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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

FTC and counterads take it from all sides, including White House
ASCAP raids on BMI: to inflate the cost of music clearance?
Burch lets go in formal charge that Nick Johnson is irresponsible
Why networks are building up their Washington defenses

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Great figures from "Petticoat Junction"



and even better ones!

“Petticoat Junction”
attracts more viewers than any other program
in its time period:

Station	Market	Time Period	Total Viewers
KVII-TV	Amarillo	5:00 pm	47,000
KLZ-TV	Denver	4:30 pm	106,000
WJAC-TV	Johnstown-Altoona	5:30 pm	189,000
KATC	Lafayette, La.	5:30 pm	71,000
KMBC-TV	Kansas City	5:00 pm	204,000
KCBD-TV	Lubbock	3:30 pm	19,000
WTMJ-TV	Milwaukee	4:00 pm	82,000
WTCN-TV	Minneapolis-St. Paul	5:00 pm	202,000
KSBW-TV	Monterey-Salinas	5:30 pm	44,000
WNEW-TV	New York	6:30 pm	1,544,000
WOW-TV	Omaha	3:30 pm	57,000
KTVK-TV	Phoenix	6:00 pm	123,000
KPTV	Portland, Ore.	5:00 pm	146,000
KCPX-TV	Salt Lake City	9:00 am	30,000
KOGO-TV	San Diego	7:30 am	33,000
KHQ-TV	Spokane	5:30 pm	93,000
WTTG	Washington, D.C.	5:30 pm	317,000
WSAU-TV	Wausau	5:00 pm	56,000
WDAU-TV	Wilkes-Barre-Scranton	9:30 am	18,000

In 15 of these markets, “Petticoat Junction” increases the audience of its lead-in programming. And in Atlanta, Cleveland, Greenville, Las Vegas, Seattle, Tulsa and Yakima, as well. With gains ranging from 3% to 183%.

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**WGN Television is number
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Chicago station.**

Television 9  is Chicago

Source: American Research Bureau, Chicago, Dec., 1971.
Sun.-Sat., 7 AM-1 AM. Number of hours in first place in ratings, audience
shares, total homes and total persons: average quarter-hour estimates.
Data subject to qualifications listed in report.

Federal Trade Commission's 'counteradvertising' proposals are under mounting attack from the advertising and broadcasting industries, but the sharpest and most significant attack has come from OTP's Clay T. Whitehead. See . . .

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Democratic National Committee loses again in an attempt to get television time to answer the President. Latest effort was triggered by administration statements on economy. FCC's ruling: Networks have been fair. See . . .

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Broadcasters have suffered one setback after another in Washington, but the networks are working to reverse that trend by beefing up their government relations. A special report tells what they're up to, and up against. See . . .

Moving more muscle into Washington . . . 38

More and more contemporary songwriters are switching from BMI to ASCAP, which is actively soliciting new blood and promises to pay more. It's latest phase of the 30-year struggle between these two organizations. See . . .

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C. Edward Little, president of Mutual Broadcasting System, used to be in baseball's minor leagues but is making his real mark in the business world. 'Mutual is now alive,' he says, and he intends to keep it that way. See . . .

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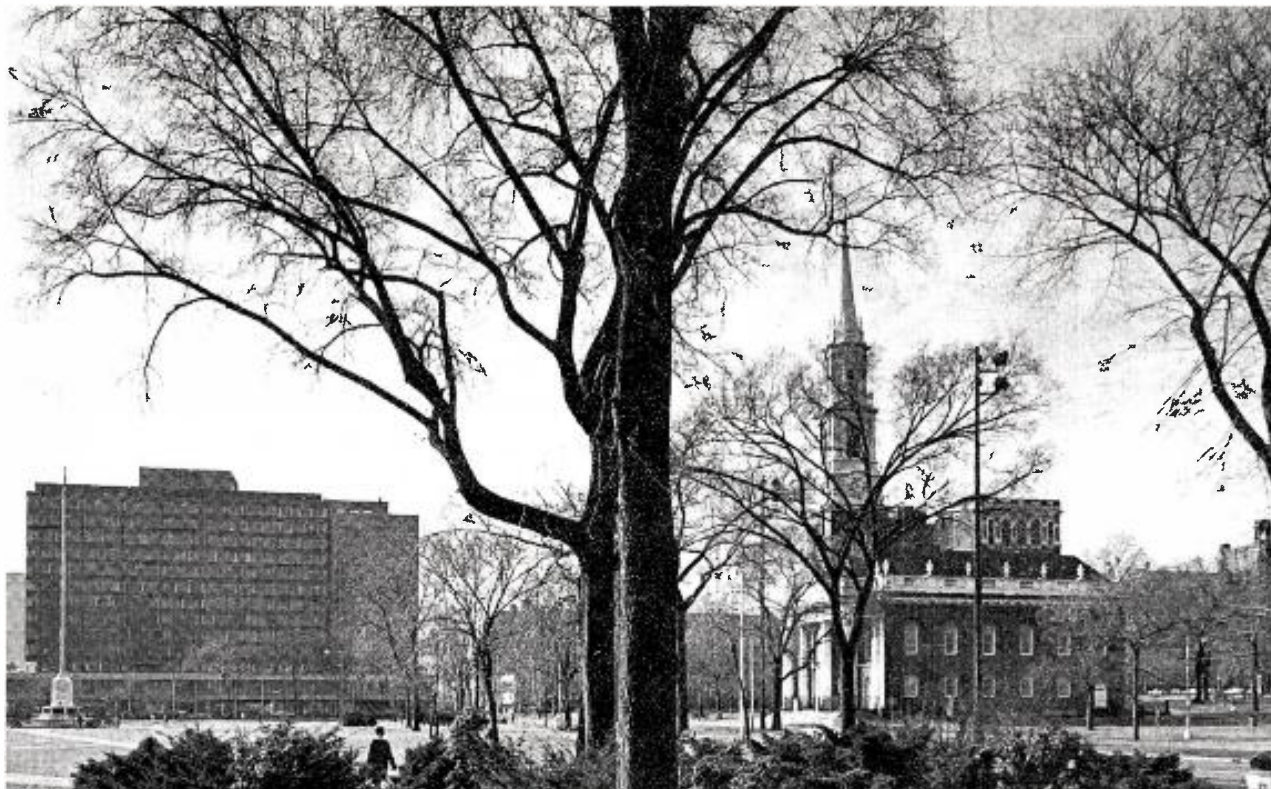
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Help on the way

Administration sources are privately assuring confidants that White House will submit legislation to restore equilibrium to broadcast license-renewal process, but probably not this year. Subject is considered politically risky for President seeking re-election. On assumption that Mr. Nixon will win, aides say corrective bill will go to Congress next year.

Administration is also understood to have sharpened its view that FCC is headed in wrong direction by considering ban on newspaper-broadcast cross-ownership in same market. Officials say critics of such multimedia ties have failed to prove need for divestiture and that public-service record of newspaper-owned stations is impressive. If administration makes this position public, it could embarrass its appointee, FCC Chairman Dean Burch, who has said strong argument can be made against television-newspaper crossownerships.

Foot in door

RCA is in cable-TV equipment business—as of last Friday (Feb. 18). And it's expected to get deeper into it, though officials discount reports of big RCA build-up in field any time soon. Entry came in quiet acquisition of all stock of Electronic Industrial Engineering Inc., of North Hollywood, Calif., described as manufacturer of specialized CATV equipment. Purchase price was put at about \$3 million. Sidelight: One block of stock that RCA acquired in deal was approximately 33% interest in EIE that had been held by Zenith Radio Corp., company with which RCA tangled through many years of color-TV patent litigation.

Hustler in hustings

Week after letting it be known he might seek Democratic nomination for U.S. Senate seat from Iowa (BROADCASTING, Feb. 14), FCC Commissioner Nicholas Johnson was taking intensive readings in home state. He spent last Wednesday and part of Thursday in Des Moines, talking to Democratic state legislators (after being introduced on House floor) and visiting county courthouse. He also called on broadcast and newspaper journalists.

Mr. Johnson was asking not only about his chances of getting nomination but also about prospects against Republican incumbent, Jack Miller, who won

sweeping victory in 1966. As of end of last week Mr. Johnson had received relatively little news coverage in Iowa, but salty political talk had crept into his speeches. In appearance at Iowa State University at Ames on Thursday he got in some licks against Senator Miller's voting record and attendance in Senate.

Precautions

Financial crises that have sent at least one agency and one independent media-buying service into bankruptcy in recent months are causing concern beyond agency and media-buying field. Some major advertisers are reportedly sending auditors into offices of their agencies to make sure their financial footings are sound.

Southern exposure

Latin America's big three in commercial TV—Emilio Ascarra of Mexico, Goar Mestre of Argentina (former owner of CMQ-AM-TV Havana) and Fernando Aleta of Panama—are completing plans for first regular commercial use of satellites for program distribution, using Intelsat TV relay under 24-hour leasehold. Initial programing, to stand on own economic feet through "international" sponsorship, expected to be 90-minute news program in Spanish to be expanded to other programing and other Latin American nations, as sold. Contract for facilities will be through Comsat.

Own shop

LeRoy (Lee) Keller, who pioneered in radio news and was one of founders of United Press broadcast wire in 1936, has opened his own media-brokerage office in New York, after 42 years with press association. Specializing in newspaper and broadcast sales, he has established offices at 342 Madison Avenue, New York 10017.

In the family

FCC, which normally is fed—though it does not always agree with—industry-supplied research in its rulemaking proceedings, will have data supplied by in-house expert when it gets around to reviewing prime-time access rule. Dr. Alan Pearce, Britisher who did doctoral thesis at Indiana University on economics of network news and sports programing, is expected to start digging into economic implications of rule for, among others, affiliated and independent sta-

tions and program producers whom rule was designed to help. However, there seems no chance commission will do anything about rule until full force of it is felt next season.

Dr. Pearce, who was retained by commission as consultant last summer, has completed first assignment—report on economics of children's programing. Commission will not get into that subject, at least for several weeks. Its attention now is riveted on domestic communications-satellite issue.

Added function

In effort to expedite payments by agencies, Television Advertising Representatives has assumed responsibility of collections for client Jefferson Standard stations—WBTB(TV) Charlotte, N.C., and WWBT(TV) Richmond, Va. It was already handling collections for two Post-Newsweek outlets it represents—WJXT(TV) Jacksonville, Fla., and WTOP-TV Washington. TVAR is not collecting at this time for TV outlets of parent company, Westinghouse Broadcasting Co., because these outlets are said to have own collection facilities including access to computer at company headquarters in New York.

Tax grab

Efforts are under way to get Wisconsin TV broadcasters united in fight against imposition of 4% state sales tax on purchase of feature film and syndicated programs—move that began last spring with claim against WMTV(TV) Madison, Wis., by state revenue department, with stark implications nationally if Wisconsin levy succeeds. WMTV appealed ruling, which was based on 1969 revision of Wisconsin sales tax, and is awaiting decision after informal hearing early this month.

Meanwhile, state revenue agents have been auditing books of number of Wisconsin TV stations, some of which have received bills for allegedly unpaid taxes.

In a box

U.S. Chamber of Commerce is trying to figure out how to oppose Federal Trade Commission's proposal that FCC require broadcasters to carry counteradvertising (BROADCASTING, Jan. 10). Chamber's consumer division has issued code of truth in advertising and substantiation of claims. Question is how to oppose new FTC maneuver without seeming to discount chamber's own code. Decision may take a while.

ASCAP, radio group far apart in talks

Observers were betting Friday (Feb. 18) that issue of new rates for radio stations' use of music of American Society of Composers, Authors and Publishers would wind up in court—and not simply because such negotiations usually do, either. Odds on litigation rose following announcement, after first negotiating session between ASCAP and All-Industry Radio Music License Committee, of terms sought by each side.

ASCAP reiterated offer to renew licenses at current rates (2% of station revenues for blanket licenses, 8% for per-program licenses). What all-industry committee is shooting for, according to announcement by Chairman Elliott M. Sanger (WQXR-AM-FM New York), includes "substantial" cut in those rates; adoption of formula that would reduce rates further (by 50%) as they apply to station revenue gains beyond certain levels; elimination of sustaining fees; introduction of optional 20% standard deduction available to all stations, and use of accounting procedures that would replace stations' current monthly reports with single annual report. ASCAP and committee were said to have agreed further meetings should be held—but set no date for one.

As-is cable package not sitting well with NAB

Vincent T. Wasilewski, president of National Association of Broadcasters, declined Friday (Feb. 18) to give cable-TV officials promise not to object to FCC's CATV rules.

He told John Gwin, chairman of National Cable Television Association, that NAB analysis reveals departures from compromise agreement and said, "We feel strongly that these discrepancies should be corrected." Mr. Wasilewski's comments were in reply to letter from Mr. Gwin Feb. 14 that also went to Association of Maximum Service Telecasters. AMST responded that it intended to ask for reconsideration of cable rules (see page 22).

As did AMST, Mr. Wasilewski noted that compromise agreement called for copyright legislation which, in NAB's opinion, should have been proposed to Congress when FCC rules were issued. He also noted that proposed copyright legislation had been submitted to NCTA by copyright owners but that no re-

sponse from NCTA to copyright owners appears to have been made yet.

"... we contemplate no assault upon the report and order," Mr. Wasilewski said in his letter to Mr. Gwin, "but we must insist upon its clarification. More importantly, we must continue to urge early agreement upon draft copyright legislation as an essential element to implementation of the new regulations."

Who pays the piper on time

Plans for formation of National Broadcast Credit Bureau, to serve as clearing-house for data on national advertising agencies' track records in paying station bills, will be developed by Institute of Broadcasting Financial Management and sent to television and radio stations throughout U.S. late this month. Warren Middleton, executive director, said Friday (Feb. 18) after meeting of IBFM executive officers in New York, that if stations indicate adequate support, including willingness to pay "modest" fees to support project, IBFM will retain independent research organization to compile credit information from stations. He said this would include, for all agencies placing national broadcast business, data on accounts-delinquent 90 days or more. Both Television Bureau of Advertising and Station Representatives Association are supporting project, he reported.

Metromedia ahead last year

Metromedia Inc. reported increase in net income and decline in revenues in 1971. The gain in profits was achieved primarily through reduction in costs and expenses.

	1971	1970
Earned per share	\$ 1.33	\$ 0.75
Net income	7,681,588	4,259,659
Revenues	153,407,078	158,891,988

The summer games' sponsors

Traditional magazine user, Northwestern Mutual Life Insurance Co., Milwaukee, enters network television for first time in contracting for partial sponsorship of ABC-TV's Summer Olympics coverage, Aug. 25-Sept. 10 from Munich. Northwestern, through J. Walter Thompson Co., Chicago, will have 30 minutes of commercial time.

ABC will telecast about 66½ hours in coverage, devoting to Olympics entire weekday prime-time schedule and substantial weekend periods of both prime time and afternoons. In 1968, ABC logged 45½ hours covering summer games in Mexico City.

ABC said sponsorship of coverage of

games has been virtually sold out. In addition to Northwestern, major advertisers include Coca-Cola (McCann-Erickson), Faberge (Nadler & Larimer), Joseph Schlitz Brewing (Leo Burnett), International Harvester (Young & Rubicam), Sears, Roebuck (Foote, Cone & Belding), Texaco (Benton & Bowles), Toyota (Clinton E. Frank) and Warner-Lambert (J. Walter Thompson).

NBC-TV lays down law on 'clipping'

NBC-TV has let its affiliates know they may lose their affiliations if they engage in "clipping," practice of cutting away from network programs or network commercials to make room for more local commercials. In memo to managers of NBC-affiliated stations, Donald J. Mercer, station-relations vice president, said "there are recent indications of an increasing number" of such incidents and that they not only violate terms of affiliation agreements but also cause "great annoyance and inconvenience" to viewers when programs are clipped and "may cause advertisers to be billed fraudulently" when network commercials are clipped.

Mr. Mercer's letter comes on heels of FCC announcement that it proposed to fine KSHO-TV Las Vegas, ABC-TV affiliate, \$10,000 for clipping, which it said violates commission rules (BROADCASTING, Feb. 7). Mr. Mercer, without referring to that fine, said "we trust that these practices are limited, at worst, to a very few affiliates," but warned that "we are compelled to consider the advisability of continuing our relationship with affiliates who engage in them."

Evans sets sights on TV board

New candidate for TV board of National Association of Broadcasters is Mark Evans, Metromedia vice president for public affairs, Washington. Mr. Evans presently is chairman of NAB task force on license renewals. His candidacy brings to three number of new candidates for six vacancies due to be filled at association's convention in Chicago in April. Others are Ray Johnson, KMED-TV Medford, Ore., and Walter E. Bartlett, Avco Broadcasting. Running for re-election are Leslie G. Arries, WBEN-TV Buffalo, N.Y.; Dale G. Moore, KGVO-TV Missoula, Mont., both of whom have announced their candidacies for vice chairman of TV board, and George

Comte, WTMJ-TV Milwaukee. Running for chairmanship is Peter Storer, present member of TV board, of Storer Broadcasting, Miami.

Discord over format change

RKO General Inc. has run into opposition from two citizen groups protesting plans to switch its WGMS(AM) Washington from classical-music to top-40 format. RKO plans to continue classical-music programming on WGMS(FM).

Citizens Committee to Save Classical Music on WGMS, composed of area residents, filed petition with commission last week seeking emergency stay by Feb. 23. It also requests permission to inspect WGMS's financial records over last three years to determine whether proposed change is justified by economic considerations, as asserted by RKO.

Second group, composed of Georgetown University students, is aiming at station's license. It plans to file petition on Tuesday (Feb. 22) seeking stay of format change pending decision on either calling up station license for early renewal (Washington stations are to file for renewal by July 1) or issuance of show-cause order directed at revocation of existing WGMS license. Group calls itself CLASSICAL—Citizens Lamenting the Absence of Symphonies and Sonatas in Conventional Airways for Listeners.

First petition has already had one effect. RKO, which on Jan. 20 had said

WGMS change-over would occur on March 1, informed commission on Friday (Feb. 18) it would postpone format change until April 24. RKO, in letter from its counsel, William S. Green, said it wanted to remove "element of pressure" it saw in citizens committee's request for decision on request for stay by Feb. 23.

Besides requesting emergency stay and permission to inspect station's financial records, citizens committee wants order that would require WGMS to make "compelling" showing justifying format change.

Both groups contend that RKO has failed to demonstrate proposed change is in public interest. They also noted that RKO in past renewal applications has cited need for classical-music format in AM in Washington.

WGMS is only AM station in Washington with classical-music format; it has broadcast cultural and classical music for past 24 years. WGMS(FM) and WCAO(FM) Baltimore are only commercial FM stations in area broadcasting classical music.

Baker on renewal bandwagon

Senator Howard H. Baker Jr. (R-Tenn.) issued call for action on license-renewal legislation in Senate speech late last week.

Senator Baker, ranking minority member of Senate Communications Subcommittee, said "stable license-re-

newal procedures benefit the public as well as broadcasters." To build station strong on news and local service, he said, broadcasters must invest good deal of time, talent and money. And, they must also have "reasonable expectation" that licenses won't be jeopardized at renewal time "by an adverse [FCC] decision based on nothing more than 'paper promises.' Legislation is clearly necessary if the industry is to have the stability the public interest requires," he said.

Senator said he would work with subcommittee chairman John O. Pastore (D-R.I.) in achieving goal of "statutory license-renewal policy." He urged broadcasters to inform their congressmen and senators of need for legislation.

In earlier speech on House floor, Representative James Collins (D-Tex.) urged congressional support of his license-renewal bill. Measure (HR 12019), introduced Dec. 2, 1971, would provide for virtually automatic renewal if FCC finds broadcaster has served public interest. Competing applications would be considered only if FCC made finding to contrary.

Dominick in Denver

"Network commentators with their instant analysis" of presidential TV and radio appearances and "growing trend among many broadcasters" to blame ills of their industry on Republicans came under fire Friday (Feb. 18) from Senator Peter H. Dominick (R-Colo.).

Senator spoke at Colorado Broadcasters' Association meeting in Denver, where Office of Telecommunications Policy Director Clay T. Whitehead earlier attacked FTC proposals for "counteradvertising" (see page 14).

Citing President's recent address on Southeast Asia as example, senator said analysis by network newsmen immediately afterward served only "to cloud the meaning of the original address."

At one point in speech, senator referred to 35-mile radius rule, part of CATV package adopted by FCC. He said "it is my hope that we in the Congress can come up with some sort of resolution urging the FCC to give serious consideration to a waiver of that rule, substituting some greater distance to protect broadcasters."

Viacom '71 profits down

Viacom International Inc., New York, reported gain in revenue and slight decline in net income for 1971. Decrease was said to be attributable to CATV operating costs and to expenses with spinoff of company from CBS Inc.

	1971	1970
Earned per share	\$ 0.48	\$ 0.44
Net income	1,674,000	1,803,000
Revenues	20,974,000	18,539,000

Week's Headliners



Mr. Hylan



Mr. Saxe

William H. Hylan, senior VP and director of broadcasting, J. Walter Thompson, New York, retires formally on June 15. He left CBS-TV post as senior VP for sales to join JWT in 1963. He had spent 25 years with CBS, starting as radio time sales man and holding number of positions in sales and administration for both radio and TV. Announcement was made at this time to facilitate transfer of Mr. Hylan's

responsibilities, agency spokesman said. **Robert E. (Bucky) Buchanan**, VP, associate director of broadcasting, named senior VP in charge of media (print and broadcast has been merged into single department). **Richard P. Jones**, VP, media manager, named senior VP, media director in charge of international operations. Both men will report to **Alvin Achenbaum**, senior VP and director of marketing services.

Edward L. Saxe, president of CBS Television Services Division, has retired after 25 years with CBS to become private consultant in U.S. and Europe ("Closed Circuit," Nov. 22, 1971). He joined CBS shortly after World War II, became controller three years later, subsequently was CBS-TV network VP before being named president of services division in 1969. The division's principal components, cable TV and program syndication, were spun off into Viacom International last year.

For other industry developments see "Fates & Fortunes," page 50

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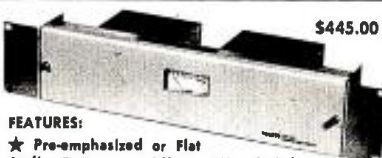
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Plaudits for black radio

EDITOR: It is always a great pleasure to compliment [a magazine] on a job well done. In this day and age, when the authenticity of news reporting is questioned and the sensitivity of the journalist is oftentimes doubted, I would like to thank you for and compliment you on "Growth Market In Black Radio" [BROADCASTING, Jan. 24]. All the bases were covered: where it has been, where it's going, various innovative ideas, the sales aspect, news, and, of course, music.

NATRA and I are grateful and, in the same breath, hopeful that more will be done on black radio.—*Curtis E. Shaw, president, National Association of Television and Radio Announcers, Chicago.*

Fairness verdicts

EDITOR: Just a note to say that I thought [senior correspondent Leonard Zeidenberg] did a superbly fair and accurate piece on the Brothers Stern ["Two men, two missions," BROADCASTING, Jan. 24].—*Philip M. Stern, Washington.*

EDITOR: . . . I thought it was very well done and very fair.—*Edgar B. Stern Jr., New Orleans.*

Cigars, cigarettes

EDITOR: Somebody has finally decided to question cigar advertising on TV in relation to Congress's ban on cigarette advertising from TV and radio. Big deal! The cigar advertising has been allowed for such a long period since the banning that it wouldn't surprise me if people actually believed it was healthy to puff the brown stems, no matter their cigarette-like shape.

The whole thing is ridiculous and it's even more ridiculous that Senator Frank E. Moss should suddenly decide to question cigars. Where has everybody been since the original congressional ban? Is cigar-smoking that much different from the cigarette habit?—*Steve Hoffman, TV-radio editor, The Cincinnati Enquirer.*

Passes muster

EDITOR: Thanks for the super article "Week's Profile," BROADCASTING, Feb. 7].—*W. H. Kennedy Jr., senior vice president-director of media, Campbell-Ewald, Detroit.*

This week

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. 22 - March 2—Workshop-seminar on lighting for television, sponsored by Kliegl Bros. Program is geared to commercial, educational and cable facilities. Fee is \$250 per person. Contact: Wheeler Baird, 32-32 48th Avenue, Long Island City, N.Y. 11101.

Feb. 23—West Coast membership meeting, *American Society of Composers, Authors and Publishers*. Grand Ballroom, Beverly Hilton hotel, Beverly Hills, Calif.

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. 24—Forum, "The Making of a Candidate," sponsored by New York chapter, National Academy of Television Arts and Sciences. Panel will include Charles Goodell, former senator from New York; Gabe Pressman, WNBC-TV New York, and Bill Wilson, late Robert F. Kennedy's media man. Lee Leonard of WNEW-TV New York's *Mid Day*, moderates. Hotel Pierre, New York.

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. Sportsmen'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 bureau, FCC; and John Gwin, chairman, National Cable TV Association. Beverly Hilton hotel, Beverly Hills, Calif.

(Continued)

Major meeting dates in 1972

April 4-6—*Public Television Conference*. Washington Hilton hotel, Washington.

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.

May 15-18—*Public Radio Conference*. Washington Hilton hotel, Washington.

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

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

Sept. 25-28—Annual conference, *Institute of Broadcasting Financial Management*. Fairmont hotel, San Francisco.

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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Also in February

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

March

March 1—Deadline for the regional and inter-

national 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*. Americana Bal Harbour, Miami Beach.

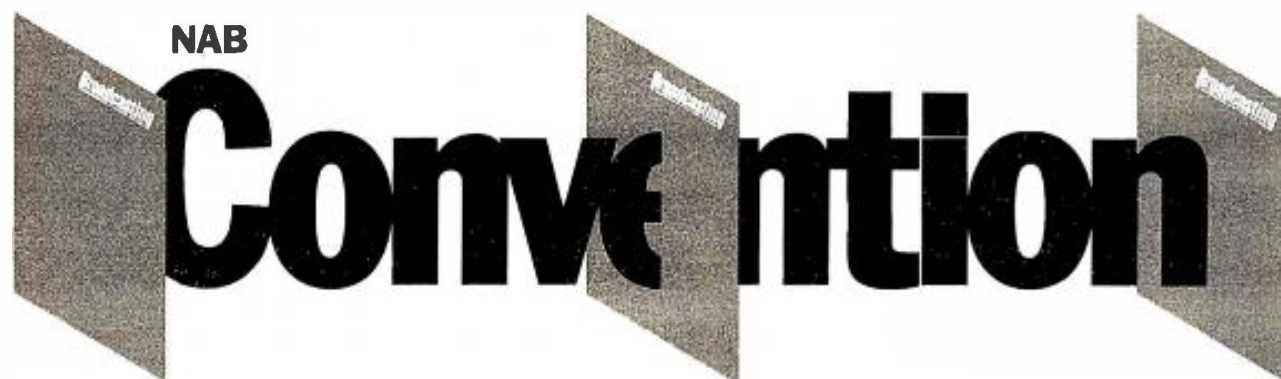
March 4-6—Spring meeting, *Texas Association of Broadcasters*. Houston Oaks hotel, Houston.

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

March 6-7—Ad hoc hearings by *Congressional Black Caucus* on relationship of mass media to black community. Washington.

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

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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Bond's proceeds with caution into broadcast

A significant move into television and radio advertising is being made by one of America's largest clothiers. Bond's, with 150 stores in 49 trading areas, has adopted a marketing strategy that calls for a carefully monitored media mix of traditionally heavy newspaper campaign reinforced by key-city TV and radio advertising.

This will mark a radical departure from the way Bond's once utilized broadcasting. Instead of the one- or two-week flights that had been scheduled mainly for sales events, Bond's new media plan calls for greater continuity in six-, 10- and 13-week cycles in the fall and winter.

Phase one began this past fall with the purchase of Arthur Godfrey and Pat Summerall on CBS Radio in support of local spot in most Bond's cities. This spring, Bond's will begin concentrating its broadcast effort in select markets to test new creative and media concepts that can then be harnessed to do a continuing job in fall and winter.

Will this use of TV and radio pre-empt a diminishing newspaper advertising budget? Hardly. Bond's will tell its value story quite specifically in print and will use broadcasting to build a definitive, likable and believable profile for its stores. Hopefully, an entire new generation of consumer prospects will learn about Bond's unique "maker-to-wearer" story.

But this does not imply the institutionalizing of radio-TV messages. Neither Bond's nor its agency feels that retail patronage is built on concept advertising alone. Rather the concepts used will pinpoint specific Bond's selling advantages to demonstrate a gregarious store personality and thereby impart a balance between key-event, item-value selling and store-image "humanizing" concepts.

So in all of its broadcast advertising, Bond's will stress what it feels is its most potent selling weapon—credibility. Bond's management is responsive to the swelling consumerism cry of "tell it straight."

Bond's will use a no-nonsense approach to convincing people that it is believable—that when you make the clothes you sell, it makes so great a difference that Bond's clothes are indeed "a cut above—a cost below."

In these budget-stretching times when consumers are carefully shopping their restricted dollars, Bond's advises them:

"Don't buy a fable . . . a high priced label . . . Bond's makes the clothes that make the man."

And while broadcast will be called upon to show a contemporary new look and a greater variety of styles the consumer will get the message that Bond's sells fashions, not fads: that Bond's is still the home of the legendary two-trouser suit. And that beyond suits, coats and slacks, Bond's is into shoes, shirts, sportswear and accessories. And one more thing that TV and radio will be called on to do is to build a following among daytime listeners and viewers, inasmuch as Bond's is also a store for women as well as men.

While our most important objective is to see that Bond's broadcasting dollars yield greatest impact and remembrance at the consumer level, there is a secondary function that motivates this clothier to go audio/video. Bond's wants to involve emotionally its selling organization in its respective 150 stores. Bond's feels that broadcast will help enthrone retail selling personnel by adding a distinctive Bond's sound and color to newspaper advertising. And by using well known local sports, news and music personalities, broadcast will give Bond's a "celebrity" status to bolster its long established value story.

In addition, an area of special interest to Bond's is the testing, on radio, of a two-minute retail commercial, one-half of which provides almost pure entertainment plus Bond's musical ID, and the other minute detailing specific merchandise offerings or events.

In the past there has been some discussion in broadcast circles about the need for this length commercial in carefully allocated time segments, perhaps on an alternating three-days-of-the-week basis. While most of Bond's time commitments will feature one-

minute, 30-second and, in some instances, 10-second reminder time signals, there is a feeling that intermittent two-minute spots could result in greater broadcast productivity and longer running schedules.

Bond's also would like to determine some standardization in terms of a local retail spot rate versus national rate. There is an appreciable variance, market by market and station by station, in retail spot costs. This militates against a national retail organization, such as Bond's, achieving a sensible cost-per-thousand and advertising cost-per-unit-sale. This agency will be interested in hearing from our friends at the local station level regarding their views on this traditionally fuzzy subject.

James Posner, Bond's president, applies this caution to the projected broadcast effort—one which is perhaps applicable to most large retail institutions: "We feel it would be a strategic error in assigning unrealistic weights to media and splintering our promotional spending. We believe in radio and TV usage for many of our cities, but we're not going to weaken our newspaper posture by so-called investment spending to carve out a franchise in broadcast media. We're going to apply every strict but realistic measuring criteria to radio and TV. And while we, like other retailers, are getting away from the idea that audio/video efforts must generate same-or-next-day sales, we will look for a significant sales increase in each market to justify broadcasting as an adjunct to newspaper promotion.

"Whatever we do—we want to reach out to our customer prospects in a human and believable way. The days of taking a customer for granted are well past. Bond's believes this—and this belief will be the foundation of our broadcasting activities."



Norman Gladney, principal in Kane Light Gladney, New York, serves also as senior vice president, account executive and broadcast head with the agency. A radio announcer in the late forties, he subsequently moved to the agency and client side of the business, serving as director of TV and radio for Bulova Watch Co. (1951-56), and in later years with Sylvania's Golden Shield subsidiary and the Elgin Watch Co. He also was vice president in charge of radio-TV at two former agencies, Reach, Yates & Mattoon, and Calkins & Holden.

Mounting attack on counterads

FTC-to-FCC proposal goes less than nowhere with industry; a for-the-administration Whitehead publicly denounces plan

The Federal Trade Commission's proposal for "counterads" was under mounting attack last week from members of the advertising and broadcasting fraternities alike. But the sharpest and most significant attack came from neither group but from the Nixon administration itself, represented by Clay T. Whitehead, director of the Office of Telecommunications Policy.

Mr. Whitehead, making it clear he was speaking for the administration, denounced the proposal as an ill-conceived effort to solve "a philosophical problem that advertising in general poses for some consumer advocates."

He went even further—to express the administration's support of the existing system of advertiser-supported broadcasting. "This administration does not believe that advertising is inherently evil," he said. "We do not believe that advertiser support of the commercial broadcasting system is polluting the minds of America."

"This administration believes in a strong and free private-enterprise system of broadcasting for our country and in effective but responsible government. We intend to work to keep it that way."

Mr. Whitehead, who spoke at the Colorado Broadcasters Association's legislative dinner in Denver, which was attended by members of the state's congressional delegation, was elaborating on criticisms he had voiced of the FTC proposal at a congressional hearing two weeks ago (BROADCASTING, Feb. 14).

The proposal, filed in the FCC's overall inquiry into the fairness doctrine, has been denounced by advertisers and their agencies, as well as by broadcasters, as a mechanism for driving advertisers from broadcasting.

The point was made again last week, by Mr. Whitehead as well as by two major advertising associations—the American Association of Advertising Agencies and the American Advertising

Federation—in comments filed with the FCC.

The filings came against a background of reports from sources close to the leadership of the advertising fraternity that a solid front has been formed by advertisers and broadcasters in opposition to the proposal.

The Television Bureau of Advertising, in an unusual move, is expected to file an opposition to the counterad proposal with the FCC this week. A news conference has been called for tomorrow (Feb. 22) in New York to be attended by Theodore Sorenson, attorney and former special counsel to President Kennedy; Norman E. (Pete) Cash, and Albert J. Gillen (Poole Broadcasting), TVB's president and chairman, respectively.

It was indicated that Mr. Sorenson, who bluntly attacked Washington's posture on TV advertising in a speech in Chicago last fall during TVB's annual meeting (BROADCASTING, Nov. 15,



Spokesmen for the opposition *

Five who have joined sentiments, if not forces, against the Federal Trade Commission's proposal that the FCC make provision for counterads to broadcast commercials (l to r): Clay T. Whitehead, director of the Office of Telecommunications Policy, who fronted for the Nixon administration in opposing the idea last week; Peter Allport, president of the

Association of National Advertisers, who issued the first blast against it two weeks ago; John Crichton, president of the American Association of Advertising Agencies, who joined the attack last week; Howard Bell, president of the American Advertising Federation, who did likewise, and Norman E. Cash, president of the Television Bureau of Advertising, who's set to let go this Tuesday (Feb. 22).

1971), has been retained recently to be its Washington "spokesman."

The FTC proposal would require broadcasters to make time available for responses to four kinds of commercials: those that explicitly raise controversial issues, those that raise them implicitly, those that rest on scientific premises that are in dispute in the scientific community and those that are silent about negative aspects of the products.

It is the last two categories that are the cause of most concern; the others are already covered by the fairness doctrine. In addition, the broadcaster would be required to make free time available to those wishing to rebut an ad, but lacking the money.

Mr. Whitehead was critical of the proposal that free time be made available. He said it would result in a "hidden subsidy," with the public ultimately paying for both the advertising and the counteradvertising messages.

But it was the entire philosophy behind the proposal he appeared to find distasteful. He said the FTC seems to be motivated by concerns shared by some who feel that the American people are being sold "a consumption-oriented way of life." He said this is "a fit subject for government redress—a remedy in addition to the traditional controls on false and misleading advertising,—but presumably not by the FTC.

And like the AAF and the AAAA, Mr. Whitehead was critical of the FTC for attempting to shift some of its responsibilities to the FCC—but his criticism was harsher. The associations said simply that the FCC was not equipped to handle those responsibilities.

Mr. Whitehead's view: "Of course, the trade commission would like to bring the FCC into the process and bypass the difficult job of making factual determinations concerning advertising deception. The FTC is constrained by all sorts of procedures which safeguard the rights of advertisers accused of deception.

"It is much easier to subject the suspect advertiser to a verbal stoning in the public square, but is it responsible for a government agency to urge this type of approach? This administration thinks not."

Mr. Whitehead was scornful of the FTC's contention that the proposal was workable. He said that although the proposal is intended to aid consumers, "the public would be done a disservice if all that counteradvertising achieves is a bewildering clutter of personal opinions thrust before consumers every time they turn on their radios and TV's."

And what of the responsibility for protecting the public from false material in the counterads? Mr. Whitehead

FCC asks NBC to get moving on fairness complaint

NBC has been requested to inform the FCC of the company's plans for balancing views contained in commercials for large-engine automobiles and leaded gasoline that are broadcast on MBC-owned WNBC-TV New York.

The order is one of the after-effects of the decision of the U.S. Court of Appeals which held that carriage of such commercials imposes a fairness-doctrine obligation on a broadcaster. The decision overturned a commission order on a complaint against WNBC-TV brought by the Friends of the Earth, an environmentalist group.

NBC is currently making a complete

review of the station's programming from Oct. 1, 1970, through Sept. 30, 1971, to see if it satisfied the fairness obligation with respect to the FOE's complaint. It says it will take four months to complete the study.

The commission last week said the one-year review, to which FOE has agreed, is "reasonable." But it noted that the material giving rise to the complaint was being aired on a continuing basis. Accordingly, it said, there is no reason why "consideration of the treatment now being given the issue" should have to "await the completion of NBC's prolonged study of the past."

noted that, when asked that question, the FTC's director of consumer protection, Robert Pitofsky, said the agency would face a "ticklish" First Amendment problem if it attempted to monitor the counterads. "Ticklish indeed!" Mr. Whitehead said. "One would have hoped that a federal agency would have been more sensitive to this problem before proposing a requirement of counteradvertising."

Mr. Whitehead said that the job of guarding against abuses and excesses of broadcast advertising should be left to self-regulation by the two industries concerned, with the FTC and FCC playing their "proper roles" in assuring "public vigilance."

He said he strongly supports the FCC's frequently stated position that advertising should be regulated as a business practice by the FTC. "But product ads should not be regulated, TV or not, as expressions of ideological, philosophical or political viewpoints," he said.

The AAF and the AAAA, in their filings, said the FTC is attempting to stretch the fairness doctrine beyond its legal limit in seeking to apply it to all product advertising. And Mr. Whitehead, who has proposed scrapping the doctrine in favor of enforcing case-by-case fairness in the discussion of controversial issues, said the FTC would "expand the doctrine's already chaotic enforcement mechanism far beyond what was originally intended and what is now appropriate."

The AAAA, whose comments were prepared by Mahlon F. Perkins, its general counsel, saw the FTC proposal as antiadvertising in intent. It charged that the FTC's "real objective is to transform broadcast advertising into a detailed specification guide" and that the proposal is "designed to dilute brand loyalties and whittle down market shares."

The AAF comment, which was

signed by Howard H. Bell, the federation's president, saw another possible danger in the proposal. If an advertiser could prove he has lost business as a result of counterads, Mr. Bell said, he could sue for trade libel—with the broadcast licensee involved named a defendant. Mr. Bell said the advertiser could cite "traditional notions of licensee responsibility" as a basis for assuming that the licensee "knowingly participated" in the presentation of the counterads.

Behind the formal filings, there were the privately expressed concerns of New York advertising executives, who spoke candidly, although not for attribution. One said the FTC proposal could affect almost any company in almost any situation but would most likely impact first on such vulnerable advertiser groups as manufacturers of breakfast cereals, drugs and remedies and gasolines.

A check of leading cereal makers—General Foods, Kellogg, General Mills, Quaker Oats, Ralston Purina and Nabisco—failed to elicit comment for the record. But one spokesman said flatly the FTC proposal could have a potential restraint on advertising—"it could encompass many advertising situations and in many fields." He also said that "Pete Allport [president of the Association of National Advertisers] has said it for us. We think it best to continue to have him speak for us." Mr. Allport warned two weeks ago that FCC adoption of the FTC proposal would be followed by advertisers' "exodus" from broadcasting.

Talks with advertising officials also disclosed the purported existence of what was described as a "chilling" factor. The mere threat of the FTC proposals, as well as the court rulings on counterclaims, have instilled caution among some advertisers, one source said.

It was noted that one company had

dropped its TV-advertising plans when network continuity acceptance sources indicated the prepared commercials might subject the advertiser to fairness and the right of reply. (Network verification of this report was not available.)

There also was speculation that the issue of lead-free gasoline had left a gash in the ad plans of petroleum companies. It is not known whether monies pulled out of advertising as a result were "put back in or diverted into something else."

These two statements, made by advertising executives, would appear to sum up opinion on FTC's proposals: (1) "It is hard to find any advertisers that couldn't be vulnerable if the FTC's proposals were adopted," and (2) "It is possible to make advertising messages so innocuous that they don't even sell." And the question was then asked: "Is this what the FTC really wants?"

And Mark Smith, general manager of KLAS-TV Las Vegas, who filed a comment with the FCC last week, may have reflected the views of many broadcasters when he said: "Without a doubt, this is the most frightening proposal I have ever heard in my entire 16 years of broadcast management . . . I would think that the FCC has the proper judgment to dispose of this request by telling the FTC to do its own job."

SRI on the RADAR

Statistical Research Inc., Westfield, N.J., has been commissioned by the radio networks to conduct the eighth in a series of RADAR (Radio's All-Dimension Audience Research) studies this spring. The study will include measurement of individual listening to AM and FM, and to network-affiliated stations. Audience estimates will be based on telephone interviews on seven consecutive days from a sample of approximately 4,000 individuals. The RADAR study will include reporting daily and weekly cumulative audiences, in addition to quarter-hour by quarter-hour audience estimates. In the past, RADAR studies were conducted for the networks by Brand Rating Audience Studies, New York.

FCB picks up L.A. ad firm

Foote, Cone & Belding has acquired Hall & Levine Advertising, Los Angeles, a 10-year-old agency billing \$3 million a year. It will operate autonomously as an FCB division. In announcing the acquisition, FCB said Joan Levine, president; Adrienne Hall, executive vice president, and Jens Pedersen, senior vice president in charge of client services, will continue as principals of the Los Angeles agency.

Y&R loves that computer

A slow-pay solution, but large-scale effort is what's needed

Young & Rubicam, one of the biggest spot-billing advertising agencies, has jumped into the slow-pay issue with a boast and a boost.

The boast: Y&R, which bills at the rate of \$70 million in spot television, said it has one of the best "current payment records" in the industry. Its officials, in interviews last week, said also they believed they were the "best paying agency." One official, Burton Vaupen, vice president, director of account operations, indicated that Y&R through internal improvements had already stepped up its payment of station invoices to a point where almost 90% can be paid within 30 days.

Y&R's boost was applied to Broadcast Data Base Inc., New York, for its spot-TV "administration and invoicing" computerized technique. The agency said that in the fourth quarter of 1971 it participated, along with five TV stations (WPVI-TV Philadelphia; WCPO-TV Cincinnati; KYTV-TV Springfield, Mo.; KCMO-TV Kansas City, Mo., and KUTV-TV Salt Lake City), in testing BDB.

Edgar E. White, president of Broadcast Data Base, explained that the computer facility (located in Paramus, N.J.) is interfaced with a teleprinter network allowing each station daily to feed directly into the system broadcast performance data from the preceding day's operating log. Stored within the same system and continually updated are Y&R's media schedules.

All station records that have come in during a business day are compared with the agency records that night. Those of "matched circumstance"—



Checking the billing printouts (l-r): James E. Mortensen, executive vice president, Y&R; Burton Vaupen, Y&R vice president and director of account operations, and Edgar E. White, president of Broadcast Data Base.

correct as to Y&R's performance criteria—are stored in a "clean" billing file for invoicing. Station and agency records that do not agree are put together and held in a "discrepancy" file.

Both station and the agency can call the computer and print out the discrepancy file and this can be addressed, and often corrected, within a day or so of the commercial's air date, "thus greatly reducing the ultimate number of discrepancies at the time the station renders its invoice to the agency."

Y&R and Mr. White said the service was ready to add subscribing stations to the system immediately and that it would be expanded to include other agencies. Y&R volunteered to supply agencies and stations on specific "insights" into the test experience.

According to the Mr. White's proposal—supported by the agency—participating stations would not be required to assume start-up costs but, it was made clear, stations would be required to support the operation. Though specific rates were not made available, Mr. White described charges: "Station rates will be based on a percentage ranging from 3/10 of 1% up to about 1% of monthly net billings—the range depending on market size" and other, similar factors.

According to a knowledgeable source in broadcasting, the BDB approach is considered "basically sound and an interesting idea" but, it was stressed, the impact, or worth, would depend on its ability to "convert other ad agencies to the system in a meaningful frame." It was pointed out that some 75% of national-spot business comes from 125 top advertisers whose business is placed by perhaps 25 key agencies. "A few agencies," said this source, "would not be enough" to make a serious impact on the late-pay issue.

Mr. Vaupen at Y&R said that the agency's reorganization of some six months ago encompassed its accounting operations. As part of this, he indicated, it was deemed necessary "to clean up the mess of backlog [in spot paper work]. Slow pay is an irritant. It irritates clients and the agency and the suppliers."

He said that Y&R's clients have expressed their reactions to the internal cleanup as "spectacular" in results and as a "turnaround" in accounting procedures.

Mr. White said the test stations were selected because of variety of size, ownership and their markets. During the test, he said, parallel invoices were kept. Station-prepared invoices were later compared with computer print-out invoices. With the use of the system, he said, 85% of the value (billing) of all invoices was cleared for payment as against 20% using the "old" way, or

station-prepared sheets. Payments within 30 days to stations increased from an average 36% of October billing (before actual use of computer) to 98% of December's billing when the system was in full use, according to Mr. White's analysis.

Honoring America: NBC and American Airlines

American Air Lines has signed an agreement with NBC Enterprises for the production of 10 one-hour television specials keyed to the American Revolution bicentennial and for broadcast starting next fall and continuing through 1977.

It was widely assumed the series would be presented on NBC-TV, although the announcement did not specify a network.

Announcement of the project was made in Washington last Thursday (Feb. 17) by Walter J. Rauscher, American's senior vice president, passenger marketing. The NBC Enterprise Division's special projects unit will produce the series, *The American Experience*.

Donald B. Hyatt, head of the unit, will produce and direct. Working with Mr. Hyatt will be writer Richard Hanser and composer Robert Russell Bennett. Chet Huntley, former NBC News commentator, will serve as the series' on-and-off-screen storyteller.

Working titles of the essays that make up *The American Experience* are "Pursuing Happiness", "Men to Match my Mountains", "Shots Heard 'Round the World", "Damn the Torpedoes—Go Ahead!", "The Fabulous Country", "Faith of our Fathers", "The Fate of Unborn Millions", "Hitch Your Wagon to a Star" and "I Name Thee Old Glory."

The series will include contemporary filming as well as memorabilia: paintings, lithographs, tintypes and archive film.

Agency for American Airlines is Doyle Dane Bernbach, New York.

The exodus begins at Lennen & Newell

Lennen & Newell has reduced staff, including its top executives, to a total of 125 employees and as of last week was bereft of nearly all of its former major-billing clients.

L&N, which is in a bankruptcy proceeding, had hoped to work out a preliminary agreement with creditors (BROADCASTING, Feb. 7). But the departure of Best Foods (division of C.P.C. International), which accounted for \$7 million in business, put a severe crimp in those plans.

William C. Lyddan, the agency's president, heads the list of executives re-

signing. His resignation is effective Feb. 29. Donald Campbell, executive vice president and supervisor on Stokley Van Camp, will take over. He will stay for six months provided L&N maintains service to the client.

Also resigned were John D. Spears, executive vice president-finance; Frank M. Cambria, executive vice president; George Oswald, vice chairman, and John Cross, executive vice president.

Barry J. Nova, senior vice president and management supervisor, and Gerry Gross, creative director, will join Senator Hubert Humphrey's staff as consultants. They had been operating L&N's Campaign Planners subsidiary on the senator's campaign for the Democratic presidential nomination.

RADAR, ARB, others join ARF audit ranks

Sixteen advertising-research services or projects—several of them broadcast-oriented—have registered with the advertising Research Foundation's open-audit plan. The plan foresees ARF-controlled spot auditing of the commercial services operations at no cost to those companies. A formal announcement of ARF's project was made last fall (BROADCASTING, Oct. 18, 1971).

Among the research projects registering with ARF is RADAR, the annual radio-audience measurement survey underwritten by the radio networks. Among others registering with ARF are Marketing Information Service for its "print-television pretest"; Burke Marketing Research for Burke television day-after-recall; Market Facts Inc. for split-cable television testing service; W. R. Simmons for its research, "selective markets and the media reaching them" and American Research Bureau for its overnight surveys, radio-market reports, and TV-market reports.

With registration, the participating research service will be permitted use of an ARF symbol with a statement to the effect that its operation is open to ARF inspection and reporting. This material can be used on reports and on promotion.

'Black Beauty' barter

Young & Rubicam has acquired the rights to a new half-hour advertiser-syndicated series, *Black Beauty*. Y&R, already in the field with its *Galloping Gourmet* series (both programs were acquired from the Freemantle Corp.) is currently clearing time periods for the series and will announce shortly the names of participating sponsors. *Black Beauty*, a co-production of London Weekend Television and Talbot Television, is being filmed in England for a September start on British television.

Network buys perk up

January shows 6.6% gain over last year, but still behind the '70 figures

Advertiser investments in network television are looking better this year than in 1971. Initial evidence is being announced in a Television Bureau of Advertising report today (Feb. 21) that shows \$148.2 million in January network billings, a 6.6% increase over January 1971.

TVB said the increase sharply reversed a 15-month downward trend. The billings comeback, said TVB's Harvey Spiegel, vice president in charge of sales and marketing, occurred despite the fewer hours of prime-time network programs offered for sale.

The figures—compiled by Broadcast Advertisers Reports—also were the first to be released for comparison with 1971 figures depressed by the loss of cigarette advertising. (Though TVB made no mention of the cigarette side-effects, the records indicate that the bureau's reported \$139 million showing for January 1971 had represented a cut of more than \$25.3 million, or 15.5% below the total network TV billings for January 1970. Against that 1970 total, January 1972 billing is still almost \$16 million down.

In the three-network totals the increases were greatest on weekends (daytime); nighttime was up while weekday daytime was off (attributed in part to New Year's day falling on a weekend this year but on a weekday in 1971—New Year's daytime billing is normally heavy).

Network billing estimates January (add 000)			
	1971	1972	% chg.
Daytime	\$ 45,814.6	\$ 51,406.7	+12.2
Mon.-Fri.	28,316.9	27,198.6	-3.9
Sat. Sun.	17,497.7	24,208.1	+38.4
Nighttime	93,147.3	96,743.5	+3.9
Total	\$138,961.9	\$148,150.2	+6.6
January			
ABC	\$ 44,476.5		
CBS	55,687.0		
NBC	47,986.7		
Total	\$148,150.2		

BusinessBriefly

General Foods (Birds Eye division), White Plains, N.Y., will soon introduce a new Ice Flo frozen concentrate drink in parts of the South, testing via spot-TV, couponing and newspaper advertising support. Agency is Young & Rubicam, New York.

Quaker Oats Co., Chicago, through Adcom Inc. there, will sponsor a one-hour special, *Ben Franklin, American,*

on NBC-TV, Tuesday, March 21 (7:30-8:30 p.m. NYT). Special will be packaged by Twentieth Century-Fox Television.

Corning Glass Works, Corning, N.Y., through Delehanty, Kurnit & Geller, New York, will run a 30-second spot-TV campaign for its cookware items from March through May and an eight-week 30-second network-TV campaign for its Correlle Livingware beginning in April.

General Motors Acceptance Corp., through Campbell-Ewald, both Detroit, and **Johnson & Johnson**, New Brunswick, N.J., for Modess, through Young & Rubicam, New York, have purchased advertising schedules on two ABC Radio network services beginning today (Feb. 21). GMAC spots, set to run through Monday, June 19, will be heard on news and feature broadcasts of the American Information and Entertainment services while Modess ads will run through Wednesday, March 1, on news and feature broadcasts of the American Contemporary and Entertainment services.

The Kerr Glass Manufacturing Corp., Sand Springs, Okla., a new network-TV advertiser, has signed for participation in NBC-TV's weekday *Dinah's Place* (10-10:30 a.m. NYT) on a May-through-August schedule. Agency is Lowe Runkle Co., Oklahoma City.

Eastman Kodak and **Kraft Foods**, through J. Walter Thompson, and **John H. Breck** (BBDO) will sponsor the 15th annual *America's Junior Miss Pageant* on NBC-TV, Tuesday, May 9, 8:30-9:30 p.m. EDT. It will be the eighth year that NBC will have telecast the pageant.

Eaton Yale & Towne Inc., Cleveland, through J. Walter Thompson Co., New York, which used network TV for first time on May 2, 1971, in sponsoring NBC News special *White Paper on Juvenile Justice*, has purchased full sponsorship of two one-hour NBC News programs: *China Lost and Found*, tomorrow (Feb. 15) at 8:30 p.m. EST, and *Pain? Where Does it Hurt Most?* on March 28, also at 8:30.

Munsingwear Inc., Minneapolis, maker of women's and boys' wear, through Carson/Roberts/Inc., division of Ogilvy & Mather, Los Angeles, is starting a radio promotion on 59 stations in 20 major markets to introduce its Kangaroo T-shirts. Each of the 59 stations on the schedule will carry an average of 20 30-second spots concentrated in a five-day period. The campaign starts on the West Coast in February and continues on through the rest of the country by mid-March. Co-op radio will be available to retailers other than those in the

20 markets carrying the advertiser's radio campaign. Co-op television advertising also will be made available in 19 additional markets not covered by radio.

FCC scores lack of brokerage reports

The FCC has fined KTYM-AM-FM Inglewood, Calif., \$5,000 and renewed the station's license for a short term of one year for failure to report time-brokerage agreements and for other alleged derelictions.

In an initial decision released in December 1970. Hearing Examiner Ernest Nash had recommended the short-term renewal because of the time-brokerage issue, as well as on findings that KTYM-AM-FM had exercised improper control over Spanish, Italian and German programming, had submitted inaccurate program logs and had kept inaccurate or incomplete records of political commercials. Mr. Nash also found that the stations' rates for political candidates were discriminatory, although not intentionally so. He declined, however, to issue a notice of forfeiture—an option the commission had put at his disposal.

In acting on the case, the commission disagreed with Mr. Nash's conclusion that a fine was inappropriate for lack of evidence that time-brokerage violations occurred during the time designated in the case's hearing order. The commission said that examination of the record showed that 11 such violations occurred.

The commission's vote was 4 to 0, with Commissioners Nicholas Johnson and Richard Wiley not participating and Commissioner H. Rex Lee absent.

As a result of its action in the KTYM proceeding, the commission dismissed a petition by WGN Continental Broadcasting Co. for reconsideration of a review board decision three years ago that granted the owners of the KTYM stations authority to build a new AM at Las Vegas. The application of John Williams and Jack M. Reeder, who own the license of KTYM-AM-FM, for a new class II-A AM on 720 khz with 50 kw daytime and 10 kw at night, had been pending the outcome of the KTYM case.

Agency Appointments

■ The Thompson Medical Co., New York, has chosen Grey Advertising there to handle its Slim-Mint gum and Slim-Line candies. Grey is the first agency to handle the relatively new product lines. Advertising plans have not been finalized.

■ The E. Kahn's Sons Co., Cincinnati-based meat processor, has named Car-

gill, Wilson & Acree, Atlanta (subsidiary of Doyle Dane Bernbach) to handle its advertising and promotional activities in the Southeast. Although advertising plans have not been finalized, Kahn's has been a heavy broadcast user. Former agency is McRae & Bealer, Atlanta.

■ Early California Foods, Los Angeles, has chosen Young & Rubicam/West there to handle its \$1-million account. New assignments include Pream coffee creamer, recently acquired from Abbott Laboratories. Former agency was Cunningham & Walsh.

■ Procter & Gamble, Cincinnati, has reassigned its Top Job household cleaner (\$2.5 million in TV billings) from Grey Advertising to Compton Advertising, effective June 1. Both are P&G agencies.

■ Brooke Bond Foods, Lake Success, N.Y., subsidiary of Brooke Bond Liebig Ltd., has chosen Warwick & Legler, New York, to handle its \$1-million Red Rose brand tea account. Part of the ad budget is expected to be allocated to broadcast. Former agency was John Rockwell Associates, New York.

■ Hertz Corp., New York, has appointed McCann-Erickson there to handle its estimated \$5-million overseas advertising. Carl Ally continues as the Hertz agency in the U.S. Former agency was Ogilvy & Mather.

■ The Calgon consumer division, Calgon Corp., Pittsburgh, subsidiary of Merck & Co., has chosen Grey Advertising to handle its "multimillion-dollar" Sucrets line of products. Sucrets, a broadcast advertiser, was formerly handled by Needham, Harper & Steers.

On ANA's mind: FTC's counterads

In announcing its agenda for its meeting in Pebble Beach, Calif., March 26-29, the Association of National Advertisers last week pushed the topic of counteradvertising to the top (see page 14).

ANA said that subject—in addition to the Federal Trade Commission's "corrective advertising" proposals and the self-regulatory program of the Council of Better Business Bureaus—"will be major topics at the 24th western conference."

Also on the program: new developments in the operation of in-house communications facilities by advertisers; self-regulatory efforts of individual companies; experience with new-product venture groups; integrated advertising/promotion strategies; women's views of advertising; organization of the corporate communications functions, and case histories on L'eggs stockings and Mazda cars.

**GATES'
BC-1H**
**Here's today's
newest 1 kW
AM transmitter**

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

**HARRIS
INTERTYPE
CORPORATION**

GATES
A DIVISION OF HARRIS-INTERTYPE



Don Dauer
5-7 AM



Ed Murphy
7-11 AM

WSYR...

the leader again in

Central New York's big

radio market!

WSYR reaches more women 6:00 to 10:00 a.m. than *any* other station reaches in an entire week.

Hard to believe? Check the October-November 1971 Syracuse ARB.

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

Fuel added to the fires

Woody Allen flap and ACLU report put more heat on public broadcasting while funding bill awaits action

The struggle over funding and program control in public broadcasting will not reach its first congressional showdown until next month, but it continues to rage elsewhere—internally and in public debate.

The latest internal skirmish occurred when a satirical program, *The Politics of Woody Allen*, was withdrawn from network distribution. The program, originally scheduled for this week, was held up when the Public Broadcasting Service decided that it raised serious legal problems under Section 315 and was in questionable taste. PBS agreed to distribute the program to local stations and let them decide whether to run it, but it was withdrawn by the production center, New York's WNET-TV, for review by attorneys.

The contribution to public debate came from the American Civil Liberties Union, which issued a report by journalist Fred Powledge charging that official Washington, and particularly the White House, is "threatening public television with [slow] starvation . . . The message has been delivered that the diet will improve only when public television agrees to abandon any notions it might have of becoming anything that could be called a national force—or, as the White House prefers to put it, anything that could be termed a 'fourth network.'"

Mr. Powledge noted that the administration characterizes its concern as a demand for decentralization. However, he added, "the sort of decentralization that is being demanded would mean the virtual death, by starvation, of innovative and relevant public-affairs programming on a national scale."

The same kind of debate will take hard legislative shape early next month, when the House Communications Subcommittee begins its markup of a bill (H.R. 11807) to provide long-range funding for public broadcasting. The bill, introduced by subcommittee chairman Torbert H. Macdonald (D-Mass.), would provide a five-year authorization for the Corporation for Public Broadcasting, with funding levels ranging from \$65 million in fiscal 1973 to \$160 million in 1977, and with a minimum

of 30% of that amount going to local stations in the form of general support grants.

The public-broadcasting community has supported the bill enthusiastically and may get a modified version of it from the subcommittee's deliberations, but the final product is expected to be far less generous ("Closed Circuit," Feb. 7).

A few modifications have been suggested by the National Association of Educational Broadcasters in material that supplements the hearing record assembled earlier this month (BROADCASTING, Feb. 7). NAEB would stipulate that local-service grants—which it would define more specifically in the bill—must be at least 30% and no more than 50% of available funds. The upper figure points up the fact that local stations want their percentage of the total pie to increase as federal funding grows. The association would also change the references to "public" stations; it would substitute either "public and instructional" or "noncommercial educational," as a reflection of the diverse purposes of local ETV stations.

The principal issue raised in discussions of public broadcasting—whether at the administration level, in this month's hearings, other public debate, or inside the system—is that of centralization. A lot of the agitation has come from those who feel that the entire public-broadcasting establishment tilts leftward. But one manifestation of the discontent—the only one to have taken hard legal form—comes from the left. A lawsuit filed by a New York group called the Network Project charges that CPB and PBS are the key elements of a system of centralized control in public broadcasting. The suit, filed in a New York district court, asks that the organizations be prohibited on First Amendment grounds from exercising any kind of internal "censorship" over programs. CPB attorneys were scheduled to respond to the suit this week, but have won a 20-day extension of time to prepare their reply.

The latest practical evidence of the centralization dispute is the flap over the Woody Allen program. The pro-

gram, which includes material on President Nixon, George Wallace and Hubert H. Humphrey, was originally scheduled for broadcast today (Feb. 21). After it was questioned by PBS, initial indications were that, if nothing else, WNET would run the program itself. But last week, Educational Broadcasting Corp.—parent of both local and national noncommercial production in New York—withdrawed the program for further review. The possibility was raised that the program might be given a new, explanatory opening and closing, but no final determination had been made as of late last week.

This kind of ping-pong between PBS and EBC was at the heart of Mr. Powledge's study for ACLU. He said that many local public broadcasters, tied to "conservative institutions" such as state governments, try to use PBS as an agent of editorial censorship.

PBS President Hartford N. Gunn Jr. told Mr. Powledge: "We have taken the position that we would not deny any program to any station that wants it . . . But the problem with a scheduled service is that a lot of stations can be walked out on a plank and dropped into impossible situations by irresponsible people."

EBC President James Day, on the other hand, was quoted as saying: "I don't think it's a practical system. I don't believe in a system of national television where decisions are based on the votes, so to speak, of the majority of the television stations . . . [With] too many people looking over your shoulder," he said, the creative process degenerates into "blandness."

Mr. Powledge himself, after reviewing some of the funding and programming controversies that have plagued the national system, recommends thorough congressional hearings, since these "might well show, among other things, that public TV is being run by people who know very little about television, about journalism and its traditions, and about the creative side of communications—and people who stand in inordinate fear of politicians, and therefore have no place in public broadcasting."

The issue of control has been get-

ting intense scrutiny in recent weeks, but in the process "centralization" has become a clouded word that conceals more than it illuminates.

The Nixon administration and its supporters have opposed "centralization" of programing on public television, but their concern is less with structural centralization than with the growth of a powerful, federally funded national system and an increasing amount of public-affairs programing. The use of a sizeable percentage of public broadcasting's limited resources for national programing—regardless of whether the decision-making process itself is really "centralized"—is the administration's target.

Neither the administration nor its supporters have questioned the recent evidence of emerging centralist tendencies within the Corporation for Public Broadcasting: in fact, those tendencies themselves bear the stamp of a response to political pressure. The CPB board has said, in response to controversy over high salaries paid to public TV personalities, that future use of CPB money for salaries of more than \$36,000 will have to be approved by the board. It has also promised publicly to exercise greater watchfulness over the content and specifically the balance of public-affairs programs—an announcement that is giving the programing portion of public television a profound case of the jitters. A program source offered a typical reaction last week: "It just scares the hell out of me."

There was reportedly even a proposal, before the most recent board meeting last month, to get out of public affairs altogether, although it never got far off the ground.

Actions such as those in recent weeks might be characterized simply as a desire to exercise greater care over how the money CPB distributes is being used. (In support of that notion, it is reported that the board held back a new grant of \$1 million to one production center, not so much because of its dissatisfaction as because of uncertainty over how the money would be used.) The moves also reflect CPB's view that it has been receiving criticism for actions over which it has relatively little control—and that, as a result, it may have to start acquiring some of that control.

Beyond a certain point, however, detailed scrutiny of the ways money is used becomes synonymous with plain old structural centralization. And as CPB—the public-broadcasting organization most closely involved with politics and most vulnerable to political demands—ponders how far to move in that direction, there is no evidence that the possibility of further centralization along these lines is at all displeasing to the administration.

Back at cable rules come AMST, NAB

Both claim end result is not what it was supposed to be

An attack on the FCC's new cable rules, issued early this month (BROADCASTING, Feb. 7), has been promised by at least two broadcaster organizations: the Association of Maximum Service Telecasters and the National Association of Broadcasters.

Both said—one publicly last week, the other privately—that they will file petitions for reconsideration with the FCC on the ground that the commission's regulations do not jibe with what they had understood to be the intent of the compromise agreement forged last November by the Office of Telecommunications Policy.

And both stressed publicly that the FCC rules are only one facet of a two-part agreement—that the whole CATV compromise is pegged on both FCC rules and copyright legislation.

Spokesmen for both organizations noted that a principal point at issue is the grandfathering date. The FCC has indicated that this will be March 31; the broadcast groups claim that their understanding is that this date was to have been Nov. 14, 1971, the date all parties, including CATV and copyright representatives, agreed to the OTP compromise.

Other questions relate to what all agree are minor factors (the definition of significantly viewed stations, for example) but which, as one broadcast spokesman said, "cumulatively amount to a serious impact on broadcasting."

The petitions for reconsideration will be filed at the end of the customary 30-day period following issuance of the FCC rules. This officially was Feb. 12, when the full text of the FCC cable TV order appeared in the *Federal Register*.

Publicly announcing its intention to file for reconsideration was AMST, whose statement was issued on Feb. 14, following an AMST board meeting in Dallas on Feb. 11.

The AMST statement recalled that the organization had accepted the OTP agreement reluctantly because of its belief that cable TV would cause irrevocable injury to over-the-air broadcasting, the unfairness of forcing TV broadcasters to subsidize the development of CATV, and the inadequate treatment of TV stations below the top-50 markets.

AMST said that it had understood that parties were to reach an agreement on the precise statutory language to be recommended to Congress on copyright

law before issuance of the FCC rules and that this has not been done yet. It said that the FCC rules also depart in a number of ways from its understanding "of the letter and the spirit of the compromise." Officially, AMST sources declined to be more specific on this last objection.

Nevertheless, AMST said, it will continue to work for the "implementation of essential elements of the compromise so long as there is a reasonable possibility that this can be achieved."

To this end, it said, it would work to bring about agreement on statutory copyright language for submission to Congress and would petition for reconsideration and modification "of certain aspects" of the new FCC rules.

The NAB move for reconsideration will be aimed, it was said, "at deviations from the agreement or where not covered at all." NAB President Vincent T. Wasilewski already has noted that the OTP compromise agreement calls for copyright legislation as part of a "package" deal, implying that the FCC rules should not become effective until there is copyright legislation.

Among the items that NAB sources feel are erroneous are certain sections of the technical standards, and substitution provisions that permit a cable firm to bring in other programs where a local program is blacked out due to protection requirements.

On copyright, a charge that the National Cable Television Association is "foot-dragging" was suggested by Lester W. Lindow, executive director of AMST, in a note to John Gwin, chairman of NCTA.

Mr. Gwin had written to Mr. Lindow and Mr. Wasilewski urging support for the FCC rules and expressing the hope that neither organization would make any move to delay the rules' effective date.

Mr. Lindow responded by sending along the AMST statement and expressing regret that activities along the copyright front were not moving faster. He noted that there had been a meeting between cable TV and copyright representatives on Feb. 14, but that the NCTA delegates had not had any proposals to submit and indeed had told their copyright counterparts that they would be unavailable until Feb. 29.

"I regard this as a most disturbing report," Mr. Lindow said. "Foot-dragging on the copyright aspects of the compromise agreement would be a very serious breach of that agreement and would necessarily discharge all other parties from any obligation to adhere to any part of it."

As of late last week Mr. Wasilewski had not replied to Mr. Gwin's letter.

Last month Senator John McClellan

(D-Ark.), chairman of the Copyright Subcommittee, informed FCC Chairman Dean Burch that the committee intends to resume its efforts to submit a new copyright bill to the Senate as soon as the FCC rules are issued and there is agreement among the parties on statutory copyright provisions.

There already is a court challenge to the new cable rules. KVVU(TV) Henderson, Nev., filed a notice of appeal with the U.S. Court of Appeals in Washington two weeks ago. The station claims the FCC did not permit comments on the rules that were issued and thereby violated the Administrative Procedure Act (BROADCASTING, Feb. 14).

NCTA back to the task of finding a president

The National Cable Television Association is entering a new and presumably final phase in its search for a president, but the outcome remains almost as uncertain as it was several months ago.

NCTA Chairman John Gwin, who had emerged as the front-running candidate only to drop out of the race (BROADCASTING, Feb. 14), met two weekends ago with the presidential selection committee to review the situation. He and the committee's chairman, Robert W. (Hank) Symons of Teleprompter Corp., were assigned the task of conducting intensive interviews over the next few weeks.

Mr. Gwin—who has pledged to bring the selection process to a swift conclusion—expressed satisfaction last week with the way the committee had done its homework. However, he declined to name or categorize the present candidates for the job—either the committee's or his own.

HUD money goes out to two cable studies

Test of a two-way cable-television communications system between homes and business, industrial and educational sites will begin next month in Jonathan, Minn., a "new town" now under construction.

The pilot project is being funded by a \$175,000 grant by the Department of Housing and Urban Development (HUD). The project is being built and operated by Community Information Systems Inc., Chaska, Minn., a new firm licensed under General Electric Co. patents and technical know-how.

Between mid-March and September, the cable system will be limited to the Jonathan Village Center, a large shopping and commercial complex with more than a dozen stores, offices and businesses. The center will be equipped

with a display area where visitors will be instructed in using the equipment: a "hands-on" room where they actually "talk back" to the TV set and a home information site where services are explained and reactions taken.

Terminals for the CIS system include a TV set for receiving: a teletype for sending and receiving printed material, and a subscriber response unit for transmitting. The latter was developed by Community Information Systems and the General Electric Co.

Phase two of the project is planned to begin in the fall and run for about 18 months, with the system expanded to 50 to 100 buildings. In the final

phase it is planned to wire 1,000 to 1,500 buildings in the town into the cable system. CSI estimates the cost of the last two phases will "run in the neighborhood of \$4 million."

Hud also announced last week that funds will be granted to conduct a study on the uses of communications technology to bring to rural areas the advantages of living and working in the cities. HUD granted \$362,000 to Fairfield University and to Goldmark Communications Corp., Norwalk, Conn., headed by Dr. Peter C. Goldmark, to carry out the study in an underdeveloped 10-town area in northeast Connecticut (BROADCASTING, Jan. 10).

No gettin' around it, Kaymeg's got the hottest news in Sioux City

KMEG-TV's Newsbeat at 6 is up 200%*. The higher rated 10 o'clock is up 46%. All of our local newscasts are up 74%. It's by far the biggest audience gain in town. Late night (up 26%), prime (up 25%), early evening (up 11%), Saturday kid programming (up 38%), all the same story. It's the area growth station.

You get more than you bargained for when you buy KMEG-TV—and your Sioux City budget should include us.

*All figures based on ARB Metro Data, November 1970-71



The Folger Stations

RADIO

WITE / KALAMAZOO-GUTHRIE CREEK
WDEF / GRAND RAPIDS
WHP / GRAND RAPIDS-BALAMAZOO
WJAM / WHTS FM / GABRIEL
TELEVISION

WDEF-TV / GRAND RAPIDS-BALAMAZOO
WITE / GABRIEL-TOWNERS CITY
WHP-TV / GRAND RAPIDS-BALAMAZOO
WJAM-TV / LINDEN, STERADON
WDEF-TV / GRAND RAPIDS, IOWA
KMEG-TV / SIOUX CITY, IOWA

KMEG-TV

A CBS Affiliate

A megawatt of sales power for Sioux City

Avery-Knodel, Inc., Exclusive National Representatives

Whitehead sticks to his cable views

Pastore is told FCC rules on right track regardless of ultimate policy

Senator John O. Pastore (D-R.I.), who has been attempting to smoke out the administration's plans for long-range CATV policy, last week heard from the White House spokesman on such matters. But Clay T. Whitehead, director of the Office of Telecommunications Policy, told the chairman of the Senate Communications Subcommittee no more than he had already been told on the subject.

Mr. Whitehead, who is chairman of a high-level administration committee that is formulating long-range cable television policy, wrote the senator in response to a request for a status report on the committee's deliberations. Basically, he affirmed the views he submitted in November, after the broadcast, CATV and copyright interests reached the consensus agreement that cleared the way for FCC adoption of the CATV rules (BROADCASTING, Nov. 22, 1971).

Mr. Whitehead noted that the new rules, which become effective March

31, take into account the consensus agreement that commits the parties to support of copyright legislation. "We continue to feel that the adoption of such rules and copyright legislation with broad industry accord provided the best opportunity for the sound growth of cable television," Mr. Whitehead said.

He said that the administration committee "hopes to have its report ready for the President in a few months." And although the administration may ultimately offer proposals that "differ in some respects" from the new rules—although not those related to distant-signal carriage—"we do not believe any irreparable harm will be done by permitting those provisions to take effect, and we feel it is essential to enable cable development to progress as soon as possible."

Pulse sues Starch over 'pulse'

The Pulse Inc. audience-research firm is suing Daniel Starch & Staff, another research firm, in an effort to stop Starch and its subsidiary, Roper Research Associates, from using the name "Pulse" in connection with their business. A suit for an injunction and \$1 million in damages has been filed in the New York state supreme court. It charges that Starch uses the name "Pulse"—in

"public pulse world wide" and in letterhead listings of "Starch/Hooperating/the public pulse"—in "an attempt to trade on the long-established reputation of The Pulse Inc. in the field of marketing research and public-opinion research," and also alleges "an attempt to confuse the industry into dealing with Starch under the illusion that they are purchasing from The Pulse Inc."

Bankrupt licensee fights transfer

KTW-AM-FM owners, hoping to reorganize and keep control, oppose Sterling's bid

The licensee of KTW-AM-FM Seattle last week moved to block the involuntary transfer of those stations to group broadcaster Sterling Broadcasting.

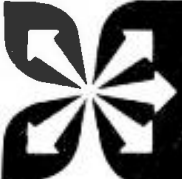
Norwood J., Gloria and S. H. Patterson, principals of Nordawn Inc., the stations' licensee, petitioned the FCC to deny Sterling's transfer application on a number of grounds, including misrepresentation on the part of Sterling and the Seattle attorney who had been appointed trustee of the stations in bankruptcy.

The Pattersons' action follows the filing two weeks ago of another petition to deny the sale. It was submitted by a local group that objected to Sterling's proposal to eliminate the KTW stations' religious programming.

The Nordawn principals are presently involved in litigation in Seattle in which they are seeking reversal of a court order denying their request for a chapter-10 bankruptcy authorization. They are requesting in effect the removal of Walter E. Webster Jr. as receiver in bankruptcy of KTW-AM-FM and their retention of the stations under a chapter 10 reorganization plan. Norwood Patterson is also appealing a criminal conviction of Internal Revenue Service violations (BROADCASTING, Nov. 8, 1971).

The Patterson petition charged that Mr. Webster had attempted to conceal his involvement in the chapter-10 appeal. A standard question on FCC transfer applications is whether the individual is engaged in litigation; by answering negatively, the Pattersons said, Mr. Webster misrepresented the facts.

They also claimed that Sterling did not tell the truth when it responded negatively to a question on the sale application asking whether the applicant had ever been adjudged guilty in a federal court of antitrust violations. They pointed out that the company was found guilty in a Seattle civil suit relat-



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ing to its extensive theater ownership in the Northwest. Although the jury returned a guilty verdict in that proceeding, it was unable to assess damages against Sterling.

The Pattersons further contended that Sterling's theater ownership, and its broadcast interests in Washington and Oregon, constitute a concentration of mass-media control.

In addition, they cited the petition filed at the commission on Feb. 9 by the Committee for the Preservation of Religious Programing, which sought to block the transfer because of Sterling's proposed format change. They complained that such a change for not justified by Sterling's community-needs ascertainment survey. Sterling's program proposal, they pointed out, also indicates that the buyer plans to reduce KTW-FM's time of operation by 74 hours per week, and KTW(AM)'s by 44 hours.

Tax-break given in WKNX-TV sale

The \$1.6-million sale of WKNX-TV (ch. 25) Saginaw, Mich., to multiple broadcaster Rust Craft Broadcasting Corp. was approved by the FCC last week.

The commission, with only one dissent, not only approved the transfer but also agreed to provide the seller, Lake Huron Broadcasting Corp., with a tax certificate denoting the sale as an involuntary conversion of assets because of FCC policy—a proposed rule that would forbid the joint ownership of an AM and TV in the same market.

Lake Huron, which is owned jointly by William J. Edwards and Howard H. Wolfe, also owns WKNX(AM) in Saginaw, which was not involved in the transaction, and KENR(AM) Houston. WKNX-TV, a CBS affiliate, has been operating since 1953.

Deducted from the purchase price is the 2% FCC grant fee, plus certain accounts receivable.

Rust Craft Broadcasting, a subsidiary of the publicly owned Rust Craft Greeting Cards Inc., owns broadcast stations in five cities, and cable-TV systems in Ohio, West Virginia and Indiana.

Dissenting from the grant was Commissioner Robert T. Bartley. Commissioners Nicholas Johnson and H. Rex Lee were absent.

Metromedia hits FCC for poor judgment

The FCC has been accused of "an incomprehensible disregard" for a broadcaster's "sincere" efforts toward responsible and legally sound programing.

That attack came last week from Metromedia Inc., in a request that the

commission reconsider a portion of its ruling disposing of a fairness-doctrine complaint against the company's KMBC-TV Kansas City, Mo.

Metromedia asserted that in deciding that KMBC-TV placed too many "conditions" on an offer of reply time it made in connection with a 17-part series on judicial processes in the Kansas City area, the commission "exhibits an incomprehensible disregard for the sincere efforts of a conscientious licensee to ensure responsible programing in compliance with legal principles."

In the decision (BROADCASTING, Jan. 17), the commission ruled that although KMBC-TV appeared to have fulfilled its fairness obligation by offering reply time to certain judges mentioned in the series, the conditions it placed on the reply-time offer "unduly" restricted the presentation of contrasting views.

The conditions the commission objected to were KMBC-TV's stipulations that the response would not subject the station or other individuals to ridicule or public censure; that the response contain no personal attack, and that the response not contain material that would obligate the station to make available further reply time.

These "guidelines," Metromedia said, were "reasonable and calculated to en-

sure that the resulting program material is relevant to the issue of the controversy, which is the object of the fairness doctrine."

WHDH's latest plea fails to move FCC

The clock is still moving as far as WHDH-TV Boston's occupancy of channel 5 is concerned. The FCC last week denied WHDH Inc.'s request for a stay of the Jan. 21 order directing WHDH-TV to cease operating, and authorizing Boston Broadcasters Inc. to start broadcasting on the channel, on March 19. WHDH had requested the stay pending judicial review of that order. The appeal was filed in the U.S. Court of Appeals in Boston. (All other WHDH pleadings were before the Washington appeals court.)

The commission said that WHDH had offered no evidence bearing on the validity of the orders involved. It also said WHDH had made no showing that the public would suffer irreparable injury or that it has a reasonable chance of succeeding on the merits of its appeal—the other bases on which a stay might be granted.

And although the Jan. 21 order will drive WHDH-TV off the air, the commis-

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sion said it "necessarily resulted" from the Jan. 22, 1969, decision denying WHDH-TV a renewal of its license and granting the construction-permit application of BBI. That decision, the commission noted, was upheld "by all courts having jurisdiction." The commission contends that the appeals court in Boston lacks jurisdiction.

Subsidiary service proposed for UHF

Spanish-language group seeks to put channels to business uses

For an FCC that is ever on the lookout for ways to encourage the development of UHF television, the owners of five Spanish-language UHF's have a suggestion: Permit them to broadcast "instructional and informational programs designed for very specific business uses."

Attorneys for the stations, in a letter to the commission last week, asked it either to declare that such programing is permissible under the rules or to waive the rules to permit any UHF station to air such programing for up to four hours daily for an experimental period of two years.

The request was made in behalf of Spanish International Broadcasting Co.'s KMEX-TV Los Angeles and KFTV(TV) Hanford, both California; Spanish International Broadcasting Corp.'s KWEX-TV San Antonio; Spanish International Communications Corp.'s WLTW(TV) Miami and Trans-Tel Corp.'s WXTV(TV) Paterson, N.J. The owners of the Spanish International stations have a 49% interest in the Paterson outlet.

The attorneys said the stations, which now provide programing aimed at the Spanish-speaking populations in their respective communities, have been approached by business interests that want them to provide the special programing designed for business uses. As an example, the letter cites a distributor who could eliminate a sales meeting by telling his retailers to tune in a specified station at a given time for "a special instructional package."

The rule that the attorneys say the commission might construe as barring the kind of service the stations want to provide defines "broadcasting service" as a "radio communication service in which the transmissions are intended for direct reception by the general public."

The letter notes that the commission now permits some broadcast frequencies to be used for specialized programing. One example it cites is in the FM service, in which certain types of sub-

sidary communications services that "are of interest primarily to limited segments of the public wishing to subscribe to them" are authorized. The services include storecasting and background music.

"There would appear to be no valid reason for prohibiting UHF television stations from providing similar services on a limited basis," the letter adds, "especially since the principal justification for subsidiary communications service in the FM field would pertain here as well—i.e., it would serve as an added source of revenue which is badly needed by almost all UHF stations."

The letter notes that the commission "has long recognized the economic problems of UHF facilities" and has adopted various policies and rules aimed at helping them.

ARB plans new major-market service

American Research Bureau will provide a weekly Major Market Measurement Service for the New York and Los Angeles television markets starting May 3. The service may be offered to other major markets in January 1973.

ARB said last week that effective with the new service—a weekly diary measurement covering ADI (area of dominant influence)—it will discontinue its metered Arbitron overnight and weekly reports in New York. In Los Angeles, ARB has been using diary measurement to produce average-week audiences for eight monthly surveys. A. C. Nielsen Co. has meter measurements and provides overnight ratings in both New York and Los Angeles.

According to Alain J. Tessier, ARB vice president for television sales, MMMS will use a weekly sample of 400 households in each market, or accumulative samples of 5,000 different households quarterly and 20,000 yearly. The New York meter sample has ranged between 200 and 300 metro households for estimates of homes using TV (HUT) and the share of station's tuning activity.

The new service, it was stressed, will provide weekly estimates of rating and share, a previous four-week average and six demographic break-outs (total women, women 18-49, total men, men 18-49, teens and children). It is expected the first report (starting with the May 3 week) will be out about May 23 (reports will be available within two weeks of the survey period).

ARB expects that costs to stations in New York to approximate current levels for the metered service. In Los Angeles, comparable costs were placed at about 50% higher for the new service. ARB will continue its local market

report for the May, July, October and November 1972 survey periods, and is proposing quarterly reports for planning and post-evaluation summaries.

Another push for Hill action

Evans-guided NAB group again seeks help in getting hearings on renewal bills

Another call for broadcasters to see their congressmen and senators to urge hearings on license-renewal legislation was issued last week, aimed at the congressional recesses over the Lincoln-Jackson day occasions.

The letter to all broadcasters was sent out Friday (Feb. 18) by Mark Evans (Metromedia, Washington), chairman of the National Association of Broadcasters' task force on license renewal. Last December Mr. Evans appealed to all broadcasters to see their congressional delegates while they were home during the holiday season.

Response to that first call, Mr. Evans said last week, has been encouraging. He said almost 500 members of the Senate and the House have been contacted and that to date "there has been an unbelievable lack of resistance." But, he added, hearings are vital. "We urge you with all possible haste and emphasis to buttonhole your congressmen and senators again. We need them desperately to plead for hearings immediately—if not sooner."

Mr. Evans suggested that one weakness with many of the earlier contacts is that they were by mail. In-person contact is preferable, he noted. And, he added, it is propitious to urge community leaders to write their congressmen and senators on the need for hearings. "They should be worded as they see fit," Mr. Evans said, "but pointing out the jeopardy in which broadcasters find themselves."

As of last week, reports show that 460 members of Congress had been contacted by broadcasters, with 187 congressmen in favor, only three opposed. In the Senate, 43 for, only two opposed. The NAB scorecard also counts 59 congressmen and 13 senators additionally as favorable to the legislation.

Despite these substantial expressions of support, neither Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, nor Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee, has indicated the possibility of hear-

ings in the near future, if this year at all. And Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, has been outspoken in his opposition to sponsoring hearings on license renewal (BROADCASTING, Feb. 14).

Pending in Congress are two bills, among others, that the NAB is partial to and on which it is anxiously seeking hearings. One is HR 12018, introduced by Representative James T. Broyhill (R-N.C.), and the other is S 2993, introduced by Senator Frank E. Moss (D-Utah). Both bills, which carry a substantial number of co-sponsors, are virtually identical, except that Mr. Broyhill's bill, nearer the NAB draft, would extend broadcast license terms to five years instead of the three-year term now in effect.

FCC issues changes in barter reports

A short course in reporting trade-outs or barter transactions on FCC financial reports was issued by the commission last week.

In a brief advisory, the commission said that spots exchanged for program material "should be estimated at a fair market value consistent with purchases of other program material of similar quality and quantity"; spots exchanged for fixed assets—such as automobiles or studio equipment—"should be estimated as the amount of cash which would have been paid for the asset, if the trade-out was not available."

Other kinds of trade-outs are more difficult to value but must be estimated, the commission said. Exchanges of spots for merchandise, advertisements in other media or services may reasonably be estimated according to the amount of cash the station would otherwise have paid for those items.

The commission also said that the value of traded time should be included as time sales when the spots are broadcast; the estimated value of goods or services received should be treated in the same way as similar purchases for cash.

In a separate action, the commission amended its rules to exempt barter and trade-out agreements from the requirement that licensees file time-brokerage agreements with the commission. It said that the rule was originally adopted because a station that sold time brokers substantial segments of its schedule might be relinquishing its control over programming. Barter arrangements, the commission said, normally do not raise this problem as long as the station retains the right to reject the particular advertiser to whom the time is resold.

Burch lets fly at Johnson

Pent-up fury of two years is released in denunciation of colleague's tactics

The concurring statement, technically, was FCC Chairman Dean Burch's response to Commissioner Nicholas Johnson's 32-page opinion criticizing the commission's action establishing a new regulatory program for CATV (BROADCASTING, Feb. 14). But the chairman's 20-page statement went beyond rebuttal to excoriate the whole pattern of Mr. Johnson's public utterances. It was a rare unburdening of one public official's attitude toward another.

"Demagogue," "irresponsible," "bombast," "simplistic approach," "disrespectful"—these were some of the terms the chairman used to describe Commissioner Johnson and his works.

Of Mr. Johnson's opinion in the CATV case, Mr. Burch said it was the culmination of "an incessant barrage of vilification, willful misrepresentation and left-handed slander" that Commissioner Johnson has been directing at his colleagues. In Mr. Burch's view, the cable package represents "regulatory craftsmanship of a high order."

Mr. Johnson had described it as government "decision-making at its worst" and an example of "presidential interference" in the operation of an independent agency. He was criticizing the role of the executive department's Office of Telecommunications Policy in arranging a compromise among contending parties.

Commissioner Johnson was in Iowa last week when the chairman's statement was released and was not available for comment. However, a member of his staff who talked with him at one



Messrs. Burch and Johnson in a more amicable time than prevailed last week, when the chairman loosed a vigorous critique of his colleague. Mr. Johnson has shed his moustache since this picture was taken, but apparently not other aspects of his career style that rile Mr. Burch.

point and told him of the opinion reported that the commissioner had commented of the chairman: "The more he talks of his honor, the faster we're counting our spoons."

His detailed reply, the chairman acknowledged, was prompted by Commissioner Johnson's ability to attract attention in the media. "He is good copy," the chairman said, adding: "This means that his attempt to distort an act of creation into a public obscenity may end up becoming the story of the commission's cable program. I find this insupportable."

The chairman also wanted to put on the record a feeling he has long held privately—that Commissioner Johnson is not bound by the same obligations as his colleagues. "Responsible policy makers recognize the imperfections of their craft and operate within the bounds of the possible," he said. "Not so Commissioner Johnson. In the manner of demagogues, he elevates gross oversimplification to the level of a moral imperative."

He said the commissioner "is preeminently an 'irresponsible' in a policy-making milieu where complexities are the order of the day and simplistic answers no longer suffice . . . Exploitable issues are what interest him, not practical results. He trafficks in bombast, not the undramatic reality of incremental progress."

The chairman also permitted a note of regret to creep into his statement. He

One man's image

Chairman Burch dug back into his Arizona background to find material for summing up his attitude toward Commissioner Johnson. He picked out a speech by former Arizona Senator Henry Fountain Ashurst, delivered on the floor of the Senate in 1935, and paraphrased this passage: "If Commissioner Johnson should look into his mirror objectively, as he doubtless will some day, he will distinctly perceive a man frequently disrespectful of the rights and feelings of others, exalting himself with an unwarranted sense of superiority over those less gifted and less fortunate than himself; a man too often taking undue advantage of his position here; a man of reckless abandon in speech and relentless in his forays upon those who disagree with him."

said that there is "a certain grandeur about [Commissioner Johnson's] simplistic approach to a policy area so crowded with imponderables. But, for a commissioner with undeniable capabilities and even charismatic powers," he said, "what a vast waste."

In addressing the contentions in the Johnson statement, Chairman Burch called "a distortion of the grossest sort" the assertion that the new exclusivity rules will prevent cable television from experiencing anything but a "modest start in some of the smallest markets."

The chairman said that cable for the first time has a chance for growth in the top-100 markets. "This will be true even in the top-50 markets where exclusivity is greatest," he said.

And the chairman said there was nothing sinister in the consensus agreement among broadcasters, cable operators and copyright owners that cleared the way for adoption of the cable rules. The chairman said he had joined with OTP in an effort to secure a consensus that would lead to the resolution of the cable-copyright issue [which the chairman calls the "gut issue"], "de-escalate the level of violence, and thus greatly serve the public interest."

The Chairman called it "patent nonsense" to assert that the agreement resulted from the efforts of the "powerful broadcast industry" to force a "sweet-heart deal" upon the commission. In his view the copyright owners were most enthusiastic about the agreement, the broadcasters least.

Former pay station to turn religious

RKO General Inc.'s WHCT(TV) (ch. 18) Hartford, Conn., once the nation's only experimental subscription-television station, has been given to a non-profit church corporation with the approval of the FCC.

Approval of the assignment of the station's license to Faith Center came over the opposition of a local citizen group, the Hartford Communications Committee, made up of some 30 residents representing various minority groups. The group contended that Faith Center's ascertainment of community needs and the programing proposed to meet those needs did not meet the commission's requirements.

The commission, however, found that the Faith Center had made a good-faith effort to determine the community's needs and that a significant portion of the station's programing would be devoted to community problems.

The commission also rejected an argument that Faith Center's proposed specialized format of religious programing would be "a selfish use of the air-

waves." Faith Center is licensee of KAFM(FM) Bakersfield and KHOF-FM Los Angeles and permittee of KHOF-TV San Bernardino, all California.

RKO operated WHCT as an experimental pay-TV station from June 29, 1962, until Jan. 31, 1969. Since then, it has operated it as a conventional commercial station.

MediaNotes

Another CATV for Viacom ■ Viacom International Inc. has acquired Telarama Inc., owner and operator of a CATV system with over 6,000 connections in Shaker Heights, Warrensville Heights and Euclid, all Ohio. Telarama also holds franchises in other suburban Cleveland areas. Viacom now has over 162,000 subscribers in its wholly and partially-owned system.

Learn CATV at home ■ Capital Radio Engineering Institute, Washington, a division of McGraw-Hill Inc., has developed a new independent study program in cable TV engineering technology. The course, formulated in the manner of other CREI engineering programs, is said to provide thorough coverage of all aspects of the cable industry. The course is approved by the National Home Study Council and the Veterans Administration.

Two to NBC ■ WOKA-AM-FM Douglas, Ga., and WUNC(AM) Asheville, N.C., have joined NBC Radio.



While the elusive Howard Hughes was reportedly shifting bases from the Bahamas to Nicaragua last week, the television station that he owns (through Hughes Tool Co.) was doing business at the same old stand—but with a new 316-kw General Electric transmitter. For the dedication ceremony Mark Smith (l), general manager of KLAS-TV Las Vegas, greeted Raymond M. Holliday, executive vice president of Hughes Tool. Also in works: new studios.

Pacifica's rival quits FM quest

The Pacifica Foundation is the sole applicant for a noncommercial FM station in Washington. The organization with which it had been competing for the area's only remaining FM frequency has agreed to withdraw.

But despite the departure of the National Educational Foundation—competing applicant with Pacifica for 89.3 mhz in Washington—Pacifica may face other obstacles. Among issues still to be resolved are whether Pacifica solicited illegal ex parte communications in connection with the Washington proceeding and whether the group is qualified to be a noncommercial broadcaster.

Pacifica's agreement with NEF, a nonprofit religious group, calls for the latter to request dismissal of its application in return for reimbursement by Pacifica of legal expenses. Hearing Examiner James F. Tierney, the presiding officer in the comparative proceeding, was informed on Feb. 8 that Pacifica would pay NEF \$5,500 in return for its withdrawal. NEF's withdrawal is subject to the examiner's approval of the terms of the agreement.

Pacifica may still be confronted by a hearing to determine whether it is entitled to a grant. An issue of the original FCC order designating the two groups' applications for hearing sought to determine whether either was qualified to be a noncommercial licensee on "legal, financial, technical and other" grounds. One interpretation of this is that the commission wants to determine whether Pacifica fits the definition of a noncommercial broadcaster.

That interpretation came from Marvin Segelman, then general manager of Pacifica's KPFK(FM) Los Angeles, who last year wrote in the station's program guide that the issues to be decided in the Washington hearing are of vital significance to the future of Pacifica. Mr. Segelman said that if the group were found to be unqualified to be a noncommercial licensee in Washington, it would automatically be unqualified to operate KPFK on a noncommercial frequency. At the same time, he said, Pacifica's KPFA(FM) Berkeley, Calif., and WBAI(FM) New York, both of which operate on commercial channels but are run as noncommercial entities, would lose their tax-exempt status.

Mr. Segelman's remarks had their effect in Washington. Following their publication, the FCC's Broadcast Bureau asked that a further issue be added to determine whether Mr. Segelman's statement (which went on to request listener pleadings to the commission in favor of Pacifica) constituted the solicitation of ex parte communications.

Radio, TV and the double standard

Monroe tells Ervin hearing that licensing procedures unfairly divide the broadcast and the printed press

As Senator Sam J. Ervin's (D-N.C.) Constitutional Rights Subcommittee wound up its hearing on freedom of the press last week, it heard NBC News correspondent Bill Monroe testify that the government is using the current licensing system to circumvent the First Amendment and control the broadcast press.

His testimony was characterized by Senator Ervin as "the finest presentation on extending press freedom to broadcasting that's been made" at the hearing, which began last September (BROADCASTING, Oct. 4, 1971).

Mr. Monroe originally was scheduled to testify at the subcommittee's hearing three weeks ago, but was unable to do so because Senator Ervin had to adjourn the hearing early and attend to other duties (BROADCASTING, Feb. 7).

Mr. Monroe, who is also Washington editor of NBC-TV's *Today* program, told the subcommittee last Wednesday (Feb. 16) that there is an "ominous contrast" that has developed from interpreting the First Amendment differently for print and broadcast media. Print's freedom is "clear cut," but that of broadcasting is enveloped by "a chill twilight of government regulation and government involvement," he said.

He suggested that the labels that have been put on television—"big business" because of its size and wealth, and "the new vaudeville" because of its entertainment—may have caused many to miss a central fact: "It is press."

Although licensing has encouraged broadcasting to be defined as "non-press," he said, the problem is not licensing, but the method of licensing.

"If Congress and the courts had entered this area originally with a clear understanding of broadcasting as 20th-century press, they could have devised licensing procedures that kept government out of news and program decisions," he said. "But they didn't. They devised licensing procedures that encourage government intrusion."

Thus, he said, there is a double First Amendment double standard. "The broadcaster must apply to a government body every three years for the right to stay in business. The publisher

does not." And to keep those licenses, he said, broadcasters know they must painstakingly document for their renewal applications all "efforts known to be smiled on in Washington" and that "boldness [in programing] equals trouble with government, blandness equals peace."

Mr. Monroe said newspapers "have been complacent witnesses to the weakening of First Amendment rights for broadcasting," and have "consistently consulted their own competitive interests instead of the long-range needs of the nation, which they appeal to so loudly when print is attacked." But, he added, broadcasters have themselves been complacent. "Not bred in the free-

press tradition, they have been inclined to approach their problems with government more like businessmen than journalists." With this indifference, it is small wonder that Congress, the courts and the White House have also been "less than attentive to broadcast freedom," he said.

"The First Amendment clearly means that, for the sake of the public, the media shall not be answerable to government," Mr. Monroe said. "It is the license-renewal factor, more than any other, which has breached the First Amendment and introduced into the American system for the first time media answerability to government. But if that whole, rugged First Amendment



NBC News correspondent Bill Monroe denounces the present system of broadcast licensing while Senate Constitutional Rights Subcommittee Chairman Sam Ervin (D-N.C.), in foreground, follows Mr. Monroe's prepared text. Eli Abel (top right), dean of the graduate school of journalism at Columbia University, waits to present his testimony calling for a well-funded public-television system unfettered by government controls. The Rev. Dr. Everett Parker (bottom right) of the United Church of Christ argues for increased public access to the airwaves. The subcommittee's hearing, on freedom of the press, was concluded last week.

concept is, God help us, too revolutionary for our times, then license renewals should at least be made more automatic and more predictable, perhaps on an every-10-year basis."

The present licensing system, he continued, serves only "to turn broadcast profits against the public interest because it motivates broadcasters not to jeopardize those profits by offending the government."

At the final session of the hearing on Thursday (Feb. 17), the subcommittee heard a call from Eli Abel, dean of Columbia University's graduate school of journalism, for a well-financed public-television system free of government controls. Another witness, the Rev. Dr. Everett C. Parker, director of the Office of Communication of the United Church of Christ, advocated increased public access to the air and stricter regulation by the FCC to insure access and fairness.

Mr. Abel referred to public-television systems in other countries where high-quality programs are financed out of license fees—"the consumer pays directly for the broadcast service he receives"—rather than through appropriated public funds.

He said "the only realistic alternative" is a long-range financing plan like that backed by House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.).

Mr. Abel, a board member of the National Public Affairs Center for Television, was also critical of testimony given several weeks ago by Clay T. Whitehead, director of the White House Office of Telecommunications Policy. In contending that public television should not carry public-affairs programming, Mr. Whitehead ignores the Communications Act and the Public Broadcasting Act, which give public television the legal authority to do just that, Mr. Abel said.

Calling for "strong, well financed and creative local stations together with strong, well financed national program services," Mr. Abel said: "I happen to believe that a well financed public-television system, properly insulated from the kinds of political pressure now being brought to bear upon [CPB], is a national necessity."

Dr. Parker told the subcommittee that "the media themselves have an obligation to seek out and give voice to all significant viewpoints reflected in the area of service." Dr. Parker said the FCC "routinely refuses to enforce" the fairness doctrine.

"Stricter enforcement rather than watering down is needed," he said.

Will the Ervin hearings result in some form of legislation? None is immediately planned, a subcommittee spokesman

said last week. He said the senator wants to review all the testimony before deciding on a course of action. But, he added, affording broadcasters First Amendment protections equal to those of print is one of Senator Ervin's principal concerns.

Newsman rights bolstered in WDIO-TV case

Police who seized a camera and film from a working newsman at WDIO-TV Duluth, Minn., were acting unconstitutionally, a federal district judge has ruled.

Judge Frank Neville held that when newsmen are in a public place, lawfully covering a newsworthy event and not interfering with police officers, any arrests or seizures of equipment are "a prior restraint on free expression . . . under the First and 14th Amendments to the Constitution . . . and unlawful seizure in violation of the Fourth Amendment."

Newsman Dennis Anderson was covering a burglary investigation at a ski hut when his camera and film were seized by a police sergeant. The equipment was turned over to a police lieutenant, who offered to return them (an offer that the judge later said was "clearly conditioned on a prior review of the film by police"). WDIO-TV and Mr. Anderson then filed suit.

Judge Neville said that Mr. Anderson's use of a light and camera did not violate any state laws or interfere with the police.

The station's news director, Dick Gottschald, said of the decision: "There are very few cases where newsmen are the plaintiffs, very few dealing with the rights of newsmen, and very little law at all concerning the problems of newsmen and their dealing with authorities at the scene of a police action . . . [This case] appears to give some additional substance to the television newsman's claim of rights under the Constitution. Certainly it will help establish the rights of all newsmen to observe, report and film newsworthy events and be at the scene of a crime, and to report and film what goes on at the scene without fear of threats or actual interference from authorities."

Mr. Anderson said last week that no appeal of the decision is expected.

MBS to add news services

Mutual Broadcasting System has formed Mutual Reports, a new service for black-oriented stations.

John A. Hardin, president and board chairman of the Mutual Broadcasting Corp., and C. Edward Little, president of MBS (See "Week's Profile," page

63) said the new voice service will consist of approximately 100 five-minute news and sports programs per week and will be offered primarily to black-oriented stations.

The service is expected to become operational in about 60 days.

Mr. Hardin and Mr. Little said another news service will be aimed at Spanish-speaking people.

Tricks of the trade for news cameramen

Registration is now open for the 12th annual National Press Photographers Association TV newsfilm workshop, scheduled for April 17-21. The workshop is co-sponsored by the Department of Defense and the University of Oklahoma.

The week-long session includes shooting assignments, editing, critiques and formal presentations. Motion picture cameramen, with a minimum year's experience, are eligible to register as participating cameramen. News managers, assignment or film editors and others may observe. Workshop instructors will be representatives of the networks, local stations and industry. The registration fee for the course is \$150 for cameramen and \$125 for observers.

For further information contact Ned Hockman, motion picture department, University of Oklahoma, Norman 73069.

JournalismNotes

'Meet the Press' microfiche ■ Transcripts of more than 1,250 editions of NBC News' *Meet the Press* television and radio interview program will be made available for reference purposes on microfiche, under an agreement between NBC and the 3M company. The microfiche will contain transcripts of programs produced since 1945. Principal users are expected to be social-science and journalism schools, universities, colleges, and secondary schools and public libraries.

Sociology and journalism ■ The Russell Sage Foundation, New York, has begun accepting applications for its social-science and mass-media summer intern program. Five outstanding graduate students in the social sciences will be selected to work as intern reporters, researchers, or production assistants in a variety of media. Applications for participation in the summer intern program should be addressed to Dr. Hugh F. Cline, Social Science and Mass Media Summer Intern Program, Russell Sage Foundation, 230 Park Avenue, New York 10017.

Democrats lose once more

New request for time to answer President is rejected by FCC

The Democratic National Committee has again been rebuffed in an effort to obtain what amounts to a right of reply to broadcast presidential appearances. This time the complaint was triggered by seven appearances by President Nixon and Treasury Secretary John Connally, all of them since Aug. 15, 1971, and all dealing with the administration's new economic policy.

The FCC, in a four-to-one decision, held that the networks had made showings indicating that their coverage of the economic issue, "on an over-all basis," had been fair. It said that the goal of "robust, wide-open debate" is not served by "mechanistic fairness formulas

(or, stated differently, modified equal-time requirements) with respect to broadcast treatment of controversial issues."

The DNC complaint cited three presidential addresses, one of them in non-prime time, on radio and television, and one daytime address on radio only, and three daytime news conferences held by Secretary Connally.

The DNC based its request for time on the commission's ruling, on Aug. 18, 1970, requiring the networks to make time available for an uninterrupted address by a spokesman for views contrary to those expressed by President Nixon in five prime-time appearances over a period of seven months.

The commission, however, noted the fewer presidential appearances, particularly in prime time, that were involved, and the fact that one was on radio only, and declined to equate Secretary Connally's news conferences with an uninterrupted presidential address.

Accordingly, the commission said,

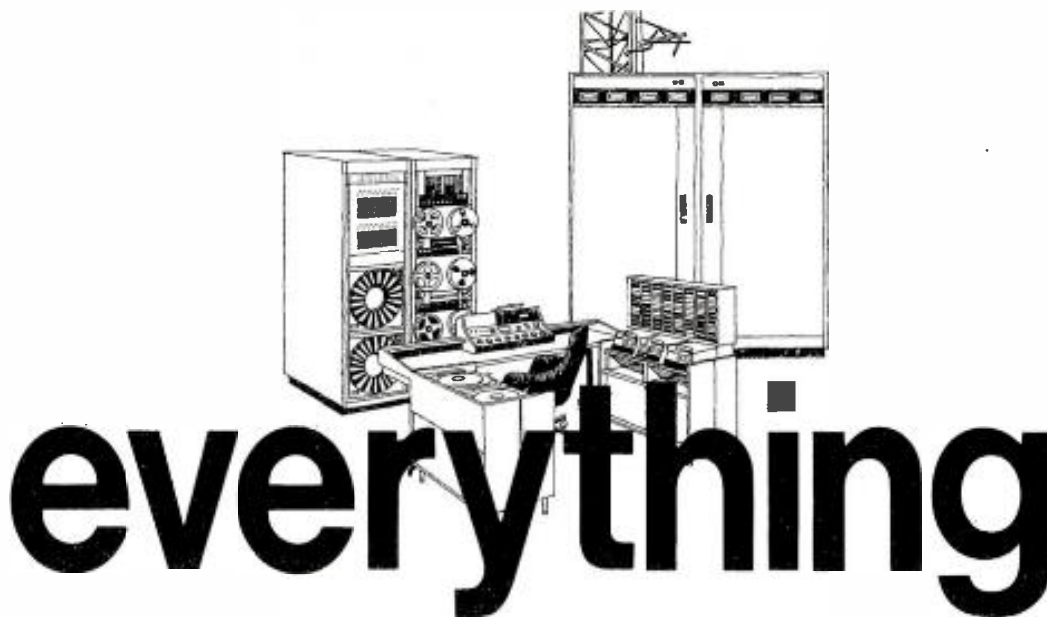
the facts involved in the two cases are different. Rather, it said, the DNC's complaint seems primarily intended to establish the kind of "modified equal opportunities" approach that was rejected in the August 1970 case.

The decision came two weeks after the U.S. Court of Appeals had affirmed a commission decision issued on Aug. 20, 1971, denying a similar DNC complaint (BROADCASTING, Feb. 7). The DNC had asked for time to respond to four presidential appearances.

The commission decision last week was supported by Chairman Dean Burch and Commissioners Robert E. Lee and Charlotte Reid, with Commissioner Robert T. Bartley concurring. Commissioner Nicholas Johnson was the dissenter.

Who will start the bidding?

Another "oldie" is coming back, in a new version, to television. Goodson-Todman Productions and Viacom Enterprises announced last week that a



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Feeling the pulse of the programmers

The National Association of Television Program Executives, whose membership is constantly subjected to the whims of public opinion, decided to sample the feelings of those attending NATPE's convention in San Francisco Feb. 9-11 (BROADCASTING, Feb. 14).

Of the more than 500 members, associate members, press and guests registered for the convention, some 200 responded to the poll. Results showed that less than one-third want the prime-time access rule revoked immediately, while two-thirds seem willing to give the rule a chance to prove itself.

Exactly half of those responding feel President Nixon's administration has harmed the broadcasting industry. Only one in five voting feel the current ad-

ministration has helped the industry. Two-thirds of the respondents said local stations are doing enough local programming. Only one-third apparently believes more local programming is needed.

On the question of the quality of current syndicated programs, the vote was divided evenly. Just about as many think syndicated programs are the equal this season to former seasons as do those who think them worse or better this season than in past years. About four out of five seem ready to accept cable-TV executives into NATPE if they are involved in programming. Also, about 40% think barter is good for stations as opposed to about 60% who think barter is good for somebody other than stations or else is good for nothing.

It was a virtual draw on the question of whether stations should make free time available for political candidates, with 49.7% voting yes and 50.3% voting no. Most of those who voted in favor of giving free time (88%) think the time should be made available to candidates for federal office.

The preferred format for a new syndication series for next fall, by a large margin, is action-adventure. More than two-thirds voting asked for a fall adventure series. Second choice, with almost half citing it, is a new comedy series.

There were many diverse votes cast for the biggest single problem now facing the television industry, including government over-regulation, minority demands, pressure groups, lack of creativity and indecisiveness of program managers.

syndicated version of *The Price is Right* is being produced as a weekly half-hour series for prime-time, starting in September. The new half-hour series, featuring merchandise prizes, will be produced by Goodson-Todman in Hollywood and distributed by Viacom Enterprises. Dennis James will be the host. *Price* had a long network run, playing on NBC-TV nighttime 1955-63; NBC daytime 1957-63 and ABC-TV nighttime 1963-64.

Pastore's 315 ideas introduced in bill

Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) last week introduced legislation to allow broadcasters to give free time to major presidential and vice presidential candidates without having to give equal time to other candidates.

Senator Pastore announced two weeks ago that he would introduce the measure (BROADCASTING, Feb. 14), which would repeal Section 315 of the Communications Act—the equal-time provision—in application to candidates for President or Vice President.

The provision had been in the Senate's version of the political-spending bill, but it was stricken when the bill went to conference with the House bill. The resulting compromise measure signed into law by President Nixon on Feb. 7 contained no repeal of Section 315 for any candidate category.

Senator Pastore introduced the bill (S 3178) last Wednesday (Feb. 16). According to a spokesman for the subcommittee, the senator plans to hold a hearing on the legislation. But, he added, he did not know when the hearing would be scheduled.

'Cable network' founded; public access is aim

The Public Access Network, with the announced intention of becoming a clearinghouse and distribution center for cable programs of national interest, has been formed in Berkeley, Calif. The group, dedicated to public access, also seeks to train community people in production and financing of local cable programming.

Once in full operation, the "network" hopes to provide two to four daily hours of locally originated programming for every participating community. (PAN says it is now seeking applications from cable systems to participate in the network.) PAN also plans eight hours of a variety of other programming to be carried nationally. Start of the network is planned for August 15.

PAN says that it is presently seeking funding. It grew out of another Berkeley organization, Quantum Communications. PAN principals are Claude Marks, operations director, and Joan McKenna, executive director.

'Sanford' climbs higher

NBC's midseason replacement, *Sanford and Son*, consistently in Nielsen's upper ranks since its premiere, was in the top-10 list for the week ended Feb. 6. It reached 10th place, just ahead of ABC's *Mod Squad* and behind CBS's *All in the Family*, ABC's *Marcus Welby*, NBC's *Flip Wilson*, CBS's *Gunsmoke*, NBC's *Walt Disney*, ABC's *Movie of the Week*, CBS's *Hawaii Five-O* and NBC's *Adam 12*.

CBS's midseason *Sonny and Cher* and ABC's *Sixth Sense*, also a second season entry, were in the top-40 rank-

ings (30th and 38th, respectively). The averages for the week were close: CBS had 20.8, ABC 20.1 and NBC 19.4. CBS's nights-of-the-week won were Monday, Wednesday, Friday and Saturday; NBC's Thursday and Sunday, and ABC's Tuesday.

Columbia finds CCTV a Miami movie outlet

Columbia Pictures Industries has entered into an agreement in principle with Wometco Enterprises Inc., Miami, to provide feature films for a fee via closed-circuit television into 15,000 hotel rooms and more than 15,000 high-rise apartment units in the Miami Beach area.

Wometco's south Florida closed-circuit division is now servicing the area with visitor information, weather reports, stock-market reports, general news and racing information. CPI's Trans-World Productions will offer the hotels and apartments Tele/Theater, feature films; Tele/Ad, a sponsored film on attractions of the city, and Televention, which covers via closed-circuit TV all the events at a hotel convention.

William J. Butters, vice president and general manager of Trans-World, said Tele/Theater began in Atlanta last December and plans are under way to extend this activity to hotels in New York, Chicago, San Francisco and London.

Trans-World announced last week it has made an agreement with Video Techniques Inc. and Top Rank Inc. for the live telecasting via Tele/Theater of at least one major boxing event per month including all future Muhammad Ali bouts promoted by Top Rank.

Trans-World also said it has signed



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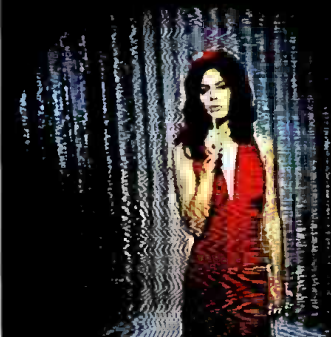
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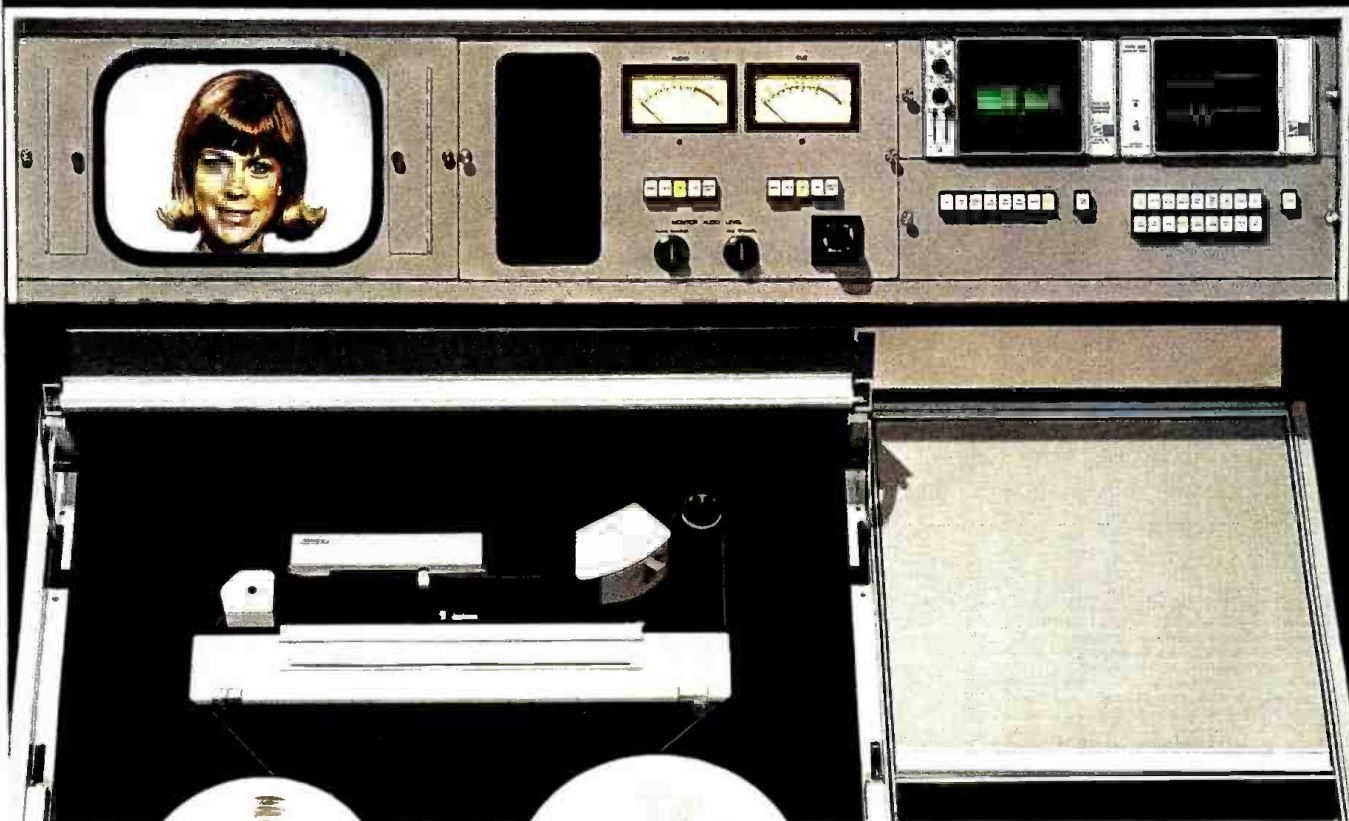
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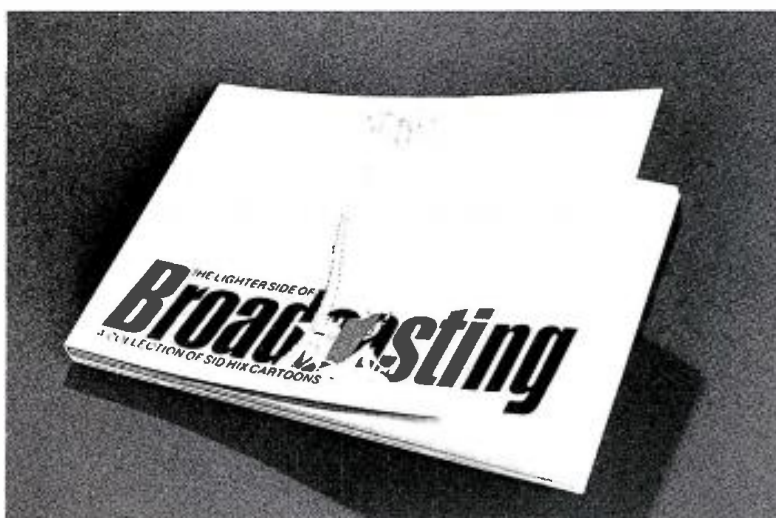
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The monitor picture shown below is an unretouched photo taken directly from a color monitor; shown here on a standard AVR-1. A color monitor is available as an option.

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a contract to buy 10 automated origination systems from International Video Corp., Sunnyvale, Calif., at a cost of more than \$900,000. The equipment will be used in its Tele/Theater operation.

FCC clarifies stand on 'free-form' rock

When the FCC indicated that "free-form" rock formats are an abdication of licensee control, it did not mean that management has to choose every record played, but only that the licensee "must have general procedures to exercise . . . over-all responsibility for what is broadcast." That was how the commission clarified its own ruling, in response to a request by a committee that contested the sale of progressive-rock station KFMG(FM) Des Moines, Iowa.

The Committee to Free KFMG moved last year to block the sale of that station because the new licensee, Stoner Broadcasting Co., eliminated KFMG's free-form programming and installed a restricted playlist. In the process, the committee elicited from the FCC a statement (BROADCASTING, Aug. 30, 1971) that struck some observers as a blanket indictment of free-form radio; it said that the format "gives the announcer such control over the records to be played that it is inconsistent with the strict controls that the licensee must exercise to avoid questionable practices. This is self-understood and institution of controls in such instances is not contrary to the public interest."

In its clarification last week, the commission said that statement "merely referred to the commission's frequently reiterated concept of licensee responsibility over programming."

(See also story page 45).

Hearst moves signal more program production

Plans for expansion in television and feature-film activity were announced last week by the Hearst Corp. and its King Features Syndicate division ("Closed Circuit," Feb. 14).

In a move related to its increase in production, the Hearst Corp. has acquired the principal assets of Hearst Metrotone News, formerly owned jointly by Hearst and MGM. Hearst Metrotone has about 60-million feet of newsfilm in its library and in recent years has specialized in documentary production for schools and theaters.

Paul Roth, president of his own television distribution and packaging company, was named last week as director of program development and marketing of King Features Syndicate/Hearst

Metrotone News. Mr. Roth said that King Features has rights to many comic characters and the company now is involved in research and development of "half-a-dozen properties" for prime-time, daytime and children's TV programming.

Jerome Berger, director of King Features Syndicate TV and film department, has been named a vice president of the Hearst Metrotone News division in charge of operations. Mr. Berger said other appointments to the staff will be announced shortly.

KFS had been active in television production until about three years ago, having produced *The Beatles*, *Krazy Kat* and *Barney Google* and *Snuffy Smith* cartoons and the *Blondie* series, among others.

'CBS Late Movie' does well in initial outing

CBS-TV launched its late-night movie series last week and reported itself better off in both ratings and station clearances than it had been with the *Merv Griffin Show*, which the movies replace in the 11:30 p.m. to 1 a.m. NYT period.

In the New York and Los Angeles overnight Nielsens, the only ratings yet available, the *CBS Late Movie* in its inaugural outing Monday night—"A Patch of Blue," starring Sidney Poitier—pulled a 6.2 average rating and 23 share in New York and an 8.2 rating and 33 share in Los Angeles. Those scores trailed the NBC *Tonight Show* starring Johnny Carson, which had a 9.7 rating and 36 share in New York and an 8.5 and 35 in Los Angeles. But they were well ahead of ABC's *Dick Cavett Show* (3.5 and 13 in New York, 2.6 and 11 in Los Angeles) and also well ahead of *Griffin's* recent CBS shares which had been averaging about 17 in New York and 24 in Los Angeles.

On Tuesday night, *CBS Late Movie*—Bette Davis in "The Anniversary"—went to the top in New York with a 39

Day movies outdo the talkers

Movies on television are a favorite program format of women viewers, 18-49, during daytime hours, according to an analysis of the November 1971 ARB market reports conducted by the television research department of Warner Bros. Television. The study shows that in the top-50 markets there are 24 in which movies compete with talk shows in the daytime hours. In 22 of these 24 markets the movie programming reached more women viewers 18-49 than did the talk shows.



Sidney Poitier and Elizabeth Hartman: "A Patch of Blue" for late night.

share to Carson's 34 and Cavett's 12, but remained second in Los Angeles with a 26 share against Carson's 39 and Cavett's 19. On Wednesday night, with Richard Chamberlain in "Twilight of Honor", the late movie was tied with Carson in Los Angeles (each had a 36 share and Cavett a 7) but was back to second place in New York, although with a 29 share, four points under Carson and 16 ahead of Cavett.

The late movie also started with a line-up of 171 stations, which CBS said was 35 more than were carrying *Griffin* when the latter finished its network run. The 171 stations were said to represent coverage of 94% of all U.S. TV homes, and CBS sources said that was six percentage points more than *Griffin* achieved at its highest coverage level.

Changing Formats

The following modifications in program schedules and formats have been reported:

- WOVV(FM) Fort Pierce, Fla.—Indian River Broadcasting announced that station has switched from predominantly black-oriented programming to a varied format of old favorites, including rock soul music and current hits. In addition, station is now automated. Wovv operates on 95.5 mhz with 215 kw and an antenna 200 feet above average terrain.
- WXAP(AM) Atlanta—Radioad Inc. announced that station, formerly WERD, has modified its gospel programming to include rhythm-and-blues music. Station operates on 860 khz with 1 kw day.
- WTAX-AM-FM Springfield, Ill.—Sangamon Broadcasting Co. has changed its FM call letters to WDBR(FM) and modified its program format from conservative adult music to solid gold rock. WTAX(AM) broadcasts on 1240 khz with 1 kw day and 250 w night. WDBR(FM) operates on 103.7 mhz with 17 kw and an antenna 320 feet above average terrain.

Moving more muscle into Washington

The networks beef up their government relations to turn back the tide of restrictive regulation

To a broadcaster, the sharpest cut of all these days is to hear critics talk of his industry's awesome political clout in Washington. FCC Commissioner Nicholas Johnson is typical of those who seldom miss a chance to say broadcasting is a power above government. But a broadcaster who watched the 91st Congress wipe out \$225 million in advertising revenues by outlawing cigarette commercials and the 92d pass a campaign-spending bill he feels discriminates against broadcasting cannot believe he has much effect at all in Washington. And some of those supposedly under the industry's spell are less than awestruck. Asked to rate the broadcasting industry's effectiveness on Capitol Hill, a Senate staffer declines: "I don't want to hurt anyone's feelings."

The assessment may be a little harsh: others on the Hill are more respectful. (And it's true that broadcasters, individually and through their principal trade associations, as well as cable operators and copyright owners, raised enough hell in Congress and at the White House about the FCC's proposed CATV rules to persuade the administration to seek to bring the contending parties into a compromise agreement.) But with the second session of the 92d Congress now under way, there are signs that the broadcasting industry is attempting to achieve more of the influence that has been ascribed to it. For

while it has been a long time since Washington's climate was regarded as so unpleasant and the amenities so few that foreign governments designated the city a hardship post for their ambassadors, the nation's broadcasting networks are now, finally, elevating the status of their Washington embassies to a level more in keeping with the importance of the U.S. government.

Last September Richard W. Jencks, president of the CBS/Broadcast Group, appeared to be on his way to the top of the corporate mountain when suddenly he found himself sidetracked to Washington. Whatever the effect on his personal career, the move clearly focused new importance on CBS's Washington post. As successor to gentle, soft-spoken Ted Koop, who retired as CBS's Washington vice president, Mr. Jencks is not to everyone's taste ("a bull in a china shop," was one judgment). But it is not uncommon to hear him described at the FCC or on Capitol Hill as "a philosopher," "erudite," even "a statesman." Said one key FCC staff member, "I wouldn't dream of going over his head to anyone in New York. To me he speaks for CBS."

And indeed Mr. Jencks performs a role in his corporation's policy-making councils. He attends weekly staff meetings in New York, as well as the monthly meetings of Opcom and Adcom—Operations Committee and Ad-

ministrative Committee—composed of presidents of the CBS groups and divisions, respectively. To help provide his new office with Washington experience, Mr. Jencks recently retained Charles Caron, lawyer, former reporter and one-time congressional aide, as director of government affairs.

Last December, ABC disclosed it had reached into the White House itself for a new Washington vice president to succeed the retiring Alfred Beckman. The new VP, Eugene Cowen, is a one-time newspaperman who has had no experience in broadcasting. But he is rich in the knowledge of Washington, where he has spent the last 20 years—11 as an aide to Senator Hugh Scott (R-Pa.), now Senate minority leader, and three in the White House in congressional liaison. His tour also included time as an assistant to former Representative Frances Bolton (R-Ohio) and as a Health, Education and Welfare bureaucrat. When he makes his introductory rounds on Capitol Hill, Mr. Cowen does not have to identify himself. "I just say, 'Hi, I have a new job now.'"

Even NBC, which pioneered in aggressive Washington representation among the networks, is strengthening its embassy. Peter Kenney, the network's Washington vice president, for the past 10 years, two months ago took on Robert D. Hynes Jr., former minori-

The networks' Washington missionaries

The front line of network representation in Washington is now manned by (l to r) Richard W. Jencks, CBS; Eugene S. Cowen, ABC, and Peter B. Kenney, NBC. Mr. Kenney, who's been on the job 10 years, is the senior among them (and as such was named several weeks ago as the networks' nonvoting member on the National Association of Broadcasters executive committee). Mr. Jencks, who had been president of the CBS/Broadcast Group, and Mr. Cowen, a Washington legislative veteran who joined the broadcasting company from the White House staff, are new additions to the ranks. Their appointments are obvious evidence of the industry's intention to strengthen its lobbying efforts in the face of increased governmental threats to the amount and the manner of its livelihood. What they're up to—and up against—are detailed in this BROADCASTING special report.



ty counsel of the House Rules Committee, to give himself an additional head and pair of legs for dealing with the network's problems.

NBC already had the largest Washington staff among the networks. It now numbers 10 in all, including Howard Monderer, the network's Washington attorney for the past 12 years, who acquired an assistant, Scott Robb, a few months ago, plus Marsha Strong, research coordinator, and assorted secretaries and other back-up help. CBS's law office is represented in Washington by Joseph DeFranco, who works closely with Mr. Jencks. Mr. Cowen runs a one-man shop, although the McKenna & Wilkinson law firm, which represents the network, occupies offices down the hall from Mr. Cowen in a new building close by the ABC News quarters.

The network representative's assignment is probably as difficult as any in Washington. He deals in what for the 535 members of the Senate and House who have ultimate power over broadcasting is a very hot medium. Radio and television are the line to their constituents, the source of news affecting their judgment and the means by which they seek to hold on to their congressional seats. "There is an awareness of the impact of what the networks can do to you politically," one House member said recently. "But that doesn't make you love 'em."

The network representative is also at the mercy of the network's news department's judgment. "When you see a slanted news report on something you know about and the lobbyist comes in," the same House member said, "you wonder about him. If the news operation is not straighter than that, the lobbyist has a heck of a time dealing with the substantive matter that has nothing to do with the subject of the program."

Representing properties of almost incalculable worth in that kind of charged atmosphere would be difficult enough,

without additional complications; the sensitivity of a poet, the perception of a psychiatrist and the rationality of a Jesuit would probably see a man through. But there is a new development. As Clay T. Whitehead, director of the Office of Telecommunications Policy, might say, citizens have read the Constitution and have learned of the right to petition their government, the same right that network and other lobbyists exercise. They are appearing at congressional hearings and at FCC oral arguments. They have even been seen walking the halls on the eighth floor of the FCC building, where the commissioners' offices are located—just like the fellows from the networks.

This season, as in almost any other, there is much in Washington that requires the network representatives' attention: The rise of consumerism, as reflected in the appearance of the citizens groups, is producing a rash of problems—chief among them the Federal Trade Commission's proposal that the FCC require broadcasters to make time available for "counterads." Then there are the attacks by members of the administration and Congress on network news operations, which are continuing, as are demands by individuals and groups for access to the broadcast media. The question of televised violence's impact on children remains potentially explosive, despite the report of the surgeon general's special committee asserting that the only link discernible between televised violence and children's antisocial behavior involves children predisposed to violence: both the House and Senate Communications Subcommittees are preparing hearings on the report. The administration's interest in establishing basic CATV policy probably means the ultimate Washington battle over cable television will be fought in Congress, after all, despite the FCC's action in concluding a massive rulemaking in the area. And there is the issue that broadcasters regard

as the most crucial—license-renewal insurance legislation.

Perhaps because he is new at his job ABC's Cowen speaks with a degree of optimism and even enthusiasm about dealing with broadcasting's problems in Washington. "Of course, broadcasting has its problems, but it's in better shape than it realizes," he says. "It's vigorous. It hasn't developed every avenue it could, in Washington, to make sure its concerns are expressed. There is a way to get across broadcasting's importance. One way is more work, on my part and by others in Washington and by the broadcasters back home."

His colleagues agree. Mr. Kenney, after 10 years in the political atmosphere of Washington, speaks grimly of the work involved in cultivating 535 Senate and House members. Mr. Jencks, the corporate executive, talks of a "combination" of approaches—letters, publicity, advertising, proposing legislation or amendments to existing statutes, coordinating individual efforts."

The network representatives work in a kind of loose alliance with one another and with the National Association of Broadcasters, which maintains broadcasting's largest lobbying operation in Washington. (The network representatives are not registered lobbyists. NAB's top government relations people are.) The NAB has a five-man government-relations unit which is headed by the executive vice president, Paul Comstock, and which can draw on the legal and other talent available at NAB headquarters. In addition, it relies on its president, Vincent Wasilewski, and Grover Cobb, executive vice president for station relations, for what NAB staffers call "high-level" government representation. (The NAB and the networks do not exhaust the representation some licensees have in Washington. There is, for instance, the Association of Maximum Service Telecasters, which consists of 150 maximum power stations, most of them VHF, and which



maintains a Washington office headed by its executive director, Lester Lindow. It has a relatively specialized interest in spectrum management and engineering, which it pursues at the FCC and other government agencies, as well as in Congress. But it was the broadcasting industry's leading spokesman in opposing proposals to permit land-mobile radio to move into television-spectrum space, and it played a major role in fighting liberalization of the commission's CATV rules.)

Every broadcast-industry representative in Washington speaks of the importance on the Washington scene of the local broadcaster—a condition that puts the NAB at the centerpiece of the industry's lobbying effort. They know that where a senator might turn them off, he is likely to be sensitive, perhaps even responsive, to calls and letters from constituent broadcasters.

But the operative word in "loose alliance" is the first one. Each of the networks has its own problems, its own order of priorities, its own goals. CBS, for instance, has split from other elements of the broadcast establishment in seeking to block implementation of the consensus among the broadcasters, CATV operators and copyright owners that cleared the way for FCC adoption of the CATV rules. CBS is following a drummer beating out the message that it is going to win the copyright suit it brought against Teleprompter Corp., and that the resulting law will be more advantageous to broadcasters in their competition with CATV than the copyright legislation embodied in the agreement.

And the networks generally accepted the campaign-spending bill that the NAB, in a last-minute effort, sought to persuade Congress to amend. The networks' principal concern with the bill was its omission of a provision repealing the equal-time law, at least as it applies to presidential and vice presidential candidates.

The NAB effort—a massive mailing directed to every House member and to all licensees after the bill was approved by a Senate-House conference committee and passed by the Senate—was a disaster, but an illuminating one. The NAB argued that the bill discriminated against broadcasters because it forbade them to charge candidates more than the lowest unit rate for the same class and amount of time for the same period and barred candidates from spending in broadcasting more than six cents out of the maximum 10 cents per voter it allowed them to spend. The House brushed aside the NAB's complaint, and adopted the bill by a vote of 334 to 19, pointing up dramatically the limits of broadcasting's power.

Mr. Comstock says the NAB simply wanted to put on record its view that the bill was discriminatory. "We knew we couldn't change the bill at that point." He also expressed doubt that the effort antagonized any members of the House. But one House member described the NAB opposition as "unenlightened," while a House Commerce Committee staffer bluntly called it "dumb." He said it was likely to antagonize House members on other issues of even greater importance to broadcasters — license-renewal legislation, for instance. But the same staffer softened the judgment. "I understand they have a constituency to satisfy. So maybe his [Mr. Wasilewski's] personal survival dictated that letter. Personal survival is something whose importance we recognize up here. Vince is too smart otherwise." The letter came as the NAB leadership was heading into a confrontation with some of its members who complained it had not been sufficiently aggressive in representing their interests in Washington. Mr. Wasilewski survived the confrontation (BROADCASTING, Jan. 24).

But the split among broadcasters in developing positions in Washington is not only between the networks and the NAB. The NAB's own membership is so disparate—from owners of 250-watt radio stations to New York-based conglomerates holding brimming portfolios of broadcast ownerships—that it is a rare issue on which the support of all members can be mustered.

Paul Comstock, who has taken the brunt of the criticism directed at the NAB's alleged lack of Washington punch, talks wistfully of the *potential* power of the broadcaster. "The communications industry is broadly based and vital," he says. "Get 'em all together on an issue, and hone the issue down so you're in the mainstream of the public interest, as we see it, and they'll win. They've never lost when they got together."

There may be room for debate even with that thesis. Three years ago Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, introduced a license-renewal bill that had solid industry backing. The bill attracted 34 co-sponsors, and was the model for a flock of similar measures in the House. It was the industry's response to the precedent set in January 1969 by the FCC's decision in the Boston channel-5 case. That decision exposed all incumbent licensees with multimedia ownerships and diffused stock ownerships to challenge by rival applicants of simpler corporate structures.

The Pastore bill would have prevented the FCC from accepting appli-

cations for an occupied frequency unless the incumbent had been declared disqualified to be a licensee. Despite the widespread industry support, enthusiasm for the bill evaporated after citizen groups began attacking it as "racist" and the print media editorialized against it.

Momentum is again building for license-renewal insurance. The NAB and network representatives are talking to their contacts on Capitol Hill and at the FCC, seeking support, and bills are blooming in both Houses. But the main lobbying job remains to be done. Senator Pastore is waiting for someone else—the administration or the FCC—to take the lead in the matter; neither has.

Almost by definition, an industry will lose a legislative fight if it cannot equate its interest with the public interest. And broadcasters were defeated on the cigarette-commercials ban primarily because their cause was not easily translated into public-interest terms—although, ironically, voices are now being heard expressing regret over the ban, noting that after it came effective, on Jan. 2, 1971, and anticigarette spots went off the air, cigarette consumption increased.

NBC's Peter Kenney, who played a major role, along with the NAB, in opposition to the legislative drive to ban cigarette commercials, recalls that episode in clinical terms that help explain how a Washington representative works: "The basic source is the individual [senator or congressman] with legislation to introduce. You go to the individual and if the facts aren't good enough, he proceeds, and the bill goes to committee, where you still have a chance to present your side. But once it gets to the floor, you've probably lost; too many people are involved. The people haven't bought your argument."

"On tobacco we did not argue the issue on the basis of the \$200 million [in TV] revenue involved. We said we would have given up tobacco advertising if the product were banned or if advertising everywhere else were forbidden. Otherwise, we said, we were being discriminated against, and would fight the ban. But the people in the Senate said this was 'unique', that the ban would not be extended to other products, and when the bill got to committee we knew we had lost."

At one point, the broadcasters suggested a compromise calling for a four-year phase-out of cigarette advertising. The compromise was rejected, as was a final suggestion that broadcasters be given a year to find other advertisers to take up the slack to be left by the cigarette companies. "We thought we had a 10-to-9 majority for our position in the Senate Commerce Committee, which was considering the measure," Mr. Ken-

ney recalls. "But Hugh Scott switched, so it was 10-to-9 the other way, and the industry did not get the year it needed."

The job of broadcasting's Washington representatives is to know everybody in Washington who can help, or hurt. For starters, there are the members of the Senate and House Commerce Committees and their staffs, the commissioners and staffs of the FCC and the FTC and officials of the Office of Telecommunications Policy; to keep not merely abreast of developments but ahead of them and report back to the home office so it can be ready to formulate wise policy decisions, and be ready on call to supply the bureaucrat or member of Congress with the information he needs to solve a problem.

It is the transmission of information that broadcasting's Washington representatives regard as their most critical function. No one, they feel, knows their business as well as they do. And while some members of Congress dispute that, it is evident to a visitor to a congressional hearing dealing with broadcasting that there is much about the business that is outside the experience of the average senator or congressman. Flow of audience, the increase and decrease in the value of time, the way in which a network news department operates, the application of copyright law to broadcast programs, the problems involved in developing and keeping on the air quality children's programming when kids prefer shoot-'em-up cartoons—these are not the things a man comes across in the normal course of events. Mr. Cowen, recalling his days on Capitol Hill and in the White House, says, "My experience is that this is a complicated world. We need to know a lot of things. If anyone can provide adequate, fair information, he helps Congress and himself. The great joy of my life was knowing the name of someone who could give me the answer to a question."

At times the network and NAB representatives work almost as staff for Congress. House Commerce Committee staffers speak gratefully of technical data the industry representatives furnished, in response to requests, in connection with the campaign-spending bill. The representatives also supplied background information for some members of the Senate Communications Subcommittee when they were preparing to quiz the FCC two weeks ago. (There were estimates of the impact the FTC's "counterads" proposal would have on broadcasting, as well as reports on the progress broadcasters were making in their efforts to secure license-renewal legislation.)

Senator Howard Baker (R-Tenn.), a



The main thrust of broadcasting's mission in Washington remains the responsibility of the NAB, whose president, Vincent T. Wasilewski (l), and executive vice president for government relations, Paul Comstock, are both charged with and criticized for the industry's legislative and regulatory clout.

member of that panel, is particularly concerned about the FTC proposal. And although the proposal is pending before the commission, broadcasting representatives are delighted to work with Senator Baker. As one of them said, "We've got to get backup in Congress."

Although the network representatives are advocates, the success of their efforts depends on their credibility. And sometimes more goes into establishing that than a history of providing factual data. Peter Kenney has entertained members of Congress at small dinners attended by officials of NBC stations in their districts and states, and at luncheons. The purpose of these gatherings, he says, is to develop "a basis of trust." And one House member who has attended several of the Kenney dinners over the years speaks approvingly of them as a means of developing an "easy relationship" with the industry people involved.

If a network representative has really mastered his trade to the point where he has the confidence not only of his superiors but of the people on the Hill, there is yet another function he can perform, according to one congressional staff member. A network president, say, "can't always make a prepared statement before a committee on a bill without being biased," the staffer says. "If a Kenney sees at a hearing the committee is not going along with the network's position, he can drop around later and say, 'we can live with less'."

Considering the use made of the network representatives as sources, their credibility rating is apparently very high. Representative John Dingell (D-Mich.), who has had some fierce dif-

ferences with the broadcasting establishment on issues, says he cannot recall an occasion when the industry representatives "acted improperly or deceitfully, or in a manner unworthy of themselves or their principals."

But he also talks with the tolerance of a man long in politics. "They're giving you the position of their principals. If they don't, they're not doing their job. Lobbyists engage in a certain amount of arm twisting. They try to get others to twist your arm; it's a fact of life. If you don't understand this and live with it, you don't belong here."

Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, also testifies to at least one congressman's ability to withstand the industry representatives' presentations. Mr. Macdonald, who is regarded by some in Washington as a curmudgeon, welcomes contacts by network representatives. "If they have a beef, at least it's not some faceless guy in New York; it's somebody I know." Then he puts his view of the respective roles involved this way: "I understand them, and they understand me. I'm on the side of the public interest; they're on the side of networks' interest."

If there is one incident in the recent past that illuminates the complex relationship between broadcasting and Congress—and that puts in better perspective the job broadcasting's representatives are asked to perform—it was the extraordinary victory broadcasting scored in the last session of Congress—the defeat of the House Commerce Committee's motion to cite CBS President—now Vice Chairman—Frank Stanton for contempt of Congress for

Old battles leave scars

Down-home politics surface in Washington when NAB seeks help

It's not only getting the message to the Hill that counts. Sometimes the messenger can make or break the communication.

That's what happened in one case when broadcasters were making strong efforts to get discriminatory features removed from the political-spending bill.

The National Association of Broadcasters on Jan. 5 sent out an urgent call for broadcasters to contact their congressmen and senators about the political spending bill. One who took the NAB call seriously was Dave Holliday, general manager of KBLL-AM-TV Helena, Mont. On Jan. 18, he wrote to Senator Lee Metcalf (D-Mont.) urging him to support revisions of the bill.

Senator Metcalf responded on Jan. 26 in a long and scathing letter, charging among other things that broadcasters have "been less than fair to the public," and concluding: "I feel no great sorrow if the public is less than fair to your industry."

Last week Senator Metcalf explained why he had reacted so strongly.

First, the senator noted, Mr. Holliday is the former administrative assistant of former Montana governor, Republican Tim Babcock, who ran against Senator Metcalf in 1966. Second, he pointed out, that the KBLL stations are owned by Mr. Babcock and that Mr. Holliday in on-the-air commentaries is "less than fair to me."

To buttress his feelings that Montana broadcasters are opposed to Democrats, Senator Metcalf noted in his letter, and repeated last week, that most of the leaders for the enactment of a state sales tax which the Democrats opposed but which Republicans espoused, were broadcasters. He named Ken Nybo, KBYM(AM) Billings, who was chairman

of a pro-tax committee; Carlyle D. Leeds, KOJM(AM) Havre, a founder of that committee (who also is president of the state chamber of commerce), and W. L. Holter, KLTZ(AM) Glasgow, who is chairman of the Republican State Committee. The tax was not enacted.

"Perhaps I overreacted," the senator said of his letter to Mr. Holliday last week. It was not meant for publication, he said, and it was not, he smiled, "an Agnew attack" on the media. The exchange of correspondence, including Mr. Holliday's acknowledgment of Senator Metcalf's reply, was printed in the Feb. 3 issue of the newsletter of the Montana Broadcasters Association.

The senator, who is running for reelection this year, said that he is going to put every cent he legally can into TV and radio. At the same time he said that he was disappointed with the treatment he generally has received from home-state broadcasters. He said he has never been invited to appear on his home-town TV station (Mr. Holliday's).

refusing to turn over material connected with the production of the controversial documentary *The Selling of the Pentagon*.

The issue was one of those elusive ones on which most elements of the broadcasting industry could publicly unite. (To the media, of course, the issue was broadcasting's right of free speech and free press, but to Representative Harley Staggers (D-W. Va.) and those who supported him in committee, it was something else—Congress's right to obtain the information it needs to legislate.) The representatives of the NAB and three networks and their officers in New York went to work on members of the committee; the NAB urged its members to contact their congressmen. Even the newspapers were on Dr. Stanton's side. In all it was an awesome display of lobbying power, and the result was an unusual if not unprecedented setback for a committee chairman.

But the result was not the clear-cut celebration of broadcasting's First Amendment rights as the 226-to-181 vote to recommit the citation might indicate, according to one House member who voted against contempt. "I saw it as a First Amendment issue," he said. "But I'm not sure everyone did. Lots of people who voted for contempt were simply out to get the networks. And a lot of people were voting for Stanton because they were afraid of the networks. Like Cyrano's nose, it's there: fear of the networks. We can't get over it." There is, he said, a complex of at-

titudes, "of fear, distrust, hate and resentment toward broadcasters. They are always sitting in judgment on us." And it was those same feelings and attitudes, he suggested, that were reflected in the vote.

Even so, the victory was a dear one for CBS and broadcasting generally, and may make Mr. Jencks's new job more difficult. Mr. Staggers's investigators have been checking into alleged staging by television newsmen—and not only CBS's—with a view to possible hearings. And even House members who voted against contempt on First Amendment grounds are still angry at CBS: they feel that the documentary was dishonest, at least in part—a key aspect of the controversy was the editing and rearranging of remarks of a Pentagon official in response to questions—and sympathized with colleagues who contended that "CBS didn't have a right to lie."

Indeed, even some of CBS's allies in the fight were disturbed; they felt that the confrontation might have been avoided, just as confrontations over other controversial documentaries have been avoided. (However, those successful efforts involved careful examination of the script involved and a screening of the offending program, as a means of persuading an angry congressman that the program really was fair and accurate. With *Selling*, it was that kind of research that persuaded many in Congress the program was neither fair nor accurate. One member of Congress said CBS should simply have admitted

guilt: "If CBS had said they did a lousy job, and want to do better, it would be one thing. But they really botched it.")

Nevertheless, despite the continuing uproar, the issue that emerges is broadcasting's First Amendment rights. ("The First Amendment towers over these proceedings like a colossus," Representative Emanuel Celler [D-N.Y.] said.) Broadcasting—in the person of CBS, no matter how much its handling of the dispute was criticized—was on the side of the public interest, just as it did not appear to be in 1969, during the congressional fight over banning cigarette advertising on radio and television. Similarly, many in Congress, and in the White House, too, for that matter, lost patience with broadcasters when they attempted to force reconsideration of a bill that was regarded as a major achievement in the effort to reform campaign financing and spending practices that had become scandalous. The conclusion to be drawn is the obvious one; one that Washington representatives and members of Congress recognize but that is not always discernible to the broadcaster back home: Broadcasting is a power, but its chances of achieving its goals are reduced, perhaps to the vanishing point, if it follows a course that takes it against the current of what is determined to be the public interest.

(The foregoing "Special Report" was researched and written by Leonard Zeidenberg, senior correspondent, Washington.)

Those ASCAP raids on BMI

If they keep drawing writers of current hits, will they lead to higher rates for ASCAP licensees?

"ASCAP pays more" has become the battle cry in the latest phase of a 30-year struggle between the American Society of Composers, Authors and Publishers and Broadcast Music Inc. More and more songwriters are coming to believe it. Some of the most important writers in pop music today are leaving BMI to join its rival.

In the last month alone, Carole King and Rod Stewart have signed contracts with ASCAP, and 1971 saw the exodus from BMI of Neil Diamond, Nicholas Ashford and Valerie Simpson, Stevie Wonder, Frank Zappa and Ritchie Havens, among others.

At BMI it is freely admitted that there is a "brain drain" in its talent ranks and that it may soon become critical. Talent counsel and management—those who have been advising their clients to switch performing-rights organizations—have credited their decisions to many different factors. Perhaps the most frequently cited is that ASCAP has changed its direction in recent years, and is now actively soliciting memberships from young, new songwriters.

One counselor for a songwriter who had recently switched explained: "I think that these moves are only a reflection of ASCAP's desire to break into the top-100 charts. Cole Porter and George Gershwin don't draw audience."

It was back when the Porters and the Gershwins did draw audience that

ASCAP had a lock on popular music, as the only performing-rights society through which most copyright clearances could be easily obtained. In answer to rising fees demanded by ASCAP, broadcasters formed BMI in the early 1940's to develop an alternative catalogue. BMI succeeded, first with Latin imports that started a craze for rhumbas and sambas, later with country music and still later with rock and roll. The last became the new standard of American music, while ASCAP's grew old.

To its repository of Porters and Gershwins ASCAP has now set out to add the works of hit writers who developed under BMI. The technique is simple. As Lou Adler, manager of Carole King, explains her decision to make the transfer: Both BMI and ASCAP estimated what they could pay Miss King in future royalties, and ASCAP came out ahead. It's futures that she cares about. In 1971 more than seven million of her albums and tapes were sold, according to A&M Records, her label. "She made an incredible amount of money from recording royalties," Mr. Adler says.

How can ASCAP afford to outbid BMI for writing talent? Ed Cramer, president of BMI, says that the television networks are, in a sense, subsidizing the raids on BMI members. In a dispute that has been going on for years, BMI has accused the networks of withholding payments from it while

overpaying ASCAP. If there is truth to the allegation, and broadcasters are parties to the weakening of BMI, history is reversing itself.

"We're not in danger of going out of business," Mr. Cramer says, "but this dispute has put a severe crimp in our operations. The failure of the networks to properly compensate us for the music we are currently supplying to them is one facet of the problem. The other facet is the refusal of the networks to pay us what they owe us for past performances."

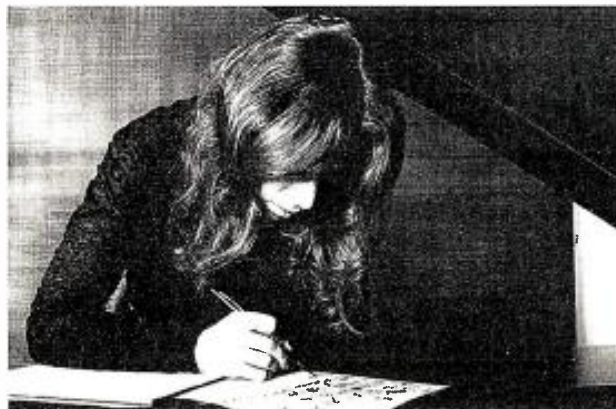
The latter question is the subject of a lawsuit now pending between BMI, and the three major networks and ASCAP. "It is quite clear that the networks have paid ASCAP untold millions of dollars and have refused to negotiate with us," Mr. Cramer asserts.

In 1971, BMI (with 32,000 writer members) estimates its total revenues at approximately \$35 million. Figures on ASCAP (with 15,000 writer members) for the same year will not be available until the end of February, but in 1970 ASCAP took in \$65 million.

The lawsuit filed last year by BMI against ASCAP, CBS, NBC, and ABC, contends that, for performances between 1961 and 1968, the networks paid ASCAP approximately \$25 million above what the contracts between the networks and ASCAP had specified. ASCAP claims the payments were made because during that period the networks



ASCAP's Finkelstein



Ex-BMI's, now ASCAP's Carole King



BMI's Cramer

'Paul Simon': one bookend holds up well

Though a spokesman for Columbia Records says of Paul Simon, "we really can't put an artist of his stature on a timetable for albums," there are signs that the Simon of Simon and Garfunkel has some sort of inner alarm clock that goes off once every two years and says, "it's time for a new record." Almost two years have elapsed since *Bridge over Troubled Waters*, four since *Bookends*, and six since *Parsley, Sage, Rosemary, and Thyme*.

Now Paul Simon, without Art Garfunkel, who has taken a holiday from recording to concentrate on making films, has a new album. *Paul Simon*, and a single called "Mother and Child Reunion," and it's all a tribute to New York and urban life at its worst.

Paul Simon's solo effort was produced by himself and Roy Halee, engineer on almost all of the previous Simon and Garfunkel albums. The production is sparse but the music is characterized by the fetching melody lines for which Paul Simon has become known.

Few of the headaches associated with modern urban living are left unscratched. Dirty air gets a plug in "Papa Hobo":

*"It's carbon and monoxide
the old Detroit perfume
and it hangs on the highways
in the morning
and lays you down by noon . . ."*

The toll that the city's fast pace takes



Paul Simon: *Songs of city life*

on its inhabitants is the subject treated in "Everything Put Together Falls Apart":

*"Oh, I ain't blind, no
some folks are crazy
others walk that border line . . ."*

From the same song:

*"I see it happening every day
oh, spare your heart
everything put together
sooner or later falls apart . . ."*

And the Spanish ghetto life:

*"Well I'm on my way
I don't know where I'm going
I'm on my way, I'm taking my time
But I don't know where
goodbye to Rosie, queen of Corona,
see you, me and Julio
down by the school yard . . ."*

Perhaps the most pointed song in

the new album is "Paranoia Blues":

*"I got the paranoia blues
from knockin' around in New York
City
where they roll you for a nickel
and stick you for the extra dime . . ."*

Lyrics copyright Charing Cross Music, 1971.

The album was gold when it was shipped late last month, according to Columbia. It broke onto the charts two weeks ago at number 64 and had jumped 42 places to number 22 last week. For two weeks in a row, it has been the most heavily played album on FM stations, according to *Record World*, and "Mother and Child Reunion" the most heavily played single two weeks ago.

Long gaps between album releases usually insure tremendous sales. *Troubled Waters* sold more than two-million copies. "It's always paramotunt in an artist's mind to do better than what he's done in the past," a Columbia representative said. "And if you look at what Paul Simon has done in the past you realize that it had to take a great deal of time to do better."

One music director in New York said: "We all know what it takes to live in this city. And this record is going to go because few people have ever made good records about that kind of insane life. City kids have always had people like James Taylor who can make them dream about living in the country. Now there's an album about the city that is real, but you can laugh at it all, too."

had underreported their revenues. Since BMI and ASCAP are paid on a percentage of advertising revenues, BMI claims it is due back payments as well but that the networks have refused to "negotiate in good faith concerning these back payments."

In 1969 NBC and CBS each paid ASCAP \$5.68 million. When asked why they had made payments in excess of the \$4 million their contract stipulated, a CBS spokesman stated: "We made those lump-sum payments because we were running the risk of having those fees escalate to a much higher fee. In retrospect, it was a bad deal. The advantages of the lump sums were that there were no more audits, records, or disputes. We could budget in advance and predict what our costs would be." The CBS spokesman later added: "After we negotiated the lump-sum deal with ASCAP we offered to negotiate a lump-sum deal with BMI. And we never heard from them."

NBC, in an affidavit, said: "Although NBC believed that the amounts it had been and was paying . . . were exces-

sive . . . it was faced with the fact that CBS, its principal competitor, had agreed . . . to make the foregoing payments to ASCAP."

BMI alleges in its suit that extra money paid to ASCAP was used by ASCAP as a "war chest" to raid BMI of its members.

Herman Finkelstein, general counsel for ASCAP, credits many of the songwriter shifts to what he calls "the new ASCAP. One thing we offer, that BMI can't, is equality among all participants. The fellow can get out at the end of any year. We don't tie him down for five years [as some BMI contracts do]. I think the freedom we offer here and the assurance of equality is what attracts them. In some cases, the fellows are not interested in advances at all. This is a new day at ASCAP."

For many years ASCAP was operated as an exclusive club, with stringent membership requirements. In the 180-degree turn it has lately taken, it has gone so far as to offer associate memberships to writers who have yet to get a song published.

"We're just beginning to get to the [young people]," Mr. Finkelstein says. "We hired some young people to talk to young people; that's relatively recent. The Nashville office is relatively recent. We were asleep at the switch and we woke up."

ASCAP's drive for new members can be measured in numbers, according to Dave Combs, assistant membership director. He estimates that ASCAP now signs about 200 new members a month as compared to about 125 a month two years ago.

Sources at ASCAP are hesitant to state that they are actively courting BMI members but several policy changes and an ad campaign speak to the contrary. The text of one recent ad read: "Why the move to ASCAP? Because ASCAP pays more. When we license your music, we have one goal. To get as much for it as possible . . . The men who license music at BMI are broadcasters. They own BMI. As your bargainers they should get as much for you as possible. But as broadcasters they want to spend as little as possible

... So come to us ... If you keep on going the way you are, you may not be able to afford many more successful years."

In December, ASCAP, for the first time, began paying ASCAP writers for works written in collaboration with BMI writers (BMI claims to have been doing this for many years). "The move was made to augment ASCAP's recruiting policy," an ASCAP news release states. "It is felt that when ASCAP writers compare their checks with those of their BMI collaborators the result is bound to be a substantial movement of writers from BMI to ASCAP."

Paul Marks, director of operations at ASCAP, said that the ad campaign is not really designed to "raid BMI of its writers," but to dispel misconceptions many young writers have had about ASCAP and urge them to join. In past years, it was believed that certain types of music would draw larger fees at BMI while others might do better at ASCAP. "I don't believe that any form of music, if it weren't one of those preferred rates [at BMI], would do better at BMI than here," Mr. Marks said. "That [idea that certain types of music get better pay at BMI] is a myth we are actively trying to kill."

Lou Adler: "I'm a publisher. Any other publisher has an ASCAP and a BMI firm. I don't think I'd ever move all of my things into ASCAP nor would I ever put them all in BMI. I don't want to endorse ASCAP for every writer. I think everyone has to look at the situation for the individual writer. I just feel that for Carole King and possibly most consistent writers that ASCAP has a logging formula that is better."

Another representative of a writer who recently switched to ASCAP criticized both societies' logging systems on grounds that they did not reflect concert-hall, night-club, cafe and similar performances. "Live performances are where the music scene is at today," he said. "That is where the greatest impact on music is felt. And until the impact of music can be logged on their damn computers, we will have to settle for discretionary payments. By discretionary payments I mean money out front, and ASCAP gave us the best deal."

Both societies have systems and special programs to accommodate "works that have a prestige value that is not reflected in performance," though the money allotted to them is small. Both also claim that the cost of logging concert halls and the like would be exorbitant. Concert halls, restaurants and other places that use music are of course licensed by both firms, but payments to writers are made on the same basis as radio performances.

In one reversal of the recent trend, several notable television-score writers

have recently left ASCAP for BMI. David Shire (*McCloud*), William Goldburg (*Mystery Movie* and *The Bold Ones*) and Harry Lojewski (*Medical Center* and *Hollywood Dream Factory*) have resigned ASCAP and signed contracts with BMI. BMI sources believe that these moves may indicate that ASCAP is now willing to sacrifice TV writers to bolster its pop catalogues which will give ASCAP more ammunition in negotiations with local radio. (ASCAP's license with local radio expires Feb. 28.)

The systems of payments for performances has been at the heart of this controversy ever since the inception of BMI in 1940. ASCAP officials have decided what they say is a system that pays one writer in a particular category more per performance than another writer in the same category. BMI claims that ASCAP makes it very hard for writers who are on ASCAP's "four-fund plan"—a system of payments that takes continuity of membership and recognized works into account and spreads payments over a longer period than would straight current-performance payments—to leave because they forfeit money they would have received from the fund in the future.

ASCAP claims that it splits payments equally between publishers and writers while BMI gives more to publishers. In fact, BMI pays equally to publisher and writer except in one category; publishers get more for performances on radio stations which pay more than \$3,000 in licensing fees. BMI accuses ASCAP of offering large advances and guarantees to prominent writers in BMI to woo them away, a practice BMI has freely admitted using in the past.

Both organizations have systems of payment that grant bonuses for hits and take into account length of membership. Both will offer a prominent writer an advance to sign. A writer cannot get out of either society without losing payments on copyrights from the organization he leaves. Both now have "open door" policies concerning membership, as BMI has had from the beginning. And both, under consent decrees, allow writers and publishers to make independent licensing contracts for their works.

Back again in court: the drug-lyrics notice

The FCC's handling of the controversial drug-lyrics issue has once again become a matter for judicial scrutiny. Two Washington lawyers, Tracy Westen of the Stern Community Law Firm, and Eric H. Smith of the communications law firm of Hogan & Hartson, have petitioned the U.S. Court of Appeals in

Records on phone

Hollywood Audition Showcase, an employment service to management and talent in radio, has expanded its service to cover the auditioning of new and prereleased records. The new national service is designed to reach radio-station program and music directors as well as record industry promotional and artists-and-repertoire staffs. Weekly schedules listing basic factual material about new releases, including times and dates the records can be heard via telephone, will be provided.

Washington for review of a commission ruling last August, in which the agency refused further action on the matter (BROADCASTING, Aug. 9).

Messrs. Westen and Smith, acting as counsel for a number of petitioners, are seeking FCC clarification of its position on the licensee's obligation for overseeing music played over his station. The controversy originated from a commission public notice last March 5, reminding licensees of their responsibility to be aware of the music their stations play and to exercise controls over such music. The notice was followed by a "clarification" from the commission the following month, in which it said it was not requiring the pre-screening of records but merely reminding stations of an implicit responsibility to know what is going over the air. The petitioners asked the commission to further clarify this order, which resulted in the agency's August decision that no further action is appropriate on the issue.

The principal argument of the brief filed with the court last week was that the commission acted arbitrarily in declining to give a declaratory ruling on a program proposal of Yale University's WYBC-FM New Haven, Conn., last August. That proposal stated in effect that announcers should be given wide latitude in the music they play, free of impediments from the licensee.

The brief argues that under the commission's present edict on the playing of drug-oriented music, a licensee may apparently play music with lyrics glorifying the use of illegal drugs if he does so knowingly, but may lose his license if he does so unknowingly. It contended further that song lyrics are a relevant form of social comment and free speech, and are thus protected under the First Amendment. The FCC's policy of "licensee responsibility" must be negated unless the commission "can provide a single, coherent reason why licensees must concern themselves with the words and meanings of popular songs," it said.

This is the second time the drug-lyrics issue has been brought before a federal court.

Price tag haunts 'Whiteoaks' series

The Canadian Broadcasting Corp. has gone ahead with plans to air its epic film series *Whiteoaks of Jalna*, into which it has pumped some \$2 million thus far.

The series, likened to the popular BBC-produced *Forsyte Saga*, is not without its problems, however. Because of the high production costs—running as much as five times the return CBC expects from Canadian network sponsorship—the series is looking to U.S. sales for support. But, while overtures have been made to the three major U.S. networks and “tangible offers and discussions” have evolved, no agreement has yet been reached.

Thom Benson, CBC entertainment, has also approached networks in West Germany, France and the United Kingdom, and has sold the series to Themes Television for presentation on the British ITV network. That sale reportedly was for \$800,000.

And what's more, a by-product of CBC efforts toward U.S. sale of the series has attracted a barrage of criticism from within since the series is being shown in Canada over all CBC outlets except CKLW-TV Windsor, Ont. The blackout, critics say, has cheated taxpayers in that market whose money has been used for the series. However, the decision, CBC says, stems from the fact that CKLW-TV beams its signal into the Detroit market—and should U.S. networks pick up the series option, they would want to be the first to bring the series into major U.S. cities.

While the series has faced these dilemmas, there is evidence of its popularity with the viewing public. Although rating data is not yet available, requests for the *Whiteoaks* “family tree”—without which it is difficult to follow the plot—are arriving at CBC at a rate of 1,000 daily.

The *Whiteoaks of Jalna* is shown at 9 p.m. (EST) Sundays and stars Kate Reid and Paul Harding. It is produced by John Trent.

NABET walkouts hit CBC

A continuing series of wildcat strikes at various Canadian Broadcasting Corp. production centers across Canada has posed a problem for the network in recent weeks. The 2,110 CBC members

of the National Association of Broadcast Employees and Technicians have used a rotating walkout system since termination of contracts Jan. 21, halting or disrupting service at Vancouver, Winnipeg, Toronto, Montreal and many smaller centers including tiny Inuvik, N.W.T., where all six NABET members picketed in a 30 degrees-below-zero blizzard.

NABET has rejected a CBC salary increase of 6% retroactive to July 1971, with another 4½% in July 1972 under a 21-month contract. The technicians are asking a 12.2% raise retroactive to July, another 8.5% this July and an additional 7.8% in 1973. Also sought is a four-day, 36-hour week, according to Ken Steel of Toronto, NABET regional director. The CBC technicians presently earn \$119 to \$189 weekly.

The NABET walkouts, and threats thereof, affected CBC's plans to televise the opening of Parliament last Thursday (Feb. 17). Rival Canadian Television Network, not involved in the dispute, was to provide TV coverage and offered to make it available to CBC. CTV news chief Tom Gould said the offer was conditioned on NABET's non-objection, and added, “We're not strikebreakers.” The Parliament opening is customarily a pool project of the two networks with CBC providing production and CTV sharing costs.

Reprieve for CTV

The Canadian Radio-Television Commission has granted an extension to March 1 for a framework of improvements to be made by the independent CTV network. The regulatory body originally demanded the network submit proposals for reorganization of operations and programming by Jan. 31. Included in the commission's demands are extension of service to more areas of Canada, improvement in its decision-making processes and an increase in output of Canadian programs.

The last-named requirement evoked bitter complaints from some member stations at the time of the commission's original directive (in November 1971). Arguing that billings did not justify more program expenditures, some stations predicted the order would lead to the network's demise. Formed in 1961, the 14-station, coast-to-coast network is a contributory chain owned by its members. Most of the programming for CTV is produced by CFTO-TV Toronto, which owns 24% of the network.

RCA earth station set up in Shanghai

RCA Global Communications Inc. announced last week it has installed a transportable communications-satellite earth station near Shanghai to supply live TV transmissions and other international communications services during President Nixon's China visit.

RCA said the station was installed with the cooperation of the Chinese Telecommunications Administration and under a \$2.9-million contract with the China National Machinery Import and Export Corp., the procurement agency for telecommunications.

An RCA spokesman said last Wednesday (Feb. 16) the satellite earth station had been installed and was undergoing tests. Under the agreement, RCA Globcom will supply 20 units of its newly developed Videovoice system as well as microwave terminals to relay TV, telephone and telegraph between Shanghai and the earth station located in Jamesburg, Calif. Two of the Videovoice units will be available in time for use during the President's trip and the remaining 18 units are scheduled for delivery in June, RCA said.

The earth station near Shanghai was installed by 23 engineers and technicians provided by RCA Globcom together with technical personnel from Chinese telecommunications bureaus. RCA Globcom technicians will assist with maintenance and operation of the station until March 1.

RCA said that it is expected that the facility will continue to be utilized for international communications following President Nixon's visit.

Cable experts headed for Cannes

An international cable-television conference, MICAB, will be held March 5-10 in Cannes, France, with participants including American and European executives.

Among the Americans scheduled to speak are John Gwin, board chairman of the National Cable Television Association; Marcus Bartlett, executive vice president, Cox Broadcasting Corp.; Leland Johnson, manager, communications policy program, Rand Corp.; Robert Peters, manager, consumer electronics economics, Stanford Research Institute.

Also, William Lambert, Jerrold Elec-

tronics; Donald Chandler, Electronics Industrial Engineering; Joseph Ostuni, Magnavox CATV division; Dr. Kerns Powers, director of the broadband communications laboratory, David Sarnoff Research Center, RCA Corp.; Frank Marx, Abto Inc.; Israel Switzer, MacLean Hunter Cable TV Ltd. of Canada, and Charles Dolan, Sterling-Manhattan cable television.

The second international video-cassette conference, VIDAC, is being held concurrently in Cannes with MICAB, and participants of one may attend the

exhibits of the other. Contact: John Nathan, 250 West 57th Street, New York 10019.

Canadian satellite in prospect

Hughes Aircraft Co. of California will soon begin assembly of Canada's long-heralded commercial communications satellite, expected to be in orbit early in November. Named Anik by its owners, Telstat Canada Ltd., the 550-pound unit will provide 12 channels, each capable of transmitting one color television

signal or up to 960 one-way voice messages. Chief customers of the satellite will be the Canadian Broadcasting Corp., CN-CP Telecommunications and the TransCanada telephone system, which have requested a backup vehicle to be launched six months after Anik goes into operation. The U.S. National Aeronautics and Space Administration will conduct the \$7-million launch under contract to the Canadian government.

Thirty-four ground stations will redistribute Anik's signals.

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Renewal uncertainties cloud finances—IBFM

The license-renewal issue was examined last week from the vantage point of those industry executives charged with the purse strings, and it was diagnosed as an untenable situation from an economic standpoint. In comments filed with the FCC, the Institute for Broadcasting Financial Management said that "the very financial stability of the industry is threatened" by the current increase in challenges to license renewals.

IBFM said that the survival of broadcasting as a commercial enterprise is conditioned on the principle that it be administered as an ongoing business concern. Such a principle would not be feasible if licensees cannot be assured of a life span in excess of the initial three-year license term, it said. If broadcasters are not given a reasonable assurance that their licenses would be renewed if their stations met certain prescribed standards, IBFM contended, they will be beset with numerous accounting and financial problems that might become insurmountable.

Some of the specific problems cited by the institute:

- The value of the broadcaster's physical plant could not be calculated on a depreciated basis subject to general economic conditions, but would have to be amortized over a three-year period or carried at estimated liquidation value. "It would not be prudent" to make a capital investment when a station can be assured only a three-year economic life.

- Intangible assets, such as the value of the license, affiliation agreements, advertising markets, good will, etc., would also have to be amortized over three years, rather than the customary 40-year maximum period.

- The leasing of specialized facilities

for broadcasting purposes essentially would be impossible.

- Long-term financing would be unavailable from conventional sources, which would understandably balk at lending sums of money that could not be repaid over a regular three-year licensing period.

- The purchase of programing—particularly television material—would be limited to three-year agreements and negotiations for such programing material would become increasingly difficult as the license period draws to a close. Long-term programing commit-

ments would not be able to be negotiated.

- Public ownership of broadcast stations would be minimized or eliminated due to the unattractiveness of the investment. Current investments would be jeopardized.

- The recruitment and retention of employees would become "extremely difficult" as talented people would seek other careers rather than risk the insecurity of a broadcast position.

- Employee-benefit plans such as profit sharing, pension plans, insurance and other long-term arrangements would become unworkable over the short period,

The acquisition of
TeleVision Communications Corporation
by
Warner Communications Inc.
(formerly Kinney Services, Inc.)

has become effective.

*The undersigned initiated this transaction and acted as
financial advisor to Warner Communications Inc. in connection therewith.*

LAZARD FRÈRES & Co.

and the absence of such plans would be another deterrent to recruiting.

Investments in public-service programming such as the establishment of news bureaus would be unfeasible, and the development of quality public-affairs and news programming would be hampered by limited resources.

Minority recruitment and training programs would be stymied through the impracticality of making a long-term financial commitment of this sort without assurance of continued operation.

How can the realization of these predictions be avoided? "From a financial point of view," IBFM said, "establishment of standards upon which management could judge itself is necessary." Such standards should relate to areas such as programming, community involvement of personnel and employment practices, and compliance with them should merit the incumbent licensee "a reasonable assurance of renewal," IBFM said.

Company Reports

Capital Cities Broadcasting Corp., New York, reported that net revenues for the fiscal year ended Dec. 31, 1971, increased 12% over those for 1970.

For the year ended Dec. 31, 1971:

	1971	1970
Earned per share (fully diluted)	\$ 4.13	\$ 1.29
Revenues	96,153,000	85,858,000
Net income*	30,995,000	9,475,000

*1971 gain on sale of Albany and Huntington television stations. 1970 costs relating to discontinuance of printing operations less gain on disposal of properties.

Pacific and Southern Broadcasting Co., New York, reported an increase in gross revenues but drop in net income for the fiscal year ended Dec. 31, 1971. These figures include the results of operations of four radio stations acquired on April 14, 1971.

Two of the new stations acquired in April were profitable on the date of purchase and showed sound profit improvement in 1971. These are KIMN-AM) Denver and KYXI-AM Oregon City, near Portland, Ore. The other two were

not profitable at the time of purchase and, as expected, showed additional losses for the year. These are WWDJ-AM) Hackensack, N.J., and KKDJ-FM) Los Angeles.

The stations the company owned before last April showed increases in both revenues and operating profits. These stations are WQXI-AM-FM-TV Atlanta, WSAI-AM-FM Cincinnati and KHON-TV Honolulu and its satellites in the Hawaiian Islands.

For the year ended Dec. 31, 1971:

	1971*	1970
Earned per share	\$ 0.30	\$ 0.68
Revenues	18,116,061	13,966,365
Net income	613,705	1,304,696

*1971 amounts include the results of operations of radio stations acquired April 14, 1971.

Cypress Communications Corp. reported that revenues, net income and earnings per share were up for the first six months of fiscal 1972, ended Dec. 31, 1971, over the comparable period last year.

For the six months ended Dec. 31, 1971:

	1971	1970 ¹
Earned per share ²	\$ 0.67	\$ 0.58
Revenues	5,313,800	4,835,200
Net income	421,000	44,700

¹ Restated to include Kern Cable Co., which was acquired in December 1971 and accounted for as a pooling of interests.

² Based on weighted average of shares outstanding: 2,732,000 in 1971 and 2,232,500 in 1970.

Chris-Craft Industries Inc. reported net losses for operating revenues, earnings per share, and net income for the first three months of fiscal 1972, ended Nov. 30, 1971. Television division sales were "down appreciably," company said.

For the three months ended Nov. 30, 1971:

	1971	1970
Earned per share	\$ (0.21)	\$ (0.19)
Revenues	14,642,000	14,899,000
Net income	(595,000)	(449,000)
Shares outstanding	3,980,908	3,813,786

Media General Inc., Richmond, Va.-based diversified communications firm, reported record net income after extraordinary items for the calendar year 1971.

For the year ended Dec. 31, 1971:

	1971	1970
Earned per share*	\$ 2.17	\$ 1.83
Revenues	116,962,048	127,135,404
Net income*	7,820,948	6,342,554

*Represents extraordinary gains in 1971 of \$545,559 or 16 cents per share and \$192,950 or six cents per share in 1970.

Liberty Corp. has reported declines in net earnings and earnings per share for the fiscal year ended Dec. 31, 1971. Fourth-quarter earnings for 1971 were \$2.28 million, equal to 32 cents per share compared with \$2.56 million, or 37 cents per share in the fourth quarter of 1970. Cosmos Broadcasting, the company's communications subsidiary, reported a slight increase in earnings.

For the year ended Dec. 31, 1971:

	1971	1970
Earned per share	\$ 1.06	\$ 1.13
Revenues	110,450,000	98,230,000
Net income	7,510,000	7,930,000

Columbia Pictures Industries Inc. has reported a loss for the six months ended Jan. 1, 1972, compared with a profit for the comparable period last year.

For the six months ended Jan. 1, 1972:

	Jan. 1, 1972 (27 weeks)	Dec. 26, 1970 (26 weeks)
Earned per share*	\$ (0.87)	\$ 0.15
Revenues	112,028,000	119,632,000
Net income (loss)	(5,527,000)	958,000

*Notes: Based on average shares outstanding during each period, the prior year adjusted for a subsequent stock dividend. Convertible debentures and stock options were not dilutive in either period.

Editor's note

Readers of BROADCASTING's Stock Index (below) will note important differences in both appearance and information. (1) The index is now computerized, and is reproduced directly from the computer printout. (2) An extra column has been added—the percentage change in each stock's price from the preceding week—to help readers assess the significance of stock movements in other than absolute terms. (As an obvious example, a change of three points in a stock trading at \$3 is of greater magnitude than a three-point change in a \$100 stock.) (3) Additionally, the total market capitalization figure—which previously was corrected monthly and thus served only as an approximation of the current status—is now changed each week, and reflects the exact status as of Wednesday's closings.

Broadcasting Stock Index

A weekly summary of market activity in the shares of 110 companies associated with broadcasting.

Weekly Summary of Market Activity in the Shares of the Companies Associated with Broadcasting.											Approx. shares out (000)	Total market capitalization (000)
	Stock symbol	Exch.	Closing Feb. 16	Closing Feb. 9	Net change In week	% change in week	1971-72					
							High	Low				
Broadcasting												
ABC	ARC	N	60 1/4	57	+ 3 1/4	+ 5.70	60 1/4	25		7,095		427,473
ASI COMMUNICATIONS	ASIC	O	2 1/2	2 3/8	+ 1/8	+ 5.26	4 1/8	2 1/8		1,815		4,537
CAPITAL CITIES	CCR	N	55	52 1/2	+ 2 1/2	+ 4.76	55	17 3/4		6,236		342,980
CBS	CBS	N	53	54 1/2	- 1 1/2	- 2.75	54 1/2	30 1/8		27,829		1,474,937
COX	COX	N	42	42 1/2	- 1/2	- 1.17	42 1/2	17 3/4		5,805		243,810
GROSS TELECASTING	GGG	A	15 1/4	15 7/8	- 5/8	- 3.93	16 1/2	10 5/8		800		12,200
LIN	LINR	O	19 1/2	16 7/8	+ 2 5/8	+ 15.55	19 1/2	6 1/8		2,294		44,733
MOONEY	MOON	O	9 1/2	9 3/4	- 1/4	- 2.56	10 1/4	4		250		2,375
PACIFIC & SOUTHERN	PSOU	O	12 5/8	13 1/8	- 1/2	- 3.80	17 1/2	8		1,930		24,366

	Stock symbol	Exch.	Closing Feb. 16	Closing Feb. 9	Net change in week	% change in week	1971-72		Approx. shares out (000)	Total market capitali- zation (000)	
							High	Low			
RAHALL COMMUNICATIONS	RAHL	O	12 1/4	12	+ 1/4	+ 2.08	29	8 3/8	1,037	12,703	
SCRIPPS-HOWARD	SCRIP	O	21 1/2	22 1/4	- 3/4	- 3.37	25	18	2,589	55,663	
SONDERLING	SDB	A	27 7/8	29 1/2	- 1 5/8	- 5.50	34	17	997	27,791	
STARR	SBG	M	24 7/8	24 1/2	+ 3/8	+ 1.53	24 7/8	8 7/8	691	17,188	
TAFT	TFB	N	47 1/4	50 1/2	- 3 1/4	- 6.43	50 1/2	23 5/8	3,707	175,155	
Broadcasting with other major interests									TOTAL	63,075	2,865,911
AVCO	AV	N	18 3/4	19 3/8	- 5/8	- 3.22	19 3/8	12 1/8	11,472	215,100	
BARTLELL MEDIA	BMC	A	7	5 7/8	+ 1 1/8	+ 19.14	8	2 7/8	2,254	15,778	
BOSTON HERALD-TRAVELER	BHLD	O	16	16		.00	28	15	589	9,424	
CHRIS-CRAFT	CCN	N	6 5/8	7 1/4	- 5/8	- 8.67	9 7/8	5	3,980	26,367	
COMBINED COMMUNICATIONS	CCA	A	38 5/8	36 5/8	+ 2	+ 5.46	38 5/8	10 1/2	2,528	97,644	
COWLES COMMUNICATIONS	CWL	N	10 5/8	10 7/8	- 1/4	- 2.29	13 1/2	8	3,969	42,170	
DUN & BRADSTREET	DNR	N	73 1/8	70 5/8	+ 2 1/2	+ 3.53	73 1/8	52 1/8	12,845	939,290	
FUQUA	FOA	N	23 1/2	24 1/4	- 3/4	- 3.09	26 1/2	13 1/4	7,897	185,579	
GARLE INDUSTRIES	GRI	N	31 1/2	29 3/4	+ 1 3/4	+ 5.88	31 1/2	9 1/2	1,872	58,968	
GENERAL TIRE & RUBBER	GY	N	25 5/8	26	- 3/8	- 1.44	28 1/4	21 1/8	18,713	479,520	
ISC INDUSTRIES	ISC	A	7 7/8	7 7/8		.00	9 1/8	4 5/8	1,646	12,962	
KANSAS STATE NETWORK	KSN	U	6 3/4	6 7/8	- 1/8	- 1.81	7 1/2	6 1/2	1,621	10,941	
LAMB COMMUNICATIONS		O	4 7/8	4 3/4	+ 1/8	+ 2.63	4 7/8	2	475	2,315	
LEE ENTERPRISES	LNT	A	20 5/8	20 3/4	- 1/8	- .60	20 3/4	16	3,289	67,835	
LIBERTY CORP.	LC	N	19 1/4	18 7/8	+ 3/8	+ 1.98	24	16 1/8	6,744	129,822	
MEREDITH CORP.	MDP	N	26 3/4	26 1/8	+ 5/8	+ 2.39	29 1/8	19 3/4	2,772	74,151	
METROMEDIA	MET	N	33 7/8	33	+ 7/8	+ 2.65	33 7/8	17 3/8	5,764	195,255	
MULTIMEDIA INC.		O	39 3/4	37	+ 2 3/4	+ 7.43	39 3/4	25	2,408	95,718	
OUTLET CO.	OTU	N	17 1/8	17 1/4	- 1/8	- .72	22	13 3/8	1,334	22,844	
POST CORP.	POST	U	26	26 1/4	- 1/4	- .95	26 1/4	9 1/4	909	23,634	
PUBLISHERS BROADCASTING CORP.	PUBR	O	3 1/4	3 1/2	- 1/4	- 7.14	4 7/8	1 5/8	919	2,986	
REEVES TELECOM	RBT	A	3 3/8	3 3/8		.00	3 7/8	2	2,292	7,735	
ROLLINS	ROL	N	45	46 1/2	- 1 1/2	- 3.22	50 3/8	25 1/8	8,087	363,915	
RUST CRAFT	RUS	A	27	28 1/4	- 1 1/4	- 4.42	28 1/4	18 1/2	2,318	62,586	
SCHERING-PLOUGH	SGP	N	94 1/4	88 1/4	+ 6	+ 6.79	94 1/4	60 1/2	25,174	2,372,649	
STORER	SBK	N	34 3/4	32 3/8	+ 2 3/8	+ 7.33	34 3/4	19	4,223	146,749	
TIME INC.	TL	N	58 1/2	56 1/2	+ 2	+ 3.53	62 3/4	40 5/8	7,258	424,593	
TURNER COMMUNICATIONS		O	3 3/8	3 3/8		.00	4	2	1,328	4,482	
WASHINGTON POST CO.	WPD	A	30 1/4	29 3/8	+ 7/8	+ 2.97	30 1/4	19 3/4	4,753	143,778	
WOMETCO	WOM	N	23 5/8	22	+ 1 5/8	+ 7.38	23 7/8	14 7/8	5,815	137,379	
CATV									TOTAL	155,248	6,372,169
AMECO	ACD	O	6 3/4	6	+ 3/4	+ 12.50	12 3/4	1 1/2	1,200	8,100	
AMERICAN ELECTRONIC LABS	AELBA	O	7 7/8	7 3/8	+ 1/2	+ 6.77	10	3	1,668	13,135	
AMERICAN TV & COMMUNICATIONS	AMTV	U	40 1/2	40 1/4	+ 1/4	+ .62	40 1/2	19 1/2	2,434	98,577	
BURNUP & SIMS	BSIM	O	32	32 1/8	- 1/8	- .38	37 3/4	20 1/2	3,061	97,952	
CABLECOM-GENERAL	CCG	A	17 3/8	17 3/8		.00	17 3/4	9 5/8	2,485	43,176	
CABLE INFORMATION SYSTEMS		O	2 3/4	2 1/2	+ 1/4	+ 10.00	4 3/4	1 3/4	955	2,676	
CITIZENS FINANCIAL CORP.	CPN	A	21 7/8	18 5/8	+ 3 1/4	+ 17.44	21 7/8	11	1,590	34,781	
COLUMBIA CABLE	CCAB	O	17 1/4	17 7/8	- 5/8	- 3.49	18 1/4	9 7/8	900	15,525	
COMMUNICATIONS PROPERTIES	COMU	O	18 3/4	14 1/4	+ 4 1/2	+ 31.57	18 3/4	7 3/8	1,906	35,737	
COX CABLE COMMUNICATIONS	CXC	A	32 3/8	31 1/2	+ 7/8	+ 2.77	32 3/8	15 3/8	3,552	114,996	
CYPRESS COMMUNICATIONS	CYPR	O	17 3/4	14 1/4	+ 3 1/2	+ 24.56	17 3/4	7	2,384	42,316	
ENTRON	ENT	A	8 5/8	8 3/4	- 1/8	- 1.42	8 3/4	7 1/4	1,320	11,385	
GENERAL INSTRUMENT CORP.	GRI	N	39	25	+ 14	+ 56.00	39	13 1/2	6,371	248,469	
LVO CABLE INC.	LVOIC	O	15	14 5/8	+ 3/8	+ 2.56	15	7	1,466	21,990	
STERLING COMMUNICATIONS	STER	O	5 3/4	6 1/2	- 3/4	- 11.53	7 1/4	3 1/2	2,162	12,431	
TELECOMMUNICATIONS	TCOM	O	26 5/8	28 1/4	- 1 5/8	- 5.75	28 1/4	12	2,856	76,041	
TELEPROMPTER	TP	A	128 7/8	139 7/8	- 11	- 7.86	139 7/8	36 1/2	3,309	426,447	
TELEVISION COMMUNICATIONS	TVCM	O	12 3/4	12 3/8	+ 3/8	+ 3.03	12 3/4	5 7/8	3,804	48,501	
VIACOM	VIA	N	20 5/8	23 1/8	- 2 1/2	- 10.81	23 1/8	9 7/8	3,791	78,189	
VIAKOA	VIK	A	17 1/4	13 3/8	+ 3 7/8	+ 28.97	17 1/4	4 5/8	2,344	40,434	
Programming									TOTAL	49,558	1,470,808
COLUMBIA PICTURES	CPS	N	12 1/2	12 3/8	+ 1/8	+ 1.01	17 3/8	6 5/8	6,342	79,275	
DISNEY	DIS	N	165	155 1/2	+ 9 1/2	+ 6.10	165	77	13,175	2,173,875	
FILMWAYS	FMY	A	7	7 1/2	- 1/2	- 6.66	11 7/8	4 1/8	1,832	12,824	
GULF & WESTERN	GW	N	34 3/8	35 1/2	- 1 1/8	- 3.16	36 1/2	19	15,186	522,018	
MCA	MCA	N	31 3/8	29 1/8	+ 2 1/4	+ 7.72	31 3/8	17 3/4	8,165	256,176	
MGM	MGM	N	21	21		.00	26 7/8	15 1/2	5,895	123,795	
MUSIC MAKERS	MUSC	O	1 3/4	1 1/2	+ 1/4	+ 16.66	3 3/8	1 1/8	534	934	
TELE-TAPE PRODUCTIONS		O	1	1 7/8	- 7/8	- 46.66	2 7/8	1	2,190	2,190	
TRANSAMERICA	TA	N	19 3/4	19 3/4		.00	20 1/2	14 3/8	64,418	1,272,255	
20TH CENTURY-FOX	TF	N	14 7/8	15 1/4	- 3/8	- 2.45	15 7/8	7 5/8	8,562	127,359	
WALTER READE ORGANIZATION	WALT	O	1 3/4	1 3/4		.00	5 5/8	1 3/4	2,414	4,224	
WARNER COMMUNICATIONS INC.	WCI	N	43 3/8	39 3/4	+ 3 5/8	+ 9.11	43 3/8	25 7/8	15,084	654,268	
WRATHER CORP.	WCO	A	16	17 3/8	- 1 3/8	- 7.91	17 3/8	5 1/4	2,160	34,560	
Service									TOTAL	145,957	5,263,753
JOHN BLAIR	BJ	N	20	19 3/4	+ 1/4	+ 1.26	24 3/4	13	2,597	51,940	
COMSAT	CO	N	68 3/4	64 3/8	+ 4 3/8	+ 6.79	84 1/2	49 1/8	10,000	687,500	
CREATIVE MANAGEMENT	CMA	A	11 1/8	10 5/8	+ 1/2	+ 4.70	17 3/4	7 5/8	969	10,780	
DOYLE DANE BERNBACH	DOYL	O	27 1/2	27	+ 1/2	+ 1.85	27 1/2	20	1,934	53,185	
ELKINS INSTITUTE	ELKN	O	3 5/8	3 5/8		.00	16 3/8	3	1,664	6,032	
FOOTE, CONE & BELDING	FCR	N	11 1/2	10 3/4	+ 3/4	+ 6.97	13 3/8	7 3/8	2,196	25,254	
GREY ADVERTISING	GKEY	O	14 3/4	15	- 1/4	- 1.66	16 3/8	9 1/4	1,209	17,832	
INTERPUBLIC GROUP	IPG	N	26	28 1/8	- 2 1/8	- 7.55	28 1/8	17 1/8	1,673	43,498	
MARVIN JOSEPHSON ASSOCS.	MRVN	O	11 3/4	10 1/4	+ 1 1/2	+ 14.63	12	5 7/8	825	9,693	
MCCAFFREY & MCCALL		O	9 1/4	7 1/4	+ 2	+ 27.58	16 1/2	7	585	5,411	
MOVIELAB	MOV	A	3 1/8	3	+ 1/8	+ 4.16	4	1 5/8	1,407	4,396	
MPO VIDEONETICS	MPO	A	5	5		.00	8 1/2	3 1/4	557	2,785	
A. C. NIELSEN	NIELB	O	47 3/4	46	+ 1 3/4	+ 3.80	49 3/4	38 1/4	5,299	253,027	
OGILVY & MATHER	OGIL	O	46 3/4	47 1/4	- 1/2	- 1.05	47 1/4	24	1,096	51,238	
PKL CO.	PKL	A	7 3/4	7 7/8	- 1/8	- 1.58	10 1/8	3 5/8	778	6,029	

	Stock symbol	Exch.	Closing Feb. 16	Closing Feb. 9	Net change in week	% change in week	1971-72 High	Low	Approx. shares out (000)	Total market capitali- zation (000)
J. WALTER THOMPSON	JWT	N	44 1/4	41 3/4	+ 2 1/2	+ 5.98	60	34 1/2	2,873	127,130
WELLS, RICH, GREENE	WRG	N	23 3/4	26 5/8	- 2 7/8	- 10.79	27 7/8	15 1/4	1,602	38,047
Manufacturing										
TOTAL									37,264	1,393,777
ADMIRAL	ADL	N	20 3/4	20	+ 3/4	+ 3.75	21 1/2	8	5,163	107,132
AMPEX	APX	N	9	11	- 2	- 18.18	25 3/8	9	10,873	97,857
CCA ELECTRONICS	CCAE	O	3 3/4	4	- 1/4	- 6.25	5 1/8	2 1/4	881	3,303
COLLINS RADIO	CRI	N	16 1/2	17 1/2	- 1	- 5.71	20 7/8	9 3/4	2,968	48,972
COMPUTER EQUIPMENT	CEC	A	4 1/8	3 1/2	+ 5/8	+ 17.85	7 1/4	2 1/2	2,404	9,916
CONRAC	CAX	N	33 5/8	31 1/4	+ 2 3/8	+ 7.60	35 1/2	15 1/8	1,259	42,333
GENERAL ELECTRIC	GE	N	60 3/8	60 5/8	- 1/4	- .41	66 1/2	52 7/8	181,607	964,522
HARRIS-INTERTYPE	HI	N	56 3/8	57 1/2	- 1 1/8	- 1.95	69 3/8	45	6,344	357,643
MAGNAVOX	MAG	N	49 5/8	45 3/4	+ 3 7/8	+ 8.46	55	37 3/8	17,283	857,668
3M	MMM	N	137 7/8	137 7/8		.00	138 3/8	95 1/8	56,251	7,755,606
MOTOROLA	MOT	N	94 5/8	89 5/8	+ 5	+ 5.57	94 7/8	51 1/2	13,370	1,265,136
RCA	RCA	N	44 3/4	40 1/8	+ 4 5/8	+ 11.52	44 3/4	26	74,437	3,331,055
RSC INDUSTRIES	RSC	A	3 1/2	3 5/8	- 1/8	- 3.44	6 3/8	2 1/2	3,458	12,103
TELEVISION	TIMT	O	8 1/2	9	- 1/2	- 5.55	13 3/4	6	14,040	119,340
WESTINGHOUSE	WX	N	44 1/4	45 3/8	- 1 1/8	- 2.47	48 1/4	41 1/4	86,829	3,842,183
ZENITH	ZF	N	46 1/2	42	+ 4 1/2	+ 10.71	54 7/8	36 3/8	19,025	884,662
TOTAL									496,192	9,699,431
GRAND TOTAL									947,294	27,065,849
Standard & Poor Industrial Average			117.43	117.20	+ .23					
A-American Stock Exchange		N-New York Stock Exchange				Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.				
M-Midwest Stock Exchange		O-Over the counter (bid price shown)								

Fates&FortunesSM

Broadcast Advertising

John L. Baldwin, former senior VP and management supervisor, Lennen & Newell, New York, joins Dancer-Fitzgerald-Sample there in similar capacity. He will handle newly acquired \$7-million orange segment of Florida Citrus Commission account.

Lowe Runkle, president, Lowe Runkle Co., Oklahoma City-based agency, named board chairman and chief executive officer. Other new officers: **Howard Neuman**, executive VP, named president; **Oscar Heuser**, senior VP, named executive VP; **Ken Kay**, VP, named senior VP; **John B. K. Farr**, account executive, named VP.

Ruth Jones, former supervisor of station relations, J. Walter Thompson, New York, joins campaign staff of Senator Edmund S. Muskie (D-Me.), as campaign manager responsible for commercial radio and TV timebuying.

Robert E. Gernert, former president and chief executive officer, Campus Pac Corp., Mount Vernon, N.Y., joins Grey Advertising, New York, as executive VP, account management.

Frank A. Massaro, associate media director, Benton & Bowles, New York, named VP.

Robert M. Capeloto, former account supervisor, Cole & Weber, Seattle-based agency, appointed VP-marketing, Stimpson Advertising there.

Robert Schmalenberger, executive art director, Kenyon & Eckhardt, Boston, named VP and creative director.



Key play ■ **Robert I. Bostian**, VP of Group One Broadcasting-West, Akron, Ohio, receives the keys of newly acquired KLZ-AM-FM Denver, from **Hugh B. Terry**, president of Time-Life Broadcast of Colorado. The stations were purchased from Time-Life for \$2.75 million (BROADCASTING, Jan. 10). Mr. Bostian, who currently heads operation of Group One's KBOX-AM-FM Dallas, will assume additional duties as VP and general manager of the KLZ stations and will reside in Denver.

Robert F. Mortenson, with creative art staff, and **Byron Erck**, senior copywriter, Cooper-Strock-Scannell, Milwaukee, named VP's.

Allen G. McLellan, VP, MHE Advertising (formerly-McCurry, Henderson, Enright), Norfolk, Va., becomes president and owner. **Dorothy Parsons**, office manager, named VP-treasurer.

Marshall Lynn, account executive, Benton & Bowles, New York, and **Chuck**

McMellon, account executive, Young & Rubicam there, join Foote, Cone & Belding, in similar capacity.

Burt Shavitz, account executive, Avco-Television Sales, Chicago office, appointed Midwestern sales manager.

Barbara Conway, former manager of business advertising, Eastern Airlines, New York, joins Foote, Cone & Belding there as account executive.

Thomas R. King, local sales manager, WSM-TV Nashville, appointed general sales manager.

Lee M. Larsen, manager of RKO Radio Representatives, San Francisco, joins KHJ(AM) Los Angeles as local sales manager.

Dan O'Kane, controller of Storer Broadcasting's WJW-AM-TV Cleveland, appointed treasurer of its Storer Television Sales, New York.

Robert D. Stumpf, sales correspondent, Mallory Battery Co., Tarrytown, N.Y., appointed advertising-marketing coordinator for consumer products.

The Media

John R. Linn, general manager of Storer Broadcasting's WSPD(AM) Toledo, Ohio, named to additional duties as corporate VP. **J. Paul Wilson**, former internal auditor, Storer Broadcasting, Miami, appointed controller, WJW-AM-FM-TV Cleveland, Storer station.

J. Law Epps, station manager, WTOL-TV Toledo, Ohio, appointed general man-

ager. Mr. Epps succeeds **Carter C. Hardwick** who resigns to form own broadcast management firm.

Edward Rosenthal and **Herbert Hochberg**, officials of Investment banking firm of Ladenburg, Thalmann & Co., New York, resign as directors of Vikoa Inc., Hoboken, N.J. Successors will be named at annual Vikoa's meeting this spring.

B. M. (Bud) Tibshirany, general manager of Cox-Cosmos Inc./Cable Television Co., Charlotte, N.C., appointed regional manager of Cypress Communications Corp., Los Angeles, with responsibility for firm's Tennessee-Virginia region.

Charles T. Licameli Jr., senior editor for broadcast standards, WNBC-TV New York, appointed manager for broadcast standards.

Gerald W. King, assistant treasurer and manager of financial department, Jefferson Standard Broadcasting, Charlotte, N.C., elected treasurer.

Earl Noel, general sales manager, KRGV-TV Weslaco, Tex., appointed general manager. He succeeds late Jack H. Drake.

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

Robert E. Wood, former coordinator of educational television, Florida State University System Board of Regents, Tallahassee, appointed director of education, South Carolina Educational Television Network, Columbia.

Programing

Albert G. Hartigan, former regional sales manager, Winters-Rosen Productions, New York, joins ABC Films there as director of special projects.

John Reichard, regional former sales manager, WBT-AM-FM Charlotte, N.C., appointed to newly created position of general sales manager, Jefferson Productions, division of Jefferson Standard Broadcasting, station's licensee.

Arden D. Moser, Western sales manager for Cable Network Television Inc., Beverly Hills, Calif., subsidiary of National Telefilm Associates, appointed to director of sales.

Robert L. King, director of promotion and exploitation for Walt Disney Productions, Burbank, Calif., appointed director of marketing services, TV and motion pictures.

Mike Freedman, producer-director for *ABC Wide World of Sports* series, appointed producer of new golf series for KNBC(TV) Los Angeles.

Alvin A. L. Donipke, producer-director,

WGR-TV Buffalo, N.Y., appointed to newly created position of production manager.

Don Brink, former program director, KELP(AM) El Paso, appointed to similar position at WRKO(AM) Boston.

Wade Johnson, former news director-air personality, WEED-AM-FM Rocky Mount, N.C., appointed production director, WBIG(AM) Greensboro, N.C.

S. Anders Yocom, production manager, Connecticut Public Television, Hartford, Conn., named VP for programing.

Broadcast Journalism

Marlene Sanders, TV and radio correspondent for ABC News since 1964, appointed TV documentary producer-correspondent for ABC News and news commentator at ABC Radio News.

Waite Hoyt, baseball Hall of Fame member, named color man to work with play-by-play announcer Tom Hedrick on 1972 Cincinnati Reds telecast team. Mr. Hoyt did baseball team's

NATPE election results



Mr. Sternberg

Harry Trigg, program manager, WMAQ-TV Chicago, elected first vice president. **James Ferguson**, program director, WAGA-TV Atlanta, elected second vice president. For first time, associate member, representative, **Keith Godfrey**, vice president and director of sales, MCA Television, New York, elected to board of directors for one-year term, effective April 1. Newly elected to board of directors for three-year terms: **Lawrence Einhorn**, program director, KABC-TV Los Angeles; **Richard Stratton**, program manager, WMAL-TV Washington; **Marvin Chauvin**, program director, WOOD-TV Grand Rapids, Mich.; **James F. Mayor**, program and operations manager and film buyer, WITI-TV Milwaukee; **Julius Efflandt**, director of programs and film buyer, KTVH(TV) Hutchinson-Wichita, Kan.; **Phil Boyer**, program manager, KCRA-TV Sacramento; **David Chase**, program director and film buyer, WUC-TV Pittsburgh; and **Jerry Danziger**, general manager, program director and film buyer, KOB-TV Albuquerque, N.M.

Allen Sternberg, operations manager, WCKT(TV) Miami, Fla., elected president, National Association of Television Program Executives at annual convention in San Francisco (BROADCASTING, Feb. 14).

play-by-play from 1942 until 1965 when he switched to Burger Brewing Co., Cincinnati, as assistant to president in charge of PR. Burger is major sponsor of Reds' games that will be originated by WLWT(TV) Cincinnati.

Bill Houck, formerly with KOB-TV Medford, Ore., appointed news director, KBAK-TV Bakersfield, Calif.

Scott Shuster, former news editor of WOKY(AM) Milwaukee, joins WVT(TV) that city as anchorman.

George Reading, anchorman-reporter, WCBS(AM) New York, joins news staff of KTVU(TV) San Francisco-Oakland, in similar capacity.

Robb Mahr, formerly with KNTV-TV San Jose, Calif., appointed news director, KSTP-AM-FM Minneapolis-St. Paul.

Peter Maer, director of news services, WIBV(AM) Belleville, Ill., joins WLAC(AM) Nashville as morning anchorman and reporter.

John Allen, news director, WGLI(AM) Babylon, N.Y., assumes additional responsibilities as news director of WBLI(FM) Patchogue, N.Y. **Brian Quin**, with WBLI, appointed newsman for stations. WGLI and WBLI are Beck-Ross Communications stations.

Tony Kent, director of operations for Capital Cities Fairchild Broadcast News, New York, joins news staff of Capital Cities-owned KPOL-AM-FM Los Angeles.

Joan Libman, news writer for KTVU(TV) Oakland-San Francisco, appointed on-air reporter. She is succeeded by **Casey MacKenzie**, assistant publicity director and assistant to news director.

Music

William L. Slover, general manager, Ampex music division, Elk Grove Village, Ill., elected to additional post as VP.

Roger Savine, former professional manager, Cedarwood Publishing Co., Nashville, joins Broadcast Music Inc. as executive, writer-administration division, to be based in Nashville.

David Hochman, staff attorney, American Society of Composers, Authors and Publishers, New York, appointed senior attorney.

Equipment & Engineering

Stanley J. Greene, assistant director, technical services, CBS-TV network operations, New York, appointed director, technical services.

Robert L. Keith, treasurer of Ampex

Corp., Redwood City, Calif., assumes additional duties of controller. **A. A. Sroka**, general manager, professional audio products division, Ampex, appointed marketing manager of newly formed audio-video systems division.

John L. Gafford, staff engineer, LPB Inc., manufacturer and distributor of equipment to commercial and college broadcasting markets, Frazier, Pa., appointed engineering manager. **Justin R. Herman**, with marketing and account, Ernest Greenfield, Inc., Philadelphia-based PR agency, appointed to newly created position of marketing manager. LPB.

Don Lefebvre, sales engineer, Telema-tion's systems sales office, Needham Heights, Mass., appointed manager.

Michael O. Crane, VP and general manager of Hollywood division of Movie-lab Corp., appointed to sales and marketing staff of Cinema Systems division of Technicolor, Inc., there.

Raymond E. Johns, field engineering supervisor, Philips Broadcast Equip-ment Corp., Montvale, N.J., appointed project manager, responsible for activities relating to video-tape hardware and reproduced software for Videorecord Corp. of America, Westport, Conn., video cassette program producer and packager.

Julius M. Hetland, chief engineer and technical director of WDAY-AM-FM-TV Fargo, and WDAZ-TV Devils Lake, both North Dakota, retires after 44 years' service to stations.

John J. Pich, senior research engineer, HRB-Singer, State College, Pa., appointed chief engineer, Centre Video, multiple CATV owner there.

Ned Nolan, chief engineer, WJR-AM-FM Detroit, retires after 42 years in radio.

Norris Simpson, with technical staff, KNAC(FM) Long Beach, Calif., appointed chief engineer, KORJ(FM) Orange, Calif.

Promotion

Morris W. Butler, community services director, WLWC(TV) Columbus, Ohio, moves to WLWT(TV) Cincinnati in similar position. He is succeeded by **Ann Walker**, assistant director for commu-nity services at WLWC. Both are Avco Broadcasting stations.

Kip Jamison, director of publicity, WGN-AM-TV Chicago, appointed adver-tising and sales promotion manager, WFLD-TV there.

Michael Donovan, promotion manager, WBBM-TV Chicago, appointed director of advertising and promotion, WLS-AM-FM there.

Joan Ellen, former PR associate-writer, Wyse Advertising, Cleveland, appointed coordinator of press information, WKYC-TV there. Miss Ellen succeeds **Ilze Kal-nins** who becomes PR administrator.

Carolann E. Hayes, assistant to promo-tion manager, WGR-TV, Buffalo, N.Y., appointed promotion manager. Miss Hayes succeeds **George Staudt** who leaves to establish own business.

Paul A. LaCamera, member of public affairs department, Greater Boston Chamber of Commerce, appointed di-rector of urban affairs, WCVB-TV Boston.

Tom Mackin, former co-director, TV department, Rogers, Cowan & Brenner, New York PR agency, and prior to that TV critic and columnist for the *Newark (N.J.) Evening News*, joins ABC, New York, as manager of program publicity, East Coast.

Allied Fields

John O'Boyle, former assistant manager for rates and tariffs, Washington govern-ment office, ITT World Communica-tions, subsidiary of International Tele-phone and Telegraph, appointed man-ager of business planning.



Mr. Gould news for *Times* for past year. He relinquished critic duties in 1971 due to illness.

Martin A. Blumenthal, attorney, Finkel-stein & Firestone, Washington commu-nications law firm, joins Stambler & Shrinsky law firm there. Latter's name was changed Jan. 15 from law offices of Arthur Stambler. Jason L. Shrinsky is partner in Stambler firm.

Deaths



Mr. Ryan media brokers, which he joined in 1957. Prior to that he was president of Radio Advertising Bureau, New York. He was general manager of NAB from 1950 to 1952. Before that he managed KFI(AM) Los Angeles. Mr. Ryan is survived by his wife, Gladys, two daughters and one son.

Jack H. Drake, 61, general manager of KRGV-TV Weslaco, Tex., died Feb. 3 at Nap Methodist hospital there of heart attack. He is survived by his wife, Thelma, and two stepsons.

Laurence Goldstein, 35, newsman and writer, NBC, died Feb. 12 at his home in Leonia, N.J., of electrical shock while working on TV set. Prior to joining NBC, Mr. Goldstein was with UPI and ABC. He is survived by his wife, Karen, one daughter and one son.

Charles A. (Chuck) Henderson, 64, former director of corporate projects for NBC and recently PR and sales consul-tant, died Feb. 8 in New York. From late 1930's until 1942, Mr. Henderson served as assistant to then Congressman Lyndon B. Johnson. Mr. Henderson was director of PR for NBC-owned stations from 1952 until 1961 and was director of corporate projects from 1964 to 1965. He is survived by his wife, Mary Kay.

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As compiled by BROADCASTING, Feb. 9 through Feb. 15, 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

Final action

■ FCC rescinded 1970 action, granting Alabama Educational Television Commission's (AETC) license-renewal applications for eight educational television stations, and designated applications for hearing to determine, among other issues, whether AETC has followed racially discriminatory policy in its over-all programming practices. Action Feb. 8.

Action on motion

■ Chief, Office of Opinions and Review, in Orlando, Fla. (Mid-Florida Television Corp., et al.). TV proceeding, granted motion by Comint Corp. and extended through Feb. 28, 1972, time to file application for review of review board's decision released Jan. 13 (Docs. 11083, 17339, 17341-2, 17344). Action Feb. 8.

Existing TV stations

Final actions

■ FCC granted request by KXMC-TV Inc. for waiver of rules (station identification requirements) to identify its three commonly owned television stations by means of single visual transmission containing call letters and location of each station rather than separate slide for each station. KXMC-TV ch. 13 Minot, KXMD-TV ch. 11 Williston, and KXMB-TV ch. 12 Bismarck, all North Dakota, are currently identified separately. KXMC-TV stated that simultaneous identification would be used when stations were presenting same program and would be limited to programs which did not commence or terminate on hour. Action Feb. 9.

■ WINK-TV Fort Myers, Fla.—Broadcast Bureau granted mod. of license covering decrease in aur. ERP to 31.6 kw. Action Feb. 8.

■ WDBO-TV Orlando, Fla.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 750 North Texas Avenue, Orlando, Fla. Action Feb. 8.

■ WXTV(TV) Paterson, N.J.—FCC admonished Trans-Tel Corp., licensee, for broadcasting telephone number of Port of New York Authority (PA), and urging its viewers to complain directly to PA if they were experiencing signal problems. FCC stated broadcast of announcements raised public interest questions, but since WXTV discontinued broadcasting announcements, it believed that no action was warranted other than expression of FCC views in matter. Action Feb. 9.

■ KSL-TV Salt Lake City—FCC granted request by KSL Inc., licensee, for waiver of prime-time access rule. Action Feb. 10.

Network affiliations

ABC

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

■ WKOW-TV Madison, Wis.—Horizons Communications Corp. of Wisconsin. Agreement dated

July 14, 1971, to replace one dated April 24, 1969, effective July 2, 1971, through April 1973. First call right. Programs delivered to station. Network rate \$374.00. Compensation paid at 30% prime time.

■ WAOW-TV Wausau, Wis.—Horizons Communications Corp. of Wisconsin. Agreement dated Aug. 12, 1971, to replace one dated April 24, 1969, effective July 2, 1971, through April 2, 1973. First call right. Network rate \$385. Compensation paid at 30% prime time.

New AM stations

Final action

■ Blacksburg, Va.—Supplemental initial decision released Dec. 17, 1971, proposing grant of application of Broadcasting Service of Carolina Inc., for new AM to operate in Blacksburg on 710 khz. 5 kw-D, became effective Feb. 7 in accordance with rules (Doc. 18445). Action Feb. 9.

Actions on motions

■ Deputy Chief, Office of Opinions and Review, in Gaithersburg, Md. (Nick J. Chaconas), AM proceeding, granted motion by Nick J. Chaconas and extended through Feb. 28 time to file comments on Broadcast Bureau's response to his Sept. 9, 1971, reply (Doc. 18391). Action Feb. 9.

■ Hearing Examiner Lenore G. Ehrig in Greenfield, Mass. (Greenfield Broadcasting Corp.), AM proceeding, dismissed request by applicant for permit to construct new AM on 1520 khz with 5 kw DA-D at Greenfield; dismissed as moot motion by Amherst Broadcasting Inc., to dismiss application; and terminated proceeding (Doc. 19329). Action Feb. 8.

■ Chief Hearing Examiner Arthur A. Gladstone in Humble, Houston and Nassau Bay, all Texas (Albert L. Crain, et al.), AM proceeding, granted joint request for approval of agreement to extent that reimbursement of expenses be made as indicated; ordered Mr. Crain to file affidavit concerning amount of reimbursement proposed within 15 days of date of issuance of memorandum opinion and order (Feb. 2); dismissed with prejudice applications of Albert L. Crain, Jester Broadcasting Co. and Space City Broadcasting Co. and granted application of Artline Broadcasting Co. subject to conditions; and ordered that on 20th day following issuance of order proceeding shall be deemed to be terminated (Docs. 19186-9). Action Feb. 2.

■ Hearing Examiner Chester F. Naumowicz in Boynton Beach, Fla. (North American Broadcasting Co. Inc. and Boynton Beach Community Services Inc.), AM proceeding, granted joint request of applicants and extended to Feb. 7 time to file joint request for approval of agreement and ordered date for filing proposed findings of fact to be 30 days following release of examiner's order disposing of applicants' joint request for approval of agreement (Docs. 18310, 18312). Action Feb. 1.

Other actions

■ Review board in Lexington and China Grove, both North Carolina, denied two mutually exclusive applications for authority to build new daytime only AMs in Lexington and China Grove (Docs. 18385-6). Action Feb. 8.

■ Review board in Circleville, Ohio. AM proceed-

ing granted George E. Worstall extension of time through Feb. 10 to file reply to oppositions to motion to enlarge issues, in proceeding involving mutually exclusive applications of George E. Worstall and Circleville Broadcasting Co. for new AM on 1540 khz at Circleville (Docs. 18856, 18858). Action Feb. 4.

Designated for hearing

■ Sanford, Pine Castle-Sky Lake and Titusville, all Florida—FCC designated for hearing mutually exclusive applications of Blue Ridge Broadcasting Co., for new AM on 1190 khz at Sanford and Hymen Lake for same frequency at Pine Castle-Sky Lake. Action Feb. 9.

■ Salem and West Derry, both New Hampshire—FCC set for hearing mutually exclusive applications of Salem Broadcasting Co. and New Hampshire Broadcasting Corp. for new AM facilities on 1110 khz at Salem, and of Spacetown Broadcasting Corp., for same frequency at West Derry. Action Feb. 9.

Existing AM stations

Final actions

■ WAMA Selma, Ala.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Feb. 4.

■ KNOM Nome, Alaska—Broadcast Bureau granted license covering new AM. Action Feb. 10.

■ KHOS Tucson, Ariz.—Broadcast Bureau granted license covering use of former main trans. for alt. main night-aux. day trans. only. Action Feb. 8.

■ KTYM Inglewood, Calif.—FCC granted application of Trans America Broadcasting Corp. for renewal of KTYM-AM-FM Inglewood for one-year period. In same action FCC ordered Trans America to forfeit \$5,000 for violations of rules which require licensees to report contracts relating to sale of broadcast time to time brokers for resale (Doc. 18616). Action Feb. 2.

■ WBBT Lyons, Ga.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Feb. 2.

■ WROM Rome, Ga.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Feb. 2.

■ WCBK Martinsville, Ind.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Feb. 2.

■ WYNK Baton Rouge—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Feb. 2.

■ WFUR Grand Rapids, Mich.—Broadcast Bureau granted license covering alt-main trans. Action Feb. 2.

■ WCSR Hillsdale, Mich.—Broadcast Bureau granted CP to increase height of AM transmitting tower to accommodate FM transmitting ant.; condition. Action Feb. 8.

■ WREO Memphis—Broadcast Bureau permitted remote control. Action Feb. 4.

■ WLAC Nashville—Broadcast Bureau permitted remote control. Action Feb. 9.

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- **KCCT Corpus Christi, Tex.**—Broadcast Bureau granted license covering trans. for aux. purposes only. Action Feb. 10.
- **KCCT Corpus Christi, Tex.**—Broadcast Bureau granted license covering changes; trans. location redescribed: 633 Well Road; main studio: 401 South Staples. Action Feb. 10.
- **KXYZ Houston**—Broadcast Bureau granted license covering changes; trans. location: 2800 Powers Drive, Pasadena, Tex. Action Feb. 8.
- **KXYZ and KAUM(FM)**, both **Houston**—Broadcast Bureau granted renewal of licenses subject to conditions, (1) outcome of new pending civil antitrust action in which ABC is party defendant and (2) that defendant shall immediately notify FCC of final disposition of case. Action Feb. 8.
- **KRSC Othello, Wash.**—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Feb. 4.
- **WEVR River Falls, Wis.**—Broadcast Bureau granted license covering changes; trans-studio location redescribed: Radio Road. Action Feb. 4.

Actions on motions

- **Hearing Examiner Chester F. Naumowicz in San Juan, P.R.** (Radio San Juan Inc. (WRSJ)). AM proceeding, granted motion by applicant and corrected transcript of hearing held Nov. 16, 1971 as specified (Doc. 17574). Action Feb. 3.
- **Chief Hearing Examiner Arthur A. Gladstone in Wharton, Tex.** (Wharton Communications Inc.), renewal of license of KANI, denied petition by applicant for continuance of hearing date (Doc. 19288). Action Feb. 7.

Initial decisions

- **Hearing Examiner Isadore A. Honig in Ashtabula, Ohio**, proposed in initial decision grant of application by Radio Enterprises of Ohio Inc. for renewal of license for WREO Ashtabula (Doc. 19207). Action Feb. 7.
- **Hearing Examiner David I. Kraushaar in Jackson, Ala.**, proposed in initial decision grant of application of Vogel-Ellington Corp., for change in facilities of WHOD(AM) Jackson from 1290 khz (class III), 1 kw, to 1230 khz (class IV), 250 w-N and 1 kw-D. Examiner Kraushaar also proposed grant of assignment of license of WMAF(AM) Madison, Fla. from WMAF Radio Inc. to Vogel-McCreery Corp. (Docs. 18897, 19299). Action Feb. 8.

Fines

- **KVOY Yuma, Ariz.**—FCC granted KVOY Radio Inc., licensee, waiver of mileage spacing requirement of rules and its application for new class C FM to operate on ch. 226 has been accepted for filing. Action Feb. 9.
- **WWJ Detroit**—FCC notified Evening News Association, licensee, that it has incurred apparent liability for forfeiture of \$1,000 for violation of rules (subject of personal attack over station must be notified of attack, and station must supply him with transcript and offer of reasonable opportunity to reply within seven days of attack). Action Feb. 9.
- **WJZZ Mt. Holly, N.J.**—FCC notified West Jersey Broadcasting Co., licensee, that it has incurred apparent liability for forfeiture of \$2,000 for willful or repeated violations of terms of station license, FCC rules and Communications Act. Action Feb. 9.
- **KMCM McMinnville, Ore.**—FCC ordered Norjud Broadcasting Inc., licensee, to forfeit \$500 for repeated violations of rules by failing to maintain maintenance log from Aug. 5 to Nov. 6, 1970, and failing to record trans. inspections five days each week during period Nov. 6 to Jan. 16. Action Feb. 9.
- **KGAS Carthage, Tex.**—FCC notified Beverly E. Brown, licensee, that he has incurred apparent liability of \$1,000 for willful and repeated violation of terms of his station license, PSA and rules by operating with excessive power during sunrise hours and daytime hours. Action Feb. 9.

New FM stations

Applications

- **Milford, Del.**—Broadcasters Inc. Seeks 97.7 mhz. 3 kw. HAAT 240 ft. P.O. address Box 324, Milford 19963. Estimated construction cost \$22,880; first-year operating cost \$10,000; revenue \$32,880. Principals: Thomas H. Draper (100%). Mr. Draper is sole owner of Broadcasters Inc., operator of WTHD(AM). Ann. Feb. 1.
- **Iowa City**—Communicators Inc. Seeks 93.9 mhz, 100 kw. HAAT 482 ft. P.O. address 615 Iowa State Bank Building, Iowa City 52240. Estimated construction cost \$120,653; first-year operating cost \$59,192; revenue \$107,640. Principals: Elliot A. Keller (19.608%), David P. Hoehne (29.412%), Darwin R. Paustian (11.765%), et al. Mr. Keller was previously newsmen for WOC-

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	18	526 ³
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.

AM-FM-TV Davenport, Iowa, WHBF-AM-FM-TV Rock Island, Ill. and Iowa City correspondent for WHO-AM-FM-TV Des Moines, Iowa. Mr. Hoehne is announcer for WHMC(AM) Gaithersburg, Md. Mr. Paustian is assistant news director for KXEL-AM-FM Waterloo, Iowa. Ann. Feb. 7.

■ **Cabool, Mo.**—Cabool Broadcasting Corp. Seeks 92.7 mhz, 3 kw. Ant. height above average terrain 191.5 ft. P.O. address Box 519, Highway M and U.S. Highway 60, Cabool 65689. Estimated construction cost \$29,478; first-year operating cost \$36,000; revenue \$48,000. Principals: Emery T. Caudill (26%), Viola V. Caudill (26%), et al. Mr. Caudill has 20% interest in KETU-FM Salem, Mo. He is also owner of shopping center in Cabool, now under development. Ann. Feb. 7.

■ **Idabel, Okla.**—Idabel Broadcasting Co. Seeks 96.7 mhz, 3 kw. HAAT 300 ft. P.O. address Box 400, Idabel 74745. Estimated construction cost \$13,740; first-year operating cost \$7,000; revenue \$8,000. Principals: Winston O. Ward (51%), Waylon O. Ward, et al. Winston Ward is sole owner of Mt. Pleasant Broadcasting Co. in Mt. Pleasant, Tex. He is also sole owner of Idabel Broadcasting Co. KBEL(AM). Waylan Ward is district director of West Texas District Campus Crusade for Christ. Ann. Feb. 7.

■ **Ocean Shores, Wash.**—KDUX Inc. Seeks 104.7 mhz, 48 kw. HAAT 155 ft. P.O. address 360 Catala Avenue, Ocean Shores 98551. Estimated construction cost not applicable; first-year operating cost not applicable; revenue not applicable. Principals: Dale Gunderson (100%). Mr. Gunderson is general manager of KDUX(FM) Ocean Shores and is applying for station's facilities following bankruptcy of station's former licensee. Ann. Feb. 1.

Final actions

- **Rochelle, Ill.**—Rochelle Broadcasting Co. Broadcast Bureau granted 102.3 mhz, 3 kw. Ant. height above average terrain 181 ft. P.O. address c/o 4200 - 11th Street, Rock Island, Ill. 61201. Estimated construction cost \$23,750; first-year operating cost \$8,500; revenue \$18,000. Principals: Theodore D. Vlahos (31.25%), Chris H. Chickris (31.25%), et al. Mr. Vlahos is owner of Sandy's Restaurant in Rochelle. Mr. Chickris is consulting engineer. Action Feb. 2.
- **Bel Air, Md.**—Harford Community College. Broadcast Bureau granted 88.1 mhz, 10 w. HAAT 60 ft. P.O. address Harford Community College, 401 Thomas Run Road, Bel Air 21014. Estimated construction cost \$4,980; first-year operating cost, none; revenue, none. Principals: W. Miles Hanna, C. F. Cronin, et al. Mr. Hanna is chairman of board of trustees. Mr. Cronin is vice chairman of board of trustees. Action Feb. 1.
- **Las Vegas**—FCC denied application filed Jan. 13, 1969, by WGN Continental Broadcasting Co. (WGN) appealing review board decision granting application of Radio Nevada for new class II-A AM on 720 khz, with 50 kw power-D and 10 kw-N, with DA at Las Vegas (Doc. 16115). Action Feb. 9.

Other action

- **Review board in Rochester, N.Y.** FM proceeding, granted petition by Auburn Publishing Co. for extension of time to Feb. 14 to reply to responses to its petition to enlarge issues. Action Feb. 8.

Actions on motions

- **Chief, Office of Opinions and Review, in Bangor Me.** (Bangor Broadcasting Corp. and Penobscot Broadcasting Corp.), FM proceeding, granted motion by Bangor Broadcasting and extended to Feb. 8. time to file its application for review of memorandum opinion and order of review board denying Bangor's petition to enlarge issues (Docs. 191656). Action Feb. 1.

■ **Chief, Broadcast Bureau, in Waseca, Minn.**, set for hearing, applications of Melvin Pulley and The Waseca-Owatonna Broadcasting Co. for new FM on ch. 221 (Docs. 19420-1). Action Feb. 10.

■ **Hearing Examiner Frederick W. Denniston in Lorain, Ohio** (Lake Erie Broadcasting Co. and Lorain Community Broadcasting Co.), FM proceeding, on examiner's own motion, postponed hearing to Feb. 22 (Docs. 19213-4). Action Feb. 7.

■ **Hearing Examiner Lenore G. Ehrig in Indianapolis** (Calojay Enterprises Inc. and Community Communications Corp.), FM proceeding, granted motion by applicants for acceptance of statement of publication and broadcast of notice (Docs. 19373-4). Action Feb. 3.

■ **Hearing Examiner Charles J. Frederick in Battle Creek, Mich.** (WVOC Inc. and Michigan Broadcasting Co.), FM proceeding, on examiner's own motion, rescheduled hearing for Feb. 17 (Docs. 19272-3). Action Feb. 8.

■ **Chief Hearing Examiner Arthur A. Gladstone in Mobile, Ala.** (Trio Broadcasters Inc.), FM proceeding, in absence of presiding officer (Jay A. Kyle), granted petition by applicant for leave to amend its application by enlarging its showing of compliance with commission's primer and report and order, released Feb. 23, 1971; received in evidence applicant's hearing exhibit no. 3; and closed record (Doc. 19228). Action Feb. 8.

■ **Chief Hearing Examiner Arthur A. Gladstone in Laurel and Ellisville, both Mississippi** (New Laurel Radio Station Inc., Southland Inc., and South Jones Broadcasters Inc.), FM proceeding, designated Hearing Examiner Isadore A. Honig to serve as presiding officer and scheduled prehearing conference for March 17 and hearing for April 17 (Docs. 19414-6). Action Feb. 3.

■ **Hearing Examiner David I. Kraushaar in Pica-yune, Miss.** (Tung Broadcasting Co. and Andres Calandria), FM proceeding, granted petition by Ben O. Griffin and extended to Feb. 4, time to supply information called for in interrogatories of Tung Broadcasting Co. (Docs. 19345-6). Action Feb. 1.

■ **Hearing Examiner Ernest Nash in Ardmore, Okla.** (Douglas C. Dillard and Arbuckle Broadcasters Inc.), FM proceeding, scheduled hearing for March 15 (Docs. 19198-9). Action Feb. 4.

Rulemaking action

- **Iowa, W. Va. and Florida**—FCC advanced further notice of proposed rulemaking to amend table of FM assignments to assign ch. 237A or 253 at Crystal River, Fla. (Doc. 19401). Action Feb. 9.

Existing FM stations

Final actions

- **KHIG(FM) Paragould, Ark.**—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 255 ft. Action Feb. 2.
- **Broadcast Bureau granted licenses covering changes for following FM's:** *KDVS(FM) Davis, Calif.; *KBGL(FM) Pocatello, Idaho; *KBSB(FM) Bemidji, Minn.; WFGP-FM Atlantic City; WEOK-FM Poughkeepsie, N.Y.; KDTX Dallas; WISN-FM Milwaukee. Action Feb. 4.

■ **WSDM(FM) Chicago**—Broadcast Bureau granted CP to change ant.-trans. location to John Hancock Bldg., 875 N. Michigan Avenue, Chicago; install new ant.; make change in ant. system; ERP 6 kw; ant. height 1,170 ft.; remote control permitted. Action Feb. 10.

■ **WGHM-FM Showhegan, Me.**—Broadcast Bureau accepted data filed Jan. 12 in accordance with FCC second report and order adopted Nov.

(Continued on page 56)

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(Continued from page 54)

- 10, 1971, showing proposed operation on ch. 286 (105.1 mhz); change trans. location to Sugarloaf Mountain, Bigelow, Me.; change type trans. and ant.; ERP 25 kw; ant. height 2,420 ft.; remote control permitted; condition (Doc. 19116). Action Feb. 8.
- ***WGGL-FM** Houghton, Mich.—Broadcast Bureau granted license covering changes; trans. location redescribed: southwest of Painesdale, Mich., .35 mile from State Route 26; ERP 100 kw; HAAT 860 ft. Action Feb. 10.
- **KNCV(FM)** Rochester, Minn.—Broadcast Bureau permitted remote control. Action Feb. 4.
- **WCHM(FM)** Chambersburg, Pa.—Broadcast Bureau granted license covering changes; trans. location redescribed: south of U.S. 30, along Pa. Route 995, Village of Pleasant View, Pa.; ERP 2.80 kw; HAAT 240 ft. Action Feb. 4.
- **WRRN(FM)** Warren, Pa.—Broadcast Bureau granted CP to install new ant.; ERP 26 kw; HAAT 410 ft.; remote control permitted. Action Feb. 10.
- **WKYE-FM** Bristol, Tenn.—Va.—Broadcast Bureau granted CP to change studio location and remote control to 1009 West State Street, Bristol, Va.; install new trans; install new ant.; ERP 10 kw; HAAT 260 feet; remote control permitted. Action Feb. 10.
- ***WMOT(FM)** Murfreesboro, Tenn.—Broadcast Bureau granted license covering changes trans. studio location redescribed: Tennessee Boulevard and East Main Street; ERP 50 kw; HAAT 210 ft. Action Feb. 10.
- **KAUM-FM** Houston—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 560 ft. Action Feb. 8.

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations and co-venting aux. and SCA when appropriate: **KCAM(AM)** Glenallen, Alaska; **KCCT(AM)** Corpus Christi, Tex.; **KCRC(AM)** Enid, Okla.; ***KCWS-FM** Ellensburg, Wash.; **KDUN(AM)** Reedsport, Ore.; **KEGG(AM)** Daingerfield, Tex.; **KERG(AM)** Eugene, Ore.; **KERI(FM)** Bellingham, Wash.; **KEZI-TV** Eugene, Ore.; **KFMB(AM)** San Diego; **KGW-AM-TV** Portland, Ore.; **KING-FM-TV** Seattle; **KINK(FM)** Portland, Ore.; **KKUA(AM)** Honolulu; **KLAM(AM)** Cordova, Alaska; **KNDI(AM)** Honolulu; **KOBI(TV)** Medford, Ore.; **KOMW(AM)** Omak, **KOOT(AM)** Bellingham, both Washington; **KORL(AM)** Honolulu; **KPDQ-AM-FM** Portland, Ore.; **KREM-FM** Spokane, Wash.; ***KRRC(FM)** Portland, **KTIL(AM)** Tillamook, both Oregon; **KVIL(AM)** Highland Park, Tex.; **KZUN-AM-FM** Opportunity, Wash.; **WVJS(AM)** Owensboro, Ken. Action Feb. 9.

Translator actions

- **K12B** Oakhurst, Ahwahnee, Coarsegold and O'Neill, all California—Broadcast Bureau granted CP to replace expired permit for new VHF translator. Action Feb. 9.
- **Lakeport, Calif.**—Broadcast Bureau granted CP for new UHF translator to serve Lakeport operating on ch. 68 by rebroadcasting programs of **KXTV(TV)** ch. 10 Sacramento, Calif. Action Feb. 9.
- **Syracuse, Kan.**—Broadcast Bureau granted CP for new VHF translator to serve Syracuse, operating on ch. 8 by rebroadcasting programs of **KTVK(TV)** ch. 6 Ensign, Kan. Action Feb. 1.
- **K04AN** Chinook, Zurich, Fairview and Clear Creek, all Montana—Broadcast Bureau granted license covering changes for VHF translator. Action Feb. 8.
- **W04BA** Robbinsville, Yellow Creek, Tuckeegee and Stecoah, all North Carolina—Broadcast Bureau granted license covering changes for VHF translator. Action Feb. 8.
- **Kingston, N.M.**—Broadcast Bureau granted CP for new VHF translator to service Kingston, operating on ch. 9 by rebroadcasting programs of **KTSM-TV** ch. 9 El Paso. Action Feb. 9.
- **K07JP** Myrtle Point, Norway, Broadbent, Catching Creek and Gaylord, all Oregon—Broadcast Bureau granted license covering new VHF translator. Action Feb. 9.
- **K13KQ** Myrtle Point, Norway, Broadbent, Catching Creek and Gaylord, all Oregon, Broadcast Bureau granted license covering new VHF translator. Action Feb. 9.
- **W47AA** Altoona, Pa.—Broadcast Bureau granted mod. of CP to extend completion date for UHF translator to Aug. 4. Action Feb. 4.
- **Perryton, Tex.**—Broadcast Bureau granted CP's for new UHF translator to serve Perryton, Tex., operating on ch. 55 by rebroadcasting programs of **KFDA-TV** ch. 10 Amarillo, Tex., ch. 57 by rebroadcasting programs of **KGNC-TV** ch. 4 Amarillo, and ch. 59 by rebroadcasting programs of **KVIL-TV** ch. 7 Amarillo. Action Feb. 4.

- **K13IF** Nephi, Utah—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 13, 210-216 mhz. to ch. 9, 186-192 mhz.; change trans. location to northeast corner of Vine Bluff Cemetery, Nephi; specify type of trans.; make changes in ant. system. Action Feb. 7.
- **K81BR** Ellensburg and Kittitas Valley, both Washington—Broadcast Bureau granted license covering new UHF translator. Action Feb. 9.

Modification of CP's, all stations

- **K67AC** Kingman, Ariz.—Broadcast Bureau granted mod. of CP to change frequency of UHF translator from ch. 67, 788-794 mhz. to ch. 68, 794-800 mhz; change call letters to **K68AK**. Action Feb. 7.
- **KBPk(FM)** Buena Park, Calif.—Broadcast Bureau granted mod. of CP to make change in transmission line. Action Feb. 10.
- **K100(FM)** Porterville, Calif.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; make changes in ant. system; ERP 15 kw; ant. height 140 ft. Action Feb. 10.
- Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: **KDKO** Littleton, Colo., to July 25; **WSSST** Largo, Fla., to July 6; **WPVL** Painesville, Ohio, to July 18; **WIAC** San Juan, P.R., to July 31; **WANS** Anderson, S.C., to May 1; **KPUR** Amarillo, Tex., to Aug. 1; **KCGO** Cheyenne, Wyo., to Aug. 1. Actions Feb. 7.
- **Wichita, Kan.**—Broadcast Bureau granted mod. of CP to change trans. location of FM to: 37th and North Hillside, Wichita; change studio and remote control location to: 737 North West Street, Wichita; change trans.; change ant.; make changes in ant. system; ERP 100 kw; ant. height 430 ft.; remote control permitted. Action Feb. 8.
- ***WWNO(FM)** New Orleans—Broadcast Bureau granted mod. of CP to extend completion date to May 15. Action Feb. 8.
- **WRPM-FM** Poplarville, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to July 16. Action Feb. 8.
- **WKSJN-FM** Jamestown, N.Y.—Broadcast Bureau granted mod. of CP to change ant.; ERP 2.9 kw; HAAT 300 ft.; remote control permitted. Action Feb. 10.
- **WSOQ-FM** North Syracuse, N.Y.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; HAAT 165 ft. Action Feb. 10.
- ***WPLN(FM)** Nashville—Broadcast Bureau granted mod. of permit to change ant. Action Feb. 9.

Ownership changes

Applications

- **KATY-FM** San Luis Obispo, Calif.—Seeks assignment of license from Grandy Broadcasting Co. to **KSly** Broadcasting Co. for \$45,000. Sellers: W. John Grandy, president, et al. Buyer: Hoimer H. Odom, sole owner. Mr. Odom is owner and general manager of **KSly(AM)** San Luis Obispo. Ann. Feb. 4.
- **KBUN(AM)** and **KBHP(FM)** Bemidji, Minn.—Seeks transfer of control of Paul Bunyan Broadcasting Co. from The J. W. Potter Co. to Anne P. DeLong (25%), Edward DeLong III (25%), John W. Potter (25%) and Patricia P. Bailey (25%). Consideration: \$151,200. Principals: Mrs. DeLong is director of The J. W. Potter Co., publisher of *The Argus*, six-day-per-week newspaper in Rock Island, Ill. She is also vice president of Rock Island Broadcasting Co. (**WHBF-AM-FM-TV**) and director of Rock River Cablevision Co. in Sterling, Ill. Mr. DeLong is reporter for *The Argus*. He is also promotion manager and director of Rock Island Broadcasting Co. and secretary-treasurer of Rock River Cablevision Co. Mr. Potter is business manager for *The Argus* and director of The J. W. Potter Co. He is also director of Rock Island Broadcasting Co. Ann. Feb. 4.
- **KIXL-AM-FM** Dallas—Seeks assignment of license from Strauss Broadcasting Co. to Crescent Communications Corp. for \$1,250,000. Sellers: Dan Haylett, president, et al. Buyers: Morton G. Wolpert (34%), Curtis Owen (23%), et al. Mr. Wolpert is president and director of Continental Computer Associates Inc., computer leasing firm in Wyncote, Pa. He is also 33 1/3% partner in Charter Financial Associates, auto leasing firm in Wyncote, and 25% partner in Universal Financial Associates, equipment and computer brokers in Wyncote. Mr. Owen is general manager of Patcain Leasing Co. in Wyncote. He is also proprietor of American Lease Management Co. in Huntingdon Valley, Pa. and has 68% interest in American Financial Services Corp., vendor lease programs in Wyncote. He also has interests in equipment and vehicle leasing in Wyncote. Ann. Feb. 4.

Actions

- **KDXE(AM)** North Little Rock, Ark.—Broadcast Bureau granted assignment of license from Capital Broadcasting Co. to Moses Broadcasting Inc. for \$130,000. Sellers: Dale D. Mahurin, president, et al. Buyers: James Arthur Moses (90%) and James Alfred Moses (10%). James Arthur Moses is president and has major interest in Moses Melody Shop Inc. in Little Rock. James Alfred Moses is administrative assistant for Moses Melody Shop Inc. Action Feb. 3.
- **WLBI(AM)** Denham Springs, La.—Broadcast Bureau granted assignment of license from Avoyelles Broadcasting Corp. to Livingston Broadcasting Corp. for \$90,000. Sellers: Chester J. Coco, executive vice president. Buyers: Edwin Walker (25%), Albert L. Millet (25%), Milton Hughes (25%) and Arthur Mauterer (25%). Dr. Walker is physician in Denham Springs. Mr. Millet is general manager of **WLBI(AM)** in Denham Springs. Dr. Mauterer is physician and surgeon in Denham Springs. He is also vice president and has 25% interest in Sav-On-Drugs in Brookhaven, Miss. Action Feb. 3.
- **WION(AM)** Ionia, Mich.—Broadcast Bureau granted assignment of license from Old Kent Bank and Trust Co., executor of estate of Monroe MacPherson Sr., to MacPherson Broadcasting Inc. for \$175,000. Sellers: Margaret Cook, trust officer, et al. Buyers: W. Monroe MacPherson (60%) and Lucille MacPherson (40%). Mr. MacPherson is general manager of **WION(AM)**. He is also president, general manager and has 6.84% interest in MacPherson Enterprises Inc. licensee of **WYON(FM)** Grand Rapids, Mich. Mrs. MacPherson is vice president, treasurer and director of MacPherson Enterprises Inc. Action Jan. 28.

CATV

Final actions

- **See-More Cable Co.**, Chadron, Neb.—Cable Television Bureau dismissed upon request petition of Duhamel Broadcasting Enterprises for permanent relief against importation of distant signals, filed Jan. 22, 1969. Action Feb. 7.
- **FCC** has announced creation of Cable Television Technical Advisory Committee to deal with problems of technical standards. Chairman Burch will head committee, and Sol Schildhouse, chief of Cable Television Bureau, will be vice-chairman. Action Feb. 3.

Rulemaking actions

- **FCC** proposed amendment of rules (proposed cable television rules) to implement, for cable systems, television sports blackout provisions of public law. In separate action, FCC also proposed amendment to restrict importation of non-local radio signals by cable systems. Action Feb. 2.
- **FCC** announced adoption of new rules for cable television, representing most comprehensive compilation of regulations since first general rules were issued in February 1966. New rules cover wide range of issues, from importation of distant signals to public access to cable systems and franchise requirements. General outline of proposed rules was first submitted to Congress on Aug. 5, 1971. Commission pointed out that while rules it adopted generally adhere to those proposals, they have been modified in some respects to reflect consensus agreement on exclusivity and distant signal importation reached between industry groups in cooperation with FCC and the Office of Telecommunications Policy. Rules become effective March 31. Action Feb. 2.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Feb. 15. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

- **Hayward, Calif.**—LVO Cable of Hayward Inc. (owned by multiple-CATV owner LVO Cable Inc.) has been awarded franchise by city council.
- **Seminole, Fla.**—Multiple-CATV owner Teleprompter Corp. was awarded franchise by city council.
- **Urbandale, Iowa**—Hawkeye Cablevision Inc. has been granted preliminary approval for 10-year franchise by city council.
- **Holyoke, Mass.**—Video Enterprises Inc. of Holyoke and Spectrum Communications Inc. have applied to city council for franchise.
- **Schenectady, N.Y.**—Multiple-CATV owner Athena Communications Corp. has been awarded franchise by city council.

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Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO Help Wanted

Management

Sales manager, major market, top rated AM, great facility, group operator, must have proven record, substantial salary and bonus. Send resume and picture to Box B-204, BROADCASTING.

Manager, including sales, Franklin, N.J. Maximum power mountain top MOR FM. Adjacent Playboy Hotel, Great Gorge ski area. Magnificent area live/work. New ownership April. Modest initial salary. Grow with us. Peter Bardach, (212) 973-2784; (201) 383-5744 evas.

Midwest station. Must be a top salesman, know programming and have first ticket with engineering experience. Also a chance to own part of the action. Gil Poese, O'Neill, Nebr. Phone (402) 336-1612 . . . after 4 PM call 2540.

Radio Operations Manager—WFAA-AM-FM radio in Dallas, Texas is seeking a dynamic, creative individual to take over its operations function. The person ultimately selected to fill this position will be given responsibility for such departments as news/public affairs, production and traffic as well as other closely related functions. Only those applicants with an established record of success in a major market will be considered. Salary open, excellent company benefits and working conditions. Send resume and salary requirements or call: Employee Relations Department, Dallas Morning News Building, Communications Center, Dallas Texas. Phone (214) 747-4611, an equal opportunity employer.

Sales

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.

Strong salesman for top rated AM-FM station in major northeast market. Must have proven track record to assume, and build upon large established list. Exceptional remuneration and send resume to Box B-145, BROADCASTING.

Sales manager—Central Florida separately programed AM/FM stations in growth market. Experience necessary. Compensation negotiable directly with owner. Send resume, reference and photograph. Box B-184, BROADCASTING.

New York City radio-film syndication producer wants partner with imagination—sales—ability. Small investment needed, eventual take over. Box B-194, BROADCASTING.

Salesman or salesman-announcer. Experience, medium market with AM and FM. Emphasis sales. Guaranteed salary plus commission. Send information, snapshot and audition tape in strict confidence to Bob Thorburn, WLBB, P.O. Box 569, Carrollton, Ga.

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

Junior sales announcer, intelligent, hardworking, cooperative. Some experience preferred. Mrs. Warren, WMCR, Oneida, N.Y. Phone (315) 363-6051.

Wanted: Broadcast time salesman with management potential. Sales experience required. Broadcast background preferred. Write: Box 65, Twin Falls, Id. 83301 or phone (206) 733-3381.

Announcers

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.

Florida progressive rock station needs experienced announcers. 3rd phone. Good voice with mature approach to music. Send resume and audition tape with sample of news and show. Box B-185, BROADCASTING.

Hi fellas! My name is Mary. I work with some swingin' people in Waterloo-Cedar Falls, Iowa and we need an additional first phone announcer. We're a movin' up-tempo most music station. If you're good, call KCFI, at (319) 277-1918 today. And salary is open.

Morning man, 5 KW, MOR daytime, ABC affiliate. Top wages. Open now. Send resume and tape. KOLY, Box 800, Mobridge, S.D. 57601.

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.

Modern country giant has immediate opening for experienced first phone for 10 AM to 2 PM gig. Some production. An opportunity to join a group of sharp professionals on the way up. Top ten market. Call Bill Barden at (301) 761-1590. WISZ . . . country media for metropolitan Baltimore.

Junior sales announcer, intelligent, hardworking, cooperative. Some experience preferred. Mrs. Warren, WMCR, Oneida, N.Y. Phone (315) 363-6051.

Modern country afternoon drive jock needed yesterday. Illness got ours. We are number two this time period. If you can make us number one send tape, and resume today to WNVY, P.O. Box 8098, Pensacola, Florida 32505.

Mature announcer, 3rd phone, MOR/C&W format. No cigarettes. 8 hour or less shift Monday through Saturday. No Sunday work. \$2.00 hour. 5KW daytime, 3KW FM nighttime. Minimum of 40 hour week guaranteed at \$80.00. Hours depend upon daytime operating hours. (803) 563-4371. Clarence Jones, WOIZ-WPWR, St. George, S.C.

Wanted: experienced announcer, first ticket required, mature MOR. Send tape, resume. WVSC AM/FM. P.O. Box 231, Somerset, Pennsylvania 15501.

Announcers Continued

Announcer: first ticket—part time air shift plus ground floor opportunity to enter CATV work. Eastern Pennsylvania. (215) 384-2100.

3rd phone for nights, S.E. New York 50,000 watt FM. Tape, resume and photo to Box 511, Beacon, N.Y. 12508.

Technical

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.

Need all around technical individual to join public corporation, New York facility for maintenance and operation of two Ampex-1200 B3's; BC-230 color camera, plus associated equipment. Firm is producing animated commercial and program material directly onto videotape using hybrid analog computers. If participation in the pioneering of incredible new visual techniques appeals to you. Write: Box B-164, BROADCASTING.

5 KW directional AM and FM station needs Chief Engineer. Must have experience with automation and two-way radio. Send reply to Box B-197, BROADCASTING.

First phone man for transmitter duty. East. No announcing. Excellent pay with bonus plan benefits, equipment and working conditions. Immediate opening. Box B-200, 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.

AM station in Aberdeen, South Dakota seeks chief engineer—announcer with responsibility for equipment operation and maintenance. Station directional nighttime, 1000 watts. Write General Manager, KSDN, Aberdeen, South Dakota 57401.

Chief engineer, strong on maintenance. Immediate. Contact Manager, WCRO, Johnstown, Pa.

1st phone man experienced in production and maintenance, no announcing. Pleasant working conditions. Leading Chicago FM station. Dave Collins, (312) 787-3900.

News

Top broadcast journalism students—Juniors and graduating seniors—needed for major news events coverage in July, August. Previous air experience necessary. All travel and expenses paid. Send tape, resume and recent photo to Box B-155, BROADCASTING.

News director needed for one of America's fastest growing small markets. Southwest location. 40 minutes from top 15 market. Excellent position for right person. First ticket desirable. Box B-179, BROADCASTING.

Exciting opportunity for a young man to excel in a one man news operation. One of the most beautiful areas in the country to raise a family. Upper Midwest with no pollution and no big city hang-ups. If you have realized there is more to life than running in the rat race, talk to us about broadcasting excellence in a small market. But . . . if you are an inexperienced beginner, or if you can't read or write like a pro, don't waste our time or yours. Box B-187, BROADCASTING.

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.

Radio Help Wanted

Programing, Production, Others

New York City radio-film syndication producer wants partner with imagination—sales—ability. Small investment needed, eventual take over. Box B-195, BROADCASTING.

Assistant PD. AM rock format. East. Up to \$22,000 start. Must be mature, reliable with good track record and willing to follow directions. Strong on music. Minimum last 3 years in top 20 markets. Minority group applicants positively given equal consideration. Send tape, resume, references and recent picture. Box B-199, BROADCASTING.

Situations Wanted

Management

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.

Southern, experienced, reliable adult seeks station or operations manager spot. First class, including license. Accentuates the positive. Box B-160, BROADCASTING.

Just separated and ready to go to work immediately. 5½ years experience in R/TV production and management and for past 1½ years I've been managing one of the top AFRTS stations in Europe. Looking for a job in management with a future. Willing to relocate anywhere. Box B-167, BROADCASTING.

Attention Southern California: veteran broadcaster in million plus glamor market, has researched new approach to C/W radio. Good numbers and bucks. If you're losing your tochis, you have no one to blame but yourself if you don't answer this ad. Replies confidential. Box B-192, BROADCASTING.

Experienced 1st phone manager—sales—programing, 28, family, (205) 749-0540 after 6 P.M. CST.

Available immediately. National regional sales manager—16 years successful background, constant increase—1971 averaged, 32 percent increase on one station and 48 percent on another. Contact: Pete McNee, P.O. Box 957, Tyler, Texas 75701. Call: (214) 592-3873.

1st phone manager-sales manager, doubled present stations billing in 2 years, college, excellent announcer, family, seeking warm coastal area. (502) 765-7876.

Sales

Want first sales opportunity. Five years experience all areas R-TV. Former medium-market news director. Age 22. Graduate Missouri Journalism school in May. First phone. A professional . . . top references. Box B-168, BROADCASTING.

Sales manager. South. Adult format preferred. References. Resume. Box B-170, BROADCASTING.

Salesman—dj—first phone. Single, mature adult. Will work towards management. No tapes just a resume. Available for interview. Box B-196, BROADCASTING.

Sales—22 yrs. radio experience, 11 years general manager. Play-by-play including wrestling. Small medium market. (717) 322-5044 or Box B-154, BROADCASTING.

Sales-announcer—emphasis sales-seeking slot with dynamic sales team. Prefer west-coast states. Jim Pemble (307) 237-3711, 1700 W. 25th, B-37, Casper, Wyoming, 82601.

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

Experienced graduate of N.Y. school—willing to relocate—tight board—third—endorsed—seeks new, challenging position. Box A-261, BROADCASTING.

Announcers Continued

MOR 1st phone announcer/salesman wants new challenge. Seeking on-air and sales combination. Available now. Box B-85, BROADCASTING.

No. 1 morning-man in medium market (adult top 40) seeks slot in large medium or major. Voice style, production. 3rd. all pro. Box B-144, BROADCASTING.

First phone experienced top forty dj. Tight board. Box B-147, BROADCASTING.

Country jock, first phone. 5000 watt experience. References. Box B-148, BROADCASTING.

Announcer anyone? Smooth MOR and/or soft contempt. Strong news. 1st phone can be yours now. Box B-153, BROADCASTING.

Talented disc jockey, announcer seeks experience on small AM or FM station. Heavy theatrical background. Excellent voice and diction. Tight board. Fully conversant with all types of music. Very dependable. Will relocate. Box B-166, BROADCASTING.

10 year radio pro ready to move up. Possibly TV experience in all phases. Now rocking and M.D. administrative experience. Married. 27. Box B-173, BROADCASTING.

If it's MOR, C&W, or soft top 40, I live it. Third endorsed, graduate—college, and broadcast school. Writing experience; stable. Prefer small market. Box B-175, BROADCASTING.

Experience announcer—disc jockey—any format, third & married. Box B-178, BROADCASTING.

3 years experience, dependable announcer looking for MOR in northeast. Available immediately, 1st phone. Box B-180, BROADCASTING.

Female broadcaster—newscaster—writer with announcing and DJ skills, 3rd endorsed, college grad, major magazine background professionally broadcast trained. Box B-188, BROADCASTING.

Experienced Black jock, with general market sound, big voice, seeks major market top 40 or MOR position. Box B-191, BROADCASTING.

1st ticket, newsman/dj, writer. I've been away from on-air work for some time, but tape and resume will show I have the versatility you need. Prefer Pa., Ohio, Md., N.Y., N.J. area but will consider others. \$120 min. 28, married. Box B-201, 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) 798-7471, 89 North Michigan, Pasadena, California.

1st phone—heavy format follower. Looking for top 40 or contempt. Tape says it all. Contact Alan Scott, (213) 863-3750. Message # (213) 896-3279.

First phone—5 years experience—24—married. Good production. Looking for place to stay several years. Dick Houser, 318 Browns Lane, Louisville, Kentucky 40207.

1st phone, trained on the air for one year desires position in announcing/news/sales will work any format—anywhere, will consider all leads. Contact Sam Huffman @ (213) 698-2878. Send station letter head c/o 9525 Mina., Whittier, Ca. 90605.

First phone announcer experienced in AM/FM, some TV seeking growth potential in Western states. Married, 25, sales production, light maintenance. Dave Taylor, 729 Decatur, Bakersfield, Cal. (805) 399-1145.

Experienced personality jock seeking position with medium market top 40 station. Also first class engineer. Tape and resume available. Alan Blanco, 3094 Lynnwood, Streamwood, Illinois 60103 (312) 289-5151.

Conservative, young, married, first phone with some experience. MOR-contemporary. No nights. Minimum \$125. Randy Swingle, McArthur, Ohio 45851. (614) 598-5093.

Dependable Specs Howard graduate seeks experience at AM or FM station. Announcer/news. Third endorsed. Excellent voice. Married. 22. Veteran. Will relocate anywhere. Terry Gross (313) 794-9804. Box 44, Pearl Beach, Michigan 48052.

Announcers Continued

Personality dj/newscaster, 29, college degree, third MOR/top 40. 5 years commercial experience all phases. Articulate, mature voice, creative. Audience captivator. Best references. Air check. Phone (201) 232-8900. Write Mr. Announcer, c/o Donner, 1309 Cushing Road, Plainfield, N.J. 07062.

Technical

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.

Experienced engineer wants stable position as studio—transmitter—assistant chief. Steve Burgess, 624 Oakley, Topeka, Kansas 66606.

News

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.

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.

"Cronkite" type anchorman with background as News Director, Public Service Director, news and commercial writer. Impressive authoritative news voice. Experienced and able. Box B-146, BROADCASTING.

College degree, first, interested in news and talk in medium to large city. Two yrs. Experience since college. Willing to learn. Call 412-586-7054 or Box B-156, BROADCASTING.

Sports! Central California's top play-by-play man . . . now sports and program director of small market station . . . ready to move up to medium market sports director job with plenty of college and, hopefully, pro baseball PBP. Prefer West coast but will relocate, 25, dependable, four years PBP experience, well informed. You can't go wrong. Tape and resume on request. Box B-159, BROADCASTING.

Major market reporter-anchorman. Victim of economy. Thoroughly experienced. Box B-176, BROADCASTING.

Experienced newswriter, newsman, sportscaster. Vet of ABC net, WCBS, & LI radio. Prefer NY metro area or California. Box B-177, BROADCASTING.

Experienced newsman, edit, air news, strong on sports PBP, relocate. Box B-181, BROADCASTING.

First phone newsman looking for good news operation, accurate, dependable, good digger, heavy on local actualities, love working with people. Has experience as news director. Box B-186, BROADCASTING.

College grad. Political science journalism background. 1½ year experience. Total involvement with local news. Emphasis on actualities. Mike, 7504 Fremont Ave., Margate, N.J. 08402 609-822-8653.

Whiz M! See television ad.

Newsman presently employed and want to move up to larger market, 6 years experience. Prefer leg work. Will relocate. Family man. I'm strong on gathering actualities. Edward Lott—302-995-1012.

People-oriented creative newsman. Recent broadcast school plus BA speech. 3rd phone. Nick Isenberg (303) 322-2356, 2890 Elm St., Denver, Colorado 80207.

News director and sportscaster. . . . available now. Call "Joe Merry" 201-223-0743.

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.

Professionally trained girl Friday. Continuity and production plus news, and traffic experience. Box B-81, BROADCASTING.

Programing, Production, Others

Continued

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.

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.

Attention Southern California: Veteran programmer has researched new approach to C/W radio. Good for numbers and bucks. Lets mine the gold in them there hills. Replies confidential. Box B-193, BROADCASTING.

Available now, first phone jock and or program director with eight years experience. Five with WAYS-WAPE chain. Call now (304) 599-3258.

Two creative, production-minded top rated rock jocks tired of Mickey Mouse operation seek employment in medium market fulltime rocker. Would like chance to team up nine years experience and make your morning. Will also consider separate slots. Hard working, loyal, desire security. Want station seeking same. Box 1152, Mankato, Minn. 56001.

TELEVISION

Help Wanted Announcers

Pa. 5 KW AM/CBS-TV affiliate wants announcer for MOR Radio personality and radio-TV newsman including on-camera reporting. E.O.E. Box B-127, BROADCASTING.

Technical

New York—Binghamton . . . dependable person with first class license . . . to handle UHF transmitter and studio operation. Salary commensurate with experience. Call chief engineer. WBJA-TV, Binghamton, New York. . . 607-798-7111.

Studio transmitter engineer with first class FCC license experienced or will train. . . North east educational UHF TV station write, Donald Newman, WSKG-TV, Box 954, Binghamton, New York 13902.

News

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.

TV newsman for evening anchor position, in Las Vegas. Nevada need background in newswriting and film editing. Send VTR and salary requirements. Box B-203, BROADCASTING.

Montana Television Network needs a station news director. Knowledge of, and experience with, 16mm film, TV-radio reporting and organizing small department essential, along with good on-air appearance and delivery. Rush VTR, resume to Bill Whitsitt, Box 1331, Great Falls, Montana 59401. 406-453-2449.

Programing, Production, Others

Group owned network VHF opening for prime time show producer-director, film knowledge required. Send resume and sample copy first reply. E.O.E. Box B-157, BROADCASTING.

Production assistant for morning talk show. Prefer experience in booking entertainment and public affairs guest. E.O.E. Box B-158, BROADCASTING.

Television

Situations Wanted Management

Manager, operations/production/programing. 16 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

Female broadcast—newscaster—writer with announcer and DJ skills, 3rd endorsed college grad, major magazine background—professionally broadcast trained. Box B-189, BROADCASTING.

Technical

Chief engineer medium size market desires challenging change, 18 years experience. Box B-151, BROADCASTING.

First phone—operations and production oriented four years. Box B-161, BROADCASTING.

Eng. mgr.—chief. S. west and west. Over 20 years TV & radio technician, engineering and management. Presently management employed. Desire move west. Box B-169, BROADCASTING.

Engineering manager: Fifteen years experience in all phases of television from operator to department manager. Responsible and competent in both technical and budgeting operations. National reputation. Box B-182, BROADCASTING.

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.

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.

Broadcast Journalist with expertise in consumer reporting. Experienced as a producer/reporter for news and public affairs, and as complaint investigator for consumer protection agency. M.A. Available after April. Box B-152, BROADCASTING.

Newsman now in top five TV market wants to go back to radio. Twelve years experience (1½ network), college educated, family man. Former news director and anchorman. Contact Box B-163, BROADCASTING.

Whiz Ms! Journalist experienced in news and public affairs. Excellent interviewer. Box B-198, BROADCASTING.

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 Liebner (Agent) N.S. Bienstock, Inc. 850 7th Avenue, New York, N.Y. 10019—call (212) 765-3040.

Programing, Production, Others

BS in June. Experience as producer/director and engineer. Relocate anywhere. Desire position as producer/director. Box B-150, BROADCASTING.

Programing, Production, Others

Continued

Experienced CATV program director with proven success record, looking. Ambitious and hard working with experience in all phases of TV. Seeks a bigger challenge in CATV. Box B-162, BROADCASTING.

Producer/production man, 22, single. BA, R-TV. Experience all phases production commercial and educational operations. Creative, ambitious, hard worker. Excellent references. Will relocate. Resume available. Box B-165, BROADCASTING.

Staff artist seeks permanent employment. 5+ years experience in television art production. Excellent samples and references available upon request. Van Rinehart c/o Dwight Garner, Box 184, Roscoe, Illinois 61073.

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 ¼ inch on 7 inch reels. Send sample and quality prices to Box 157, Westmont, Illinois 60559.

Wanted . . . 18mm Black and white processor. Call 606-233-0620.

Wanted: Selnoid operated 3 ½" coax switches. Send details to P.O. Box 3689, Modesto, Ca.

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.

1¼"-50 OHM Gas Filled Line. Complete w/"N" connectors; equipped for pressurization. Brand New, Phelps Dodge #STA 758-50. 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 ½ original cost. Some installation assistance included. Box A-338, BROADCASTING.

RCA BTA-5F 5 KW AM transmitter excellent condition. Hy-Power Electronics, Dallas, Texas (214) 272-5567.

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.

\$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.

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.

For Sale Equipment

Continued

Gates model M-6095 10 watt tube-type FM exciter. Excellent condition. Can easily be tuned to any frequency 88-108 MHz. Tuning instructions included. \$600.00. Box B-149, BROADCASTING.

Belar model FMM-1 and model FMS-1 complete stereo monitoring system. Now tuned for 103.7 KHz. Excellent condition. Box B-190, BROADCASTING.

One Continental stereo system, presently operational in Miami. System consist of: typewriter input using hot cell sensing. Four (mono) McCarta cart machines. Four (stereo) carousels. Six (stereo) playback 14 inch machines, 7-1 ips, reversible, with tone or full sensing. System is late model solid state. Make offer to: WMYQ-FM, 825-41st Street, Miami Beach, Florida 305-538-5321. Robert Blumenkraz, Chief Engineer.

RCA AM Modulation monitor... in working order... \$50. WYXI Radio, Box 645, Athens, Tenn. 37303.

Broadcast tape cartridges. New empties; load yourself and save! Sold in lots of 25 only. 25/\$1.20 each; 50 or 75/\$1.10 each; 100/\$1.00 each. Enclose payment with order, shipping collect. Redding Radio, Box 344, Fairfield, Connecticut 06430.

After a hard day at the studio—relax with the most entertaining cassettes on the market. The last frontier isn't where it used to be. One hour \$6.25. Challenge to Marshall McLuhan half hour \$4.50. Fee-fye-to-fum—there's no need to buy the TV guide/half hour \$5.25. You will want to instant replay these cassettes for your company. Amusing brochure free. Aquarius Educational Enterprises of 18 Orchard Street, Summit, New Jersey.

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Tape Memorex two inch #78V color quadruplex from film and broadcasting department. Approximately 25 hours—average passes: four. \$50.00/hour. Contact T. Blair, Purchasing Division, Christian Science Center, Boston, Massachusetts 02067. (617) 262-2300.

Miscellaneous

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Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone. Television & Radio Features, Inc., 186 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

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Bob Raleigh's Comedy Service, in our fourth year. More than jokes. Box 684, Galax, Virginia 24333.

Notice!! Anyone knowing the whereabouts of Richard S. Harrington—also known as "Rick Harrington" please notify the following. Box B-92, BROADCASTING.

\$1,000 a week comedy writer for \$15 a month! Exclusive! One client per market! Rush \$15 to Box B-172, BROADCASTING.

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R.E.I., 3123 Gilham 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., 825 E. Colorado St., Glendale, Calif. 91205. Call toll free, 1-800-237-2251.

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Complete home study course for 1st phone. \$75.00 total. It works! Guaranteed. Academy of Radio and Television, 1120 State Street, Bettendorf, Ia., 52722. (319) 355-1165.

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BOX B-142, BROADCASTING

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13 yr. Radio-TV Veteran now amicably employed at flagship station of one of America's largest groups seeks 2nd level management opportunity with large Carolina station or Carolina-based group. \$15,000. Contact:

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Programing, Production, Others

3 FOR THE PRICE OF 1 SALE!!!

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Public Auction

By Order of the Owner, Bankrupt Assets Formerly of WKTR-TV

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Directions: East off I-75 at Exit 32 or 31

TUESDAY—MARCH 14, 1972—11:00 A.M., E.S.T.

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R.C.A. FILM CHAIN (New 1967), TK-27 Color Film Chain W/TK-22 Camera, 2 TP-66 Projectors, TP-15 Multiplexer, TP-7 Slide Projector

CAMERAS: 2 R.C.A. TK-42 Color Cameras W/TD-9 BC Pedestals (New 1967), R.C.A. TK-60 Monochrome W/TD-3 Pedestal (New 1967)

R.C.A. VIDEO TAPE RECORDERS: TR22C Low Band Color W/Elec. Editing (New 1967), TR-4 HI/Low Band Color (New 1968), TR-5 Low Band Color (New 1967)

AUDIO: R.C.A.-BC7A Console, R.C.A. RT-21 Reel to Reel Recorder, Mikes, Decks, Amplifiers, Cartridges, etc.

MOBILE UNIT

R.C.A. TR-11 VTR, 4 TK-31B Camera, TG-2 Sync Gen., TS 30 Switcher, TM35 Monitor, etc.

R.C.A. TERMINAL EQUIPMENT: TS-40 Switcher W/TE-60B Special Effects Unit (1967), 2-TG-3 Color Sync Generators, 6 TA-34 Pulse Dist. Amps., 6 TA-33 Video Dist. Amps.

MONITORS—COMPLETE KLEIGL LIGHTING PACKAGE W/DIMMER PANEL—COMPLETE FILM AND DARK ROOM SET UP—TEST EQUIPMENT, FILM LIBRARY, COMPLETE AUDIO CONSOLE W/TURN TABLES, OFFICE EQUIPMENT—(LARGE QUANTITIES)

INSPECTION: 9:00 A.M.-4:00 P.M.—MONDAY, MARCH 13, 1972

For Illustrated brochure please contact:

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Miscellaneous continued

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Ill.	Small	FM	75M	29%	MW	Small	FM	135M	29%
SE	Small	AM-FM	85M	20M	SE	Medium	AM-FM	335M	29%
West	Sub	FM	500M	145M	Texas	Metro	FM	94.5M	30M
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Two qualified individuals desire to purchase and operate AM or AM/FM in single-station, upper-midwest market. Confidences respected. (612) 774-1574.

BOX B-183, BROADCASTING

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Investor with necessary capital desires to purchase profitable radio property in Miami area—not a broker—serious principals only please.

BOX B-202, BROADCASTING

FOR SALE

AM station in metropolitan city in Northwest. Outside ownership and poor management forces sale. \$70,000. \$20,000 down. Tremendous potential.

BOX B-174, BROADCASTING

For Sale Stations

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Good FM dial position—3000 watts

Contact owner
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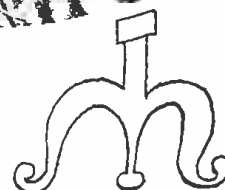
Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO



No matter
who you are ...

No matter
what you do ...

Your #1 enemy
is the heart and
blood vessel
diseases



GIVE... so more
will live
HEART FUND



Contributed by the Publisher

EQUIPMENT

CAUTION!

Do not purchase television equipment stolen from WPVI-TV, Philadelphia.

On February 11, 1972, certain remote studio equipment was removed by thieves from our mobile support truck. Included in the theft were:

- three (3) Norelco Model No. PC-70 cameras, Serial Nos. 274, 282 and 284.
- two (2) Angenieux 10-1 zoom lenses for the Norelco cameras.
- one (1) Conrac 14" black and white monitor.

The equipment stolen is incomplete, and cannot operate without a camera control unit. Should you be approached regarding the sale of this equipment, please contact

General Manager
WPVI-TV
4100 City Line Avenue
Philadelphia, Pa. 19131
(215) TR 8-9700

The C. Edward Little who walked into the offices of the Mutual Broadcasting System on Feb. 1 as MBS's newly elected president is the same C. Edward Little who in the late forties hunkered down behind the home plates of various minor-league baseball parks and caught for teams in the New York Yankees farm system. His ambition then: to play in Yankee stadium.

"But I came along at a time when the Bronx Bombers were just loaded with catching talent," he said. "There was still Bill Dickey and Yogi Berra and Ralph Houk and Charley Silvera—either on the parent team or on the farm clubs. I made it to Kansas City and Newark in Triple-A but I couldn't see myself knocking around, even in the high minors.

"Another reason was that I was making more money in the off-season working in advertising, sales and sales promotion work on sports activities, first in Norfolk and then in Miami. Sports provided the entry for me to the world of business."

Then he said: "You know something? I wouldn't be president of Mutual today if it weren't for sports. One thing just led to another."

He is a prototype of the modern-day athletes who blend sports ability with business acumen. A football and baseball star in college, he later capitalized on his baseball skills by working during the off-season as a promotion-advertising-sales executive for a concession firm related to sports.

In 1951, Mr. Little was traded to the Miami Marlins minor-league baseball team and played there for two years, continuing his sports promotion-advertising-sales work in his off hours and during the fall and winter months.

Then in 1953, he began his broadcast career as an account executive with WTV (TV) Fort Lauderdale. He has stayed with the industry ever since, except for the baseball season of 1957 when he served as sales promotion director of the Miami Marlins.

Shortly after he joined WTV, he was appointed general manager and remained there until 1957. In late 1957 he was hired by Dan Enright, who was co-owner with Jack Barry of WGMA (AM) Hollywood, Fla., to run the station as general manager.

Mr. Little continued with WGMA until the end of 1964. In early 1965 was appointed vice president and general manager of KBTR (AM) Denver. The following year he returned to WGMA as general manager with the expectation that he would become part of a group buying the station. That summer Mr. Little and several associates purchased WGMA and he assumed the duties of president and general manager.

C. Edward Little: out to boost MBS's batting average

Ed Little is known to close friends as "the giant." Curiously, the nickname is not associated with his impressive physical dimensions: six feet three inches, 240 pounds.

"When our group took over WGMA we changed the format to top-40 country music," he said. "And we put on an extensive promotion. We conceived the phrase, 'the country giant' as our logo, and pretty soon people started to call me that. And then it was shortened to 'the giant.'"

Week's Profile



C. (Charles) Edward Little—President, Mutual Broadcasting System, New York; b. June 22, 1923, Norfolk, Va.; attended Duke University, 1942-43; BE, University of Miami, 1949; served in U.S. Marine Corps, 1943-45, discharged as 2d lieutenant; professional baseball player in New York Yankee farm system (Augusta, Ga., Kansas City, Mo., and Newark, N.J.) and for Miami Marlins 1946-52; worked off-season with Sportservice Inc. (sports concession firm) in sales-promotion-advertising, 1949-53; account executive and general manager, WTV (TV) Fort Lauderdale, Fla., 1953-57; sales promotion director, Miami Marlins, 1957, general manager, WGMA (AM) Hollywood, Fla., 1957-65; VP and general manager, KBTR (AM) Denver, 1965-66; president, general manager and part owner, WGMA, 1966-71; president, Mutual Broadcasting System since Feb. 1; m. Marie ("Totsie") Griswold of Miami, 1946; children—C. Edward Jr., 25; Stephen, 21; Betsy, 17 and Suzanne, 12.

Mr. Little and his associates sold WGMA last year and the transfer became effective last fall. He decided to "take it easy for a while, play a little golf," but his period of relaxation was interrupted by a telephone call from Mutual's top management.

"I was asked if I would be interested in becoming president of Mutual," he reported. "After several meetings I decided to accept. I spent the month of January getting acquainted with the operation and the personnel. And I can say that I love this job."

But he concedes he has his work cut out for him at Mutual. He realizes there are two strikes against him: (1) He is operating in network radio, and (2) MBS has been invariably fourth in a field of four.

"But I don't intend to be with a losing combination," he said. "I never have in the past. I agree that Mutual hasn't done too well for the past few years, but I can tell you this: Mutual is now alive."

Mr. Little ventured that Mutual is full of plans for expansion but said they could not be divulged at this time. He acknowledged that the network will try to buy radio stations, but said "the blueprint goes further than that."

"We have plans to improve and extend our programming," he said. "Programming that will serve the communities in which our affiliated stations operate."

"We are proud of the news services that Mutual is providing to stations around the country. But we hope to improve that service."

Mr. Little confessed that 1971 "was not one of Mutual's better years," but said "we are confident about 1972." He said that "Mutual is going to be more aggressive than even before in getting its share of advertising sales."

The aggressiveness he expects of Mutual is the same he expects of himself—and his staff. "I'm a driver and a pusher," he said. "In my vocabulary [which he speaks rapidly but in a pleasant drawl] there is no such word as can't. At the end of each day I do a mental P&L to ask myself, 'Exactly what did I accomplish today?'"

He intends to be a "working president," meaning he will involve himself directly in all phases of the network's operations. He noted he has had considerable success in sales and sales-promotion endeavors and he will not shrink from calling on advertisers and agencies himself to clinch a substantial sale.

Mr. Little is by means all work and no play. He is an outgoing person who enjoys golf and fishing, and when he lived in Florida, he used to invite friends to outdoor barbecues—and Mr. Little did all the cooking.

Everything in the act

The notion that broadcasters might be required to provide time for counteradvertising under the fairness doctrine, as the Federal Trade Commission has proposed, would have been unthinkable a couple of years ago. But so many unthinkable things have happened since then that nothing seems unthinkable any more. For that reason alone, the FTC plan deserves every bit of the serious attention it is getting from advertisers, agencies and broadcasters.

The fact is, of course, that much of what the FTC wants is already destined to go into effect, or appears so, through a court decision that the Federal Communications Commission is disinclined to go on contesting: the appeals-court decision holding that the fairness doctrine applies to advertising for high-powered automobiles and leaded gasolines, which had been challenged on grounds that such products add to pollution. In that case the court said the FCC was wrong to deny a petition of Friends of the Earth, an ecology-protection society, which had sought free time to speak out against the whole category of advertising for cars with large engines and gasolines containing lead.

That sort of requirement, applied to product commercials generally, would cause chaos enough, in paperwork if nothing else. What the FTC wants to add is an extension to make the doctrine apply to advertising claims that are based on "scientific premises which are currently subject to controversy within the scientific community" and to "advertising that is silent about negative aspects of the advertised product."

On top of the implications in the appeals-court decision, that extension could quickly turn television and radio into unique advertising media, with advertising critics given free time to carp and complain, without regard—as it appears now—to the antideception and other FTC rules that govern the advertisers they are complaining about. Consequently, and just as quickly, TV and radio could be transformed from unique advertising media to no advertising at all. What advertiser would want to pay money to get into that sort of hassle? At best, advertisers who were not themselves attacked would find themselves in media where the climate, as the counteradvertising movement grew, would be increasingly negative toward all advertising.

There is no place for dishonest, deceptive or misleading advertising, and it is the FTC's duty to root out those practices. It is not the FTC's job, however, to deputize the FCC to restructure, if not nullify, two eminently efficient media of advertising, entertainment and information. The idea may no longer be unthinkable, but it is still, as the cliché used to have it, one of the most unheard-of things we ever heard of.

Smaller the better

More meaningful things often happen at impromptu meetings than at big conventions with their canned speeches.

Such was the case on Friday, Feb. 11, in Fort Worth where the Dallas-Fort Worth broadcasters were hosts at breakfast for winners of the third annual Abe Lincoln citations honoring broadcasters, awarded by the Southern Baptist Radio-TV Commission. There wasn't a prepared speech in the house.

Morton S. Cohn, WLOS-TV Asheville, N.C., wanted to know why he constantly reads in the public press that broadcasters have "the most efficient lobby in Washington" when

he couldn't recall a single piece of legislation favoring broadcasters in 20 years. No one else could recall one either.

Vincent T. Wasilewski, president of the National Association of Broadcasters, had an observation: "The name of the game in lobbying is money—and don't forget it." Richard Chapin, Stuart Stations, Lincoln, Neb., chairman of the NAB joint board, agreed.

Harold Krelstein, president of the Plough Stations, Memphis, cited the "tremendous movement" against advertising of drug and proprietary products on the air—of great interest to all, in light of the cigarette debacle, but especially to Plough, which is in the proprietary business.

Jesse Helms, WRAL-TV Raleigh, N.C., charged that "irresponsibility in our own industry" (he alleged that some network commentators slant the news) has generated "public antagonism." Mr. Helms is running for the Senate as a Republican.

Dr. Paul Stevens, executive director of the Baptist commission, who avidly believes in commercial broadcasting and buys prime time to prove it, told of hundreds of "confidential" communications critical of the "liberalism" of network commentators.

Charles Batson, president of the Cosmos Stations, Columbia, S.C., called for prompt "self-analysis" by broadcasters.

The 100 or so who attended that breakfast had heard more intelligent and edifying straight talk than usually sticks with the thousands who go to big conventions.

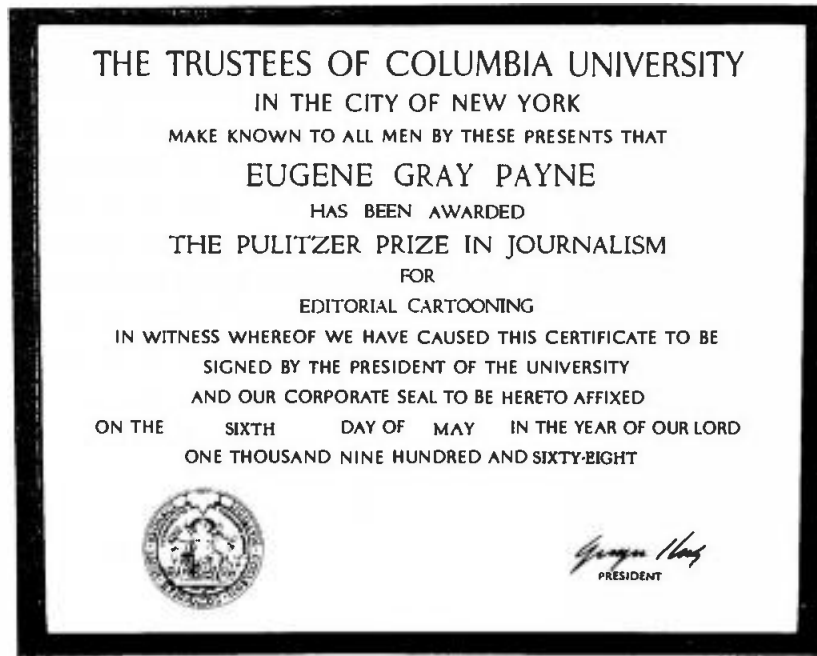
By popular demand

Occupying the space immediately below these comments is a work that will be familiar to all regular readers. It is yet another contribution from Sid Hix, who has been demonstrating for 35 years that broadcasting can be a laughing matter. Since his arrival, this magazine has allocated roughly 99.9% of its editorial space to serious reporting and .1% to Mr. Hix, who has made a disproportionately large impression. Many readers have asked for a collection of Hix cartoons. They are now obliged. A book, "The Lighter Side of Broadcasting," is coming off the press. It is commended to Mr. Hix's fans with much affection and pleasurable memories of a long association in these antics.



Drawn for BROADCASTING by Sid Hix
"Leave them there . . . it's kind of nice to see something live on TV for a change."

WHO IS EUGENE GRAY PAYNE?*



* Ask Bill Mauldin. Ask Billy Graham. Ask President Nixon. Ask anyone in the Carolinas. They know his award-winning work. He works for us as editorial cartoonist. He's one more essential element in our information service.

Now you don't have to ask.

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A COMMUNICATIONS SERVICE OF  COX BROADCASTING CORPORATION

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