on everybody's mind: What should stations put into the prime-time periods vacated by networks under FCC's access rules? Here (l-r) are John Comas, WSJS-TV Winston-Salem, N.C., NATPE president

(at podium); James Shoemaker, A.C. Nielsen Co.; William Shafer, American Research Bureau; Hilbert Slosberg, FCC; Burt Rosen, Winters/Rosen; Ray Hubbard, Post-Newsweek Stations; Dean McCarthy, ABC-owned stations; John Haldi, WBNS-TV Columbus, Ohio; Avra Fliegelman and Harvey Seslowsky, both of Broadcast Information Bureau.

sumption that a half-hour show with a production cost of \$60,000 per episode would entail a total cost of \$1.7-million for 25 episodes (including \$200,000 for "handling"). The cooperative's share of this total cost, he suggested, would be \$1 million. On the local station level, the half-hour cost for various markets would be, for example, \$140 in San Diego; \$120 in Albany-Schenectady-Troy, N.Y.; \$100 in Richmond, Va., and \$80 in Springfield-Decatur-Champaign, Ill. He claimed that the comparable cost to stations in the same markets—purchased independently from a distributor—would be \$181, \$158, \$129 and \$123, respectively.

Reminding his audience that it is time "to rewrite the book, to raise our sights, to develop alternate sources of supply," Mr. Eaton asked for pledges of cooperation from stations covering 25% of the U.S. If such an indication of interest were shown during the NATPE convention, he said, steps would be taken within the next month to seek out memberships with stations covering 40% of the country.

"Only with this as a base can we be effective," he stressed. The stations in the cooperative would be the clients of Ogilvy & Mather. The agency, in turn, would command a 15% commission on the show's total production cost. O&M would deal with all suppliers of programming, bring to the attention of the cooperative's stations the most promising program projects in development, make recommendations, effect purchases and provide continuous supervision of production.

"We are either going to make this work fast or forget it," Mr. Eaton said. His message was clear: that only by pooling their buying power could stations encourage quality programming for access-time periods.

If Mr. Eaton volunteered his solution for prime-time access problems, Hilburt Slosberg, associate general counsel of the FCC, had to be pressed for his. Appearing as a speaker on a panel concerned with "Three-Hour Rule, Year One," Mr. Slosberg said that it's too soon to gauge the impact of the prime-time access rule on the basis of the brief experience stations have had with it. He emphasized that the objective the commission wants to achieve with the rule is to create markets for independently produced programs and in so doing reduce station dependence on networks. The commission can't guarantee that this rule will achieve these objectives, he pointed out, but if the rule fails, he cautioned, "other mechanisms" may be devised. "The commission's efforts will not cease," he promised.

Attempting to answer some of the

Some bright syndication prospects for fall

The hot item among new syndicated product at last week's National Association of Television Program Executives convention in San Francisco, if word of mouth is any criterion, unquestionably was a half-hour, whiz-bang, weekly action-adventure series out of England, *The Protectors*. Produced by Associated Television Corp., London, in *Man From U.N.C.L.E.* style, *The Protectors* stars former top U.N.C.L.E. agent, Robert Vaughn. It's a barter show, being sponsored by Faberge Inc., New York, and distributed by that advertiser's own Brut Productions. Veteran syndication executive Ben Goodman was on hand at the convention offering 26 half-hour color film episodes in the series, about 20 of which already have been completed. The series will be presented for the first time in the U.S. (and possibly simultaneously in England) next Sep-

According to Mr. Goodman, *The Protectors* has been picked up by the tember.

CBS-owned stations and the Corinthian group, with the Meredith Broadcasting stations also on the verge of accepting. Over-all the series, to date, has been placed in some 35 markets. Mr. Goodman estimates that the program is being brought in for a weekly production cost of between \$85,000 and \$90,000.

A Metromedia Producers Corp. prop-

erty, *Dusty's Trail*, a weekly half-hour comedy series serving as a vehicle for Bob Denver, also aroused considerable interest at the NATPE. This project is still in story development with no film as yet produced. It was being talked about as ideal for local access time at 7:30, with its broad, physical comedy potential likely to attract young viewers. The story presentation has Mr. Denver—a proven big hit with kids in *Gilligan's Island*—as a bungling, but somehow winning, helpmate of a wagon train trailmaster. The series is a creation of Sherwood Schwartz, who also was responsible for *Gilligan's Island*.

A third product of particular interest at the convention was *UFO*, a new science-fiction series also produced by Associated Television Corp. in England and being distributed by Independent Television Corp., New York. It consists of 26 hour segments in color set in the 1980's.

MCA-TV was to announce two new half-hour shows for syndication, both situation comedies. Without explanation, the company called off the announcement, reportedly because the programs were not yet ready for unveiling.

Reportedly, one of the shows deals with a group of girls living in New York City, while the other concerns the antics of a ghost.

flood of questions directed to him from the floor, Mr. Slosberg indicated that there's nothing in the prime-time access rule that compels stations to produce local-live programming exclusively. He also indicated that the commission in the future may allow more leeway as to what prime-time periods should be set aside for nonnetwork programming. Mr. Slosberg shrugged off numerous assertions that the rule is in essence dead and will be formally buried in time for the 1973-74 season.

Burt Rosen, president, Winters/Rosen Distribution Corp., appearing on the same panel, reaffirmed his frequent endorsement of the prime-time access rule, saying he sees it "as a necessary, progressive step." At the same time, he denounced the "corrosive negativism" of some stations and their "push-button" programming mentality. He called the prime-time access rule an "opportunity to open new doors" and in the process change the "downhill, negative course" of American broadcasting.

Dean McCarthy, vice president, programming, ABC Owned TV Stations, also seemed to favor the rule (as his parent company has favored it from

the outset). He cited "local responsibility" as the principle that should govern the programming efforts of stations. "I never stop trying to go with those who try to innovate," he said.

John A. Haldi, vice president, programming, WBNS-TV Columbus, Ohio, was another who seemed content with local opportunities in prime-time, especially with 7:30 time slots. "Get programs on the air of local meaning and significance and with local people in them," he advised in explaining the success his station has had with programming the early prime slots.

Ray Hubbard, vice president, programming, Post-Newsweek Stations, suggested—based on his own experiences—that stations establish a familiar format in the 7:30 time period. "It must have family appeal," and "a strip is likely to be more successful."

Harvey Seslowsky, president, Broadcast Information Bureau, and Avra Flegelman, vice president and editor of the publication, offered a compilation of planned productions to fill prime-time access needs as their contribution to the panel discussion. William Shafer, vice president, American Research Bu-

reau, and James Shoemaker, vice president, A. C. Nielsen Co., made separate, brief presentations analyzing the generally dismal past performances of prime-time access programming. In a later presentation, Gerald Carrus, vice president, Metromedia Television, outlined some of the possible complications arising from barter transactions, particularly in determining their cash values for recording to the FCC.

Lawrence Einhorn, director of programming, KABC-TV Los Angeles, and convention chairman, may have provided the summation in what was designed as his introduction to the opening panel: "The prime-time access rule is the single most important decision ever to affect local programming," he said. At the ninth annual NATPE convention in San Francisco, at least, it certainly dominated the proceedings.

Eight stations win recognition of peers

Stations in New York, Chicago, Los Angeles, Denver, Boston, San Francisco and Moline, Ill., won "program excellence" awards at last week's National Association of Television Program Executives conference in San Francisco.

The winners:

- WCBS-TV New York in the "performing arts" category for *Caught in the Middle*, a 90-minute documentary-drama about a social worker.

- WMAQ-TV Chicago in the "instructional" category for *Not Just Any Fire . . . A Chicago Fire*, an hour documentary on the historic fire.

- WBBM-TV Chicago in the "religion" category for *The Magic Door*, a half-hour series using puppets to teach Jewish faith and culture to children.

- KLTZ-TV Denver in the "interview" category for *Starr Visits Death Row*, profiles of six convicts in an hour interview format.

- WKBG-TV Boston in the "children" category for *The Bob Glover Show*, a half-hour weekly series teaching science and nature.

- KNXT(TV) Los Angeles in the "public affairs" (top-50 markets) category for *The Junior High School*, a two-hour documentary on the relationship between teachers and students. (This was a two-part documentary running an hour each on consecutive Sundays.)

- WQAD-TV Moline, Ill. in the "public affairs" (all other markets) category for *Do You Miss America?*, a half-hour documentary on ecology.

- KGO-TV San Francisco in the "spot announcements" category for its promotion campaign on behalf of the station's news shows and on-air news team.

Call-in attack leads to fine

FCC says station must take initiative in arranging reply

The Evening News Association faces a \$1,000 fine as a result of remarks broadcast on its WWJ(AM) Detroit during a telephone call-in program that the FCC says constituted a personal attack on a Wayne State University professor.

Professor Leonard Moss complained to the commission that he had been attacked on the station's *Speak Out* program, on Sept. 30, 1971, but that the station had neither notified him nor offered him a chance to reply, as required by the personal-attack rules. The commission characterized the attack as one in which Professor Moss and a colleague were accused of promoting the Russian form of government "described as one under which millions were butchered, and of trying to destroy the American form of government."

The text of the attack, as obtained by Professor Moss from the station, reads as follows:

Caller: Yea, having a . . . darn my radio . . . turn it off . . . there . . . To have an over-all view of other forms of government but the results of these forms of government of all the millions butchered by Khrushchev and Stalin in that form of government, by other forms of government that have fallen. But they have to know the results and not where somebody has weaned some sociologist like Leonard Moss or Milt Covensky, the Russian Jew, who tires (sic) to promote that form of government and constantly destroy our form of government, but liberal in only the over-all view of knowing, giving that . . . being given a cursory education in all fields, in literature, in the good literature, not the literature of protest that they teach in our local schools, teaching these kids to protest. A lot of us are just really

Only two coming on strong

The pattern of replacement shows at midseason: NBC's *Sanford and Son* is in the top 20 and CBS's *Sonny and Cher* well up in the top 40. Others are below the 40th show ranking. That is the positioning in the Nielsen Fast National Report for the week ended Jan. 30: *Sanford* is 16th, *Sonny and Cher* 28th, CBS's *Don Rickles* 42d, NBC's *Emergency* 53d, ABC's *Sixth Sense* 54th and CBS's *Me and the Chimp* 56th. Averages for the networks: CBS 20.5, ABC 20.1 and NBC 19.1.

rampant and up in arms about what they have done, have tried to do to our youngsters with our money.

Moderator: So you feel that they are not preparing them for the world as it is?

Caller: No, no they are trying, they are doing a lot to destroy and that is why the American public is really rising up.

The commission said that the remarks "reflect on the integrity and character of the named professor and fall within the purview of the commission's personal-attack rules." It also said the station appears to have violated the provisions of those rules requiring stations within seven days of an attack to notify the person involved, provide him with a script, tape or summary of the broadcast, and offer a reasonable opportunity to respond.

The commission said its inquiry revealed that Professor Moss complained to the station in a letter dated Oct. 11 and that the station in an Oct. 14 letter offered him an opportunity to respond. But, the commission said, the station did not provide him with a transcript until Oct. 22, which was 22 days after the broadcast.

The Evening News Association denied that a personal attack had been made on Professor Moss but said that it had provided the transcript and offered the opportunity to reply in order "to resolve all possible doubts on the subject." It also said that it considered the question of whether colleges are doing their job to be one of public interest, and that it had presented the views of another Wayne State University professor, who expressed "opinions contrary to the view to which Professor Moss has noted an objection."

But, the commission said, the question of whether Professor Moss accepted the opportunity to respond when "finally furnished a copy of [the attack] . . . is immaterial to a determination" that WWJ violated the rules. Similarly, the commission said, another professor's expression of views contrary to those voiced on the Sept. 30 broadcast did not relieve the station of its obligations under the personal-attack rules.

ABC: May we keep waiver?

ABC last week asked the FCC to extend the waiver of the prime-time access rule it presently holds to allow it to continue broadcasting three-and-one-half hours of programming on Tuesday evenings during the 1972-73 season. ABC said the Tuesday block has received the greatest audience acceptance of all prime-time network schedules, and that the public interest would be served by permitting it to continue its 7:30 p.m. start next season.

Lower at Lincoln awards urges press protection

A call for "every American who values democracy" to be on guard against erosion of this country's traditional press freedoms was issued by Elmer W. Lower, president of ABC News, at last week's Abe Lincoln Awards ceremony held in Fort Worth (BROADCASTING, Feb. 7).

He reviewed limitations on news operations in countries around the world and concluded that "nowhere is the press as free as it is here." But, he warned, there are "five general areas of danger to freedom of the press today" in the U.S. These, he said, are lack of access to news sources in many cases, unnecessary secrecy on the part of government and government officials, harassment of some elements of the press, unwarranted subpoenas and the practice of government agents and police posing as newsmen.

Mr. Lower called upon Americans to "be vigilant so that our press freedom does not erode the way other countries' press freedoms have. Because, when one basic right is diminished, it is only a matter of time before the others also begin to diminish."

Receiving awards at the dinner were: Robert M. Walsh, production manager of KABC-AM-FM Los Angeles, who was named the major award winner. He was one of 10 broadcasters so honored.

The awards, sponsored by the Southern Baptist Radio and Television Commission, recognize broadcasters for "outstanding contributions to the quality of life in America, both as individual citizens and as representatives of the broadcasting industry."

Mr. Walsh's award cited his work in producing 24 hour-long documentaries on issues of local interest. He received an 11-inch-tall engraved bronze statuette of President Abraham Lincoln for winning.

The nine other broadcasters honored include: John T. Schimpf, public-affairs director, WKYC-TV Cleveland; Fred Williams, with WCAU-AM-FM Philadelphia; Peter M. Ballard, producer-director, WMAR-TV Baltimore; William F. Turner, executive vice president and general manager, WCAU-TV; Bob Hardy, news director, KMOX-AM-FM St. Louis; John F. Gregory, station manager, noncommercial KPCC(FM) Pasadena, Calif; Morton S. Cohn, vice president and general manager, WLOS-TV Asheville, N.C.; Elmo Ellis, vice president of Cox Broadcasting and general manager of its WSB-AM-FM Atlanta, and Jesse Helms, executive vice president, WRAL-TV Raleigh, N.C.

In addition to the Lincoln awards, distinguished communications medals

went to Mr. Lower for promoting "excellence, truth and honesty" in news, and to the *Marcus Welby, M.D.* series for "its integrity, honesty . . . and commitment to a positive recognition of the highest potential in man."

New cave of the winds

Sterling Manhattan cable television, New York, will offer 30 minutes of free time, beginning in April, to any qualified candidate in the upcoming primary and general elections. In addition, time will be made available to candidates on the system's two public-access channels.

47 sales for Griffin

Metromedia Producers Corp. has sold the *Merv Griffin Show* in 47 markets, embracing 10 stations in the top 10 markets. Ken Joseph, vice president in charge of syndication for MPC, said sales include those to WNEW-TV New York, KTTV-TV Los Angeles, WGN-TV Chicago, WKBS-TV Burlington, N.J.-Philadelphia, KRON-TV San Francisco, and WNAC-TV Boston. The across-the-board series is available in both 60- and 90-minute formats and will begin on the air on March 13, following its departure from CBS-TV.

WFTV 9 abc
DELIVERS
CENTRAL FLORIDA

one of the fastest growing areas in the nation . . . plus many of the 10 million people who are coming this year to visit the brand-new WALT DISNEY WORLD and other great attractions hereabouts.

WFTV's Family Market figures are fantastic!

For instance:

#1 WOMEN	18 to 49	Early fringe Prime Time Late fringe
#1 MEN	18 to 49	Early fringe Prime Time Late fringe
#1 TEENS	Prime Time	
#1 CHILDREN	Prime Time	

Contact  **BLAIR TELEVISION**

WFTV Orlando, Florida

Source: November ARB Mon-Fri fringe,
Sun-Sat Prime

Irked Rep. Rees fights WGMS format change

The proposed format switch for WGMS (AM) Washington from classical to contemporary music has aroused the ire of Representative Thomas M. Rees (D-Calif.), who said last week he is drafting a letter to colleagues asking them to join in a protest to the FCC. He said the petition will ask that WGMS's renewal—which comes up Oct. 1—be conditioned on the AM station retaining the classical music format. As a last resort, he said, the license should be awarded to a citizens group that will provide such a format.

Mr. Rees said he is a classical music lover and "I'm sick and tired of the media underestimating the taste of people."

He said he has received "40 or 50" letters protesting the switch, and has already been approached by "half a dozen" colleagues who said they will join the protest. And, he added, several attorneys have offered to help.

Under licensee RKO General's plans, WGMS-FM would retain the classical format. It is estimated that 90% of the station's audience have FM receivers at home. FM auto penetration in the area is, of course, substantially lower.

Hollywood awards: CBS circles Globes

CBS-TV won seven of the nine television awards presented by the Hollywood Foreign Press Association at its 29th annual Golden Globe awards ceremonies in Beverly Hills Feb. 6. The CBS-TV winners were: *All in the Family* as best show (musical/comedy); the star of

that series, Carroll O'Connor, as best actor (musical/comedy); *Mannix* as best show (drama); Patricia Neal as best actress for *The Homecoming: A Christmas Story* (drama); Edward Asner as best supporting actor for *The Mary Tyler Moore Show*; Sue Anne Langdon as best supporting actress for *Arnie*, and Carol Burnett as best actress for *The Carol Burnett Show* (musical/comedy).

Robert Young was named best actor in a drama for ABC-TV's *Marcus Welby, M.D.* The best movie made for television award, a new category, went to Universal TV-NBC-TV's "The Snow Goose," produced by Frank O'Connor.

W/R augments prime-time list, signs Coca-Cola

Winters/Rosen Productions, Hollywood, is aiming to place five half-hour series and a group of TV specials in prime-time syndication periods next season.

Burt Rosen, president, said *Rolling On the River* and *Story Theater* will be back for a second year. In addition, new series for the fall are *George*, the adventures of a St. Bernard dog; *The George Kirby Show*, a musical-variety program, and *What's The Good Word?*, a daily game-show now on Canada's CTV network.

Mr. Rosen also reported that Winters/Rosen has reached an agreement with Coca-Cola Co. for sponsorship of six half-hour auto-racing syndicated specials for use in prime time. He added that W/R is co-producing with the CTV network *The Flight of Arctic 7*, six documentary specials designed for network use.

New awards category

Three "First Amendment" awards to San Francisco-area stations that have embraced the premise of "free speech messages" in their program schedules were awarded last week by the citizen group that thought up the idea in the first place. Recipients: KGO-TV and KTVU(TV) San Francisco and KNTV(TV) San Jose. The donor: Committee for Open Media, a group of students and faculty at San Jose State College, Stanford and University of California at Berkeley. It is headed by Phil Jacklin, professor of philosophy at San Jose State.

The "free speech messages" are spots written and presented by citizens on subjects of public importance. Each is broadcast three times, once in prime time.

Two Group W shows reach second season

Group W productions has renewed the *David Frost Revue* for a second season of 26 half-hour programs. David E. Henderson, president of the company, said production of the new programs will begin in mid-April in New York. The series is syndicated to 40 stations.

In addition to *Revue*, new production of the half-hour *Doctor in the House*, a British import, will be distributed for the prime-access periods. A Group W spokesman said no new production is scheduled for next season on the company's other prime-time syndicated series, *Tom Smothers Show*, *Electric Impressions*, *Norman Corwin Presents* and *Street People*.

TheMedia

Lukewarm support on license renewal

Pastore, once burned, keeps clear of fire; Staggers talks of other priorities this year

Broadcasting representatives who have been pressing key members of Congress for action this year on license-renewal legislation found no reason to cheer at the Senate Communications Subcommittee's hearing on FCC activities last week (see page 15).

Senator John O. Pastore (D-R.I.), subcommittee chairman, concluded a discussion of license-renewal legislation with the comment, "I will promise nothing about a hearing." And while

two of the three FCC members present—Chairman Dean Burch and Commissioner Charlotte Reid—supported "the idea" (in Chairman Burch's case) or "basic intent" (in Mrs. Reid's) of license-renewal legislation introduced by Senator Frank E. Moss (D-Utah), a subcommittee member, neither was ready to commit himself, let alone the commission, to support of the bill. Indeed, Chairman Burch said there would be "sharp cleavage" within the commis-

sion on the issue; that there would be those arguing that under such legislation the commission would be granting "an eternal license." And at the same time others would be contending that unless order was restored in license renewals "we stand a very real chance of forcing this industry into a very unstable position." But he and Mrs. Reid both said hearings on the legislation would be helpful.

The third commission member present, Nicholas Johnson, bore out the chairman's prediction of "cleavage" on the issue. He said the commission is already "far too lenient" in granting renewals. Broadcasters, he said, "want to see the commission even more lenient,

RCA

PRIME TIME

How to look better for \$33,459 a year less: Cost effectiveness and the TCR 100.

The first eight RCA TCR 100 Cartridge Tape Recorders are installed. The reactions of users have been enthusiastic. Deliveries on the second production run began in January and are continuing.

Stations are not only increasing their flexibility and improving their "image," they are also saving money.

The exact savings of a "Cart" over a reel to reel machine varies with individual stations, but calculating a rough estimate is not too hard to do.

Begin with the cost of headwheel wear. There are two factors: headwheel life, and the duration of head to tape contact.

The RCA TCR 100 uses the new RCA Alfecon II headwheel, which gives significantly longer life than anything else available. Typical life is in excess of 500 hours (one of our stations reached 3001 hours). If you're not using RCA Alfecon II, average life of your headwheels is probably a lot less. Ask your engineer what you are getting.

As far as head to tape contact is concerned, the "Cart" has contact for 32 seconds on a 30 second commercial. The reel to reel machine needs a leader, a color check, and a trailer, none of which the "Cart" has. Because of this, it takes about 140 seconds of head to tape time for a reel to reel machine to play that same 30 second commercial.

Based on this shorter head to tape contact, RCA has calculated a typical annual cost in this area of \$930.75 for the "Cart", \$4,217.75 for an RCA reel to reel machine with Alfecon II

heads—a saving of \$3287 (based on 150 commercials a day). If these same calculations are applied to panels without Alfecon II, chances are savings would be still greater.

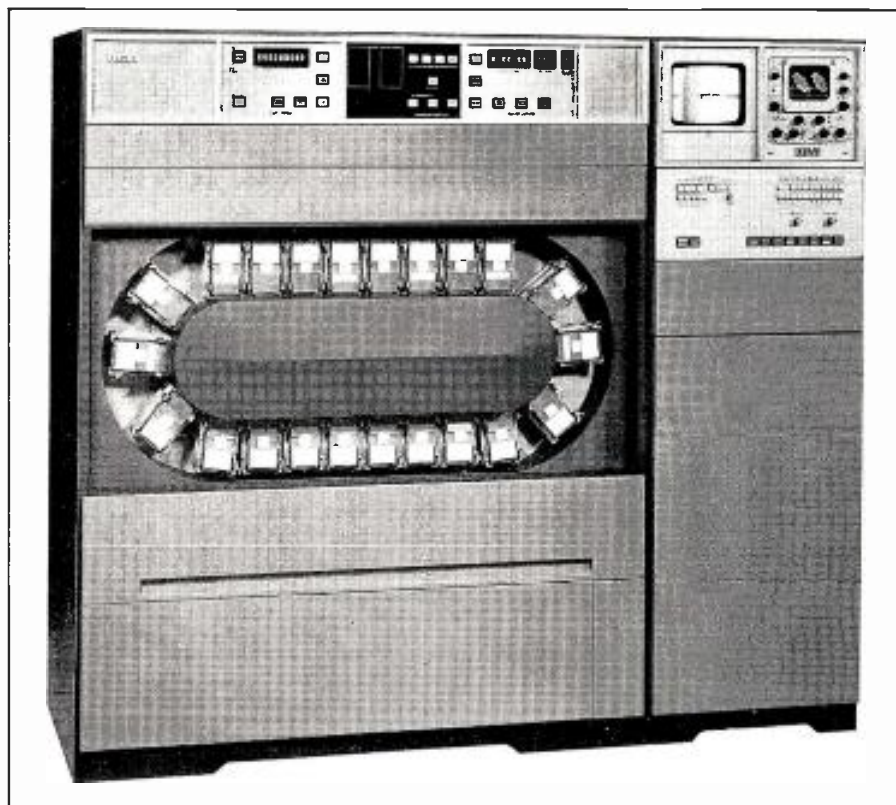
Another big item is manpower cost. It takes one man about six seconds to run a commercial on a "Cart" machine. The same commercial takes the same man 155 seconds on a reel to reel machine.

A typical station hour (10 tape commercials) will take 60 seconds of his time on a "Cart", 25.8 minutes on

a reel to reel machine. That is a saving of 8.2 hours over a 20 hour program day.

Based on these figures, and a manpower rate of \$8 an hour, RCA has estimated manpower cost of \$973 a year for the cartridge machine and \$25,112 for the reel to reel machine—a saving of \$24,139. In addition, if you are doing spot reels, another 20 man hours would be required for assembly each week. That is another \$9320.

(continued on page 3)



The trickiest part of your station may be the one with no moving parts.

For getting the best signal possible to a viewer's TV screen, there is nothing more important than your antenna. And in spite of its apparent simplicity, the antenna can be the cause, and the cure, of many of broadcasting's most difficult problems.

Most broadcasters put up an antenna, give it an occasional paint job, and leave it alone. They see no reason to change the antenna unless they change the whole system. So antennas get neglected while the rest of the station receives constant attention. The problem is, that even though the station may remain the same, the community around it often is changing rapidly. A road goes in, a building goes up—an antenna can be made obsolete by changes that go on around it.

The changes that are taking place in many areas are also changing trends in antenna design. What are these changes and trends?

For a number of reasons, most stations were co-sited in Europe from the beginning. This made logical

sense where the government controlled the media.

But in the United States, commercial broadcasting produced just the opposite situation. Competition between stations kept them apart—each looking for a better location.

Now, space limitations, especially in urban areas, are creating a trend towards multiple systems.

There are a number of different types of multiple station systems. There are antenna "farms", where many antennas (and transmitters) are located on a favorable site. There is "diplexing" where two transmitters share a common antenna. And there are stacks and platforms.

The earliest multiple system was the vertically stacked five station tower on the Empire State Building in New York.

In Dallas, Sacramento, Baltimore and elsewhere, a platform is used to support three VHF antennas. Smaller platforms are used if only UHF antennas are involved. And in Chicago, a combination of a platform

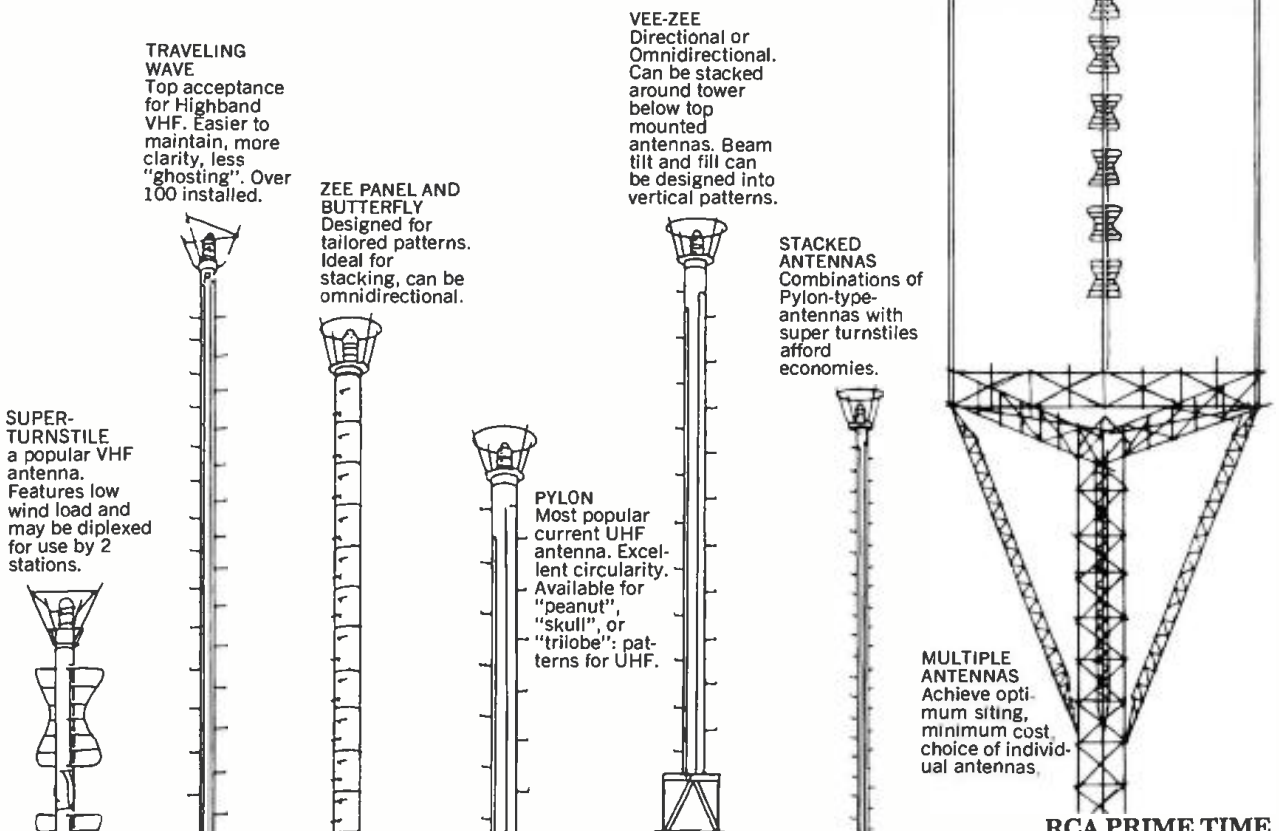
and vertical stacking tower is used atop the 100 story John Hancock Center Building.

The complexity of these new systems has created a need for many new types of antennas. There are, for example, more than 21 different types of Pylon antennas. Most of them have been designed with the aid of a computer, and were tested at RCA's antenna farm located in Gibbsboro, N. J.—the largest such facility in the world.

To keep you current with what is going on, we have listed below a short glossary of popular antenna types.

The antenna needs of every station are unique, so the design and installation of an antenna is usually a custom job. A large system may require a staff of as many as 150 fabricators, engineers, draftsmen, and field personnel.

RCA has the experience and facilities to design, build, and install your entire antenna system—large or small, AM or FM, VHF or UHF.



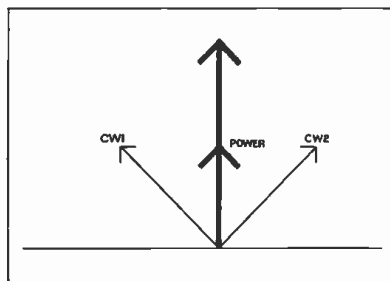
RCA PRIME TIME

Some of the questions you had about Ampliphase but were afraid to ask*

What is Ampliphase? Since 1957, RCA AM Transmitters have used the "Ampliphase" system for producing amplitude modulation.

Ampliphase stemmed from a concept called "outphasing" which was used in Europe before the war. Advances in solid state technology have greatly enhanced the performance of the system, and made its advantages much more attractive.

Basically, "Ampliphase" is a system that uses two CW transmitters combined. The change of phase relationship of the CW transmitters generates amplitude modulation.



As an improvement to the outphasing system, permitting positive peaks of modulation without overmodulating negative peaks, RCA developed and added a drive regulator to the system. Thus the name "Ampliphase".

Why is it better? The Ampliphase system requires no modulation transformer—a prime source of trouble. The modulation transformer also limits both high and low frequencies. In fact, there are no audio transform-

ers at all in the Ampliphase system. Eliminating all audio transformers gives the transmitter a cleaner signal over a wider frequency range.

Typical specifications for an Ampliphase transmitter are: Response is $\pm 1\frac{1}{2}$ dB from 30-15,000 Hz. Distortion is less than 1.5% from 50-15,000 Hz, and less than 1% from 50-10,000 Hz. Noise is conservatively 60 dB below 100% modulation.

How has solid state changed Ampliphase? Solid state circuitry eliminated more than 30 tubes over previous transmitters, resulting in a smaller, compact design, less power consumption and lower maintenance. The all solid state exciter is broad-banded, with no tuned circuits, and requires only $5\frac{1}{4}$ inches of rack panel space. In addition there is a built-in phase meter which eliminates the need for external test devices.

How does Ampliphase compare in terms of cost? Let's compare the RCA BTA-5L 5kW transmitter with a typical plate modulated transmitter. The Ampliphase system contains no high power modulators. This saves power, that would be wasted due to the inefficiency of these stages.

	Power Consumption	
Modulation %	"Ampliphase"	"Plate Modulator"
0%	9.0kW	10.7kW
Average	10.0kW	11.9kW
100%	13.0kW	15.6kW

Ampliphase requires approximately 2kW less power for average mod-

ulation, saving up to \$438 per year. (Based on 20 hour day, 3¢ per kWh.)

Ampliphase saves you tube costs by conservative design. The final RF amplifier of the BTA-5L has a total plate dissipation of 10,000 watts (two 3Cx5000H3 tubes). Typical 5kW plate modulated transmitters have only 2500 watts of plate dissipation (one 3Cx2500F3 tube). Plate-modulated transmitters also require two additional high powered modulator tubes, while the Ampliphase system has no modulator tubes. An Ampliphase transmitter's tubes should last at least twice as long as those of the plate-modulated transmitter, saving approximately \$250 per year in tube cost. These two items alone result in a saving of more than \$6800 over a 10 year period.

At what power levels does RCA offer Ampliphase transmitters? Ampliphase was originally developed for high power installations. The simplicity of the solid state Ampliphase exciter permitted application of the system to lower power transmitters. At present there are more than 300 RCA 5kW, 10kW, 50kW, 100kW, 200kW and 250kW medium wave (broadcast band) and short wave Ampliphase transmitters in world-wide operations.

*For everything you wanted to know but were afraid to ask—Call your RCA Representative.

How to look better... (continued from page 1)

But more important is what sort of time is saved. Because the "Cart" can be loaded and programmed for up to two hours, (using as many as 22 tape commercials) it can be left unattended for useful periods of time. The operator is then free to do useful work of another sort. He can be producing programs, commercials, or promos—income producing activities he wouldn't be able to do in the scattered bits of free time he would have while working a reel to reel machine.

Purchasing a TCR 100, then, could pay back the cost difference of a reel

to reel machine in a little over a year, and save the entire initial investment in slightly more than 4 years based on manpower and headwear savings alone.

That is, of course only part of the saving. Users have found that one cartridge machine can free-up 2 or 3 reel machines for production work.

Scheduling of commercials can be made more flexible, and in some cases the number of commercials that can be run is greatly increased.

When 18 candidates entered the Louisiana Democratic Primary for

Governor, WAFB-TV in Baton Rouge was flooded with announcements. They reported that it would have been impossible to handle the campaign with the previous equipment. With this year an election year, many stations may have the same opportunity.

RCA representatives can help you to analyze your operation and the cost savings and income producing potential the TCR 100 can effect for your station.

RCA PRIME TIME

"Let RCA rework your Ampex Mark X Headwheel"

RCA Broadcast Systems is providing a factory reconditioning service for the Ampex Mark X highband headwheel panels used on model VR-1200 and VR-2000 video tape recorders.

The reconditioning features the use of RCA's new headwheel material Alfecon II, which has remarkably increased the life of RCA headwheels.

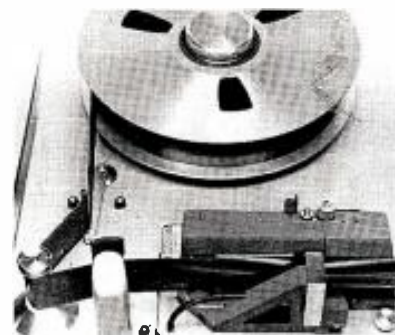
Approximately 50 TV stations using RCA recorders with the new headwheel material have attained more than 1000 hours of operating life. One station, KENI, Anchorage,

Alaska, has reported a record 3001 hours of operation.

The maximum charge for RCA reworking an Ampex headwheel is \$990, and the job has a 200 hour warranty.

The program will bring the potential savings of longer RCA headwheel life to Ampex users for the first time. A mailing has been sent to selected customers, and orders are being taken.

RCA representatives will be happy to give you further information or assistance in placing your order.



[Alfecon II headwheel
on RCA recorder.]

Products in the news.

Solid state high gain, low distortion audio amplifier. RCA's new BA-48A amplifier produces 50 watts RMS (300 Watts peak) at a distortion of less than 0.5% from 20 to 20,000 Hz. Ideally suited for critical monitoring applications, it is capable of driving 4, 8, and 16 ohm speakers or a 70-volt line.

Solid state components give the unit compact size, simple circuitry, low heat dissipation and low power consumption.

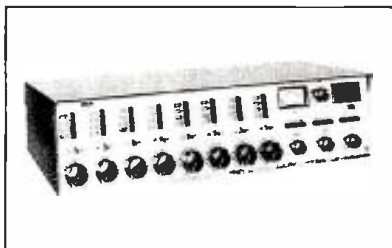
The BA-48A is one of a complete line of RCA special purpose amplifiers for distribution, program, pre-amplification, AGC signal and processing, limiting, and monitoring—all with built-in power supply.



Two new additions to RCA audio console line. Two new totally solid state, moderately priced consoles (starting at \$1,595) have been added to the RCA audio line. The BC-18A, with 8 input mixers, handles up to 32 input sources (20 high level). The BC-15A is a 5-input mixer for up to 20 inputs (11 high level). Both models are available in mono, dual channel and stereo.

Each console is a self-contained audio control center, featuring push-button input selection, high quality step-type attenuators, telephone type lever switches, a ten watt monitor amplifier, a cue amplifier, speaker muting relays (with space for additional relays), a cue speaker, and a self-contained power supply.

With these two additions RCA has more than 30 audio consoles available.



RCA's new shock-resistant mikes. Smooth response, lightweight, a slim silhouette and high resistance to shock are features of RCA's BK-14A and BK-16A microphones. Newly designed shock and isolation filters assure high quality, noise-free speech and music pickups.

Both microphones are omnidirectional dynamic types with replaceable cartridges and may be hand held or stand mounted. The BK-14A is recommended for outdoor use, with special screening against wind and pop noises.



RCA PRIME TIME

which I think would be impossible."

On the House side, meanwhile, the situation seemed, to broadcasters, hardly more hopeful. Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, said, when asked about hearings on license-renewal legislation in the current session, "It's possible but very doubtful." Representative Staggers is sympathetic to broadcasters worried about challenges for their frequencies at license-renewal time. However, he has said the committee's calendar is jammed with a host of nonbroadcast items ("Closed Circuit," Feb. 7).

Senator Moss's bill (S.2993), which is similar to a number of others introduced in both houses at the request of broadcasters, would virtually assure renewal to a licensee who has made a good-faith effort to ascertain and meet community needs and who "has not demonstrated a callous disregard for law or the commission's regulations."

Senator Pastore's statement was consistent with the position he has expressed over the past several months; that he does not intend to proceed with hearings on license-renewal legislation until the administration or the commission proposes legislation.

Senator Pastore still vividly recalls the problems he encountered when he introduced a license-renewal bill in the last Congress. His bill, he recalled, in discussing Senator Moss's proposal, was co-sponsored by 34 senators, but none spoke for it at the hearing he held. "And the man who introduced that bill," he said, speaking of himself, "found that it was one of the main issues used against him in the last [re-election] campaign." Turning to Senator Moss, he said: "You're treading on very, very thin ice, with your bill."

The Pastore bill was allowed to die when the FCC adopted a milder version as a policy on comparative hearings involving renewal applicants. But the policy was later declared illegal by the U.S. Court of Appeals in Washington.

And that experience has apparently left its mark on Chairman Burch. He showed no inclination to take the lead in the movement to secure license-renewal legislation. He said he would like to go further, in connection with the Moss bill, and support the language as "ideal." But he said the bill raises a number of questions, and added: "This commission could certainly use congressional guidance in this field."

At one point, Senator Moss appeared to endorsed a position beyond that encompassed in his bill, stating that the commission ought to be able to grant a renewal to a challenged incumbent without a hearing. He was searching for a formula that would spare deserving

licensees the expense of protracted hearings.

Chairman Burch, however, said that would require legislation. "We could not do it ourselves." The commission's policy statement on renewal applications was overturned because it would have permitted the commission to terminate a renewal comparative hearing and renew a license once the incumbent demonstrated he had provided "substantial service" to his community. The court said this denied qualified applicants the full evidentiary hearing to which they are entitled under the Communications Act.

The 'primaries' for NAB TV board

Storer wants chairmanship; Arries and Moore going for vice chairman spot

One avowed candidate for the chairmanship of the TV board of the National Association of Broadcasters; two for the vice chairmanship—that was the line-up as of late last week, two months before elections at the NAB convention in Chicago April 9-12.

Peter Storer, executive vice president of Storer Broadcasting Co., Miami Beach, is the announced candidate to lead the TV board. He is serving his second two-year term on the board, having been re-elected last June.

The two vying for the vice chairmanship are Leslie G. Arries, Jr., WBEN-TV Buffalo, N.Y., and Dale G. Moore, KGVO-TV Missoula, Mont. Both are also seeking re-election to two-year terms in the upcoming elections. Both have been critical of the NAB's lack of success in government affairs, with Mr. Moore also criticizing other practices of the NAB, principally its organization and finances (BROADCASTING, Jan. 24).

The third current TV board member who is seeking re-election is George Comte, WTMJ-TV Milwaukee. He, however, is running only for a second term on the board.

Three members of the current board are ineligible for re-election, having each served two consecutive two-year terms. They are A. Louis Read, WDSU-TV New Orleans, who is chairman of the TV board; Donald P. Campbell, WMAR-TV Baltimore, who is vice chairman of the board, and Richard C. Block, Kaiser Broadcasting Co., Oakland. The NAB by-laws restrict board members to two consecutive terms.

So far only two outside the board have announced their candidacies: Ray Johnson, KMED-TV Medford, Ore., re-

cently re-named chairman of the NAB's radio code board, who made his TV board candidacy known at the joint board meeting in Florida last month ("Closed Circuit," Jan. 24), and Walter E. Bartlett, senior vice president for television, Avco Broadcasting Corp., Cincinnati.

NAB officials mailed on Feb. 7 to all TV members forms for certifying TV executives eligible for election to the board. Deadline for their return is Feb. 28.

Nominations from this list will be made from the floor at the April 10 television meeting. Voting will continue to 5 p.m. the next day, with election returns to be announced the following morning at the television conference meeting.

The TV board of the NAB numbers 15, but only 12 are elected—six each year. The other three TV board members represent the three TV networks, which appoint their own representatives.

Connally headlines the NAB headliners

John B. Connally Jr., secretary of the treasury; Frank Stanton, vice chairman of CBS Inc., and Dean Burch, chairman of the FCC, are to be the featured luncheon speakers at the 50th annual convention of the National Association of Broadcasters April 9-12 at Chicago's Conrad Hilton hotel.

Mr. Connally will address the April 10 luncheon; Dr. Stanton, April 11, and Mr. Burch, April 12.

On April 10 and 11, there will be separate engineering conference luncheons. Speakers are being chosen.

The NAB convention opens April 10 with a joint management-engineering general assembly at which NAB President Vincent T. Wasilewski will deliver his keynote address. This is to be followed by the presentation of the NAB's Distinguished Service Award to the Rev. Billy Graham.

Scheduled for that afternoon are a joint TV and radio management meeting, engineering sessions and, between 4 p.m. and 5 p.m., a special TV meeting to hear nominations to the TV board (see adjacent story).

Other meetings on the agenda: April 11, morning, radio conference, TV-radio engineering sessions, secondary market TV members; afternoon, open for visits to exhibits.

April 12, morning, TV conference, TV-radio engineering sessions, and small market radio members.

Early bird workshops are scheduled for the three days of meetings, all to be held prior to the general meetings those days.

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TV watching hits another high

Viewing levels climb to over seven hours in an average day

The Television Bureau of Advertising last week reported that average daily household television viewing in January amounted to seven hours, one minute.

The new viewing levels—which are based on A. C. Nielsen Co. figures—are a record. In 1970 average daily home viewing in January was up to six hours, 58 minutes, slipping slightly to six hours, 56 minutes in January 1971.

On a full-year basis, TVB said, daily household viewing last year had increased to six hours two minutes, the first time the viewing level had topped six hours.

Norman E. (Pete) Cash, TVB president, put viewing data together with other factors to make the point that they “underscore once again the American public’s reliance on television as its chief source for news, sports, enlightenment and entertainment.” The other factors cited by Mr. Cash: TV-set purchases at a new high in 1971 (over

14.6-million receivers, highest yearly total since the introduction of TV to the U.S. consumer); purchase of 7.4-million color sets in 1971, also a record total; color-set penetration over 50% in 1971 (see this page); consumer investments of over \$4 billion in new TV’s in 1971, still another record, and a TV circulation of 60.9-million homes in 1971, up 1.3 million over 1970.

Noted Mr. Cash: The figures represent the American public devoting discretionary dollars and discretionary time to television in a period of sluggish economy—“a tremendous vote of confidence” for television. And for the businessman, he said, it is a reminder of TV’s role as a “vehicle” for products, services or community involvement.

New CATV rules face initial court test

The FCC’s new package of CATV rules, which were adopted on Feb. 3 and are to become effective March 31, faces its first court challenge. Nevada Independent Broadcasting Corp., licensee of KVVU-TV Henderson, Nev., last week filed notice of appeal in the U.S. Court of Appeals in Washington.

Counsel for the station said the appeal will be based on the contention

that the commission did not give interested parties an opportunity to comment on the rules ultimately adopted and, thus, violated the Administrative Procedure Act. Robert Healy, the counsel, said the rules in the order “bear no relationship” to those that had been issued for comment.

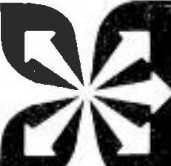
But if KVVU’s legal attack will be on procedural grounds, the station’s concern is with the substance of the rules. In various pleadings with the commission, it has expressed concern over the possibility of microwave carrying the signals of Los Angeles to CATV systems all over the West. This would result, KVVU has said, in national advertisers ignoring the handful of independent television stations like KVVU, in the West, for a few Los Angeles buys.

Color sets solidly over 50% penetration

The number of households with one or more color-television receivers as of Jan. 1 jumped to 32.8 million from 27.6 million a year ago, according to the latest quarterly estimate released last week by NBC.

Allen R. Cooper, NBC vice president, planning, said 52.6% of total households now have color-TV sets. The estimates are based on a variety of industry source data, including reports of color-set production, sales, imports and dealer inventories.

In a separate announcement, the American Research Bureau placed the number of color-TV households at 33.1-million. The figure is based on ARB’s November 1971 survey of all U.S. TV markets and is included in the bureau’s latest edition of “Television, U.S.A.”



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ChangingHands

Announced

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

■ WPHL-TV Philadelphia: Sold by AVC Corp. to Music Fair Enterprises Inc. for about \$2 million (see page 40).

■ WOIC(AM) Columbia, S.C.: Sold by Joe Speidel III and others to Quadrant Radio Inc. for \$650,000. Quadrant is a joint venture of Tucker Wayne & Co. an Atlanta-based advertising agency and Gemini Communications Inc., also Atlanta. Gemini is owned by William Jones, who operates an independent Atlanta rep firm. Woic operates on 1320 khz with 5 kw, directional at night. Broker: Blackburn & Co.

■ WEDO(AM) McKeesport, Pa.: Sold by

Edward Hershberg to Tom Feldman, Ralph Baron and George Lund for \$350,000. Mr. Feldman is the manager of WCUM-AM-FM Cumberland, Md. Mr. Baron owns WENC(AM) Highland Springs and WWOC(AM) Portsmouth, both Virginia. He also has an interest in the WCUM stations. Mr. Lund is the manager of WENC. WEDO operates on 810 khz with 1 kw daytime. Broker: Blackburn & Co.

Cable television

■ Tele-Communications Inc., a Denver-based multiple-CATV owner, has completed the acquisition of Com-West Inc., the operator of CATV systems at Duncan and Muskogee, both Oklahoma, and Fairbault, Minn. Price was not disclosed. The systems serve over 10,000 subscribers with 220 miles of cable passing 26,000 homes. Com-West owns 80% of the Oklahoma systems and 100% of the Minnesota operation. The firm is also presently constructing systems at Austin and Albert Lea, both Minnesota. Com-West also has a 20% interest in several northern California cable systems. With the addition of Com-West, Tele-Communications reports that it now controls cable systems serving over 200,000 subscribers in 24 states.

Adding pounds to cable's political weight

The Political Action Committee of Cable Television last week announced its third congressional fund-raising campaign among cable system owners, operators and suppliers. The money will be given to selected legislators who are judged to be friends of the cable industry.

During the next few weeks, PACCT will ask every cable operator for a \$99 contribution (political donations of less than \$100 need not be reported by name).

PACCT is a Washington organization operated largely with volunteered assistance from cable-industry leaders. Its chairman is Martin F. Malarkey, of the consulting firm Malarkey, Taylor & Associates. The group has no formal ties with the National Cable Television Association.

A move to establish a similar unit under the direction of the National Association of Broadcasters has been discussed. However, it was decided last month at the NAB board meeting that the association itself cannot become involved in political fund-raising and that moves in this direction in broadcasting must come from individuals in a private capacity (BROADCASTING, Jan. 24).

Stars and all fall on Alabama

In first action of its kind, FCC sets hearing on renewals of state's noncommercial stations

The Alabama Educational Television Commission's network of nine television stations is one of the largest state networks in the noncommercial service. It is also, according to the FCC, one of the best. But neither size nor quality was enough to dissuade the FCC from ordering a hearing on the renewal applications for eight of the stations and on the application for a license for the ninth ("Closed Circuit," Jan. 31).

The commission took the sweeping and unprecedented action in response to petitions from two Alabama University students—Linda Edwards and Steve Suits—and a local priest, the Rev. Eugene Farrell, who has since been transferred to Baltimore. They had charged that the network had not only failed to serve the blacks in Alabama but had discriminated against them, in programing and employment practices.

The issues to be explored in the hearing include a determination of whether the AETC has broadcast programs serving the needs of Alabama's citizens. the extent of efforts the AETC has under-

taken to develop programing to serve the needs of Alabama's citizens, and whether the AETC has made reasonable and good-faith efforts to assure equal opportunities and employment.

The hearing order was adopted on a vote of 3 to 1 with Commissioner Robert T. Bartley the lone dissenter and Commissioner Nicholas Johnson concurring in part and dissenting in part. Commissioner Robert E. Lee voted for the order and Chairman Dean Burch and Commissioner Charlotte Reid concurred in the result. Commissioner Richard E. Wiley, who as general counsel had participated in the early stages of the case—even to the point of flying to Alabama last June in an unsuccessful effort to mediate the dispute—abstained.

The stations involved are WAIQ(TV) Montgomery, WBIQ(TV) Birmingham, WCIQ(TV) Cheaha State Park, WDIQ(TV) Dozier, WEIQ(TV) Mobile, WFIQ-Florence, WGIQ(TV) Louisville and WHIQ(TV) Huntsville, for which license renewals are being sought, and WIIQ-TV Demopolis for which AETC wants a

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The commission action came in response to a petition for reconsideration that the complainants filed after the FCC, on June 29, 1970, dismissed numerous informal complaints against the AETC and renewed the licenses of its stations. A second petition for reconsideration, filed by William D. Wright of Black Efforts for Soul in Television and Anthony Brown of the National Association of Black Media Producers, which raised many of the same issues was dismissed on technical grounds.

The complaints the commission originally rejected generally charged that the AETC had pre-empted a number of black-oriented National Educational Television Network programs. The commission, asserting that a licensee has wide latitude in program selection, said there were no substantial problems warranting further inquiry.

The AETC, in responding to the petitions for reconsideration, pointed out that its NET affiliation agreement requires it to take an entire program, without deletions, or none of it. Thus, when it found material in some of the programs offensive, it said, it dropped them. The AETC said the allegations boiled down to the claim it discriminated against blacks because of its pre-emption of some or all four NET programs, *On Being Black*, *Black Journal*, *Soul* and the *Denver Black Panther Trial*.

After examining the petitions for reconsideration and the showing made by the AETC, the commission said it was faced with a "difficult choice." On the one hand, it said, "the AETC has established one of the best noncommercial educational television networks in the United States; and, further, produces and broadcasts a large number of educational instructional programing designed to improve the quality of education for Alabamians." The commission also said the record indicates that the AETC is making further efforts to improve its service to meet the specific needs of Alabama's blacks.

But on the other hand, it said, the AETC is charged with deliberately excluding network programs on racial grounds and with having failed to compensate for its failure to broadcast black-oriented network programing.

The pleadings that have been filed do not provide sufficient information to resolve the conflict, the commission said; accordingly, an evidentiary hearing is required. The commission also said it thought a hearing is needed to resolve the controversy over whether the AETC has complied with the commission rules barring discrimination in employment.

Fight for survival continues in Boston

As deadline approaches, WHDH finds new grounds to seek case reopening

The FCC likes to think it has disposed of the case, with its order directing WHDH-TV Boston to cease operations and Boston Broadcasters' WCVB-TV to start broadcasting, on March 19. But the pleadings and actions in the case keep mounting as WHDH continues its fight to held the channel-5 assignment.

One of the more dramatic filings was WHDH's petition, submitted to the commission on Feb. 4, alleging that a BBI stockholder, Edward C. Bursk, had concealed from the commission an arrangement under which he had given a company in which he is a director and stockholder an option to acquire his 7% interest in BBI. The company involved is the International Management and Marketing Group Inc.

WHDH said that the Bursk matter adds weight to its contention, based on allegations it had previously made of wrongdoing on the part of BBI and its principals, that the grant of channel 5 to BBI should be set aside.

WHDH also offered the new allegation as a further reason for staying the commission's order in the case pending WHDH's latest appeal—to the U.S. Court of Appeals for the First Circuit, in Boston.

The FCC and BBI last week, in separate actions, urged that court to dismiss the appeal, which was directed at the commission's refusal to reconsider the order terminating WHDH-TV's operation and authorizing WCVB-TV to start broadcasting (BROADCASTING, Feb. 7). The commission and BBI said WHDH was in the wrong court, that appeal from the commission's order could be taken only to the appeals court in the District of Columbia, where all previous appeals in the 15-year history of the case have been taken.

AVC bails out of U in Philadelphia

AVC Corp., Philadelphia, has reached an agreement in principle to sell all the stock of its financially troubled WPHL-TV (ch. 17) there to a local entertainment firm, Music Fair Enterprises Inc. Consideration includes cash and assumption of liabilities for an aggregate sum of about \$2 million, plus contingent liabilities for future operating expenses, AVC said.

The transaction is subject to the approval of the boards of both AVC and

Music Fair, as well as the commission.

AVC, an industrial holding company, is giving up direct ownership of television properties with the WPHL-TV sale. It assumed control of the station over a year ago from U.S. Communications Corp., which it controls. U.S. Communications still owns WPGH-TV Pittsburgh. It has sold its other television stations. The latest sale, of KEMO-TV San Francisco to Leon Crosby, was approved by the FCC three weeks ago (BROADCASTING, Jan. 31).

Frank Reichel is president and chairman of AVC Corp., which is publically owned.

Music Fair operates a chain of theaters along the Eastern Seaboard. It is principally owned by Shelly Gross, its president, Lee Guber and Joseph Harris. The company has no other broadcast interests. It is also publicly owned, with stock traded over the counter.

The buyers reportedly anticipate no drastic changes for the program format of WPHL-TV. It is an independent with a heavy concentration of sports and children's programming as well as feature films.

Westen wants public on FCC study group

The FCC has been urged not to overlook "public-interest" representatives when it puts together an ad hoc committee to review its broadcast-related regulations.

The reminder came in a letter from Tracy Westen, of the Stern Community Law Firm, after Chairman Dean Burch was reported to have asked the National Association of Broadcasters to work with the FCC in studying commission rules and procedures (BROADCASTING, Jan. 24).

Mr. Westen took note of suggestions that the review might have been prompted by the proposal of Clay T. Whitehead, director of the Office of Telecommunications Policy, for the deregulation of radio. Since such deregulation might "eliminate the participation of citizen groups in the license-renewal process" and decrease the diversity of rural services in all markets, he said, the ad hoc committee to be formed should include "representatives of racial and ethnic minorities, the elderly and the young, women and other 'unrepresented' segments of many communities."

Commission officials, however, said the proposed review is separate from work already going forward by the staff on the de-regulation proposal. The review is aimed, initially, at whether technical standards should be modified in terms of modern-day technology.

However, sources say it also will deal with such questions as to whether dif-



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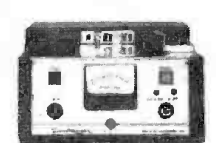
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ferent rules should be adopted for large and small broadcasters, and whether radio should be regulated on a basis different from that of television. Commissioner Richard E. Wiley is supervising the effort.

Broadcast constituent takes after Drinan

Mr. and Mrs. Alexander M. Tanger of Newton Centre, Mass., own seven radio stations. And now Mrs. Tanger finds herself incensed by attacks on broadcasters made last month by her congressman, Father Robert F. Drinan (D-Mass.).

In a speech before the New England Broadcasting Association on Jan. 28, the congressman lambasted the FCC for inadequate regulation of TV and radio, and suggested that 1% of all broadcasters be delicensed every year or every third year, or that a maximum period be set in which a broadcaster "could enjoy his monopoly."

In addition, he charged, true public access to the airwaves does not exist and the commission "seems clearly determined not to make judgments in fairness-doctrine cases.

In an open letter to Father Drinan, Mrs. Tanger angrily suggested that the congressman has a "warped sense of

understanding of an industry that is alien to you."

The FCC does set standards, she asserted, but they are revised, restated and restructured as the membership on the FCC changes. And, who can determine what comprises good taste in programming or commercials? she asked.

The Tanger stations are WLKW-AM-FM Providence, R.I.; WIFI(FM) Philadelphia; WGCL(FM) Cleveland; WGKA(AM)-WZGC(FM) Atlanta, and KRBE(FM) Houston.

Another leg goes out from under Eaton

The problems of Richard Eaton's United Broadcasting Co. were reflected again last week when the group broadcaster said its WFAN-TV (ch. 14) Washington would go off the air Feb. 12.

The UBC announcement comes less than a month after the company elected to terminate operations on its WMET(TV) (ch. 24) Baltimore (BROADCASTING, Jan. 17), and just two weeks after a sixth and seventh Eaton station—WJMO(AM)—WLYT(FM) Cleveland—had their licenses designated for FCC hearing (BROADCASTING, Jan. 31).

In a letter received at the commission Feb. 2, UBC requested that it be permitted to cease operation of WFAN-TV

until it can find a buyer for the station. As with WMET, the company claimed that severe financial setbacks were the primary reason for the request.

United has advised the commission of its intention to sell all of its six television stations. Three of those facilities—WMUR(TV) Manchester, N.H., KECC-TV El Centro, Calif., and WMET—were designated for hearing last November (BROADCASTING, Nov. 8, et seq.). In addition, WFAN-TV's renewal application had previously been designated for hearing along with that of UBC's WOOL(AM) Washington (wool also faces a competing application for its frequency).

In another development, UBC last week asked the commission to delay action on its petition for reconsideration of the WMET, WMUR and KECC hearing orders pending receipt of a transcript of testimony from Carmine Patti, a former ABC employe whose association with Mr. Eaton resulted in the hearing order. UBC said Mr. Patti testified before a New York court in a civil suit brought against UBC and himself by ABC on Feb. 4. In that testimony, UBC claimed, Mr. Patti denied that his consultancy agreement with Mr. Eaton had any effect on UBC obtaining ABC affiliation agreements. The transcript, it said, will show there is no basis for further FCC action.

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Threats to press: outside, inside

Casselman and Heiskell see government pressures;
TV writers say the industry itself is a danger

A broadcaster, the chairman of a publishing conglomerate and three television writers talked to a Senate subcommittee hearing last week and told the lawmakers that freedoms under the First Amendment are imperiled by government restrictions on broadcasters and publishers, and even by television's own programing practices.

That was the thrust of testimony last Tuesday (Feb. 8) as Senator Sam J. Ervin's (D-N.C.) Constitutional Rights Subcommittee continued its extensive hearing on freedom of the press. Witnesses were Chet Casselman, president of the Radio-Television News Directors Association; Andrew Heiskell, board chairman of Time Inc., and television writers David W. Rintels, Norman Lear and Liam O'Brien.

Mr. Casselman, who is also news and public-affairs director of KSFO(AM) San Francisco, told the subcommittee that intrusion by government into news editing "can't help but have a debilitating, intimidating effect on news personnel." He charged that the FCC's fairness doctrine and Section 315 of the Communications Act—the equal-time provision—"have put radio and television in the roles of distant country cousins of the print media."

The political-spending bill, signed by President Nixon last week (see page 22), discriminates against broadcasters,

he said, because it does not repeal Section 315, and thereby prevents debates and news documentaries dealing with political campaigns. "The print media have no such problem," he added, and in fact "have been aided financially by Congress's discriminatory ban against cigarette commercials."

Proposals for a right of free and paid public access to broadcast time, which the FCC is considering in its fairness-doctrine inquiry, "go well beyond the present fairness doctrine" and "threaten to destroy the profitability and workability of the commercial broadcasting system," Mr. Casselman charged.

The licensing procedure has been used to justify the FCC's supervision "which denies broadcast journalism its proper status" under First Amendment protections, he said, but "if the present system for licensing . . . cannot be squared with a free press, it should be changed, rather than permit—as has occurred—the sacrifice of press freedom to the logic of a poorly conceived licensing scheme."

RTNDA recommends that the subcommittee stand ready to review and conduct a hearing on policy decisions made in the fairness inquiry, he said.

"If not eliminated, the fairness doctrine should be reformed by clarifying legislation to codify the prior commission policy recognizing broad discretion

in licensees for the achievement of fairness in their over-all programing," he said, adding that the recent "flow of burdensome and intimidating fairness complaints have narrowed the range of journalistic discretion in broadcasting."

Mr. Casselman said RTNDA supports the twin bills by Senator James B. Pearson (R-Kan.) and Representative Charles Whalen (R-Ohio) that would help protect newsmen's confidential information and sources. But, he added, such legislation should be broadened to protect CATV systems, photographers and technicians and modified to protect journalistic tools from subpoena and to limit government subpoena power to cases of demonstrable need.

And, he said, RTNDA favors adoption of a resolution (H. Con. Res. 502) introduced Jan. 18 by Representative Claude Pepper (D-Fla.) expressing the sense of Congress that the First Amendment applies to broadcasting as well as to print.

"Magazines depend on government for the provision of their means of distribution as surely and as completely as the broadcast media depend on government to provide a clear frequency or channel for their use," Mr. Heiskell told the subcommittee.

He warned that magazines will disappear if distribution costs become prohibitive, noting that the U.S. Postal



As the Senate Constitutional Rights Subcommittee resumed its hearing on the First Amendment last week, Chet Casselman (l), president of the Radio-Television News Directors Association, called for an end to government intrusions into broadcasters' press freedom. In picture at right, television

writers condemned network censorship practices and contended they should be allowed to deal with real life situations in TV scripts. The three, members of the Writers Guild of America, West, are (l-r): Liam O'Brien, David W. Rintels and Norman Lear.

Service has proposed a 142% increase in second-class mailing rates over the next five years, and that this would raise Time's costs by \$27 million over the period. Time publishes *Time*, *Life*, *Fortune* and *Sports Illustrated* magazines.

The outlook for the magazine industry as a whole is even worse, he said, pointing out that pretax profits of the industry last year were about \$50 million and that the postal rate increase means magazines will pay \$130 million more for mail service by 1976.

Messrs. Rintels, Lear and O'Brien, members of the Writers Guild of America, West, delivered a scathing indictment of TV program and censorship practices.

Mr. Rintels, member of the guild's governing council and chairman of its committee on censorship, urged the Ervin subcommittee to consider (1) the right of TV writers "to deal in ideas and truths and realities free from the repressive censorship and program practices under which we do, in fact, write and (2) the public's right "to be exposed to something more than an endless cycle of programs that mislead them and distort the realities of what is happening in America today."

Mr. Rintels said television writers "know, first-hand, that 75-million people are nightly fed programs deliberately designed to have no resemblance at all to reality, nonsense whose only purpose is to sell snake oil and laxatives and underarm deodorants. We know this but apparently the 75 million do not. This is what is so tragic: People believe what they are being told."

TV must entertain, he said, but it also has a responsibility "not to shy away from reality, from controversy, from substance, from public discussion of all matters in the public interest."

Writers want to deal with subjects of interest to the public, he said. "But we cannot because the men who control television have decreed . . . that these matters do not interest the public."

And, he continued: "It is our conten-

tion that this is one of the basest and most virulent forms of censorship imaginable, that there are substantial First Amendment questions here, and that there is, as a consequence, an immediate need to examine the enormous gap between what the law requires—namely, that television program in the public interest—and the television industry's own and self-serving interpretation of the law—namely, that it feels free to put on practically anything which will attract a sufficient audience."

He said the subcommittee should recommend creation of a Citizens Committee to Examine Television to study the problems.

Mr. Lear, writer and producer of CBS-TV's *All in the Family* series, related the difficulties he experienced in getting that controversial program accepted for television, and Mr. O'Brien told of similar experiences when he was story editor for CBS-TV's *Hawaii Five-O* series.

Yellow lights flash over Davis interview

KPIX hit by criticism for prime-time special on jailed radical black

The first American television interview with black militant Angela Davis since she was jailed 16 months ago has provoked angry words of caution for news media from California law officials. And as a consequence of the program, Miss Davis may be prevented from participating in future news interviews.

Miss Davis, awaiting trial in the Santa Clara county, Calif., jail, was interviewed for KPIX(TV) San Francisco by the Rev. Cecil Williams, host of a regular Sunday-morning half-hour show for the station. The program resulting from the interview, *Vibrations for a New People: a Conversation with Angela Davis*, was

carried as an hour prime-time special on the station Feb. 7. California Assistant Attorney General Albert Harris Jr., after seeing a preview of the interview program, wrote a letter to KPIX General Manager William E. Osterhaus that read in part: ". . . this office is not and will never be a censor of the news media . . . On the other hand it is for you to decide whether the timing and the circumstances of the broadcast result in a form of special pleading for Miss Davis that is consistent with the right of both the defendant and the people to a fair trial. This decision rests with the news media."

California Attorney General Evelle J. Younger reported that his office received many calls concerning the broadcast and he issued a statement that said in part: ". . . I can't help but wonder how Miss Davis and her supporters would react if a special on the late Judge Haley, with his family and his dreams and his aspirations were shown this close to the time of the trial."

Judge Harold J. Haley and three others were killed in a shooting incident in August 1970. Miss Davis, accused of supplying guns used in the shooting, is charged with murder, kidnapping and conspiracy.

In the wake of the KPIX program, the Santa Clara court vacated an order of last July under which Miss Davis was to be allowed one interview a week. She previously had granted interviews to TV news crews from Sweden and Canada.

KPIX, according to a spokesman, had "tread with the utmost caution" in preparing the program. Attorneys for both sides were consulted. The judge in the case was given an opportunity to preview the program but declined. Mr. Williams is the so-called "spiritual adviser" for Miss Davis. He conducted the interview in the Santa Clara jail by pre-arrangement with the court.

Too close to home

It was a small-scale replay of the 1930's *War of the Worlds* broadcast when KPPC(FM) Pasadena, Calif., aired a two-hour news special on Feb. 6 dramatizing threats to the environment. A simulated newscast described a series of catastrophic events including the Golden Gate bridge toppling into the San Francisco Bay, and a land mass from Alaska to southern California detaching itself from the continent. The program was preceded and followed by announcements cautioning that the broadcast was not an actual newscast. Apparently 50 people did not hear or believe the announcements; that number reportedly telephoned the police to find out whether the West Coast was slipping into the sea.

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Live by satellite from Peking

Swarm of broadcast newsmen head for coverage of President's historic mission to Red China

Network news organizations were marshaling their plans and beginning to dispatch their newsmen last week in preparation for massive TV and radio coverage of President Nixon's visit to mainland China next week.

More than 100 broadcast newsmen and technicians were set for the trip and scores of others would be involved in the U.S. in planning and coordinating approximately eight days of complex coverage. Estimates of out-of-pocket cost to the TV networks alone ranged up to \$3 million.

Some 65 network news executives and technicians were reported already in China or en route there by the middle of last week. The rest were 43 broadcast correspondents, producers, cameramen, soundmen and film technicians named by the White House on a list of 87 news-media representatives to accompany President Nixon.

The Mutual, UPI Audio and Public Broadcasting Service Networks, Storer Broadcasting Co., Westinghouse Broadcasting Co. and the Voice of America all had one representative each on the White House list, in addition to 37 representatives of the ABC, CBS and NBC news organizations and 44 print newsmen.

Network estimates of their probable expenditures on the coverage, which will extend from Mr. Nixon's expected arrival in Peking on Feb. 20 to his expected departure Feb. 27 (Washington time), ranged from \$2 million up to \$3 million. The latter estimate assumed pool coverage would cost about \$1.5 million and that ABC, CBS and NBC would also spend another \$500,000 each in providing their own commentary for the pool transmissions and on their individual tape and film coverage.

Just what the viewer would get for that sort of money remained unclear, however, because the White House had not announced Mr. Nixon's travel plans. Until it did, network officials said they could make only tentative plans, and they would discuss them only generally. The TV networks expected to present several reports a day, however, both in special and regular newscasts and even more radio broadcasts seemed likely as arrangements were being made for telephone lines to supplement the satellite that will be used for both TV and radio transmissions.

It appeared that Mr. Nixon's arrival



Drawn for BROADCASTING by Sidney Harris

"If you think getting here was difficult, what if he decides to go to the moon?"

in Peking would almost certainly be covered live, if only because the portable ground station that will transmit signals to the satellite is being set up near the Peking airport. The news corps is scheduled to arrive a day ahead of the President. Mobile units also will be available for live coverage from other points in Peking. Plans call for the vans also to be shipped to Hangchow and Shanghai to record the President's visits to those cities, but the absence of networking facilities in China means that those tapes and films will have to be flown back to Peking for transmission from the earth station there. A broadcast center is being set up near the Peking airport.

Correspondents named by the White House to make the trip included those the networks had indicated earlier. Included are: Harry Reasoner, Tom

Jarriel, Howard Tuckner and Ted Koppel for ABC; Walter Cronkite, Eric Sevareid, Dan Rather and Bernard Kalb for CBS; John Chancellor, Herbert Kaplow, Barbara Walters and John Rich for NBC; Forrest Boyd for Mutual; Don Fulsom for UPI.

In addition, the White House designated author Theodore H. White, for the Public Broadcasting Service; Fay Gillis Wells for Storer Broadcasting; William B. Sprague for the Voice of America, and James McManus for Westinghouse Broadcasting.

The number of broadcast personnel prompted one reporter at a White House news briefing on the trip to suggest that it was being planned as "a television spectacular"—a suggestion at which White House News Secretary Ronald L. Ziegler bristled.

He called the suggestion "absurd,"

BEST SELLER
in Augusta, Ga.

R^WRDW^{OTV} 12

and said that "anyone who makes that suggestion is unaware of the over-all communications structure in this country." Mr. Ziegler said that the initiative for television coverage came from the networks, not the White House.

Why four correspondents per network? Mr. Ziegler likened the networks' responsibilities to those of the wire services, which must feed running stories on both President Nixon and his wife, on both AM and PM cycles. AP and UPI are each sending three reporters, and UPI Audio is also sending one.

Mr. Ziegler said the networks have on-the-spot coverage responsibilities. "You could say they have three television reporters for nation-wide filing and one radio reporter," Mr. Ziegler said. (A radio newsman expressed private doubts about the logic of Mr. Ziegler's position. If the model is the wire services and their responsibility for a running story, he said, the White House should select three radio reporters and one TV reporter. "Only radio has regular news feeds throughout the day," he said.)

The 13-hour time difference between Peking and New York promised to complicate live coverage or at least minimize its audiences. Prime time in the U.S. (8-11 p.m. EST) is 9 a.m. to

noon the next day in Peking. Conversely, an event occurring at, say, 5 p.m. in Peking would be seen or heard live at 4 a.m. EST. Accordingly, much of the network coverage appeared likely to take the form of taped and filmed reports presented at hours convenient for viewing in the U.S.

ABC-TV said it would have at least two special reports a day, one in the morning and one in the evening. CBS planned special TV reports as well as coverage in regularly scheduled TV and radio newscasts. NBC said it expected the time differential to permit it to show many of the principal events live on its *Today* show and that the program would be expanded beyond its usual 7-9 a.m. EST period if events warrant. NBC-TV said it also planned to show filmed and taped reports on *Today* as well as on *NBC Nightly News*—with its principal reporter, John Chancellor, in China and Edwin Newman as anchorman in New York—and will provide live coverage in special programming as warranted.

The television pool for the visit, which in this case is not being called a pool and is said to be working with a greater degree of three-network participation than is normally the case with pools, is headed by Robert Siegenthaler of ABC News as chairman, and each of the other two committee members, Marshall (Casey) Davidson of CBS News and James Kitchell of NBC News, as vice chairmen. ABC got the chairmanship by lot.

Instead of being called a pool committee, the three are formally known as "the broadcast committee for President Nixon's trip to the People's Republic of China." All three were reported to be already in China last week, and Mr. Siegenthaler was quoted as having notified associates in New York that they were surveying sites likely to be on the President's itinerary, that construction (unidentified) was proceeding where needed and that the Chinese were being "very cooperative."

William Small, head of CBS News's Washington bureau, is White House liaison for the committee and will go with the presidential news group.

Radio coordinator for the coverage is Joe Keating of ABC News, substituting for Mark Richards of ABC, who is ill.

President Nixon and the newsmen accompanying him are expected to leave Wednesday or Thursday (Feb. 16 or 17). They will stop over in Hawaii, but pool representatives said any coverage from there would be up to individual networks and not a responsibility of the committee.

The President's itinerary in China is expected to include the great hall in Peking, the great wall of China and

the Ming tombs and the Forbidden City, as well as Hangchow and Shanghai.

For the pool or committee, the cameraman will be Bruce Hoertel of CBS, the soundman Eugene Gerlach, also of CBS, and the lighting will be by Cleveland Ryan, who usually handles that function at the White House for the networks.

Producers for the networks' individual coverage were, for the most part, already in China last week. Walter J. Pfister Jr. will produce ABC News's TV coverage while Tom O'Brien will handle ABC Radio production. CBS News's TV coverage will be produced by Robert Wussler in Peking and Ernest Leiser in New York, while Tony Brunton will produce CBS Radio coverage in Peking. NBC News's executive producer will be Donald Meany, slated to go with the newsmen accompanying the president, but its TV producers for the visit, Ray Lockhart and Les Crystal, were already in China and its radio producer, Jack Reynolds, was either there or en route from his post of operations manager of the NBC News Tokyo bureau.

Those designated by the White House to travel with the presidential party also included Av Westin, producer of *ABC Evening News*, Charles Roppolo, a technician, and cameramen Murray Alvey, Carl Larsen and George Romilly of ABC News; technician Willis Brown. Albert Colby and Edward Fouhy and cameramen James Kartis and Isadore Bleckman of CBS News, and James Watt, a film cameraman, and TV cameramen Fred Montague and Mossaaki Shilharo of NBC News.

Polk awards honor CBS News and NBC News

The news departments of CBS and NBC were honored in the 24th annual George Polk awards announced last week.

CBS's *Selling of the Pentagon*, already cited for numerous awards, was presented another in the television documentary category. Individuals named in the CBS award were Peter Davis, producer: Perry Wolff, executive producer, and Roger Mudd, correspondent.

NBC News was honored for its television coverage of the war in East Pakistan. The reports cited were by Phil Brady, correspondent, assisted by three cameramen—Peter McIntyre, Lim Yuon-Choul and Shunichi Yashuda.

The Polk awards, consisting of a citation and bronze plaque, are selected by the journalism department faculty members of the Brooklyn Center of Long Island University and are named for George Polk, a CBS News correspondent killed during the civil war in Greece in 1948.

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They aren't getting the whole picture

Two thirds of transmission is all some TV sets receive, engineering society says

One of the frustrations of TV-program producers is making sure that their sensitively wrought scenes get through to viewers. Those carefully set tableaux, where the camera is shooting over the left shoulder of one character toward another actor at center-stage-rear, sometimes aren't seen that way by many viewers at home. The reason? Many TV sets don't provide 100% of the picture that is transmitted.

In a test in Rochester, N.Y., less than half of the surveyed sets delivered as much as 90% of the picture; 50% delivered 80%; 80% delivered 70% and 90% delivered 66 2/3% of the picture.

This latest study, reported to the winter television conference of the Society of Motion Picture and Television Engineers in Dallas Feb. 4-5, was conducted by the Rochester section of the SMPTE in conjunction with WHEC-TV (ch. 10), WOKR-TV (ch. 13), WROC-TV (ch. 8) and WXXI-TV (ch. 21) there. Each of the four TV stations broadcast a test pattern one-time only, asking viewers to report what they were receiving. Almost 6,000 responses were received.

Preliminary tabulation of the returns showed that while some viewers saw all or most of the picture, many others received considerably less, according to Roland J. Savada, Eastman Kodak Co., Rochester. Mr. Savada made the report at the SMPTE meeting. He also reported that the information, which he said validated a similar test made in New York in 1957, was being circulated to TV-set manufacturers, as well as to producers and cameramen of TV programs and commercials so they know where the "safe" title and action areas are.

KHJ wants XEGM out of California

RKO General Inc., licensee of KHJ-AM Los Angeles, has asked the FCC to take away the authority of a Mexican AM facility to originate programming from a Hollywood studio due to allegedly illegal engineering practices.

RKO has filed an opposition to the

renewal of authority of Adolfo and Elias Lieberman to transmit program material from their Sunset Boulevard studios to Tijuana, Mexico, where it is broadcast over XEGM(AM). The company claimed that XEGM is violating a 1957 agreement between Mexico and the U.S. authorizing it to operate with 2.5 kw unlimited power on 950 khz, by operating with 10 kw daytime and 5 kw at night on that frequency.

KHJ has repeatedly complained to the commission that XEGM's operation with the higher power has caused severe interference to its own signal and the signals of several other Southern California stations. KHJ is on 930 khz with 5 kw full time, employing a directional antenna at night.

Since it increased its power in February 1969, RKO said, XEGM has caused distortion to KHJ's signal on a regular basis, largely through overmodulation. It argued that XEGM should not be afforded a studio in this country because it does not conform to the standards of good engineering practice.

Shock danger prompts recall of Zenith sets

Zenith Radio Corp. has instructed dealers to hold off the sale of three models of the company's 12-inch monochrome television sets due to a possible shock hazard.

Zenith said last week that engineering tests it conducted on the model C1335, C1340 and T2616 black-and-white units uncovered a possible danger of electric shock on these models because the assembly cover had not been secured to the cabinet back according to specifications.

The company said that all dealers and distributors of the models were asked to hold inventories pending field modification. Individuals who had already purchased one of the units should contact their respective dealer for a minor field adjustment. Zenith said it will pay the cost of all modifications on the possibly defective units.

Color at little cost

Commercial Electronics Inc., Mountain View, Calif., has announced a three-Plumbicon color TV camera for broadcast and closed-circuit application, priced at \$17,950. The CEI-280 camera's electronics are remotely controlled, including color balance and registration. A separate camera operating

panel, with lens iris servo, master gain, master black level and paint pots, is supplied for mounting adjacent to the engineering control panel or separately. The camera head, with lens and viewfinder, weighs less than 50 pounds.

Technical Topics

Image goes East ■ Image Transform Inc., North Hollywood, Calif., video-tape transfer facility, has opened a New York office at 2 West 45th Street, to service video-tape and film producers on the East Coast.

Broadcast hardware-software ■ Audio/Video Products, 9336 Fostoria Street, Downey, Calif. 90241, has been established to deal in hardware and software for radio and television. The equipment includes digital clocks and automation systems for stations. Software covers the production of documentaries and commercials for on-air use. William Carlquist is president of AVP.

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CABLE TELEVISION

This guide for citizen action by cable expert Monroe Price and broadcast newsman John Wicklein, with a Foreword by Everett C. Parker, explains what cable television is now and what it can become. They tell how government and big business are making decisions about its use without considering the public interest and what the price of public complacency could be.

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CBS in 1971: sales up, net down

**And it's the first year
nonbroadcast revenues
exceeded broadcast**

CBS Inc.'s net income dropped slightly in 1971, attributable to an extraordinary loss and a change in accounting procedure.

Results announced last week by CBS Chairman William S. Paley and Vice Chairman Frank Stanton showed that income before the extraordinary items and the accounting change amounted to \$63.8 million on net sales of \$1,247,969,000, as against \$61.3 million and \$1,210,755,000, respectively, in 1970.

CBS said the extraordinary items and the accounting change amounted to a deduction of \$4,715,000 in 1971. The amount included a charge for the phase-out of CBS's EVR cassette-processing operations and an allowance for South

American investments. These costs were offset considerably by an extraordinary gain from the sale of the majority of CBS's Canadian CATV interests.

The accounting change caused a one-time unfavorable adjustment in 1971 of five cents per share. CBS said it has adopted a more conservative method of amortizing pre-publication costs at its Holt, Rinehart & Winston Inc. subsidiary to better match costs with revenues.

Mr. Paley and Dr. Stanton called 1971 "a remarkable year for CBS, with the company recording sales and ordinary earnings gains despite a first quarter which was severely depressed by the loss of cigarette advertising," and added:

"Television rebounded strongly by the second quarter, but it was our non-broadcast business, especially recorded music, publishing and direct marketing, which enabled us to report improved results. In fact, 1971 was the first year in CBS history that the majority of our revenues derived from non-broadcast activities. We believe the company is well postured to capitalize on the strong consumer demands for goods and services widely predicted for 1972 and beyond."

For the year ended Dec. 31:

	1971	1970
Earned per share	\$ 2.05	\$ 2.14
Net income	1,247,969	1,210,755
Revenues	59,077,000	61,246,000

WJBF is still Fuqua's first love

J. B. Fuqua, who was 22 in 1940 when he invested several thousand dollars in an Augusta, Ga., radio station, is the subject of an article in the February issue of *Fortune*—now that his personal worth is estimated at \$50 million.

Mr. Fuqua is described as a "Southern wheeler-dealer" whose personal fortune began to grow in 1953 when he started WJBF(TV) Augusta. Through Fuqua Industries and Gable Industries, Mr. Fuqua holds controlling interests in various radio and TV stations, but, according to *Fortune*, his business empire flourished through acquisitions in numerous fields, including snowmobiles, ski equipment, trucking, real estate, building supplies, cable television and theaters.

Titled "J. B. Fuqua Has Just Begun to Deal," the article cites Mr. Fuqua's continuing attachment to the broadcasting field: "It would be difficult, though, to imagine Fuqua keeping his hands en-

tirely off Gable Industries as long as it owns WJBF, his personal pride and joy. He still has an office of his own at the station headquarters, and he visits at every opportunity. As a special token of his affection, Fuqua rewarded 26 veteran employees of the station last spring with large chunks of stock."

Shafer lands on top at Teleprompter

**New chairman-chief executive
was former governor
of the 'cable state'**

Pennsylvania, where cable television got its start and still enjoys its strongest foothold, also leads the nation in present and past governors of high stature in the industry. Exhibit A is the current governor, Milton Shapp—former president of Jerrold Corp., owner of interest in four Pennsylvania systems; exhibit B is now the immediate past governor Raymond P. Shafer, who last week was named chairman and chief executive officer of Teleprompter Corp., the nation's largest cable company.

Mr. Shafer, 54, is a newly elected director of Teleprompter (Jan. 11), and—though it had not been announced—chairman of the company's executive committee, whose principal assignment has been to find a new chief executive officer. Hubert J. Schlafly, who succeeded Irving Kahn as president last June, will continue in that position. Mr. Kahn is appealing criminal conviction of bribing city officials to obtain cable franchises.

Teleprompter said that Mr. Kahn, founder and dominant force in the company since it began in 1951, is no longer associated with it. His contract as consultant to the company, which became effective Nov. 12, 1971, was terminated.

The Teleprompter board also declared a 4-for-1 stock split. Three additional shares of common stock will be distributed on March 24 for each share held on Feb. 25. Teleprompter closed on the American Stock Exchange at 135½ on Feb. 7.

Mr. Shafer, who served as Pennsylvania's governor from 1967 (when he defeated Mr. Shapp) to 1971, is currently chairman of the National Commission on Marijuana and Drug Abuse. He is married and has three children.

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A Vikoa giant grows even taller

Merger of three firms could have value of \$58.5 million

Vikoa Inc., Hoboken, N.J., and Communications Properties Inc., Austin, Tex., have signed a letter of intent to merge Communications Properties into Vikoa. If the merger is completed, Vikoa could become the nation's third largest cable operator.

Under the agreement, Vikoa would issue 1.25 shares of common stock for each outstanding share of Communications Properties common. Communications Properties currently has 1.9-million shares outstanding, but it recently announced an agreement to acquire Telesystems Corp., an Elkins Park, Pa., cable firm, for an undisclosed amount of its own common stock—estimated to be worth more than \$15 million.

If Telesystems is acquired, and if all Communications Properties stock options and convertible preferred shares are converted to common shares, Communications Properties would have about 3.5-million shares outstanding. Based on Vikoa common's closing price of \$13.375 a share on the American Stock Exchange Feb. 9, the Vikoa-Telesystems-Communications Properties merger could have a value of about \$58.5 million. Vikoa currently has 2.3 million shares outstanding.

Vikoa owns and operates 14 CATV systems with about 55,000 subscribers, and has undeveloped franchises covering about 50,000 homes. Communications Properties has 18 CATV systems—13 in Texas—with 90,000 subscribers. Telesystems has six systems with about 65,000 subscribers. The latter two companies together have undeveloped franchises estimated to cover 500,000 homes.

Merger of the three companies would make Vikoa third in number of subscribers (with 210,000) behind Teleprompter, with 620,000, and American Television & Communications Corp., with approximately 260,000.

LIN covers its debts

LIN Broadcasting Corp. has formally closed refinancing of \$11 million of 6¾% subordinated debt and 220,000 warrants exercisable at \$22 per share due 1973 with \$4 million of 9¾% senior subordinated notes due 1980 (with sinking fund provisions commencing 1978) and \$7 million of 6% subordinated convertible notes due

1992 (with sinking fund provisions of \$550,000 per year commencing in 1981). These notes are convertible into common stock at \$12 per share, subject to antidilution protection against the issuance of common stock at less than \$15 per share. In conjunction with this refinancing, commitments have been received from LIN's commercial banks to refinance up to \$6 million of existing bank debt, which had been due June 1, 1972, into a five-year term loan payable in 20 quarterly installments commencing Sept. 30, 1972, with interest at 1% over prime.

A new name for Kinney and a bright outlook

William V. Frankel, chairman of Kinney Services Inc., said at the company's annual meeting last Thursday (Feb. 10) that the company had after-tax earnings of \$41 million in fiscal 1971 and a present market value of \$900 million.

The meeting produced a company name change, to Warner Communications Inc. (WCI on the New York Stock Exchange), effective today (Feb. 14), and a slate of 17 directors, among them Alfred R. Stern, chairman and president of Television Communications and head of Warner's CATV activities. Warner Communications (then Kinney) acquired the CATV business of Television Communications on Jan. 31, 1971 (BROADCASTING, Feb. 7).

In his speech Mr. Frankel said that management had tailored the company for the entertainment/communications business over the past few years. "Thus we were prepared for entry into an infant industry offering dynamic growth potential: cable television."

Mr. Frankel said the company has secured three one-hour series commitments for the 1972-73 season (all in association with Quinn Martin Productions): the renewal of *The FBI* for the eighth year; a series on NBC called *Banyon* and a new series on ABC

called *The Streets of San Francisco*.

Commenting on Warner's future in CATV in the question-and-answer period, Steven J. Ross, President, said that the new FCC rules were "very favorable" to cable. Mr. Ross said he felt cable would be the logical outlet for movies in the future since movie attendance figures were nowhere near those for television viewing. "If they won't go to the movies, let's bring the movies to them," he said. He also said that the CATV operations headed by Mr. Stern were seeking franchises "in many areas" of the country.

CCC contemplates sale

Combined Communications Corp., Phoenix, has reached an agreement in principle with Ackerly Communications Inc., Sacramento, for sale by CCC of the Colorado Springs-Pueblo outdoor advertising division of Mullins Broadcasting Co. The transaction is contingent on closing the purchase by CCC of Mullins Broadcasting, board approvals and execution of a definitive agreement. No price was announced. Combined Communications is also negotiating for the purchase of the Advan Outdoor Advertising facilities in the San Francisco-Oakland-San Jose and Fresno-Bakersfield areas.

Ampex trading halted

The New York Stock Exchange suspended trading in the shares of Ampex Corp., Redwood City, Calif., after the company announced last week that an expected loss of \$40 million for its fiscal year ending April 29 might be "substantially in excess" of that. It was the second blow in a row for Ampex, whose chairman, William E. Roberts, resigned the week before after a shareholder filed a class action suit against the company for allegedly concealing material facts about the electronic firm's financial condition. (BROADCASTING, Feb. 7).

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

	Stock symbol	Ex- change	Closing Feb. 9	Closing Feb. 2	Net change in week	1971-72 High	1971-72 Low	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting									
ABC	ABC	N	57	58½	- 1½	58¾	25	7,095	\$412,361
ASI Communications	ASIC	O	2¾	3¼	- ¾	4¼	2½	1,815	5,663
Capital Cities	CCB	N	52½	53¾	- ¾	53½	17¾	6,236	332,815
CBS	CBS	N	54½	54	+ ½	55¾	30¾	27,829	1,502,766
Cox	COX	N	42½	40½	+ 2	43½	17¾	5,805	235,104
Gross Telecasting	GGG	A	15¾	14¾	+ 1	16½	10¾	800	11,896
LIN	LINB	O	16¾	17	- ½	17¼	6¼	2,294	38,998
Mooney	MOON	O	9¼	10¼	- ½	10¼	4	250	2,563
Pacific & Southern	PSOU	O	13½	12½	+ ¾	17½	8	1,930	24,125
Rahall Communications	RAHL	O	12	13	- 1	29	8¾	1,037	13,481
Scripps-Howard	SCRIP	O	22¼	22¼	-	25	18	2,589	57,605
Sonderling	SDB	A	29½	28	+ 1½	34	17	897	27,916
Starr	SBG	M	24½	21¾	+ 2½	24¾	8¾	691	15,112
Taft	TFB	N	50½	47¾	+ 2¾	51¼	23¾	3,707	177,009
								Total	63,075 \$2,857,414

Broadcasting with other major interests

Avco	AV	N	19¾	18¾	+ ½	20¾	12¾	11,472	\$215,100
Barlett Media	BMC	A	5¾	5½	+ ¾	8	2½	2,254	11,540
Boston Herald-Traveler	BHLD	O	16	15	+ 1	28	15	589	8,835
Chris-Craft	CCN	N	7¼	6¼	+ 1	9¾	5	3,980	24,875
Combined Communications	CCOM	O	36½	-*	-	36½	30½	2,528	92,575†
Cowles Communications	CWL	N	10¾	10¾	+ ½	13½	8	3,969	42,667
Dun & Bradstreet	DNB	N	70¾	70	+ ¾	70¾	52½	12,845	899,150
Fuqua	FOA	N	24¼	24¾	- ¾	26½	13¼	7,897	194,424
Gable Industries	GBI	N	29¾	28¾	+ 1	30½	9½	1,872	53,820
General Tire	GY	N	25¾	26	- ½	28¼	21½	18,713	486,538
ISC Industries	ISC	A	7¾	8	- ½	9¾	4¾	1,646	13,168
Kansas State Network Inc.	KSN	O	-*	-*	-	7½	6½	1,621	1,136**
Lamb Communications		O	4¾	4½	+ ½	4¾	2	475	2,138
Lee Enterprises	LNT	A	20¾	19¼	+ 1½	20¾	16	3,289	63,313
Liberty Corp.	LC	N	18¾	19¼	- ¾	24	16½	6,744	129,822
Meredith Corp.	MDP	N	26¾	26¾	- ½	29½	19¾	2,772	73,791
Metromedia	MET	N	33	33½	- ½	33½	17¾	5,764	193,094
Multimedia Inc.		O	37	35½	+ 1½	37½	25	2,408	85,484
Outlet Co.	OTU	N	17¼	17¼	+ ¾	22	13¾	1,334	22,838
Post Corp.	POST	O	26¼	23	+ 3¼	26¼	9¼	909	20,907
Publishers Broadcasting Corp.	PUBB	O	3½	3¾	- ½	4¾	1¾	919	3,327
Reeves Telecom	RBT	A	3¾	2¾	+ ¾	3¾	2	2,292	6,303
Rollins	ROL	N	46½	45¾	+ ¾	50¾	25½	8,087	369,980
Rust Craft	RUS	A	28¼	28	+ ¼	28¾	18½	2,318	64,904
Schering-Plough	PLO	N	88¼	89½	- 1¼	90½	60½	25,174	2,253,073
Storer	SBK	N	32¾	32¼	+ ½	34	19	4,223	136,192
Time Inc.	TL	N	56½	55½	+ 1	62¾	40¾	7,258	402,819
Turner Communications		O	3¾	3½	- ½	4	2	1,328	4,648
Washington Post Co.	WPO	A	29¾	28¼	+ 1½	29¾	19¾	4,753	133,654
Wometco	WOM	N	22	20¾	+ 1¾	23¾	14¾	5,815	119,905
								Total	155,248 \$6,140,020

CATV

Ameco	ACO	O	6	4¾	+ 1¼	12¾	1½	1,200	\$5,700
American Electronic Labs	AELBA	O	7¾	6¾	+ ½	10	3	1,668	11,459
American TV & Communications	AMTV	O	40¼	38¾	+ 1¾	40¼	19½	2,434	94,001
Burnup & Sims	BSIM	O	32½	32¾	- ¼	37¾	20½	3,061	99,085
Cablecom-General	CCG	A	17¾	17¼	- ¾	17¾	9¾	2,485	44,109
Cable Information Systems		O	2½	2¾	- ¼	4¾	1¾	955	2,625
Citizens Financial Corp.	CPN	A	18¾	16¾	+ 1¼	18¾	11	1,590	26,028
Columbia Cable	CCAB	O	17¾	17½	+ ¾	17¾	11	900	15,750
Communications Properties	COMU	O	14¼	13¼	+ 1	14¼	7¾	1,906	25,255
Cox Cable Communications	CXC	A	31½	31¼	+ ¼	33¾	15¾	3,552	111,000
Cypress Communications	CYPR	O	14¼	14½	- ¼	14½	7	2,384	34,568
Entron	ENT	A	8¾	6¾	+ 2¾	7¾	2¼	1,320	8,078
General Instrument Corp.	GRI	N	25	26	- 1	29¾	13½	6,371	165,646
LVO Cable Inc.	LVOC	O	14¾	13¾	- 1½	14¾	7	1,466	19,234
Sterling Communications	STER	O	6½	6¾	- ¾	7¾	3½	2,162	14,853
Tele-Communications	TCOM	O	28¼	27¾	+ ¾	27¾	12	2,856	78,883
Teleprompter	TP	A	139¾	133¾	+ 6½	139¾	36½	3,309	441,321
Television Communications	TVCM	O	12¾	12¾	-	12¾	5¾	3,804	47,055
Viacom	VIA	N	23¾	20¼	+ 2¾	23¾	9¾	3,791	76,768
Vikoa	VIK	A	13¾	13	+ ¾	14¼	4¾	2,344	30,472
								Total	49,558 \$1,351,890

Programming

Columbia Pictures	CPS	N	12¾	12½	- ½	17¾	6¾	6,342	\$79,275
Disney	DIS	N	155½	156	- ½	163	77	13,175	2,055,300
Filmways	FWY	A	7½	7¼	- ¼	11¾	4¾	1,832	14,198
Four Star International		O	¾	¾	-	1¾	¾	666	413
Gulf & Western	GW	N	35½	36½	- 1	36¾	19	15,816	577,284
MCA	MCA	N	29¾	29¼	- ½	30	17¾	8,165	238,826
MGM	MGM	N	21	21	-	26¾	15½	5,895	123,795
Music Makers	MUSC	O	1½	1½	-	3¾	1¾	534	801
Tere-Tape Productions		O	1¾	1¾	-	2¾	1	2,190	4,095
Transamerica	TA	N	19¾	20	- ¼	20½	14¾	64,418	1,288,360
20th Century Fox	TF	N	15¼	14¾	+ ¾	15¾	7¾	8,562	125,176
Walter Reade Organization	WALT	O	1¾	1¾	-	5¾	1¾	2,414	4,225
Warner Communications Inc.	WCI	N	39¾	39¾	+ ½	40¾	25¾	15,084	597,628
Wrather Corp.	WCO	A	17¾	13½	+ 3¾	17¾	5¼	2,160	29,160
								Total	147,253 \$5,138,536

	Stock symbol	Ex- change	Closing Feb. 9	Closing Feb. 2	Net change in week	1971-72		Approx. shares out (000)	Total market capital- ization (000)
						High	Low		
Service									
John Blair	BJ	N	19%	17%	+ 1%	24%	13	2,597	\$46,408
Comsat	CQ	N	64%	61%	+ 2½	84½	49%	10,000	618,700
Creative Management	CMA	A	10%	11½	— ¾	17%	7%	969	11,144
Doyle Dane Bernbach	DOYL	O	27	25%	+ 1½	26½	20	1,934	50,033
Elkins Institute	ELKN	O	3%	3%	— ½	16%	3	1,664	6,240
Footle, Cone & Belding	FCB	N	10%	10%	—	13%	7%	2,196	23,607
Grey Advertising	GREY	O	15	14%	+ ½	16%	9%	1,209	17,978
Interpublic Group	IPG	N	28%	28%	+ —	28%	17%	1,673	47,045
McCaffrey & McCall		O	7½	7	+ ¼	16½	7	585	4,095
Marketing Resources & Applications		O	15	14	+ 1	18½	2%	505	7,070
Marvin Josephson Assocs.	MRVN	O	10%	8%	+ 1½	12	5%	825	7,013
MovieLab	MOV	A	3	2½	+ ½	4	1%	1,407	3,518
MPO Videotronics	MPO	A	5	5%	— ¾	8½	3%	557	3,130
Nielsen	NIELA	O	46	45	+ 1	49%	38%	5,299	238,455
Ogilvy & Mather	OGIL	O	47%	43%	+ 3½	47%	24	1,096	47,950
PKL Co.	PKL	A	7%	7%	—	10%	3%	778	6,123
J. Walter Thompson	JWT	N	41%	42	— ¼	60	34½	2,873	120,666
Wells, Rich, Greene	WRG	N	26%	27%	— ¾	27%	15%	1,602	43,655
Total								37,769	\$1,302,830
Manufacturing									
Admiral	ADL	N	20	20%	— ½	21½	8	5,163	\$103,880
Ampex	APX	N	11	11½	— ¼	25%	10%	10,873	122,321
CCA Electronics	CCAE	O	4	4	—	5%	2%	881	3,524
Collins Radio	CRI	N	17½	17%	— ¾	20%	9%	2,968	53,038
Computer Equipment	CEC	A	3½	3%	— ¾	7%	2½	2,404	9,303
Conrac	CAX	N	31%	32	— ¾	35%	15%	1,259	40,288
General Electric	GE	N	60%	61%	— ¼	66½	52%	181,607	11,236,025
Harris-Intertype	HI	N	57½	57	+ ½	69%	45	6,344	361,608
Magnavox	MAG	N	45%	45%	+ ½	55	37%	17,283	788,450
3M	MMM	N	137%	138%	— ½	139%	95%	56,251	7,783,451
Motorola	MOT	N	89%	94%	— 5%	95	51½	13,370	1,268,412
RCA	RCA	N	40%	39%	+ ¾	40%	26	74,437	2,958,871
RSC Industries	RSC	A	3%	3%	— ¼	6%	2½	3,458	13,382
Telemation	TIMT	O	9	9	—	13%	6	14,040	126,360
Westinghouse	WX	N	45%	45	+ ¾	48%	41%	86,829	3,907,305
Zenith	ZE	N	42	41%	+ ¾	54%	36%	19,025	791,821
Total								496,192	\$29,554,868
Grand Total								949,995	\$49,644,558

Standard & Poor Industrial Average

117.20

116.03

+ 1.17

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 Feb. 2.
Over-the-counter bid prices supplied by Merrill Lynch,
Pierce Fenner & Smith Inc., Washington.

* Prices not available.

** As of Jan. 28.

†As of Feb. 10.

Company Reports

Avco Corp., Greenwich, Conn., manufacturer with diverse interests including broadcast group ownership, reported its per-share earnings in the fiscal fourth quarter ended Nov. 30, 1971, were up from 16 cents a year ago to 37 cents. Avco had an increase from \$6 million to \$8.5 million in consolidated net income in the quarter. Revenues slipped in the same periods from \$321.7 million to \$275 million. Earnings were also up for the full fiscal year ended Nov. 30, 1971:

	1971	1970
Earnings per share	\$ 1.34	\$ 0.40
Revenues	687,281,000	757,801,000
Net income	27,425,000	21,251,000

Wometco Enterprises Inc., Miami, reports that on the basis of unaudited figures, net income and per-share earnings for 1971 were down from those in 1970. Sales remained approximately the same. The company said that per-share earnings for 1971 were reduced 2.7 cents by the settlement of a dispute between Wometco and the Internal Revenue Service. Earnings per share and

net income for 1970 have been restated to reflect this settlement.

For the year ended Dec. 31, 1971:

	1971	1970
Earnings per share	\$ 0.92	\$ 1.09
Revenues	97,800,000	97,500,000
Net income	5,325,000	6,310,000

Taft Broadcasting Co., reports net earnings for the first nine months of fiscal 1971 were up 6.3% over the comparable nine months a year ago. Net revenues for the period were approximately the same.

For the nine months ended Dec. 31, 1971:

	1971	1970
Earnings per share	\$ 1.60*	\$ 1.55*
Revenues	38,570,611	38,594,352
Net earnings	6,101,127	5,737,185

*Based on the weighted average number of shares outstanding for each period.

Lee Enterprises Inc. reports that first-quarter earnings per share, revenues, and net income for fiscal 1972 were up over the comparable period last year.

For the three months ended Dec. 31, 1971:

	1971	1970
Earnings per share	\$ 0.41	\$ 0.37*
Revenues	10,642,313	9,596,590
Net earnings	1,213,328	1,092,472

*Adjusted to reflect the three-for-two stock split on Aug. 16, 1971.

LIN Broadcasting Corp. reports earnings before extraordinary items were up 197% for fiscal 1971 over the previous year. Donald A. Pels, president, indicated that profit growth for the year was due in part to the acquisition of WFIL(AM) Philadelphia and to a 23% gain in operating profit derived from other operations.

For the fiscal year ended Dec. 31, 1971:

	1971	1970
Earnings per share	\$ 0.78	\$ 0.27
Revenues	18,975,000	14,083,000
Net earnings	13,000	1,159,000
Average shares outstanding	2,328,478	2,246,350

Notes: 1971 figures include operations of radio station WFIL(AM) from April 28, 1971. Figures for 1970 are restated to reflect the Starday-King Music Division as a discontinued operation.

Mooney Broadcasting Corp., Knoxville, Tenn., had a 34% gain in revenues in 1971 over 1970 and a 93% turn-around in profits. The company says that last month its radio stations were "well ahead of last year's pace."

For the year ended Dec. 31, 1971:

	1971	1970
Earnings per share	\$ 0.91	\$ (0.02)
Revenues	3,578,425	2,595,380
Net earnings	227,240	(5,292)

Construction costs cut Cablecom net

Cablecom-General Inc., Denver, reported that subscribers, revenues and cash funds generated reached record levels for the fiscal year ended Nov. 30, 1971, but that net income before extraordinary items was down. The decline was attributed to full year start-up costs of eight CATV systems activated in the last half of 1970, as well as increased interest and depreciation expense. Subscriber growth, combined with recently announced acquisitions of systems and

minority interests, are expected to result in increased earnings for 1972.

Robert J. Lewis, president of Cablecom, announced plans for construction during 1972 of 1,100 miles of system which will expose 125,000 homes to the company's services. In addition, development of Cablecom's recent acquisition of 85% of Oceanic Cablevision Inc. is planned to begin immediately after approval by the state of Hawaii.

Oceanic's franchise area includes an estimated 90,000 homes in Honolulu and other sections of the island of Oahu, as well as 20,000 hotel rooms in

the Waikiki beach resort area. At year end Cablecom had more than 150,000 subscribers and total homes exposed in the company's 48 operating systems exceeded 300,000.

For the year ended Nov. 30, 1971:

	Nov. 30, 1971	Sept. 30, 1970
Earned per share	\$.047	\$.044
Revenues	17,380,896	15,228,336
Net income	1,125,867	1,062,120

Notes: The company changed its fiscal year from Sept. 30 to Nov. 30 during the year. The prior-year figures are considered to be comparable to those for the current year. Net income for the years ended Nov. 30, 1971, and Sept. 30, 1970, include extraordinary gains of \$235,180 and \$69,169 amounting to 10 cents and three cents per share of common stock.

Fates & Fortunes®

Broadcast Advertising

Richard Fishel Jr., copy supervisor, and **Paul Wigand**, director of program administration, both BBDO, New York, elected VP's.

Louis B. Brown, VP and account group head, BBDO, Los Angeles, appointed manager of agency's Dallas office, succeeding late Paul K. Randall Jr. (BROADCASTING, Jan. 10).

Philip L. Zimmerman, former associate media director, Edward H. Weiss & Co., Chicago, named VP for media, of the Walpert Co., Philadelphia agency.

Diran Robert Demirjian, former general sales manager, WRC-TV Washington, joins WNBC-TV New York as sales manager. Both are NBC stations.

James Steele, with sales management staff, WDHO-TV Toledo, Ohio, named VP-sales. **Peter Good**, national sales manager, named assistant VP-national sales.

Jackie Vaden, formerly with KAP-V Films Ltd., New York, and **Don Simmons**, TV commercial producer, Young and Rubicam, Chicago office, appointed producers, Clinton E. Frank Co., Chicago.

Arthur E. Churvis and **Richard Fizzle**, copy supervisors, Leo Burnett Co., Chicago, appointed associate creative directors.

Helen V. Nelson, production manager for TV commercial division, Procter & Gamble, Cincinnati, joins Norton Simon Communications, New York, as VP of TV commercial production.

Leslie Johnson, with advertising staff, Telex Co., communications equipment manufacturer, Minneapolis, joins The Haworth Group, marketing and media services firm, there as media buyer.

Kassens fills Johnson slot

Harold L. Kassens, chief of Rules and Standards division, Broadcast Bureau, FCC, Washington, appointed assistant bureau chief. He fills vacancy created by appointment of Wallace E. Johnson as bureau chief last fall (BROADCASTING, Aug. 9, 1971). Mr. Kassens joined FCC in 1941 and except for period of Army service during World War II, he has been there ever since.

Peter L. Brandt, media planner, Colle & McVoy Advertising, Minneapolis, appointed assistant media supervisor, Needham. Harper & Steers, Chicago division.

Melvin M. Stein, former creative supervisor, Young & Rubicam, New York, appointed creative director, Henry J. Kaufman & Associates, Washington.

James J. Crumacker, on staff of Governor Ronald Reagan of California, forms Media Pacific, multi-service communications firm providing advertising, public affairs, PR and environment information programs. Headquarters will be in Sacramento, Calif.

Al Jerome, national sales manager, WCBS-TV New York, appointed Eastern sales manager in New York national sales office of WBBM-TV Chicago. Both are CBS-owned stations.

Bob Wilson, program director, KDAY (AM) Santa Monica, Calif., joins Steve Binder and Robie Porter to form Binder-Porter-Wilson, subsidiary of Binder-Porter Productions. New firm will produce and package TV commercials, specializing in commercials for recording industry.

Philip J. Renison, with WHYN-TV Spring-

field, Mass., appointed local sales manager.

Dan Casabian, on sales staff, promoted to sales manager of KBCA (FM) Los Angeles.

Rudy Wissler, with sales staff, KHJ (AM) Los Angeles, appointed sales manager of KKDJ (FM) Los Angeles.

E. John Farley and **John Dorritie**, VP' and account group supervisors, Sudle & Hennessey, New York, named VP's management supervisors/account services.

Robert C. McKee Jr., sales manager WINS (AM) New York, appointed general sales manager.

Ralph S. Thomas, account executive McCaffrey & McCall, New York, appointed account supervisor.

The Media



Louise O. Knight, attorney in legal department, National Association of Broadcasters, appointed assistant general counsel. Miss Knight joined NAB staff in 1961.

Robert M. Hammer, director of technical service:

Miss Knight

network operations, CBS Television New York, appointed general manager CBS Television network operations.

William E. Wright, manager, KCPX-AM FM Salt Lake City, named VP of Screen Gems Broadcasting, New York, stations' licensee.

Charles F. Klein, field representative

cable television division of TeleVision Communications Corp., New York, appointed director of system development for division.

R. Thomas Cronk, general manager, WHB(AM) Kansas City, Mo., appointed to similar position, WKBW(AM) Buffalo, N.Y.

James M. Keating, sales manager, WCAU-FM Philadelphia, appointed station manager.

William R. Rice, sales manager, KXOL(AM) Fort Worth, named VP and general manager.

George Stantis, acting general manager, WISC-TV Madison, Wis., appointed general manager.

Charles F. Klein, field representative, CATV division, Television Communications Corp., New York, appointed director of system development. In that post, Mr. Klein will be responsible for CATV franchise applications and system acquisitions for multiple CATV owner.

Dick Thomas, program and sports director, WEEF-AM-FM Highland Park, Ill., appointed general manager.

Don Karnes, former program director, Adams-Getchall stations, WPAC(AM) Patchogue and WHRF-AM-FM Riverhead, N.Y., appointed general manager, WPAC.

Robert J. Flynn, general manager, WAT1(AM) Indianapolis, joins KSPO(AM) Spokane, Wash., in similar capacity.

Neil B. Mahrer, development manager, noncommercial WMHT(TV) Schenectady, N.Y., appointed director of development, noncommercial WJCT(TV) Jacksonville, Fla.

Robert D. Cooper, former VP-general manager, KOL-AM-FM Seattle, appointed director, Broadcasting Service Division, Media Management Corp., broadcast consultant and media services firm, there.

Alan Ostrander, director of broadcast standards, WHN(AM) New York, joins WRFM(FM) there as administrative assistant and director of broadcast standards.

Ronald Stewart, director of engineering and production, Kentucky Educational Television network, Lexington, appointed deputy executive director and director of operations. **Virginia Fox**, former acting education director, KET, appointed director of education division.

Programing

Daniel Melnick, principal, Talent Associates Ltd., New York, named VP, worldwide production, MGM, Culver

Hat in the ring

Jack Wendell Lee, now head of J. W. Lee & Co., broker for radio and TV stations, CATV systems and newspapers, New York, has announced candidacy for Republican nomination as congressman from fourth district, West Virginia, seat now held by Democrat Ken Hechler. Mr. Lee has maintained residency in Huntington, W. Va., is currently in process of buying AM and FM properties in state. Before forming own brokerage firm he was executive VP of LIN Broadcasting Corp., and before that VP and general manager of Capital Cities Broadcasting's WSAB(TV) Huntington-Charleston and WPRO(AM) Providence, R.I.

City, Calif. His responsibilities at MGM will cover motion-picture production.

Burt Rosenburgh, Eastern division manager for American International Television, New York, appointed head of Eastern division sales of National Telefilm Associates' library of features and syndicated product for TV, with headquarters in New York.

William Patterson, VP in charge of TV, Dancer-Fitzgerald-Sample, New York, and TV personality **Gene Rayburn** have established Wyanno Productions Inc., New York. Office address and several TV projects will be announced soon.

Ruth Schiffer, with Four Star International, Beverly Hills, Calif., appointed controller.

Jay Wolpert, former head of development, Screen Gems, Los Angeles, appointed to similar position, Chuck Barris Productions there.

Dennis King Jr., general manager, WVOG(AM) New Orleans, appointed director of Christian programing, Sudbrink Broadcasting. His duties will include management of Christian station in group: WRIZ(AM) Coral Gables-

Miami; WZIP-AM-FM Cincinnati; WTOW(AM) Towson, Md.-WTOW-FM Baltimore, and WAWO(AM) Atlanta.

Terry Slane, former program director, WA1K(AM) Galesburg, Ill., appointed program director, WEEF-AM-FM Highland Park, Ill.

Tom Terrell, former VP of TV production, Jamieson Film, Dallas, appointed producer-director, Mulberry Square Productions there.

William A. Baldwin, production manager, KOIN-AM-FM Portland, Ore., appointed program director.

Jay Edwards, program director WCRV(AM) Washington, N.J., appointed operations manager.

Richard Cashman, with WPAC(AM) Patchogue, N.Y., appointed program director.

Johnny Bridges, with KXOL(AM) Fort Worth, appointed program director.

Glenn Reeves, director of *Jamboree USA*, country-music program associated with WWVA(AM) Wheeling, W. Va., appointed general manager of Jamboree USA Inc., and managing director of Jamboree USA. In his new position, Mr. Reeves will also be responsible for operation of Jamboree Recording Studio, Jamboree USA Records and B-W Music.

Clark Smidt, operations director, WBZ-FM Boston, appointed station coordinator.

Broadcast Journalism

Gene Farinet, news editor in charge of film for *NBC Nightly News*, New York, appointed producer/news of NBC-TV's *Today* program.

Carlton Cordell, co-anchor man, KTVU-TV Oakland, Calif., appointed news director, WALA-TV Mobile, Ala.

Grant Holcomb, assistant to VP-general manager for CBS-owned KNXT(TV)

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radio time sales
is a service for
radio time buyers

Los Angeles, appointed to newly created position of Washington correspondent for CBS Television Stations Division. Mr. Holcomb will operate outside sphere of CBS News. He will provide in-depth coverage of issues of interest to communities served by stations.

William J. Kopald, news director, KFRE-AM-FM Fresno, Calif., joins WNBC-TV Binghamton, N.Y., as weekend anchorman and reporter.

Richard J. Lampert, news editor, and announcer, WWTN-TV Cadillac, Mich., joins WZZM-TV Grand Rapids, Mich., as sports editor.

Tricia Toyota, reporter with KNX(AM) Los Angeles, joins KNBC(TV) Los Angeles, as field reporter.

Promotion

Michael Ruppe, Jr., owner of promotion service in Milwaukee, appointed promotion manager, WITI-TV there.

Karen E. Berg, radio and TV coordinator, Hill & Knowlton, New York, appointed manager, radio and TV of international PR firm.

Edward P. Weber, former promotion manager, WSPD-TV Toledo, Ohio, appointed advertising manager of WLS-TV Chicago.

Joan Ellen, PR associate/writer, Wyse Advertising, Cleveland, appointed coordinator of press information, WKYC-TV there.

Charles S. Williams, former director of information services, WEEI-AM-FM Boston, appointed to similar position at geles as field reporter.

Equipment & Engineering

Norman A. Neumann, VP/general manager, Semiconductor and Microcircuits Division, Amperex Electronic Corp., Hicksville, New York, named president of Amperex. **Allan L. Merken**, VP in charge of marketing and sales,

Amperex, wholly owned subsidiary of North American Philips, New York, named president of newly formed North American Philips Electronic Component Corp. there. He will be responsible for reorganization and integration of marketing and sales activities of Philips' electronic component divisions and subsidiaries.

Ernest Rety, chief engineer, WDHO-TV Toledo, Ohio, named VP-engineering.

Chuck Schneider, manager of videotape, RCA Magnetic Products Division, New York, appointed manager of national sales, ColTape division, Columbia Pictures Industries, there.

Ronald N. Kahill, former product manager, cable and equipment division, Superior Continental Corp., Hickory, N.C., appointed sales manager.

Charles C. Ellis, former executive VP/controller, Irving Trust Co., New York, named senior VP, finance, RCA Corp., New York.

Norman J. Sternberg, chief engineer, WHLI-AM-FM Hempstead, N.Y., elected VP-engineering.

Jack McMurray, former national sales manager of video, Akai America Ltd., Compton, Calif., appointed national sales manager, Dage Television Products, division of Visual Educom, radio equipment manufacturer, Michigan City, Ind.

Arthur I. Bruns, technical coordinator, Sperry-Rand Corp., New York-based electronic equipment manufacturer, joins Telex Communications Division, Minneapolis, as sales administrator for broadcast and industrial products.

Allied Fields

James Katavolos, VP for marketing, Videorecord Corp. of America, Westport, Conn., named senior VP for marketing. **Edmund R. Auer**, VP and general manager for operations, named senior VP for operations. **Stan Walker**,

director of communications, named VP for advertising, promotion and PR; **John H. Barwick**, director of programming development, named VP for educational programming, and **Charles Oppenheimer**, controller, named treasurer. Videorecord is video cassette program producer and packager.

Charles F. Duvall, partner, Fisher, Wayland, Southmayd & Cooper, Washington communications law firm, retires. **Richard R. Zaragoza**, litigation attorney, office of general counsel, FCC, Washington, becomes associated with law firm.

Baxter Ward, news director and anchorman KHJ-TV Los Angeles, leaves to run as candidate for Los Angeles County Board of Supervisors. In 1969, Mr. Ward, then news director and anchorman for KABC-TV Los Angeles, left to run unsuccessfully for mayor of Los Angeles.

Deaths

Charles Goodman Sr., 88, father of NBC President Julian Goodman, died Feb. 5 in Glasgow, Ky. Mr. Goodman was businessman there with farming interests. Besides his son Julian, he is survived by two other sons.

John A. Aaron, 51, co-producer of CBS-TV's *Person to Person* series from 1953 to 1960 and recently executive producer of WOR-TV New York's *Digest* news program, died on Feb. 6 after brief illness. He is survived by his wife, Betsy, and one daughter.

Walter Wilgus, 80, retired director of Far East division of Voice of America, Washington, died Jan. 22 in Rocky Mount, N.C. He is survived by one daughter and two sons.

Norman Powell, 54, VP of Albert Frank-Guenther law, financial advertising and PR firm, New York, died Feb. 1 at his home there after long illness. Mr. Powell served as congressional secretary to Lyndon B. Johnson from 1941 to 1942 and in 1949. He is survived by two sisters.

John B. Litel, 79, veteran actor of stage, movies and TV, died Feb. 3 in Los Angeles. Mr. Litel, who began his career in New York more than 40 years ago, appeared in many motion pictures and TV series. His TV appearances included roles in *I Love Lucy*, *77 Sunset Strip* and *Maverick*. He is survived by his wife, Beatrice.

Jessie Royce Landis, 67, stage and screen actress, died Feb. 3 at Danbury (Conn.) hospital. Miss Landis had made appearances in *To Catch a Thief*, *The Swan*, *Goodbye Again* and *Critic's Choice*. She is survived by her husband, J. F. R. Seitz.

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As compiled by BROADCASTING, Feb. 2 through Feb. 8, and based on filings, authorization 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

Action on motion

■ Hearing Examiner Ernest Nash in Manchester, N.H., Baltimore and El Centro, Calif. (United Television Co. of New Hampshire, et al.), TV proceeding, granted request of ABC and ordered it made party to proceeding (Docs. 19336-8). Action Jan. 27.

Call letter action

■ Ohio Educational Television Network Commission, Cambridge, Ohio—Granted *WOUC-TV.

Existing TV stations

Final actions

■ WMET-TV Baltimore—FCC authorized United Television Co. of Eastern Maryland Inc., a subsidiary of United Broadcasting Co., to discontinue operation of WMET-TV ch. 24 until 15 days after release date of action on United's petition for reconsideration of order setting for hearing renewal application of WMET-TV, license revocation of WMUR-TV, Manchester, N.H., and license application of KECC-TV El Centro, Calif. (Docs. 19336-8). Action Feb. 2.

■ FCC denied petition by WHDH Inc., asking that Jan. 21 order terminating its operating authority for ch. 5 Boston be revoked or suspended (Docs. 15204, 15206). Action Feb. 2.

■ WKYC-TV Cleveland—Broadcast Bureau granted CP to install precise frequency control equipment. Action Jan. 31.

■ WIIC-TV Pittsburgh—FCC has notified WIIC-TV that it did not believe it could rule at this time that proposed program, featuring incumbent congressmen, falls within category of programs that are exempt from equal opportunities provision of section 315 of Communications Act. Under 1959 amendments to Communications Act, bona fide news interview programs are exempt from equal-time provisions of section 315. WIIC-TV had asked FCC for declaratory ruling that its proposed program qualified for exemption. FCC said that issue to be determined here was "whether future program can be considered regularly scheduled." Reviewing legislative history of amendment, it noted that "Congress was concerned about news interview programs created and/or scheduled shortly before an election." Action Feb. 2.

■ *WOEX-TV Pittsburgh—Broadcast Bureau granted mod. of CP to change ERP to vis. 171 kw, aur. 34.2 kw. Action Jan. 28.

■ *WBRA-TV Roanoke, Va.—Broadcast Bureau granted mod. of license covering operation of TV trans. by remote control from 1215 McNeil Drive, Southwest, Roanoke, Va. Action Feb. 2.

■ WSAZ-TV Huntington, W. Va.—Broadcast Bureau granted CP to install precise frequency control equipment. Action Jan. 31.

■ WEAU-TV Eau Claire, Wis.—Broadcast Bureau granted mod. of license covering decreasing of aur. ERP to 28.8 kw. Action Jan. 3.

Actions on motions

■ Chief, Office of Opinions and Review, in San Juan, Mayaguez and Ponce, all Puerto Rico (Telesanjuan Inc. [WTSJ(TV)], [WMGZ(TV)] and

[WPSJ(TV)]), TV proceeding, granted request by Broadcast Bureau and extended through Feb. 16, time to file responsive pleading (Docs. 19353-5). Action Jan. 26.

■ Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, granted petition by Southern Broadcasting Co. for leave to file supplemental pleading (Docs. 18906-7). Action Jan. 27.

■ Chief Hearing Examiner Arthur A. Gladstone in San Juan, Mayaguez and Ponce, all Puerto Rico (Telesanjuan Inc. [WTSJ(TV)], [WMGZ(TV)] and [WPSJ(TV)]), TV proceeding, granted motion by Broadcast Bureau to produce documents, and ordered that parties will work out mutually convenient time and place for production and examination of requested documents; and by separate action, denied motion by Telesanjuan Inc. to produce (Docs. 19353-5). Action Jan. 25.

■ Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] et al.), TV proceeding, denied request by Cowles Florida Broadcasting Inc. which sought to appeal examiner's order permitting Central Florida to up-date certain financial information (Docs. 19168-70). Action Jan. 28.

■ Hearing Examiner James F. Tierney in New York, (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, granted request of Forum Communications and changed date for closing record to March 1 (Docs. 18711-2). Action Jan. 27.

Other action

■ Review board in New York denied petition filed by WPIX Inc., licensee of WPIX(TV), asking for addition of hearing issue against competing broadcast applicant Forum Communication Inc. and contending that Forum had violated rules by failing to amend its application to show increased costs of technicians' fees (Docs. 18711-2). Action Feb. 7.

Fine

■ KSHO-TV Las Vegas—FCC notified Channel 13 of Las Vegas Inc., licensee of KSHO-TV, that it has incurred apparent forfeiture liability of \$10,000 for fraudulent billing practices and for deletion of certain announcements required by section 317 of the Communications Act and rules to indicate that payment or other consideration has been received for including certain material in programs. Action Jan. 26.

Network affiliations

CBS

■ 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. CBS deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ KOTV(TV) St. Joseph, Mo.—Intermedia Inc. Agreement Sept. 2, 1971 effective Sept. 6, 1971 through Aug. 3. Network rate \$0. Compensation paid at 30% prime time.

New AM stations

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstell and Circleville Broadcasting Co.), AM proceeding, denied motion by Circleville for clarification of hearing examiner's order postponing procedural dates released Jan. 18 (Docs. 18856, 18858). Action Jan. 28.

■ Hearing Examiner Lenore G. Ehrig in Corpus Christi, Tex., Brush, Colorado Springs and Boulder, all Colorado (A. V. Bamford, et al), AM and FM proceeding, granted petition by Bamford for leave to amend his application to reflect his intention to purchase site and owner's acceptance of his offer (Docs. 19089, 19157-9). Action Jan. 27.

■ Hearing Examiner Charles J. Frederick in West Hazleton, Pa. (Broadcasters 7 Inc.), AM proceeding, on examiner's own motion rescheduled further hearing for Feb. 14 (Doc. 18491). Action Jan. 31.

■ Chief Hearing Examiner Arthur A. Gladstone in Key West, Fla. (John M. Spotswood), AM proceeding, on request of Florida Key Broadcasting Corp. extended to Feb. 15 time in which parties may negotiate to achieve proposed settlement of their differences and to file appropriate pleadings and scheduled hearing for March 15 (Doc. 19290). Action Jan. 26.

■ Chief Hearing Examiner Arthur A. Gladstone in Bay St. Louis, Miss. (Bay Broadcasting Corp.), AM proceeding, granted motion by applicant and reopened record; set aside dates for filing proposed findings of fact and conclusions of law and reply findings subject to further order of presiding officer (Doc. 18413). Action Jan. 27.

■ Chief Hearing Examiner Arthur A. Gladstone in Cleveland Heights, Ohio (Friendly Broadcasting Co.), AM and FM proceeding, designated Hearing Examiner Isadore A. Honig to serve as presiding officer and scheduled prehearing conference for March 13 and hearing for April 10 (Doc. 19412). Action Jan. 31.

■ Chief Hearing Examiner Arthur A. Gladstone in Greenwood, S.C. (Greenco Inc. and Radio Greenwood Inc.), AM and FM proceeding, on motion of Radio Greenwood Inc. extended to Feb. 15 time to file replies to proposed findings of fact and conclusions of law (Docs. 19176-7). Action Jan. 27.

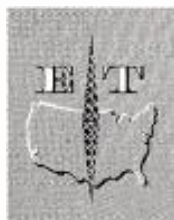
■ Chief Hearing Examiner Arthur A. Gladstone in New London, Wis. (New London Enterprises Inc.), AM proceeding, designated Hearing Examiner Forest L. McClenning to serve as presiding officer and scheduled prehearing conference for March 14 and hearing for April 11 (Doc. 19409). Action Jan. 31.

■ Hearing Examiner Forest L. McClenning in Jacksonville, N.C. (Seaboard Broadcasting Corp.), AM proceeding, granted petition by Seaboard Broadcasting Corp. and extended to Feb. 14, time

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to file reply findings (Doc. 18814). Action Jan. 31.

- Hearing Examiner Chester F. Naumowicz Jr. In San Juan, Puerto Rico. (Radio San Juan Inc.), AM proceeding, scheduled further conference for Feb. 4 (Doc. 17574). Action Jan. 28.

Call letter application

- Ogema Broadcasting Co., Westbranch, Mich.—Seeks WBMB.

Call letter actions

- Frank Donald Hall, Albuquerque, N.M.—Granted KKIM.
- Northeast Communications Corp., Parma, Ohio—Granted WSUM.
- Bahr & Arroyo Associates, Frederiksted, Virgin Islands—Granted WVIS.

Existing AM stations

Final actions

- KROY Sacramento, Calif.—Broadcast Bureau granted license covering alt.-main night and aux. day trans. Action Feb. 2.
- KSFO San Francisco—FCC notified Golden West Broadcasters, licensee of KSFO, that it has incurred apparent liability for forfeiture for \$2,000 for willful or repeated violation of rules by failing to log sponsorship identification announcements, name of persons who paid for announcements, and their duration. Action Feb. 2.
- KSGM Chester, Ill.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Jan. 31.
- WREN Topeka, Kan.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Feb. 2.
- KDRG Deer Lodge, Mont.—Broadcast Bureau granted CP to replace expired permit for new alt.-location redesignated: 3/4-mile north of city, Deer Lodge, Mont. Action Feb. 2.
- WGNI Wilmington, N.C.—Broadcast Bureau granted CP to replace expired permit for new alt.-main trans. aux. trans. Action Feb. 2.
- WGAR Cleveland—Broadcast Bureau granted CP to install new alt. main trans. Action Feb. 2.
- WWGM Nashville—Broadcast Bureau granted license covering aux. trans. Action Feb. 2.
- KUTV Salt Lake City—FCC granted request by KUTV Inc., licensee of KUTV, for waiver of prime time access rule. Action Feb. 2.

Call letter application

- WPDE Paris, Ky.—Seeks WBGR.

Call letter action

- KAPT Salem, Ore.—Granted KCCS.

Actions on motions

- Chief, Office of Opinions and Review, in Tulsa, Okla., Little Rock, Ark., Lake Charles, La., New Haven, Conn., and Memphis (Victor Muscat [KVMP] et al.), AM-FM-TV proceeding, granted request by Victor Muscat, et al. and extended through Jan. 27 time to file reply to Broadcast Bureau's opposition to petition for reconsideration (Docs. 19103-8). Action Jan. 25.
- Hearing Examiner Basil P. Cooper in New York and Minneapolis (City of New York Municipal Broadcasting System [WNYC] and Midwest Radio Television Inc. [WCCO]), AM proceeding, granted request by Midwest and continued to Feb. 7, time to file responses to WNYC's petitions for leave to amend; and by separate action scheduled further prehearing conference for March 1 (Docs. 11227, 17588, 19403). Action Jan. 31.
- Hearing Examiner Isadore A. Honig in Stamford, Conn. (revocation of licenses of Western Connecticut Broadcasting Co. for WSTC-AM-FM) granted motion by Western and extended to March 6, time to file proposed findings of fact and conclusions of law and to March 20, time to file replies (Doc. 19043). Action Jan. 31.
- Hearing Examiner Ernest Nash in Huntsville, Ala., and Warner Robins, Ga. (Garrett Broadcasting Service [WEUP] and WRBN Inc. [WRBN]), AM proceeding, on request of Broadcast Bureau extended certain procedural dates (Docs. 19258-9). Action Jan. 27.

Fines

- KYNG Coos Bay, Ore.—FCC notified Pacific Western Broadcasters Inc., licensee of KYNG Coos Bay that it has incurred apparent liability in amount of \$2,000 for willful or repeated violation of terms of its license, its PSA and of rules by operating during presunrise hours with excess power. Action Feb. 2.
- KGRI Henderson, Tex.—FCC notified Henderson Broadcasting Corp., licensee of KGRI that it has incurred apparent liability in amount of \$1,000 for willful or repeated violation of rules and terms of station's PSA by operating with full daytime power of 250 w before sunrise, and for violation by falsifying operating logs and failing to read ant. current meters during period from Dec. 1, 1970, to March 25, 1971. Action Feb. 2.

New FM stations

Applications

- San Diego-New Horizons Broadcasting Co. Seeks 91.3 mhz, 2 kw. HAAT 1,848 ft. P.O. address 9360 De Camp Drive, La Mesa, Calif. 92041. Estimated construction cost \$2,320; first-year operating cost \$12,061; revenue none. Principals: Harlan G. Reinders, Edward Whitford, et al. Mr. Reiners is president and technical director of New Horizons Co. Mr. Whitford is treasurer of New Horizons Broadcasting Co. Ann. Jan. 26.
- Glenwood Springs, Colo.—Glenwood Broadcasting Inc. Seeks 92.7 mhz, 3 kw. HAAT minus 1,920 ft. P.O. address 172 W. 6th Street, Glenwood Springs, Colo. 81601. Estimated construction cost \$30,400; first-year operating cost \$18,000; revenue \$48,400. Principals: Jack E. Warkentin (55%), Joan Ann Warkentin (40%) and John Hooker (5%). Mr. Warkentin has interest in Southwestern Stationery and Bank Supply Inc. in Lawton, Okla. He also has interests in Savasnap Inc. in Lawton. Mr. Hooker is certified public accountant. Ann. Dec. 10.
- Emmett, Idaho—Emmett Valley Broadcasters. Seeks 101.7 mhz, 708 w. HAAT minus 550 ft. P.O. address 204 W. Main Street, Emmett, Idaho 83617. Estimated construction cost \$24,680; first-year operating cost \$12,000; revenue \$30,000. Principals: Floyd D. and Evelyn M. Brown (50%) and Robert O. and Phyllis M. Edwards (50%). Mr. Brown is owner of Brown's Radio & TV Shack in Emmett. Mr. Edwards is announcer for KEGM(AM) Boise, Idaho. Ann. Dec. 10.
- Benton, Ill.—Rend Lake Broadcasting Co. Seeks 106.3 mhz, 3 kw. HAAT 300 ft. P.O. address 113 E. Washington, Benton, Ill. 62812. Estimated construction cost \$2,600; first-year operating cost \$42,992.95; revenue \$60,000. Principals: Carroll L. Owens, Gerald D. Owens, Bert W. Beatty and John M. Beatty (25% each). Messrs. Owens are in equal partnership in Owens & Owens, attorneys at law in Benton. Gerald Owens is also in partnership in Dallape-Owens Title Co. in Benton. Bert Beatty is half-owner of Hammond Organ Dealer in Benton. John Beatty is dentist in Benton. Ann. Dec. 10.
- Pekin, Ill.—Tazwell Broadcasting Co. Seeks 104.9 mhz, 3 kw. HAAT 300 ft. P.O. address 37 Audubon Drive, Pekin 61544. Estimated construction cost \$2,000; first-year operating cost \$50,000; revenue \$60,000. Principals: Douglas R. St. Cerny and James P. St. Cerny III (each 50%). Douglas St. Cerny is general agent for Unland Insurance Agency in Pekin. James St. Cerny III is security manager for J. C. Penney Inc. in Peoria, Ill. Ann. Dec. 10.
- Brazil, Ind.—Clay County Broadcasting Corp. Seeks 97.7 mc, 3 kw. HAAT 183 ft. P.O. address Box 227, Brazil 47834. Estimated construction cost \$10,000; first-year operating cost \$24,122; revenue \$15,000. Principals: Albert S. Tedesco (90%) and John P. Teikent (10%). Mr. Tedesco is principal stockholder in KTCR-AM-FM Minneapolis, WEXY-AM-FM Ft. Lauderdale-Oakland Park, Fla., KDUZ-AM-FM Hutchinson, Minn., and WWCN(AM) Brazil. Mr. Teikent is 10% owner and general manager of WWCN(AM). Ann. Jan. 18.
- Sioux City, Iowa—G and G Broadcasting Inc. Seeks 95.5 mhz, 28.5 kw. HAAT 138 ft. P.O. address 5000 Highway 75 North, Box 1379, Sioux City 51102. Estimated construction cost \$51,155; first-year operating cost \$21,480; revenue \$36,000. Principals: Raymond W. and Mary A. Arandle (jointly 82%) and Wilmer W. Araban (18%). Principals own KSCJ(AM) Sioux City. Ann. Jan. 28.
- Brandenburg, Ky.—Meade County Broadcasting Co. Broadcast Bureau granted 93.3 mhz, 3 kw. HAAT 190 ft. P.O. address Box 356 Brandenburg, 40108. Estimated construction cost \$15,000; first-year operating cost \$35,000; revenue \$40,000. Principals: Chester A. Medley (33 1/3%), Theodore L. Aebersold (33 1/3%) and James E. Greer (33 1/3%). Mr. Medley is employed by Medley's Insurance Agency in Brandenburg. Mr. Aebersold is owner of "Buck's" Bargain Supply Co.

in Brandenburg. Mr. Greer is teaching agriculture at Meade County High School. Action Jan. 19.

- Sanford, Me.—University of Maine. Seeks 90.1 mhz, 19.52 kw. HAAT 730 ft. P.O. address Alumni Hall, Orono, Me. 04473. Estimated construction cost \$97,353; first-year operating cost \$19,155; revenue none. Principals: Herbert R. Brown, Vaughn P. Currier, et al. Mr. Brown is professor at University of Maine. Mr. Currier is manager of electric company. Ann. Dec. 10.
- Muskegon Heights, Mich.—Muskegon Broadcasting Co. Seeks 101.7 mhz, 3 kw. HAAT 117 ft. P.O. address Box 178, Muskegon Heights, 48143. Estimated construction cost \$18,200; first-year operating cost \$13,000; revenue \$5,000. Principals: William and William E. Kuiper (jointly 100%). Messrs. Kuiper are sole owners of WKJR(AM) Muskegon Heights. They also own WFUR-AM-FM Grand Rapids, WKPR(AM) Kalamazoo, and WDOV-AM-FM Dowagie, all Michigan. Ann. Jan. 28.
- Austin, Minn.—Austin State Junior College. Seeks 90.7 mhz, 10 w. HAAT 63 ft. P.O. address 1800 Northwest Eighth Avenue, Austin 55912. Estimated construction cost \$12,250; first-year operating cost \$10,500; revenue none. Principals: Dr. Curtis C. MacDonald, Dr. Philip Helland, et al. Dr. Curtis is president of Austin State Junior College. Dr. Helland is chancellor of state junior college system. Ann. Jan. 26.
- Pipestone, Minn.—Minnesota Educational Radio Inc. Seeks 91.7 mhz, 98.8 kw. HAAT 733 ft. P.O. address c/o William H. Kling, Collegeville, Minn. 56321. Estimated construction cost \$146,146; first-year operating cost \$15,023; revenue none. Principals: William H. Kling, Daniel B. Rieder, et al. Mr. Kling is president of Minnesota Educational Radio Inc. Mr. Rieder is technical director for Minnesota Educational Radio Inc. Ann. Jan. 26.
- Reno—B.B.C. Inc. Seeks 106.9 mhz, 28.92 kw. HAAT minus 405.5 ft. P.O. address 111 North Virginia, Suite 400, Reno 89504. Estimated construction cost \$30,625; first-year operating cost \$25,000; revenue \$25,000. Principals: Howard B. Levine and Lorraine Walker Levine (joint tenants of 93.4%). Mr. Levine is president and two-thirds owner of Media Marketing advertising agency in Reno. Mrs. Levine is one-third owner of Media Marketing. Ann. Jan. 18.
- Boone, N.C.—Appalachian State University Seeks 90.5 mhz, 0.262 kw. HAAT minus 120 ft. P.O. address Speech Department, Boone 28607. Estimated construction cost \$5,000; first-year operating cost \$9,484; revenue none. Principals: Dr. Herbert W. Wey, Ned R. Trivett, et al. Dr. Wey is president of Appalachian State University and secretary of board of trustees. Mr. Trivett is vice president for business affairs and treasurer of board of trustees. Ann. Dec. 10.
- Grand Forks, N.D.—University of North Dakota. Seeks 92.9 mhz, 37.5 kw. HAAT 215 ft. P.O. address Box 8116, University Station, Grand Forks 58201. Estimated construction cost \$86,428.07; first-year operating cost \$75,000; revenue none. Principals: Peter C. Hinrichs, Harold Reffing, et al. Rev. Hinrichs is minister. Mr. Reffing is banker. Ann. Dec. 10.
- Oklahoma City—Oklahoma State Department of Education. Seeks 88.9 mhz, 100 kw. HAAT 502.5 ft. P.O. address 328 State Capitol, Oklahoma City 73105. Estimated construction cost \$99,655.57; first-year operating cost \$50,000; revenue none. Principals: Dr. Leslie Fisher, Phil Gruber, et al. Dr. Fisher is state superintendent of public instruction. Mr. Gruber is educational administrator. Ann. Dec. 10.
- Erie, Pa.—Educational Television of Northwest Pennsylvania Inc. Seeks 91.3 mhz, 35 kw. HAAT 500 ft. P.O. address Waterford Pike Road Erie, Pa. 16509. Estimated construction cost \$180,173; first-year operating cost \$85,000; revenue none. Principals: George J. Barco, Louis Pollock et al. Mr. Barco is attorney. Mr. Pollock is industrialist. Ann. Dec. 10.
- North Myrtle Beach, S.C.—North Myrtle Beach Broadcasting Corp. Seeks 105.5 mhz, 3 kw. HAAT 300 ft. P.O. address c/o Henry D. Dunnagan president, Route 1, Box 51-B, Yadinville, N.C. 27055. Estimated construction cost \$67,387.27 first-year operating cost \$45,000; revenue \$56,758. Principals: Harry Dutton Dunnagan (18%), Ber niece Garrett Dunnagan (18%), Carlisle B. Hughes Jr., M.D. (18%), et al. Mr. Dunnagan is general manager and 23.85% owner of Yadinville Broadcasting Co., licensee of WYDK(AM), Yadinville. Mrs. Dunnagan is secretary and 23.85% owner for Yadinville Broadcasting Co. Mr. Hughes is vice president and 21.55% owner of Yadinville Broadcasting Co. He is also chief surgeon and chief of staff of Lula Conrad Hoot Memorial hospital. Ann. Jan. 26.
- Nashville—Fisk University. Seeks 99.1 mhz 700 w. HAAT 6 ft. P.O. address c/o William R. Harvey, President, Nashville 37203. Estimated construction cost \$9,488.30; first-year operating cost \$4,000; revenue none. Principals: Amon Carter Evans, William Harvey, et al. Mr. Evans is publisher of *The Nashville Tennessean*. Mr. Harvey is assistant to president of university. Ann. Dec. 10.

■ Red Bank, Tenn.—Roy Davis. Seeks 94.3 mhz, 3 kw. HAAT 205 ft. P.O. address 7641 De Wayne Road, Chattanooga 37416. Estimated construction cost \$53,490; first-year operating cost \$26,400; revenue \$30,000. Principals: Roy Davis, sole owner. Mr. Davis was formerly owner and manager of WBHT-AM-FM Brownsville, Tenn. He is presently assistant county manager of Hamilton county government in Chattanooga. Ann. Jan. 18.

■ Kerrville, Tex.—H. W. Broadcasting Co. Seeks 94.3 mhz, 2.9 kw. HAAT 138 ft. P.O. address 128 W. Main, Kerrville 78028. Estimated construction cost \$37,640; first-year operating cost \$35,400; revenue \$43,200. Principals: Harry C. Wisheart Jr. (100%). Mr. Wisheart is sole owner of KMBL(AM). Ann. Jan. 12.

■ Brigham City, Utah—Community Broadcasting Co. Seeks 107.1 mhz, 3 kw. HAAT 500 ft. P.O. address 948 West Forest, Brigham City, 84302. Estimated construction cost \$2,000; first-year operating cost \$15,645; revenue, in conjunction with KBUH(AM) Brigham City, \$60,000. Principals: Daniel K. Burns, sole owner. Mr. Burns is sole owner of KRSN-AM-FM Los Alamos, N.M. He is also sole owner of KGIW-AM-FM Alamosa, Colo., and of KBUH(AM). Ann. Jan. 18.

■ Beckley, W. Va.—West Virginia Educational. Seeks 89.5 mhz, 10.72 kw. HAAT 920 ft. P.O. address Suite B-424, State Capitol, Charleston, W. Va. 25305. Estimated construction cost \$179,880; first-year operating cost \$58,355.60; revenue none. Principals: Dr. Stephen D. Buell, C. Gregory Van Camp, et al. Dr. Buell is educational broadcaster. Mr. Van Camp is educational broadcaster. Ann. Dec. 10.

■ Fairmont, W. Va.—West Virginia Board of Regents. Seeks 90.9 mhz, 4.22 kw. HAAT 229 ft. P.O. address c/o Fairmont State College, Fairmont, W. Va. Estimated construction cost \$14,234.16; first-year operating cost \$26,450; revenue none. Principals: Amos S. Bolen, Forrest L. Blair, et al. Mr. Bolen is president of Board of Regents. He is also attorney. Mr. Blair is vice president of Board of Regents. He is also physician. Ann. Dec. 10.

Final actions

■ Tuscaloosa, Ala.—Board of Trustees of University of Alabama. Broadcast Bureau granted 91.7 mhz, 10 w. HAAT 200 ft. P.O. address Corner University Boulevard and Colonial Drive, Tuscaloosa 35401. Estimated construction cost \$6,844.90; first-year operating cost \$2,000; revenue none. Principals: Leroy Brown, Winton M. Blount, et al. Mr. Brown is member ex-officio of board of trustees. He is also superintendent of education for state of Alabama. Mr. Blount is member of board of trustees. He is also postmaster general for U.S.A. Action Jan. 19.

■ Canyon, Tex.—West Texas State University. Broadcast Bureau granted 91.1 mhz, 10 w. HAAT 61 ft. P.O. address Fine Arts Building, West Texas State University, Canyon 79015. Estimated construction cost \$2,245; first-year operating cost \$500; revenue none. Principals: Cloyce K. Box, T. Boone Pickens, et al. Mr. Box is chairman, board of regents. Mr. Pickens is vice chairman, board of regents. Action Jan. 19.

Other action

■ Review board in Easton, Md., FM proceeding, added issues on financial qualifications, ascertainment of community needs, and availability of application for public inspection against Community Broadcasters Inc. in proceeding involving mutually exclusive applications of Easton Broadcasting and Community for new FM to operate on 96.7 mhz at Easton (Docs. 19303-4). Action Jan. 26.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Troy, Ala. (Troy Radio Inc. and Pike Broadcasting Inc.), FM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. to serve as presiding officer and scheduled prehearing conference for March 14 and hearing for April 11 (Docs. 19407-8). Action Jan. 31.

■ Chief Hearing Examiner Arthur A. Gladstone in Lexington Park and Leonardtown, both Maryland. (Key Broadcasting Corp. and Sound Medias Inc.) FM proceeding, designated Hearing Examiner David I. Kraushaar to serve as presiding officer and scheduled prehearing conference for March 13 and hearing for April 10 (Docs. 19410-1). Action Jan. 1.

■ Hearing Examiner Basil P. Cooper in Bangor, Me. (Bangor Broadcasting Corp. and Penobscot Broadcasting Corp.), FM proceeding, granted request by Bangor Broadcasting and corrected transcript of hearing as proposed (Docs. 19165-6). Action Jan. 27.

■ Hearing Examiner Lenore G. Ehrig in Indianapolis (Calojay Enterprises Inc. and Community Communications Corp.), FM proceeding, set certain procedural dates and postponed prehearing conference until April 14 (Docs. 19373-74). Action Jan. 25.

■ Hearing Examiner James F. Tierney in Tulsa,

Okla. (American Christian College Inc.), FM proceeding, granted petition by applicant for leave to amend its application to reflect modification of articles of incorporation (Doc. 19195). Action Jan. 25.

■ Hearing Examiner James F. Tierney in Harrison, Tenn. (Folkways Broadcasting Co. Inc. and Harrison Broadcasting Co.), FM proceeding, on request by Folkways Broadcasting Co., extended to Feb. 7, time to file proposed findings of fact and conclusions of law and to Feb. 18, time to file replies (Docs. 18912-3). Action Jan. 25.

Call letter applications

■ University of Southern Mississippi, Hattiesburg, Miss.—Seeks *WMSU(FM).

■ Educational Foundation of Alfred, Alfred, N.Y.—Seeks *WETD(FM).

■ WEBO Radio Inc., Oswego, N.Y.—Seeks WEBO-FM.

■ Spokane Public Broadcasting Association, Spokane, Wash.—Seeks *KPBX-FM.

Call letter actions

■ Newport Broadcasting Co., Heber Springs, Ark.—Granted KAWW-FM.

■ International Air Inc., Seaford, Del.—Granted WSUX-FM.

■ Lafourche Valley Enterprises Inc., Donaldsonville, La.—Granted KSMI-FM.

■ Dittmer Broadcasting Co., St. Johns, Mich.—Granted WRBJ-FM.

■ Radio Cleveland Inc., Cleveland, Miss.—Granted WCLED-FM.

■ Vigilante Broadcasting Co., Dillon, Mont.—Granted KDBM-FM.

■ Sturgis Radio Co., Sturgis, S.D.—Granted KBHB-FM.

■ KVWC Inc., Vernon, Tex.—Granted KVWC-FM.

■ Kingsley H. Murphy Jr., Berlin, Wis.—Granted WISS-FM.

Designated for hearing

■ Laurel and Ellsville, both Mississippi—FCC set for hearing mutually exclusive applications of New Laurel Radio Station Inc. and Southland Inc., both Laurel, and South Jones Broadcasters Inc. for new FM's at Ellsville. Action Feb. 2.

Existing FM stations

Final actions

■ KRMG-FM Tulsa, Okla.—Broadcast Bureau granted CP to change remote control point to Route 2, Sand Springs, Okla.; install new trans.; install new ant.; make changes in ant. system; ERP 100 kw; HAAT 300 ft.; remote control permitted. Action Jan. 31.

■ WTJS-FM Jackson, Tenn.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only; trans. location redesignated: 122 Radio Road. Action Feb. 2.

Call letter applications

■ WPDE-FM Paris, Ky.—Seeks WBGR-FM.

■ WWOM(FM) New Orleans—Seeks WIXO(FM).

■ WMTW-FM Mt. Washington, N.H.—Seeks WWMT-FM.

■ WYFM(FM) Charlotte, N.C.—Seeks WEZC(FM).

■ WMMS(FM) Cleveland—Seeks WHEZ(FM).

■ WATO-FM Oak Ridge, Tenn.—Seeks WUUU(FM).

■ *KUTT(FM) Dallas—Seeks *KDIF(FM).

■ KFAD(FM) Arlington, Tex.—Seeks KAMC(FM).

Call letter actions

■ KJEM-FM Oklahoma City—Granted KAFG(FM).

■ WJMR-FM New Orleans—Granted WEZB(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: *KENW-FM Portales, N.M.; KINB(FM) Poteau, Okla.; KIST(AM) Santa Barbara, KSFE(AM) Needles, KTKR(AM) Taft, KWIP(AM) Merced, all California; WHP(AM) Harrisburg, Pa.; WMIX(AM) Mt. Vernon, Ill.; WPKO(AM) Waverly, Ohio. Action Jan. 31.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KAGI(AM) Grants Pass, KAGO(AM) Klamath Falls, both Oregon; KAHU(AM) Waipahu, Hawaii; KAPS(AM) Mount Vernon, KBBX(AM)

Seattle, both Washington; KBCH(AM) Lincoln City, Ore.; KBFW(AM) Bellingham-Ferndale, Wash.; KBOY-AM-FM Medford, Ore.; KBRC(AM) Mt. Vernon, KBRO-AM-FM Bremerton, KDNC-AM-FM Spokane, KENE(AM) Toppenish, all Washington; KENI(AM) Anchorage; KETO-FM Seattle, Wash.; KGAL Lebanon, Ore.; KGAR(AM) Vancouver, Wash.; KGAY(AM) Salem, Ore.; KHLO(AM) Hilo, Hawaii; KINY(AM) Juneau, Alaska; KISW(FM) Seattle, KIT(AM) Yakima, both Washington; KJDY(AM) John Day, KLOO(AM) Corvallis, both Oregon; KLYK(FM) Longview, KLYN-FM Lynden, both Washington; KMCM(AM) McMinville, Ore.; KMO(AM) Tacoma, Wash.; KODL(AM) The Dalles, KOHL(AM) St. Helens, KPNW-FM Eugene, KPOK-AM-FM Portland, all Oregon; KPOR(AM) Quincy, KPO-AM-FM Wenatchee, Wash.; KPRB(AM) Redmond, Ore.; KPUG(AM) Bellingham, KQIN(AM) Burien, KQOT(AM) Yakima, all Washington; KRNK(AM) Roseburg, KRVC(AM) Ashland, both Oregon; KSEM(AM) Moses Lake, Wash.; KSHA(AM) Medford, KSLM-AM-FM Salem, KSRV(AM) Ontario, all Oregon; KTEL(AM) Walla Walla, KTNF-AM-FM Tacoma, both Washington; KUGN(AM) Eugene, Ore.; KULE(AM) Ephrata, KURB(AM) Mountlake Terrace, both Washington; KURY(AM) Brookings, Ore.; KUTI(AM) Yakima, Wash.; KWRC(AM) Woodburn, KWRO(AM) Coquille, KWVR(AM) Enterprise, all Oregon; KWWZ(AM) Everett, KXA(AM) Seattle, KXLY-FM Spokane, KAPP(TV) Yakima, KTVW(TV) Tacoma, KNTN-TV Tacoma, KWVE(TV) Kennewick, all Washington. Actions Jan. 31.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KAJO(AM) Grants Pass, Ore.; KAPA(AM) Raymond, KARI(AM) Blaine, KARY(AM) Prosser, all Washington; KASH(AM) Eugene, Ore.; KASY(AM) Auburn, Wash.; KATR Eugene, Ore.; KBAM(AM) Longview, KBBO(AM) Yakima, both Washington; KBKR(AM) Baker, Ore.; KBLE-AM-FM Seattle, KBZY(AM) Salem, Ore.; KCCN(AM) Honolulu; KCFA-AM-FM Spokane, Wash.; KCMX(AM) Ashland, Ore.; KELA-AM-FM Centralia-Chehalis, Wash.; KEX(AM) Portland, Ore.; KFAR(AM) Fairbanks, Alaska; KFIR(AM) Sweet Home, Ore.; KFKF-AM-FM Bellevue, Wash.; KFQD(AM) Anchorage; KGHO-AM-FM Hoquiam, Wash.; KGMB-AM-FM Honolulu; KGMI(AM) Bellingham, Wash.; KGRL(AM) Bend, Ore.; KGU(AM) Honolulu; KGY(AM) Olympia, KHIT(AM) Walla Walla, KHO-AM-FM Spokane, all Washington; KHVH(AM) Honolulu; KICY(AM) Nome, Alaska; KIHR(AM) Hood River, Ore.; KIPA(AM) Hilo, Hawaii; KIRO-AM-FM Seattle; KIVM(AM) Lihue, Hawaii; KJRB(AM) Spokane, Wash.; KKON(AM) Kealahou, Hawaii; KKLAD(AM) Klamath Falls, Ore.; KLEI(AM) Kailua, Hawaii; KLIQ-AM-FM Portland, Ore.; KMAS(AM) Shelton, Wash.; KMED-AM-FM Medford, Ore.; KMEL(AM) Wenatchee, Wash.; KMVI(AM) Wailuku, Hawaii; KMWX-AM-FM Yakima, Wash.; KOAC(AM) Corvallis, Ore.; KOMO(AM) Seattle; KONA-AM-FM Kennewick, Richland, and Pasco, all Washington; KONP(AM) Port Angeles, Wash.; KOOS(AM) Coos Bay, Ore.; KORD-AM-FM Pasco and Richland, both Washington; KORE-AM-FM Springfield and Eugene, both Oregon; KOZI(AM) Cheilan, Wash.; KPAM(AM) Portland, Ore.; KPUA(AM) Hilo, Hawaii; KQEN(AM) Roseburg, KQIK(AM) Lakeview, both Oregon; KREW(AM) Sunnyside, KRKO(AM) Everett, KRSC(AM) Othello, KSPD(AM) Spokane, KTAC(AM) Tacoma, all Washington; KTDQ(AM) Toledo, Ore.; KUDY(AM) Spokane, KUEN(AM) Wenatchee, both Washington; KUMU-AM-FM Honolulu; KUUU(AM) Seattle; KVAS(AM) Astoria, Ore.; KVI(AM) Seattle; KWIJ(AM) Portland, Ore.; KWSU(AM) Pullman, Wash.; KXL-AM-FM Portland, Ore.; KXLY(AM) Spokane, KXRO(AM) Aberdeen, both Washington; KYJC(AM) Medford, KYXI(AM) Oregon City, both Oregon; KACA(FM) Prosser, Wash.; KCIU(FM) The Dalles, KFMV(FM) Eugene, both Oregon; KIT-FM Yakima, Wash.; KJIB(FM) and KQFM(FM), both Portland, Oregon; KRAB(FM) and KUOW(FM), both Seattle; KISM(FM) Bellingham, Wash.; KWKO(FM) Anchorage; KAIL-TV Wailuku, Hawaii; KCBY-TV Coos Bay, Ore.; KENI-TV Anchorage; KEPR-TV Pasco, Wash.; KFAR-TV Fairbanks, Alaska; KGMB-TV Honolulu, KHAU-TV Hilo, KHON-TV Honolulu, all Hawaii; KHQ-TV Spokane, Wash.; KHVH-TV Honolulu, KHVO-TV Hilo, both Hawaii; KIMA-TV Yakima, Wash.; KIMO(TV) Anchorage, KINY-TV Juneau, both Alaska; KIRO-TV Seattle; KMAU-TV Wailuku, Hawaii; KMED-TV Medford, Ore.; KMVI-TV Wailuku, Hawaii; KNDQ(TV) Yakima, Wash.; KPIC(TV) Roseburg, KPTV(TV) Portland, both Oregon; KPUA-TV Hilo, Hawaii; KTVR(TV) LaGrande, KVAL-TV Eugene, both Oregon; KOST-TV Bellingham, KXLY-TV Spokane, both Washington; *KBOO(FM) Portland, *KBVR(FM) Corvallis, both Oregon; *KCP5(FM) Tacoma, *KGTS(FM) College Place, both Washington; *KLCC(FM) Eugene, Ore.; *KMH(FM) Mercer Island, *KNHC(FM) Seattle, both Washington; *KOAP-FM Portland, Ore.; *KPLU-FM Tacoma, Wash.; *KRBM(FM) Pendleton, *KRVN(FM) Eugene, *KSOR(FM) Ashland, *KTEC(FM) Klamath

Summary of broadcasting

Compiled by FCC Feb. 1, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,338	3	17	4,358	55	4,413 ¹
Commercial FM	2,269	1	43	2,313 ²	118	2,421
Commercial TV-VHF	503	2	5	510 ³	16	526 ²
Commercial TV-UHF	179	0	10	189 ³	67	256 ³
Total commercial TV	782	2	15	699	83	782
Educational FM	471	1	12	484	77	561
Educational TV-VHF	85	4	2	89	2	91
Educational TV-UHF	114	0	7	121	10	131
Total educational TV	199	4	9	210	12	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.

Falls, all Oregon; *KTOY(FM) Tacoma, Wash.; *KTUH(FM) Honolulu; *KUAC(FM) College, Alaska; *KWAX(FM) Eugene, Ore.; *KWCW(FM) Walla Walla, *KCTS-TV Seattle, both Washington; *KGTF(TV) Territory of Guam, Agana; *KHET(TV) Honolulu; *KMEB(TV) Wailuku, both Hawaii; *KOAC-TV Corvallis, *KOAP-TV Portland, both Oregon; *KPEC-TV Lakewood Center, *KSPS-TV Spokane, *KWSU-TV Pullman, *KYVE-TV Yakima, all Washington. Actions Jan. 31.

■ Broadcast Bureau granted renewal of licenses for following stations: K80AW Dubuque, Iowa; K72CP, K74BM, K78AW and K82AN, all Carroll, Iowa; K73BL Rolfe, Iowa; K71CE Ottumwa, Iowa; K73BX Algona, Iowa; K78CR Keosauqua, Iowa; K76CE, K78BZ, K80AO and K83AU, all Spencer, Iowa; K71CJ Garden City, S.D. K76CZ rural Aberdeen area, S.D.; K80CQ Mason City, Iowa; K74BD Dubuque, Iowa; K74CU and K79BL, both Iowa City; K10GI and K12GN, both Bedford, Iowa; K13HD and K09GJ, both Clarinda, Iowa; K10FY Mount Airy, Iowa; K04CW Marshalltown, Iowa; K13HY Deadwood, S.D.; K05AK and K12AJ, both Edgemont, S.D.; K07GT Gettysburg, S.D.; K12DZ McGregor, Iowa and Prairie du Chien, Wis.; K05AJ and K13BH, both Hot Springs, S.D.; K07AZ Hoven, S.D.; K13AB Kadoka, S.D.; K07FJ Sioux Falls, S.D.; K07FG and K09FG, both Lemmon, S.D.; K09HQ and K12EU, both Eagle Butte, S.D.; K09CT and K13AX, both Philip, S.D.; K07CE Mobridge, S.D.; K12HC Burke and Gregory, both S.D.; K07JD rural Aberdeen area, S.D.; K13JC Whitewood, S.D.; K08GF Spring Creek school and community, both S.D.; K07FB rural area northeast of Winnebago, S.D.; K11HL Washington, Iowa; K12EA Decorah, Iowa; K11GN Clarinda, Iowa. Actions Jan. 27.

Other actions, all services

■ FCC has extended time in response to request by National Association of Broadcasters for filing reply comments to late-filed comments of Federal Trade Commission and others on part III (access to the broadcast media as result of carriage of product commercials) of notice of inquiry into fairness doctrine (Doc. 19260). Action Feb. 7.

■ FCC has solicited comments to assist in developing guidelines for editorial advertising in further notice of inquiry in fairness-doctrine proceeding (Doc. 19260). Action Feb. 3.

Translator actions

■ Fort Defiance, Ariz.—Broadcast Bureau granted CP for new UHF translator to serve Cross Canyon, Ariz., operating on ch. 72 by rebroadcasting programs of KGGM-TV ch. 13 Albuquerque, N.M. Action Feb. 1.

■ Ganado, Ariz.—Broadcast Bureau granted CP for new VHF translator to serve Ganado, operating on ch. 11 by rebroadcasting programs of KGGM-TV ch. 13 Albuquerque, N.M. Action Feb. 1.

■ Mariposa, Calif.—Broadcast Bureau granted CPs for new FM translators to serve Yosemite Valley, Calif., operating on ch. 221 (92.1 mhz) by rebroadcasting programs of KDFC(FM) ch. 271 (102.1 mhz) San Francisco; operating on ch. 228 (93.5 mhz) by rebroadcasting programs of KEOG(FM) ch. 283 (104.5 mhz) San Francisco. Action Jan. 31.

■ Sandlake, Ore.—Broadcast Bureau granted CP for new VHF translator to serve Sandlake and Tierra Del Mar, both Oregon, operating on ch. 11 by rebroadcasting programs of KGW-TV ch. 8 Portland, Ore.; condition. Action Feb. 1.

■ K02GM Brady, Rochelle and rural area, all Texas—Broadcast Bureau granted license cover-

ing new VHF translator. Action Feb. 3.

■ K09KD Allen Logging Camp, Wash.—Broadcast Bureau granted license covering new VHF translator. Action Feb. 3.

■ Albany, Wyo.—Broadcast Bureau granted CP's for new FM translators to serve Laramie, Wyo., operating on ch. 224 (92.7 mhz) by rebroadcasting programs of KVD(FM) Denver; operating on ch. 232 (94.3 mhz) by rebroadcasting programs of KLR-FM Denver; operating on ch. 237 (95.3 mhz) by rebroadcasting programs of KOSI-FM Denver. Action Jan. 28.

Modification of CP's, all stations

■ KUPD-FM Tempe, Ariz.—Broadcast Bureau granted mod. of CP to extend completion date to July 26. Action Feb. 2.

■ KBA1 Morris Bay, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to August 22. Action Feb. 2.

■ WEF-81 Madison, Fla.—Cable Television Bureau granted mod. of CP to extend completion date of CARS to June 30. Action Jan. 19.

■ Miami—Broadcast Bureau granted mod. of CP to extend completion date of new FM to March 15. Action Feb. 2.

■ WEF-82 Quitman, Ga.—Cable Television Bureau granted mod. of CP to extend completion date of CARS to June 30. Action Jan. 19.

■ WCCM-FM Lawrence, Mass.—Broadcast Bureau granted mod. of CP to extend completion date to July 10. Action Feb. 2.

■ WHVY(FM) Springfield, Mass.—Broadcast Bureau granted mod. of CP to extend completion date to June 12. Action Feb. 2.

■ *WGV(CV) Grand Rapids, Mich.—Broadcast Bureau granted mod. of CP to operate trans. by remote control from Grand Valley State College campus, Allendale, Mich. Action Feb. 2.

■ WALT(FM) Meridian, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to July 15. Action Feb. 2.

■ KANR(FM) Great Falls, Mont.—Broadcast Bureau granted mod. of CP to extend completion date to July 29. Action Feb. 2.

■ WKXR-FM Exeter, N.H.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; ERP 3 kw; ant. height 68 ft. Action Jan. 31.

■ WIC-60 East Meadow, N.Y.—Cable Television Bureau granted mod. of CP to change direction of main radiation lobe and ant. system of CARS. Action Jan. 19.

■ WIC-61 Islip, N.Y.—Cable Television Bureau granted mod. of CP to change direction of main radiation lobe and ant. system of CARS and change trans. location to 470 Milburn Avenue, Hempstead, N.Y. Action Jan. 19.

■ WATH-FM Athens, Ohio—Broadcast Bureau granted mod. of CP to make changes in ant. system; change studio and remote control location to 300 North Columbus Road, Athens, Ohio; ant. height 290 ft. horiz., 270 ft. vert. Action Jan. 31.

■ WHD-88 Coshocton, Ohio—Cable Television Bureau granted mod. of CP to change power of CARS; trans. location 3.3 miles south-southeast of Newark, Ohio; change direction of radiation lobe and ant. system. Action Jan. 19.

■ KBFI-TV Dallas—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 2.

■ KHER(FM) Longview, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 10. Action Feb. 2.

■ KVWC-FM Vernon, Tex.—Broadcast Bureau

granted mod. of CP to change transmitting equipment; change ant. Action Jan. 31.

Ownership changes

Applications

■ KSWW(AM) Wickenburg, Ariz.—Seeks transfer of control of Wickenburg Radio Co. from William Schyler Thurber (51% before, none after) to Joyce Stirling (49% before, 51% after) and Jack Hughes (none before, 49% after). Consideration: Mrs. Stirling will pay \$20; Mr. Hughes will pay \$15,000. Principals: Mrs. Stirling is vice president of Wickenburg Radio Co. Mr. Hughes is station manager of KSWW. He is also sole owner of Hughes Advertising in Wickenburg and half owner of Hughes-Pollay Co., land development company in Wickenburg. Ann. Jan. 19.

■ WCME-AM-FM—Seeks assignment of license from WCME Inc. to Condit Broadcasting Corp. for \$241,000. Sellers: A. Abbott Coblenz, president, et al. Buyers: Robert D. S. Condit (34%), John R. Monson (26%), et al. Mr. Condit was formerly salesman for Bristol Newspaper Printing Corp. in Bristol, Va. Mr. Monson is in equal partnership with wife in Heather Title and Investment Co. in Chicago. Ann. Jan. 18.

■ KFTW(AM) Fredericktown, Mo.—Seeks assignment of license from Robert F. Neathery to Jack and Love-Lois Gale for \$100,000. Buyers: Mr. Gale was formerly program director of WAYS(AM) Charlotte, N.C. Ann. Jan. 21.

Actions

■ KBTW(TV) Denver and KARK-TV Little Rock, Ark.—Broadcast Bureau granted transfer of control of Mullins Broadcasting Co. (300,000 shares before, 269,000 shares after) from estate of John C. Mullins to Combined Communications Corp. (none before, 31,000 shares after). Consideration: \$13.1 million in cash and assumption of \$9.4 million in debts. Principals: John J. Louis Jr. (19.46%), Karl Eller (13.39%), et al. Combined Communications is publicly held company whose broadcast interests include KTAR-AM-FM-TV Phoenix, KBLU-AM-TV Yuma, KYCA(AM) Prescott, all Arizona, and KOCO-TV Oklahoma City. Action Jan. 28.

■ KMAK(AM) Fresno, Calif.—Broadcast Bureau granted assignment of license from Fresno Broadcasters Inc. to McCarthy Broadcasting Co. for \$800,000. Sellers: George Fritzinger, vice president, and John Mesloh, vice president and treasurer, et al. Buyers: John F. McCarthy (50%) and Peter E. Tracy (50%). Mr. McCarthy was formerly general sales manager of WJR(AM) Detroit. Mr. Tracy is 10% owner of Great Western Industries, manufacturer in Summit, N.J. He is also 37.5% owner and treasurer of Westchester Funds Inc., data services and financial management firm in White Plains, N.Y. Action Dec. 13.

■ WTRS-AM-FM Dunnellon, Fla.—Broadcast Bureau granted assignment of license from Rainbow Communication Services Inc. to Tri-County Broadcasters Inc. for \$115,000. Sellers: Kenneth J. Burch, station manager, et al. Buyers: Charles E. Bell (49%), David S. Arthurs (49%) and George H. Brannen II (2%). Mr. Bell owns WDOG(AM) Allendale, S.C. He is also president and 49.33% owner of Sea Island Broadcasting Corp. of S.C., licensee of WSIB(AM) Beaufort, S.C., and vice president of and 16% owner of Kershaw County Broadcasting Co., licensee of WPUB(AM) in Camden, S.C. Mr. Arthurs is president, publisher and 100% owner of Citrus County Publishing Co., publisher of weekly newspapers in Iverness, Fla. Mr. Brannen is vice president, director and 10% owner of The Bank of Iverness, Iverness, Fla. He is also vice president and director of Crystal River Bank in Crystal River, Fla., Dunnellon State Bank in Dunnellon and Homosassa Springs Bank in Homosassa Springs, Fla. Action Jan. 26.

■ WDAT(AM) Ormond Beach, Fla.—Broadcast Bureau granted transfer of control of Morris Broadcasting Co. from Beryl Weiner (100% before, none after) to William P. Hunter (none before, 100% after) for \$125,000. Mr. Hunter is vice president of WDAT. He was formerly general manager of WIIN(AM) Atlanta and WJAX Albany, Ga. Action Jan. 28.

■ *KCSD-TV Kansas City, Mo.—Broadcast Bureau granted assignment of license from The School District to Community Service Broadcasting of Mid-America Inc. for \$22,226. Sellers: J. Glenn Travis, deputy to superintendent, et al. Buyers: Edward T. Matheny Jr., Michael F. Mayer, et al. Principal: Mr. Matheny is lawyer in Kansas City. Mr. Mayer is vice president of First National Bank of Kansas City. Action Dec. 10.

■ KBRL(AM) McCook, Neb.—Broadcast Bureau granted assignment of license of The McCook Broadcasting Co. to KBRL Broadcasting Co. for

(Continued on page 66)

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General manager for mid-western station in \$85 million sales market. Must have manager experience and be sales oriented. Man we want is now managing a station in the mid-west grossing \$100-\$250 thousand in sales. College education preferred but not necessary. Salary \$1,000+, company car and other fringes. Must be top producer who wants to move up. Equal opportunity employer. Box A-351, BROADCASTING.

West coast chain seeks sales oriented General Manager. Must have ability, energy and desire to organize and direct effective local sales staff. Station has strong local image and excellent acceptance by local-regional accounts. Also have opening for two salesmen in separate markets. Both sales positions have good sales lists. All positions offer good pay, fringe benefits and opportunity for advancement within the company. Box B-96, BROADCASTING.

Want sales oriented manager to take over rejuvenated ten year old FM. Opportunity for full rebuilding job. It's been a so-so AM carried operation. Now we want to go after the marbles. Only good references and proven record. This is big growth potential and we want a pro. Just send short note brief resume. Will talk by phone at our expense. Box B-114, BROADCASTING.

Sales

Sales manager and salesman for Chicago rock station. Excellent future with a major broadcasting company. Experience in time sales essential. Send resume immediately. Box B-91, BROADCASTING.

Customer relations representatives. Be your own man. Sales and credit experience. Extensive travel. Multi-state territories now open for self-motivated, responsible individual. Prestige organization, salary plus all expenses, company car, full benefits. Send complete resume, references, salary requirements and when available for interview. Box B-99, BROADCASTING.

Sales: experienced, with proven record of success. Opportunity, if you are self starter. Top rated medium market station. Box B-101, BROADCASTING.

Midwest AM-FM, medium-small market, needs salesman who can do it all, but is first a salesman. Hard worker will make good money. Legitimate account list. Room to grow in a three station chain. Send resume. Box B-138, BROADCASTING.

We'll look till we find the right mature salesman eager to learn a new, powerful sales concept. Continuous sales training. Will guarantee what you are worth. Midwest background only. Furnish resume. No phone calls. Dale Low, KLSS/KSMN, Mason City, Iowa.

Opportunity of a lifetime with one of the nation's outstanding broadcast groups. We are seeking an aggressive young sales pro anxious to grow. Our opening is immediate. Please forward all information to John Enoch, General Manager, KRSI AM/FM, 4500 Excelsior Boulevard, Minneapolis, Minnesota 55416.

Three regional Sales manager(s) Community Club Awards (CCA), one of the broadcast industry's oldest, most respected, radio/television promotional companies is replacing two men, adding another. Full time, (Monday/Friday) travel in restricted, protected territory. Salary/travel ninety-day training period. Permanence, salary, bonus, incentives, thereafter. Unlimited earning potential, ambitious, creative, organized, experienced broadcast sales executive with ability to sell stations on concept; address, motivate and sell large audiences of club-women. Personality, good grooming a prerequisite. Our staff aware of this ad. Apply by written resume, pix, references. All references checked. CCA station-sales considered but not necessary with strong radio/tv sales-background. Territories: Mid-west; central-mid-west; south west. State preferences, employment immediate. John C. Gilmore, CCA, Inc., P.O. Box 151, Westport, Connecticut 06880.

Sales Continued

Sales manager—for separate programed AM/FM stations, top adult stations in growth market. Experience necessary. Send complete background, references, picture in complete packaged resume. Carl Hallberg, Manager, WDBO, Orlando, Fla. 32802.

Experienced salesman for sales manager position, some production, small station in lucrative market. Good pay and unlimited opportunity. Write WLIS Radio, Box 457, Old Saybrook, Connecticut 06475.

Opportunity knocks! Successful AM/FM/SCA operation requires two highly motivated and experienced salesmen to take over established lists. Generous compensation and fringe benefits. Growing organization with advancement potential for producers. Single station market near Chicago metro area. Excellent community of 60,000 with outstanding schools, hospitals and parks. Must be available by March 1. Send all details, including sales record and current earnings first letter. Richard Jakle—Managing Owner, Elgin Broadcasting Company, Box 117, Elgin, Illinois, 60120.

Excellent opportunity for solid, experienced salesman at northcentral Ohio station. Send resume to Box 461, Mansfield, Ohio 44901.

Announcers

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 programming 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.

Mature announcer for top 40 afternoon drive in medium size Virginia market. No screamers. Must be able to follow instructions, handle some production and get along with others. Life and hospitalization insurance, paid vacation. No beginners. EOE. Send tape, resume and recent picture to Box A-325, BROADCASTING.

Mild sunny climate beckons a professional country broadcaster. Will consider jock/production or copy/production specialist. One of the top Pulse-rated country stations. Send air and production tape immediately. Box B-67, BROADCASTING.

One of the great country stations in the southeast-enlarging staff. Opening for a professional with a magic ear to serve as Music Director. Must have complete knowledge of country hits of the past, have a feel for the "Nashville Sound" and be able to pick the winners. Must be a warm, lively, entertainer on the air and be versatile in production. Send tape & resume to Box B-90, BROADCASTING.

Bright, tight modern country pro wanted for 6 to mid-night shift in competitive 6 station market. Mature sound, ability to be interesting and brief essential. Only tapes and resumes considered. Start \$500 month. Box B-95, BROADCASTING.

Equal opportunity—contemporary southern New England station offers above average pay, benefits and working conditions in exchange for dependable professional, who can DJ, read well and type. Will judge only your sound, work habits and references. Send tape, resume and references. Box B-128, BROADCASTING.

Fastest way to management. Traditionally better pay. AM-FM medium-small market needs a hard worker, looking to be more than a jock. If ready to work, we'll teach to sell. Legitimate account list. Room to grow in a three station chain. Send resume. Box B-139, BROADCASTING.

C&W stereo FM needs experienced 3rd class D.J. Send tape, photo and resume. WALJ, 658 5th Avenue South, Naples, Florida 33940.

Announcers Continued

Rock jock—more music format—WBUD, Trenton.

Opening soon for dependable C&W dj who can work board—write copy—service accounts. Send complete resume to: Keith Buck, WEZJ, Williamsburg, Kentucky.

Contemporary, first ticket, clean cut announcer for a fast growing quality station. Prefer family man with quality voice and professional delivery, but will consider all applications. WGOM/WMRI, Box 538, Marion, Indiana 46952.

Experienced morning man, major market contemporary MOR format. Immediate opening. Send tape, resume, photo to Program Director, WGST, Box 7888, Atlanta.

Need heavyweight announcer for top notch C&W mature and professional mentally plus ability primary requisite. No affected delivery please. Good MOR man can handle WMNI, in Columbus, Ohio.

Wanted: experienced announcer, first ticket required, mature MOR. Send tape, resume. WVSC AM/FM, P.O. Box 231, Somerset, Pennsylvania 15501.

Announcer: first ticket—part time air shift plus ground floor opportunity to enter CATV work. Eastern Pennsylvania. (215) 384-2100.

Do you fit in one of these...announcer-1st interested in local news & public affairs & engineering. Announcer-1st with sales record. Announcer-1st with extremely good ability but need experience. If you fit any one... call 314-586-8577. Good references and no collect. A new position.

Arizona mountain resort fulltime taking applications for experienced morning jock. Local news, first helpful. Resume, pic, tape to Box 940, Showlow, Arizona 85901.

3rd phone for nights, S.E. New York 50,000 watt FM. Tape, resume and photo to Box 511, Beacon, N.Y. 12508.

Experienced dj, production, single station market, Wayne, Nebraska. Phone (402) 375-3700 or 375-2945 evenings.

Technical

Major group broadcaster requires a young, competent chief engineer for an AM directional, FM stereo in a major market. Must be thoroughly experienced in all phases. Salary commensurate with experience. Box B-31, BROADCASTING.

Chief engineer for New Orleans radio station. Experience required. Box B-58, BROADCASTING.

Engineer: Capable of all maintenance. Prefer on air or production ability. Good future! Box B-100, BROADCASTING.

Ass't. chief engineer looking for forward opportunity. Well-organized trouble shooter, strong on maintenance to help operate 5 KW DA, FM automation. No announcing. Send personal details. Box B-103, BROADCASTING.

Chief engineer, AM-FM, should be average or better announcer. Send tape, resume and salary expectations to E.C. Stangland, Manager, KCHF Radio, Sioux Falls, S. Dak. Phone (605) 339-1520.

Have immediate opening. Qualified engineer, AM/FM stereo automation operation. Send complete details to Bill Harrell, KVOZ, Laredo, Texas.

Chief engineer wanted for a modern central Indiana station. Experience in audio, directional and stereo required. Send complete resume to General Manager, WGOM/WMRI, Box 538, Marion, Indiana 46952.

Engineer, any class, operate controls, announce. WHBI, 80 Riverside Dr., N.Y., N.Y. 10024.

Radio Help Wanted

Technical Continued

Chief engineer for major university stereo FM facility. Must be qualified in maintenance and trouble-shooting of 10 KW Collins FM transmitter, STL and all audio equipment. Must know how to use test equipment, do proof-of-performance and maintain stereo channel separation. Station has a fine arts format requiring an engineer with a discriminating ear and appreciation for quality sound. Send complete resume to WUOT, 232 Communications Building University of Tennessee, Knoxville, 37916. Salary open. References will be checked. An equal opportunity employer.

Chief engineer-announcer, for growing station. Available immediately! Box 2090, Casper, Wyoming 82601.

Audio engineer/technician spanning theater/rock concert work styles. Theater producer of contemporary hit musical seeks audio engineer to tour road company starting July. Knowledge of radio mikes essential plus problems of returning entire show to differing environments. Will serve as supervisor of IA technicians. Enthusiastic, hard-working sound nut required. High salary. Inquiries handled in confidence. Phone: Andrew Mihok (212) 677-1750.

News

Looking for aggressive news reporter. If you're young, eager, willing to learn and grow in small northeastern market, send resume, tape and salary requirement. Box B-133, BROADCASTING.

Wichita's most powerful AM/FM combination is looking for a creative news man with the ability to deliver exciting "In The Field" reporting. The concept that we are building is new and different. . . just the thing for the Radio News man who wants to expand his personal ability in broadcast news. Send: Tape, resume, other information to . . . Joe Montgomery, News Director, KFDI-AM/FM, Wichita, Kansas 67201.

News director wanted. Send tape and resume to KLIN, Lincoln, Nebraska 68508. Experience required.

WBJW needs first ticket news and production man. No engineering. Rush tape and resume to Jerry Peterson, Program Director, 222 Hazard Street, Orlando, Florida 32804.

Programing, Production, Others

Assistant PD. East. Up to \$22,000 start. Must be mature, reliable, good track record, willing to follow directions. Minimum last 3 years major market experience. Will train capable prospect. Minority group applicants positively given equal consideration. Send tape, resume and references. Box B-69, BROADCASTING.

Situations Wanted

Management

Renaissance man. Engineer, programmer, sales. Ready for management. Box M-119, 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.

Solid background includes: Management, sales, programing, administration. Forty, family. No problems. Finest references. Seeking final move. Box A-321, BROADCASTING.

Highly qualified. 20-years experience all phases. Age 40. Recently sold station interest. Seeking challenging opportunity as General Manager in AM and/or FM, radio manager in AM/FM/TV. Sales Manager or assistant to President in large AM/FM/TV or group operation. Good references. Financially solid. Available now for interview. Box B-11, BROADCASTING.

Thoroughly experienced. Local/regional sales, station operation, programing. Box B-19, BROADCASTING.

Selling general manager. Experienced in all phases including ownership. Currently employed. Married with family. Excellent business and personal references. Will invest substantial cash. Prefer East or south east. Box B-102, BROADCASTING.

Management Continued

Program director—most PDs try same thing they did in their last job—it doesn't work—Philadelphia is not New York—Hartford is not Sacramento—Drake knows this—I work cheaper—cheap cheaper than—all formats—permanency desired—Box B-111, BROADCASTING.

Operations director position sought. small, medium market. Honest experience in AM & FM administration . . . public affairs. . . sales. . . promotion. . . automation. . . music. . . traffic. . . continuity. Superb local newsmen. Family. 27, degree. Midwest. East. no announcing. Box B-116, BROADCASTING.

Experienced 1st phone manager—sales—programing. 28, family, (205) 749-0540 after 6 P.M. CST.

Sales

First phone—salesman. No fancy resume, just a good street producer; seeks stable station. Dependable, mature, adult-wants advancement. Box B-78, BROADCASTING.

Wanted—sales or sales management position in S.F. Bay area. Reward-12 successful years in radio-presently sales director outselling staff 2-1. Box B-93, BROADCASTING.

Aggressive young account executive seeks management opportunity. Am currently #1 producer with major market station earning \$23,000. I prefer a group operation where hard work will insure growth. Box B-140, BROADCASTING.

Ready to move up! Eight years of experience (last 3 in sales) ready to go to work for you. Seeking Sales Manager position with eventual General Manager and perhaps ownership potential. Prefer Southwest but will consider all offers. Currently employed—company knows of this ad. Civic minded. Hard working, Family man, Aggressive. Excellent references. Write—Richard B. Smith, 69 Slade Avenue, Elgin, Illinois 60120, or call AC 312-695-8728.

Announcers

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.

Experienced graduate of N.Y. school—willing to relocate—tight board—third—endorsed—seeks new, challenging position. Box A-261, BROADCASTING.

Personality, capable of handling a talk-entertainment-variety program. Strong on interviewing, ad lib and use of on-the-air telephone. Reply in confidence with resume, tape and salary requirements to Box A-333, BROADCASTING.

Available—sportswriter, major daily, also top football-basketball play-by-play man, wants radio full time. Write Box B-10, BROADCASTING.

Five years experience has taught me—that I can depend on my talent and you can too. Box B-48, BROADCASTING.

Experienced pro—presently employed looking for new challenge. Box B-49, BROADCASTING.

MOR 1st phone announcer/salesman wants new challenge. Seeking on-air and sales combination. Available now. Box B-85, BROADCASTING.

Experienced, first ticket, good voice. Currently suburban N.Y. P.D. Want medium or better market (will consider small market if money is good). Go anywhere for right opportunity. DJ, news, production, copy—I've done all, and well! Can also P.D., if available. No sales, please. I'm available almost immediately. State salary and opportunity. Write today. Box B-87, BROADCASTING.

Experienced announcer—dj, little news, tight board, third & married. Box B-98, BROADCASTING.

Young, energetic beginner with good broadcasting training and first phone. Why pay more? I'm good! Midwest preferred. Box B-104, BROADCASTING.

25 years experience announcing sales-programing baritone voice. Resume and tape available. Metro experience, Box B-109, BROADCASTING.

23 year old family man, two years experience in small eastern market. Programing/production/sales. B.A. in broadcasting. Canada welcome. Box B-110, BROADCASTING.

Announcers Continued

Nightman. Finest background references. Sixteen years experience, strong on production and news. Third ticket, with endorsement. Box B-136, BROADCASTING.

1st phone 5 yrs rock BS degree HT. C-305, Juneau Village, Milwaukee, (414) 273-6839.

Put me on the spot—1st phone/professionally trained announcer, guarantees 1 year. Tight board, versatile, great attitude. Mature, married-will relocate try me! Try Gary (213) 796-7471, 69 North Michigan, Pasadena, California.

First class announcer. some experience, to relocate. Roy Schroedel, (414) 674-2120.

Black beginner would like a chance to show how good he is. Midwestern Broadcasting School, Chicago, Ill., 3rd endorsed, 22, will relocate. Julian E. Davis, 5737 S. Maryland Ave., Chicago, Ill. 60637 for resume and tape or (312) 643-1441 or 846-6155.

1st phone; broadcasting school graduate; commanding voice; dedicated, hard working; strong DJ, news-casting; tape on request. Stan Newman, 1417 Veteran Ave., Los Angeles, 90024 or call (213) 473-9045.

1st phone, experience limited, married, will relocate. Doug Thompson, (714) 443-5824.

Black announcer with some experience and trained voice, willing to work hard. Any hours, broadcast school graduate, 3rd endorsed, married, will relocate, Willie Williams, 1545 Beatrice, Detroit, Michigan 48217 (313) 843-0710.

1st phone—heavy format follower. Looking for top 40 or contemp. Tape says it all. Contact Alan Scott, (213) 863-3750. Message # (213) 696-3279.

1st phone, appx. 2 years experience, semi-personality DJ. telephone talk show personality, heavy production, basic electronics, number 1 morning man in 55,000 market. Single, draft exempt, will relocate. Tom Snyder, 1225 East Main St., Richmond, Indiana 47374.

Capable contemporary DJ, 1st class license, two years experience. Just discharged from service. Relocate immediately. Call Marc Kaplan, (612) 721-2826 mornings.

1971 broadcast college graduate. 3rd phone FCC endorsed. John Osborn, 3089 Glenmere Court, Dayton, Ohio 293-4707 (513).

First phone. Some experience MOR, uptempo-MOR, Young, married. Professional attitude. Minimum \$125. Locate, Ohio, nearby states. Randy Swingle, (614) 596-5093.

First phone—5 years experience—24—married. Good production. Looking for place to stay several years. Quick Houser, 318 Browns Lane, Louisville, Kentucky 40207.

Experienced first phone announcer. Some sales. Mature voice. Dependable. Desires midwest or south area. Bill Hannen, Prior Lake, Minnesota 55372, (612) 447-2835.

College grad with a radio-television major and first phone desires employment. No experience. Responses: Richard Bassett, 1604 Edgewood, Coraopolis, Pennsylvania 15108.

D.J./sportscaster, third, 2 years. George Daney, 701 Colgate Ave., Perth Amboy, N.J. 08861.

Experienced DJ, anxious to relocate, desires country station. Family man, 3rd endorsed, Clyde Bass, 446 Behney, Mishawaka, Indiana (219) 259-8115.

Baseball spring training interviews available beginning March 1st. A must for any sports minded station. Order now! Call Gene Romansky . . . 714-344-6385.

Technical

Engineer 20 years exp. directional systems, FM, stereo, TV. No announcing. Family man. Box A-314, BROADCASTING.

Attention: N.Y., N.J., Conn. 1st phone. Black, 3 years experience: 4 channel recording, editing remotes, tight board, transmitter, light maintenance, Box B-46, BROADCASTING.

Chief engineer—responsible—heavy experience. AM, FM, stereo, automation, STL, remote control, SCA. With present station 11 yrs., will relocate in med-major market. Box B-73, BROADCASTING.

Technical Continued

Current upstate N.Y. chief engineer would like to return to larger market. Previously worked in the 20th market. College, technical school, military and solid state background. Family man. FM and Canadian welcome. Announcing/news/production experience. \$10,000 min. Resume and top references available. Box B-94, BROADCASTING.

1st phone chief engineer seeks opportunity all phases radio, experienced maintenance, installation. Speech and drama degree, family, draft deferred, Keith Retzer, 4010 12th Street, Columbus, Nebraska 68801.

Maintenance engineer. Well-equipped. Presently \$175. Call (305) 390-3161.

Experienced engineer wants stable position as studio-transmitter—assistant chief. Steve Burgess, 624 Oakley, Topeka, Kansas 66606.

News

Investigative reporter, outside man. 5 years experience top 30 market. Excellent voice. Wants to move up. I can deliver exclusive if you're not afraid to upsele the applecart. Box B-74, BROADCASTING.

Attention southeast Florida: major market northeast broadcaster wants to relocate in your area. Fifteen years in business. Very versatile; but especially heavy on news. Strong family man. Tape, resume and picture upon request. Box B-76, BROADCASTING.

Medill junior wants summer broadcasting internship. Experienced. Salary/location open. Box B-84, BROADCASTING.

Five years experience. Former medium-market news director. Age 22. Graduate Missouri journalism school in May. First phone. Done nearly everything in radio and television. A professional top references. Box B-107, BROADCASTING.

News director, seeking active major market, prefer good weather; management support. Top notch organizer; first class product. 33, solid education, experience. Consider staff job, largest markets. Box B-123, BROADCASTING.

Experienced newsman employed at 10KW station in almost two million suburban market seeks major market slot. Box B-125, BROADCASTING.

I've spent four years in present position as newscaster, writer, editor at station near New York City. Looking for new challenge. If you're looking for a mature (31) dependable professional, send for tape and resume. Box B-126, BROADCASTING.

DJ, newscaster, sportscaster, strong play-by-play, commercials, tight board, excellent record, experienced 1st. phone. Box B-137, BROADCASTING.

Experienced, dependable college grad, 23, will relocate preferably north U.S. or Canada. Mark Ackerman, 4032 Verona, Cleveland, Ohio (216) 382-8705.

Graduating May, Indiana University, journalism, political science. Strong school; radio writing, reporting, editing, announcing experience. Work hard. Resume, references, tape—request. Relocate anywhere. Evan Davis, 77A Walnut Grove Trailers, Bloomington, Indiana 47401 (812) 336-1254.

Want announcer or news position. If you have red ink, I have a proven format for success. Conscientious, reliable and congenial with 3rd ticket. Two years experience. Want job now in Great Lakes area. Call (517) 773-5643.

Programing, Production, Others

Desire move up to program manager. (MOR, classical). Have 1st phone. Black. 3 years engineering experience. Seek near NYC. \$200. Box B-9, BROADCASTING.

Program directorship at small to medium market or assistant's post in major desired. Top credentials and administrative ability. Dynamite production, writing and ideas. Total organizer and executor. Must have complete control . . . Box B-79, BROADCASTING.

Attention New York or Philadelphia: nostalgia. Jazz, pop, music of the 30's, 40's, 50's and today. Knowledgeable, personable, stable broadcast veteran with enormous record and tape collection, interested in doing show in major market. Background includes all areas of radio-TV programing, air work, plus management, TV talk show host. Box B-112, BROADCASTING.

Programing, Production, Others

Continued

Professionally trained girl Friday. Continuity and production plus news, and traffic experience. Box B-81, BROADCASTING.

Top 10 market rock jock seeking P.D. position. A radio professional. Box B-121, BROADCASTING.

Black radio grows up! Number 2 morning man in a top ten market, former operations manager, program director, music director, production manager, news and public affairs director and copywriter with 1st. Box B-131, BROADCASTING.

I'm a professional and have over a decade of broadcasting experience with some of the nation's leading stations. I'd like to turn my attention to programing at a MOR station not tied to the horse and buggy past. Lets see if our ideas fit together. Box B-134, BROADCASTING.

Pro looking for real growth in top 30 market. Prefer cont. MOR with exceptional P.D. that knows and wants top performance. 5 yrs., MA, vet, married, exc. references. Box B-135, BROADCASTING.

Married, late twenties, nine years experience in programing, news, production. I can make your MOR sound great. \$200 plus moving expenses. Box B-141, BROADCASTING.

Available now, first phone jock and or program director with eight years experience. Five with WAYS-WAPE chain. Call now (304) 599-3258.

Black P.D. looking. Call R.J. 515-244-5008

Television

Help Wanted Announcers

Pa. 5 KW AM/CBS-TV affiliate wants announcer for MOR Radio personality and radio-TV newsmen including on-camera reporting. E.O.E. Box B-127, BROADCASTING.

Technical

Engineer, completely experienced. RCA-equipped UHF network affiliate. Send resume to Manager WXLTV-TV, Box 940, Sarasota, Fla. 33578.

News

TV newsmen 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.

Reporter photographers journalism training or comparable experience. Florida station. Send salary requirements with resume. Equal opportunity employer. Box B-20, BROADCASTING.

California VHF net TV station needs two experienced people. Continuity writer and an experienced photographer who can work with color film. Box B-43, BROADCASTING.

Dominant news station in major market enlarging staff. Need writer-reporter with experience or strong potential, also experienced news photographers. Include picture and salary expectation. Reply to Box B-113, BROADCASTING.

Need two imaginative experienced news producers in top twenty southeast station. Opportunity unlimited. Box B-143, BROADCASTING.

Programing, Production, Others

Promotion manager. If you are number 2 and willing to try even harder, move up to the number 1 slot at WMC, WMC-FM, WMC-TV in Memphis. Nice people, warm climate, attractive city, and programs you'll be proud to talk about in public. Equal opportunity employer. Send complete background data and salary requirements to: Manager, WMC Stations, 1960 Union Avenue, Memphis, Tennessee 38104.

Television

Situations Wanted Management

Manager, operations/production/programing. 18 years experience—quality film and VTR production/programing for small budgets is my area. Presently employed, looking for advancement opportunity. Box B-122, BROADCASTING.

Industry recognized executive wishes to use his 16 years of experience in TV broadcasting and manufacturing to secure a position as director of engineering or a line position with an equipment manufacturer. Contact: Howard McClure, 2027 N. Wilmar Dr., Quincy, Illinois 62301 (217) 223-5921.

Announcers

Kids show host. Experienced, proven success, new approach to sale with promotional material. Try it, you'll like it. Write Box A-169, BROADCASTING.

Behind the scenes worker in NY radio desires position in TV, preferably on-air. Short on voice, experience, mediocrity. Big on personality, enthusiasm, professionalism. Will travel. Box B-108, BROADCASTING.

Experienced announcer. Writing, production, newscasts, sports on cable-TV, San Francisco. Will relocate. Some college. Dave Caputo, 85 Ardmore, Kensington, Calif. (415) 368-2076.

Experienced announcer. Writing, production, re-writing and delivering news on cable-TV, San Francisco. Will relocate, 3 years college. Ben Voris, 1105 Larkin, San Francisco. (415) 673-7720.

Situations Wanted News

New York newscaster. Wants TV anchor. Pro. 33, with credentials. Box B-51, BROADCASTING.

Veteran broadcaster. Compelling personality. Politically savvy. Witty, unusual ad-libber. Key position metro area only. Box B-54, BROADCASTING.

TV sports director seeking change. 15 years experience, all phases. Box B-106, BROADCASTING.

Weathercaster—professional young and promotable. AMS member. Experienced in top 25 market area. Current VTR available. Box B-117, BROADCASTING.

News anchor and news director—9 years TV news; a professional voice, appearance, writer and administrator. Now employed in lower top 50 market in southwest with believable references and the drive to make your station number one in news ratings. Age is 32. Will call you upon receipt of inquiry. Box B-129, BROADCASTING.

Personal news coverage from Washington, D.C. Your own reporter to cover local news events from Washington. \$40.00 per story. Constance Lawn, Video News Bureau, Inc., Apt. 711, Watergate South, Washington, D.C. 20037, 202-965-1212.

Small UHF anchorman/news director seeks real TV station and news team. Highest references. Only sincere stations need apply. SE/US Andy Brachhold, (904) 252-1700.

Talented young meteorologist with New York television/radio exposure places emphasis on regional weather coverage where it belongs, and (can build large faithful following in communities you serve). Need weather-search radar, other facilities. Contact Richard Liebnor (Agent) N.S. Biensstock, Inc. 850 7th Avenue, New York, N.Y. 10019—call (212) 765-3040.

Programing, Production, Others

Young producer-director, five years experience in top 15 market looking for position in large or medium market. Produced and directed all kinds of programs. Willing to relocate. I have the creative talent that you have been looking for. Box B-75, BROADCASTING.

Professionally trained girl Friday. Continuity and production plus news and traffic experience. Box B-82, BROADCASTING.

Need a break! Top 10 TV director desires switch to film for production company or TV news. 25, B.A., 2 years good film experience with Army. Will relocate to any size market. Box B-115, BROADCASTING.

Television

Situations Wanted

Programing, Production, Others

Continued

Enthusiastic, ambitious, young, single man capable of taking charge, seeks greater programing/production opportunity in small market. One year experience as production manager trainee in 4th major AM/FM/TV market B.A. in R-TV—Film. Willing to prove I can do it. Call collect (602) 258-8537.

Wanted to Buy Equipment

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Broadcast color film camera. Encoder. Optical colorplexer. Vectorscope. 3.58 Mc burst generator. 14" color picture monitor. Waveform monitor. Proposals send to: P.O. Box #387, Monterrey, N.L., Mexico.

Gates Dualux, Gateway, yard, or similar. Also two 16 inch turntables. Box 5161; Albany N.Y. 12205.

Syndicator seeks tape best buy. Broadcast quality acetate 1200 foot 1.5 Mil 1/4 inch on 7 inch reels. Send sample and quality prices to Box 157, Westmont, Illinois 60559.

For Sale Equipment

Hellax-styroflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric. Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

Television Transmitter—Ampex UHF TA15-BT bought new and used for tests only. Modify to your channel and higher power or for standby. With color and in perfect condition. Newsvision Company, 1016 Broad St., Bridgeport, Conn. 06603 or call evenings 203-378-9242.

1½"-50 OHM Gas Filled Line. Complete w/"N" connectors; equipped for pressurization. Brand New, Phelps Dodge #STA 158-50. One length @ 1000 ft. one length @ 400 ft. \$1.60 per foot for all. Action Electric Sales 312-235-2830. Need Coax. bare copper, power cable?

RCA AVQ-10 Weather Radar system complete with Raydome. Heater, 400 cycle power supply. VJ-B monitors cabling and spare parts—excellent condition, ready to use. Priced at ¾ original cost. Some installation assistance included. Box A-338, BROADCASTING.

Ampex 3200 duplicator master, 3 slaves. Ampex 300 & 350 in consoles. Ampex FR1100. Best offer. Navigators, Colorado Springs, Colorado 80901. Attention: Ken Metzger (303) 635-0622, 634-2861.

RCA BTA-5F 5 KW AM transmitter excellent condition. Hy-Power Electronics, Dallas, Texas (214) 272-5567.

1-#300 Hewlett Packard Wave analyzer \$150.00, 1-#202B Bonton FM/AM Signal generator \$300.00, 1-Boonton Univerter \$100.00, 1-AN/URM-250 Signal generator .1 to 50MHz \$195.00, 1-#67D Electro-Research 10.5 MHz subcarrier discriminator rack mount model \$225.00. Box B-88, BROADCASTING.

Used RCA TK-26 color film camera chain complete with WP15 power supply and processing amplifier. Will accept any reasonable offer. Please contact. Box B-97, BROADCASTING.

Used RCA model BTF-10E, 10,000 watt FM transmitter with stereo generator. Now tuned to 95.1 MHz. Good condition, reasonably priced. Box B-119, BROADCASTING.

Used Gates model BFE-50C, 50 watt FM transmitter; used McMartin TBM-3500 FM modulation monitor and model TBM-3000 FM frequency monitor. All for \$2,750.00. Box B-120, BROADCASTING.

200 fourteen inch reets of "wall to wall" music in stereo with cue tones for automation. The selections are all standards. A complete basic library for good music FM stereo at about the cost of the raw tape, \$20 per two hour reel, storage cabinets and music index included in price. Basic automation system, four channel "brain," time clock logger, 2 Scully transports, 2 Macarta cartridge carousels, 2 RCA cartridge machines, all in two equipment racks. \$5200 complete. Jim Bocock. Manager, WAAB, Worcester, Mass. 617-752-5611.

For Sale Equipment

Continued

\$25 buys a new cartridge playback unit? We have a number of Satellite II units originally designed for the playback of 4-track stereo cartridges (standard broadcast fidelipac type). Housed in a Walnut cabinet with stereo preamps, this unit can be modified to serve many purposes around the station. New in factory cartons; no warranty. \$25 each while supply lasts. Sparta Electronic Corporation, 5851 Florin-Perkins Road, Sacramento, California 95828.

5KW FM transmitter-RCA BTF 5A—taken apart for removal from building. Complete with instruction book. \$700.00, 2761 E. 93rd Place, Denver, Colorado (303) 287-6826.

Must sell: New Gates producer. Call Hincley 205-649-2067 after 6:00 P.M.

For sale by station WLBC, 820 E. 29th St., Muncie, Ind. 47302. One CCA automatic Gain amplifier Excellent \$200.00. Two CCA limiter amplifiers . . . Excellent 200.00 each. Two CBS RZ-11 audimax amplifiers. Gated AGC and memory circuit . . . excellent @ \$250.00 each. One I.T.A. AM frequency monitor . . . excellent 200.00. One I.T.A. AM modulation monitor . . . good 95.00 One Hewlett-Packard 335B FM frequency & modulation monitor . . . excellent 300.00. Terms cash F.O.B. Muncie, Indiana. Pat Finnegan, Chief Engineer.

Marconi MK IV's two complete chains for immediate sale or trade. Includes 8 - 100' cables. Also GE Tel-OP & GE APF5A1 projector. Need B&H 16mm projector & IVC 825 or 860. Steve White, Clarke School for the Deaf, 413-584-3450.

Ampex spare parts, technical support, updating kits, for discontinued professional audio models, available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

Cartridge tape equipment—Reconditioned, guaranteed. Autodyne, Box 1004, Rockville, Maryland 20850 (301) 762-7626.

Miscellaneous

Deejays! 11,000 classified gag lines, \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! 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.

Bob Raleigh's Comedy Service, in our fourth year. More than jokes. Box 684, Galax, Virginia 24333.

TV packager to sell program of outstanding Irish, Scottish documentaries as singles or series first-run United States. Write Sherman Films, Inc., P.O. Box 6, Cathedral Station, New York City, 10025.

Notice!! Anyone knowing the whereabouts of Richard S. Harrington—also known as "Rick Harrington" please notify the following. Box B-92, BROADCASTING.

Mike Sullivan: "Crime doesn't pay. It steals." Free comedy sample, Sullivan's Comedy Tonight, 4301-7th Avenue South, Birmingham, Alabama 35222.

DJ's, PD's stations, agencies, throughout the United States, Australia, Canada, England and New Zealand are now using our mailorder production services. \$1.00 brings our literature and sound demonstration record on promos, drop-ins, jingles, original "Talking Moog" promos, and more. Four page comedy one-liner folio included!! Mother Cleo Productions, Box 521, Newberry, S.C. 29108.

Warm-up lines—Comedy for live pre-broadcast audiences. Special \$3.00—free broadcast comedy catalog on request. Show-Biz Comedy Service (Dept B) 1735 East 26 St., Brooklyn, N.Y. 11229.

Key man protection, buy-sell agreements, employee fringe benefits. Be prepared for the unpredictable. Contact us for trading air time for peace of mind. International Promotional Consultants, Inc., 915 W. Sunrise Boulevard, Ft. Lauderdale, Florida, phone (305) 764-6424.

INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.* Write or phone the location most convenient to you. Elkins Institute in Dallas***, 2603 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in San Francisco***, 160 S. Van Ness.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Miami**, 1920 Purdy Ave.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

Elkins in Chicago***, 3443 N. Central.

Elkins in New Orleans***, 2940 Canal.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in St. Louis, 4655 Hampton Ave.

Elkins in Cincinnati, 11750 Chesterdale.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in El Paso*, 6801 Viscount.

Elkins in Seattle**, 4011 Aurora Ave., N.

Elkins in Milwaukee, 611 N. Mayfair Rd.

Elkins in Colorado Springs*, 323 South Nevada Ave.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates April 12, June 28. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave. Huntington Beach, Calif. 92649.

Zero to first phone in 5 weeks. R.E.I.'s classes begin Mar. 13, April 17 and May 22. 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.

INSTRUCTIONS Continued

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 phone in 6 weeks. Money back guarantee. Cost \$370. Announcer/disc-jockey training classes start every month. Graduates Nationwide. National Institute of Communications, 11516 Oxnard St., North Hollywood, Calif. 91606. (213) 980-5212.

FCC first phone classes will begin March 6th and April 3rd at United Broadcasting College, 3217 Atlantic Blvd., Jacksonville, Florida. Phone 904-396-1667.

Need 1st phone fast? Then the Don Martin School Intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest instructional staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our next Intensive Theory Course will begin February 28, 1972. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

Radio Help Wanted

Management

MARKETING MANAGER BROADCAST EQUIPMENT

Marketing Manager for major manufacturer of AM and FM transmitters. Must know industry, people and be technically sharp and up-to-date. Must know how to plan and implement marketing programs. Will require extensive nationwide traveling for contact with customers and reps. To discuss in detail this salaried position submit resume to

BOX B-39, BROADCASTING
An Equal Opportunity Employer

PRESIDENT

Exceptional opportunity available to qualified radio executive capable of assuming total operating responsibility for 10-station group. Includes 5 AM stations and 5 FM stations with non-duplicated programming. Candidates must have radio management background in competitive markets. Age 30 to 40 preferred. Top East Coast location. Salary 35K-40K, plus incentive. Ownership possible. Send confidential resume to

BOX B-41, BROADCASTING
for an interview

LOCAL SALES MGR.

Top-rated radio station in southeast. \$25,000 income level. Sales managers or salesmen may apply. Rush resume to

BOX B-42, BROADCASTING

SALES MANAGER

Radio sales manager needed for midwest broadcasting group. \$20,000 salary, plus incentive. Applicant is now a sales manager or experienced salesman ready to move up. Send complete resume to

BOX B-71, BROADCASTING

Radio Help Wanted

WANTED: Professional Talent For Nationwide Employment

PLEASE SUBMIT: Aircheck or Video tape • Resume & References •

Current Photo • Desired Salary • Desired Format • Location Preferred

BROADCAST SERVICES DIVISION

Media Management Corporation

710 Tower Bldg., Seattle, Wash. 98101

Employer inquiries welcome.

Help Wanted

Management continued

MANAGER FM RADIO STATION

Manager wanted for West Coast FM station, strong in both sales and programming experience. Chance to build creative station. Send resume, letter, etc. to

BOX B-124, BROADCASTING

Sales

SALES MANAGER

\$35,000 guaranteed first year. Experienced, dedicated pros only. Minority groups welcomed. Prefer devoted stable family man. Resume, references and current picture to

BOX B-28, BROADCASTING

REGIONAL SALES MANAGER BROADCAST AUTOMATION SYSTEMS

Typical earnings \$35,000 up, territory travel required. Send resume to Dallas Barnard,

Schafer Electronics Corporation
75 Castilian Drive, Goleta, Calif. 93017

Announcers

If you're ready for a Los Angeles-Chicago-Washington or any of our other 4 big markets and if you ever want to be a p.d., you'll act right away by sending tape and full resume to this very major full station group. It doesn't matter what format you are doing—do the best you can and send it now. Openings may be coming up for dj's; news; production; p.d.'s. All replies confidential. We are an equal opportunity employer.

BOX B-142, BROADCASTING

News

CONTEMPORARY COMMUNICATOR!

East Coast Major Market News and Information Station needs learned, light and listenable open forum host with head and voice to handle issue-oriented two-way talk. Must be able to entertain as well as inform. Golden opportunity with prestige employer. Rush detailed resume and tape.

BOX A-349, BROADCASTING

Applicants from all races desired.

Situations Wanted

Announcers, newsmen and sportscasters now available. All training performed using closed-circuit programming. Will relocate. Include basic information about your station and position available. Audition tape, photo and resume furnished. No obligation or fees. Reply to

BOX B-77, BROADCASTING

Announcers

Black jock wants top-40 position. Presently working in second largest market . . . dependable . . . stable . . . professional.

Box B-89, Broadcasting

Television Help Wanted

Sales

TELEVISION SALES

Group station in top 50 market in the upper midwest is seeking an experienced television salesman. The man selected must be ambitious and aggressive—\$15-\$20,000 first year potential plus benefits.

BOX B-130, BROADCASTING

Television Help Wanted

Management

VICE PRESIDENT & GENERAL MANAGER TV BROADCAST PRODUCTS

Rapidly expanding subsidiary of leading signal processing manufacturer, has challenging opportunity for the manager with proven track record in the development and marketing of products for the television broadcasting and CATV markets.

You will assume responsibility for P & L of our complete line of TV signal processing equipment, coordinating total engineering and sales personnel efforts in development, planning, and promotion of new as well as existing products to OEM's and broadcasters.

Long term potential is attractive with competitive compensation package commensurate with experience. For immediate consideration call collect or send resume in confidence to:

MR. K. E. BALDER
Corporate Personnel Director

TELEVISION MICROTIME, INC.

A Subsidiary of
Andersen Laboratories, Inc.

1280 Blue Hills Ave.
Bloomfield, Conn. 06002

An Equal Opportunity Employer

MANAGER for CATV system. Experienced in operations, sales, customer relations and staff supervision. Eastern Location. Send complete resume and salary requirements to

BOX B-118, BROADCASTING

Television Situations Wanted

Management

TV-RADIO EXECUTIVE

Top management pro available for new challenge. Experienced all phases of station and corporate management, with independent and group background. Specialist in sales-program-creative planning. Unbroken record of success, national reputation. Write full details of your needs. Prompt reply.

BOX B-3, BROADCASTING

Instructions

BASIC RADIO ADVERTISING SALES SCHOOL

Classes start the second Sunday of every month and end the following Friday. Licensed by State of Oklahoma Board of Private Schools. Contact . . .

A Ω

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Miscellaneous

PRESENT AND POTENTIAL BROADCASTERS INTERESTED IN GROWTH:

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For advance planning and new trends in broadcasting.

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I would like to purchase the complete MOR library. Please contact Randy Wood at Area Code 512-224-3021.

FOR SALE Stations

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MW	Small	Full-Time	140M	70M	E	Small	FM	160M	Nego
E	Medium	Day	600M	29%	MW	Small	AM-FM	125M	25%
Fla.	Medium	Day	210M	Cash	E	Medium	Day	225M	29%
MW	Metro	FM	150M	29%	MW	Major	Full	630M	Cash



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B

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Wanted To Buy Stations

Owner-operator seeks FM or AM-FM in Boston area. Will also consider investment if coupled with opportunity to join management.

BOX B-83, BROADCASTING

Small group of prominent businessmen wish to acquire radio station in midwest, east or south-east. All replies in absolute confidence.

BOX B-132, BROADCASTING

For Sale Stations

continued

Midwest AM ethnic programed daytimer with cash flow at a level of six figures. Terms available to qualified buyer. Prefer black entrepreneur.

BOX B-7, BROADCASTING

Midwest Class C FM license available to responsible buyer. Market is in Top 25 and station can be up-graded to full 100 KW at maximum tower height. Asking price \$500,000. Responsible buyers only.

BOX B-8, BROADCASTING

Full time Class IV AM station in Midwest. Three station market. Revenues last year \$200,000, cash flow \$60,000. Asking \$500,000 over seven years.

BOX B-21, BROADCASTING

Technical

TV-MAINTENANCE ENGINEERS NEEDED ON WEST COAST

Due to expansion program, a major west coast network television station has openings for qualified maintenance engineers. Send resume and salary requirements to:

BOX B-57, BROADCASTING

An Equal Opportunity Employer

Programing, Production, Others

Research Analyst

Thorough knowledge of local market TV audience data necessary. Send resume with salary requirements to

BOX B-86, BROADCASTING

For Sale Stations

continued

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Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067 Wash., D.C. 20006
1801 Ave. of the Stars 1725 Eye St., N.W.
Century City, Suite 581 Suite 714
213/277-1567 202/223-1553

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

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

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Los Angeles, California 90028
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TV-UHF within 20th market for assumption of liabilities. Assets more than cover. Operations wise—nearly in the black.

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MICHIGAN

5KW daytimer plus FM in booming area 45 miles from Detroit. Principals only, no brokers. Mostly cash required. R. V. Peterson, P.O. Box 509, Bloomfield Hills, Michigan 48013.

MIDWEST DAYTIMERS

250 W presently making money \$250,000.00, 1 KW growing resort area \$200,000.00. Convenient terms.

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

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

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I understand I will be billed after
publication, at \$6.95 per copy.

Name _____

Firm _____

Address _____

City _____

State _____

Zip _____

(Continued from page 58)

\$155,000. Sellers: LeRoy W. Lenwell, president, et al. Buyer: Edwin S. Towle III (100%). Mr. Towle is president of Southeast Nebraska Broadcasting Co., which is presently applying for license of KTNC(AM) Falls City, Neb. He is also president of Southeast Nebraska Telephone Co., Towle Realty Co. and General Loan Corp. He is chairman of board of directors of First National Bank. Mr. Towle's interests are all located in Falls City, Neb. Action Jan. 24.

CATV

Final actions

■ WCG-22 Birmingham, Ala.—Cable Television Bureau granted mod. of CP to extend completion date for CARS to June 21. Action Jan. 19.

■ DAO-76 and WHO-31, both Fort Smith, Ark.—Cable Television Bureau granted transfer of control of CP for CARS to UA Cablevision Inc. Action Jan. 19.

■ KLC-54 Corning, Calif.—Cable Television Bureau granted mod. of CP to extend completion date for new CARS to six months from Nov. 17, 1971. Action Jan. 19.

■ WHC-74 Santa Barbara, Calif.—Cable Television Bureau granted assignment of CP of CARS to Trans Video Corp. Action Jan. 17.

■ WHE-21 and WHE-34, both Santa Barbara, Calif.—Cable Television Bureau granted assignment of CP for CARS to Trans Video Corp. Action Jan. 17.

■ WKF-25 Bay City and Midland, both Michigan—Cable Television Bureau granted CP for new CARS to provide CATV programming to CATV system in Brookhaven. Action Jan. 19.

■ WKF-25 Bay City and Midland, both Michigan.—Cable Television Bureau granted CP for new CARS to be used with CATV in Bay City and Midland. Action Jan. 19.

■ WKF-26-7 Morristown, N.J.—Cable Television Bureau granted CP's for two new CARS to provide CATV programming to CATV system in Morristown. Action Jan. 19.

■ WHE-32 Huntington, N.Y.—Cable Television Bureau granted CP to change direction of main radiation lobe, ant. system and add additional path to BLCS-8, WHE-32, to be used with CATV in Huntington. Action Jan. 19.

■ WKF-24 Huntington, N.Y.—Cable Television Bureau granted CP for new CARS to provide CATV programming to CATV in Huntington, N.Y. Action Jan. 19.

■ KZT-20 and KZT-21 Mt. Vernon and Mt. Pleasant, both Texas—Cable Television Bureau granted transfer of control of CP to UA Cablevision Inc. Action Jan. 19.

Action on motion

■ Hearing Examiner Isadore A. Honig in Dayton, Wash. (Touchet Valley Television Inc.) CATV proceeding, on request of Columbia Empire Broadcasting Corp., postponed further prehearing conference to Feb. 15 (Doc. 18825). Action Jan. 26.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Feb. 8. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ East Hampton, Conn.—Teleprompter Connecticut CATV Corp. (owned by multiple-CATV owner Teleprompter Corp.) has applied to city council for franchise.

■ Seminole, Fla.—Teleprompter Gulf Coast CATV Corp. (owned by Multiple-CATV owner Teleprompter Corp.) has applied to city council for franchise.

■ Munising, Mich.—Iron Range Cable Co. (subsidiary of multiple-CATV owner Cox Cable Communications) has been awarded 15-year franchise by city council.

■ Oberlin, Ohio—Harry Wilber and Continente Cablevision of Ohio have applied to city council for franchise.

■ Wilkes-Barre, Pa.—University Television Cable System Inc. has been awarded franchise by Forty Fort borough council.

■ Madison, Wis.—Community Communication Corp. has applied to city council for franchise.

As a youngster, Martin Starger was addicted to movies, haunting the neighborhood theaters in New York and harboring dreams of a career as a writer-producer-director.

Today Mr. Starger may watch all the movies he wants—and on company time. Not only that, the pictures are brought to him and at his command. Understandably, the ABC-TV vice president in charge of program finds his job “fascinating.”

Mr. Starger prepared himself carefully for precisely the career he is pursuing. He majored in motion-picture production at college (earning a Phi Beta Kappa key) and later gained experience as a writer-producer-director of training films while serving in the U.S. Army Signal Corps.

Upon his discharge from the Army, he decided to try television, an expanding medium in 1956. He wrote to the 10 largest advertising agencies and received an offer from BBDO in its television-production department.

For three years he learned how to tell a product story in a minute of commercial time. But his heart was set on programing, and he made it into that department in 1959.

At that time agencies were more heavily involved than they are today in production of shows. Mr. Starger was active on such BBDO-controlled series as *Your Hit Parade*, *Armstrong Circle Theater* and *Du Pont Show of the Month*.

He rose steadily in the program department at BBDO. When he left in 1966 to join ABC-TV, he was vice president and director of television, responsible for television program buying for clients and development of program ideas with producers and the television networks.

In his six years with ABC-TV, Mr. Starger has climbed from vice president in charge of programs, East Coast, to vice president and national program director to vice president in charge of programing. He is credited with playing a key role in the rating progress ABC-TV has achieved over the past three years.

Mr. Starger is not one to exaggerate conditions or achievements. “There are, more or less, three equal networks today,” he said last week. “I think it makes for a healthy atmosphere.”

Martin Starger's style is to operate at low visibility. Friends say he prefers not to attract attention.

“But this doesn't mean he isn't a dynamic person,” one colleague said. “He just prefers to do what he has to do unostentatiously. He often slips in and out of Hollywood without many people knowing it.”

Mr. Starger was busy last week at a

The VP in charge of getting even with CBS and NBC

favorite pursuit—watching pilots of projected TV series. The beginning of February signals pilot-screening time. From now to about mid-March, he and his program associates will be closeted in the network's screening rooms in New York, evaluating more than 30 series candidates for the 1972-73 season. From this total, Mr. Starger estimates, will come from four-and-a-half

Week's Profile



Martin Starger—vice president in charge of programing, ABC-TV, New York; b. May. 8, 1932, Bronx, N.Y.; BS in film production, City College of New York (Phi Beta Kappa), 1949-53; U.S. Army Signal Corps, helping produce training films, 1953-55; commercial production department, BBDO, New York, 1956-59; programing department, BBDO, rising to VP and associate director of radio and TV, 1959-66; joined ABC-TV as VP in charge of programs, East Coast, April 1966; promoted to VP and national programing director, ABC-TV, March 1968; promoted to VP in charge of programing for ABC-TV April, 1969-present; m. Judy Klein of Los Angeles, March 25, 1967; children—Ken, 12 (by wife's former marriage); hobbies—reading, films, tennis, travel.

hours to six hours of new programs for 1972-73.

“I can't say now which new programs will be on ABC-TV next fall,” he said last week. “But among the candidates is *The Julie Andrews Show*, a variety-comedy program. We also have developed several series that will have rotating characters every three or four weeks. We also have in development some series that will run from six to eight weeks.

“These shorter forms are important because there are some writers, actors and directors who are not available or not suitable for a continuing series. If you don't take advantage of these talents, you lose them altogether.”

Mr. Starger attributes ABC-TV's rating improvements to “people and planning.” He said the network, under the “fine leadership” of Elton H. Rule, now president of ABC Inc., has assembled a capable team of programing and supportive executives.

He views with pride the series that have become “hits” during his association with ABC-TV, *Marcus Welby*, *Mod Squad* and *Movie of the Week*. But he is realistic about the failures and the series that have stayed alive under tender care.

“I am proud of some shows that flopped or did only reasonably well, but were in the quality class. I think ABC-TV made a valiant effort with *That's Life*, starring Robert Morse, which was musical comedy every week. We're all pleased at how well the *Dick Cavett Show* and *The Odd Couple* have developed after slow starts.”

Mr. Starger says he is a city person. He lives in Manhattan with his wife and son. They are avid theater-goers, and he has begun to collect paintings. He enjoys gourmet food, Italian and French.

He arrives at his office before 9 a.m., remains until 7:30 or 8 at night and often takes work home with him. He spends about 25% of his time in Hollywood. Trips to the West Coast will increase from late April through August, a crucial time for viewing rough cuts of the new series, evaluating them, finding soft spots and, finally, deciding on the initial episodes.

Though his interests tend more toward the cerebral than the physical, he likes to unwind with tennis, though he has lately had less and less time for the sport. Since his work brings him into contact with colleagues on business trips and luncheons and dinner, he prefers a social life that centers around his family and a few intimate friends.

“What Judy and I enjoy most of all is travel,” he says. “We have been to Europe often and also to Asia and we are looking forward to our next trip wherever it may be.”

Different times

Senator John O. Pastore may have done broadcasters a good turn by dissociating himself from current legislation to restore stability to the license-renewal process. The message to be drawn from his remarks is that this project must be defused as a political weapon that can be turned against its supporters. The time for the defusing is now—before opponents are given the forum of public hearings.

Senator Pastore asserted last week that his sponsorship of license-renewal legislation three years ago had been used against him in his 1970 campaign for re-election. The memory rankles with the Rhode Island Democrat, even though he won. He is advising others to avoid identification with the revival of a cause that can be made to look pro-broadcasting and antipublic.

That is the kind of advice that is apt to be heeded by other politicians in an election year, especially when it comes from the influential chairman of the Senate Communications Subcommittee. There is, however, a fundamental difference between the bill with which Senator Pastore was associated three years ago and the principal measure that is under consideration now.

The Pastore bill would have prohibited the FCC from accepting rival applications for occupied facilities unless it had first found the occupants disqualified to go on operating. In practice it would have discouraged all but the most dedicated challengers to all but the shoddiest licensees. Its political vulnerability became evident at once.

Opponents argued that the same principle, applied to the electoral system, would require that an incumbent be impeached before anyone else could run for the office. Blacks saw the bill as especially intended to discriminate against them in their attacks on renewals. It was easier to deride the bill than to explain its merits.

The model legislation now under consideration is in closer tune with contemporary attitudes toward the public presence in the renewal process. It denies no challenger a hearing. It does, however, permit a qualified incumbent to run on its record against a protest or a rival claim.

This bill would immunize no licensee, but neither would it invite the kind of destructive counterclaims that have been generated by the FCC's freak Boston channel 5 decision and the appellate court's rejection of the commission's attempt at repair. It is a rational bill that can be supported without the risks that Senator Pastore ran in 1970.

Is past prologue?

Ever since Franklin D. Roosevelt, some 40 years ago, caressed a carbon mike and intoned, "My friends," broadcasting has been a political weapon. FDR used the "fireside chat" to help win election to an unprecedented four terms.

Because he felt newspapers that opposed him might acquire ownership of radio, Mr. Roosevelt quietly explored the prospect of a government "clear-channel" network, ostensibly to carry agricultural and weather reports and other government information to the nation, but also to be at the ready for presidential pronouncements direct to the electorate. The project was dropped because the radio spectrum was fully occupied at that stage of technology, with only 600 AM stations authorized (there are 4,400 today) and no FM or TV in regular operation.

The Voice of America came into being during World War II to preach the gospel of democracy via short wave. Soon

the notion developed that its news programing and analyses might be used domestically. But it didn't fly. Indeed, when the United States Information Agency was created in 1953 as a separate unit, the law specifically provided VOA programing could not be used at home.

When President Lyndon B. Johnson signed the bill creating the Corporation for Public Broadcasting in 1967, he promised the system would be "carefully guarded from government or party control." LBJ was a former teacher and was interested in educational television. Obviously, he had misgivings about what could happen, else he would not have sounded the warning.

Currently, there is congressional tugging and hauling on the funding of noncommercial broadcasting. The concern is over political impact.

It is in that light that the dialogue about CPB using its subsidized funds to create a "fourth network" and about corrective legislation to funnel the bulk of appropriated funds to the expansion and programing of local ETV must be appraised.

Wrap it up

The full effects of the cable-television rules that the FCC has adopted (and that this publication presented in text a week ago) may not be known for years. As the industry they regulate evolves, they will repeatedly be tested in litigation.

It is enough to say at this point that the rules appear to correspond in the main with the expectations of the broadcasters, cable interests and copyright owners whose consensus led to the FCC's action. There is another and vital element still missing from the regulatory scheme, the adoption of copyright legislation conforming to the compromise agreement. That may not be quite as easy to bring off as the FCC decision, if only because there are 528 more votes to count.

There are broadcasters who still retain sincere doubts about the wisdom of this course, and perhaps they will be vindicated in the long run. The weight of opinion, however, favors completion of this package. It is time to quit the politicking over cable regulation and submit the industry to the real test of public acceptance.



Drawn for BROADCASTING by Sid Hix

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